

Materials for Marketing to Employers

Use this resource to:

- Develop a marketing strategy: Consider names for your initiative that identify benefits to both employers and workers; create marketing materials for your initiative.
- Recruit employers to your career ladder: Involve employers by proposing a solution to their recruitment and retention needs.
- This resource provides a template for promoting the benefits of career ladders to employers. The template provides information on practices that support recruitment, retention, and skill development using the career ladder system.

This resource provides language and talking points for recruiting employers to a career ladder initiative.

Is it costing too much to get the workforce you want? If your company faces high turnover, problems filling vacancies with qualified candidates, or performance-related limitations on productivity, the _____ (name of your organization) has a solution that can be customized to meet your needs.

Recent surveys by the U.S. Chamber of Commerce and the National Association of Manufacturers identify workforce issues as one of their member companies' top concerns. The career ladder initiative is designed to meet these needs.

Even in today's environment, tight labor markets persist for some industries due to increasing skill requirements, new technologies, new structures of work organization, and changing demographics. These challenges bring workforce development to the top of the agenda in large and small businesses across the country.

Like the product supply chains that businesses have come to rely upon, workplace skills can be supplied through chains that align the labor market systems that develop skills with employer needs.

Employers can use career ladders to identify the skill specifications for new workers. In the development of career ladders, it is those skill specifica-

tions that drive one or more of these strategies, all of which are designed to meet the work/life requirements of your workers:

- Pre-employment recruiting and screening from non-traditional labor markets;
- Work-based training;
- Inter-firm agreements that match skill development with skill needs;
- Job opportunities and support services that reduce turnover; and
- Customized education/training programs that develop skills based on employer-identified skill specifications.

The career ladder initiative creates win-win outcomes for employers and workers by encouraging the use of recognized skill credentials and by connecting skills developed for lower-level credentials into the requirements for higher-level credentials. Firms win because there's an easy way to know if workers have required skills. Workers win because skill development opens more career paths.

The career ladder initiative provides incentives and work-life support services for workers to stay in jobs while they build skills, which can reduce turnover—to the benefit of employers and workers alike. And the initiative includes expert advice on human resources practices that support recruitment, retention, and skill development using the career ladder system.