



# REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

## Proactive Strategies to Engage Business & Industry

February 14, 2019  
1:00 – 2:00 pm

Register at:  
<https://bit.ly/2JK6qQn>



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## Proactive Strategies to Engage Business & Industry

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In Business U's latest national study, up to 72% of education organizations reported that employers are not giving the buy-in to move education and workforce mandates forward. This data, coupled with typically poor employer market penetration rates (between 1-3%), creates an environment of limited opportunities for students. This session utilizes Business U's Business Engagement Outreach Planning template to design localized strategies through a systematic marketing plan to identify goals, strategies, tactics and objectives to increase employer engagement.

### Learning Outcomes:

#### Participants will understand:

- The necessary market research to develop objective-based strategies for a local plan
- How to effectively measure results so that course corrections can be made to maximize employer engagement
- The nuances between B2C and B2B marketing that affects colleges in employer outreach
- How to leverage labor market reports and data to develop compelling B2B messages

### Audiences - CRC Regional Stakeholders

- CTE Deans
- CTE Faculty
- Public Information Officers
- Career Center Staff
- Career Counselors

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