

BUSINESS CHECKLIST

ADDRESSING YOUR SKILLS GAP

Each business can play a role in narrowing the skills gap. To the right is a quick reference of ways that businesses can contribute.

(Grades 4–12) Working to Build Your Future Workforce

- Communicate talent needs to educators related to specific occupations.
- Become a partner in work experience programs with your area Pk–12 school district.
- Provide tours to schools, agencies and the media to communicate about careers.
- When launched, use relationship management website.
- Sponsor internships, job shadowing, mentoring and other learning experiences to increase young people’s workplace skills.
- Offer a company representative to serve on the monitoring task force for future phases of this report or on a curriculum advisory committee with your local school district.
- Publicize your involvement in the above programs in employee and community newsletters, and with the media.

Educating Potential Applicants about Your Company’s Opportunities & Expectations

- Use your website to communicate skills and competencies that are required of employees.
- Be sure to include education and skill requirements for each position posted on your company website.
- Provide links to educational institution’s programs.
- Consider joint marketing efforts with educational institutions to recruit for degree programs that match hard-to-fill positions.
- Consider allowing your company’s logo to be used on degree program recruitment materials.

Recruitment

- Join a recruitment consortium for a specific occupation.
- Provide general feedback with links to local training programs in emailed rejection letters to applicants.
- Consider offering part-time employment for in-demand occupations to increase flexibility of the positions.