



Cultivating Business Partnerships

Turnkey cost-effective
employer engagement campaigns

Powered by:





Do employers not see the value in your workforce and education programs?

Is your organization struggling to sell its workforce programs to local employers?

Is there a lack of interest by employers in providing work-based learning opportunities?

Do employers in your community even know your workforce and education programs exist?

**Become a Proud Partner in the
Behind Every Employer campaign to
communicate the value of your workforce
and education programs to employers.**

**What is the Behind Every Employer national campaign?
Maximize your exposure to employers**

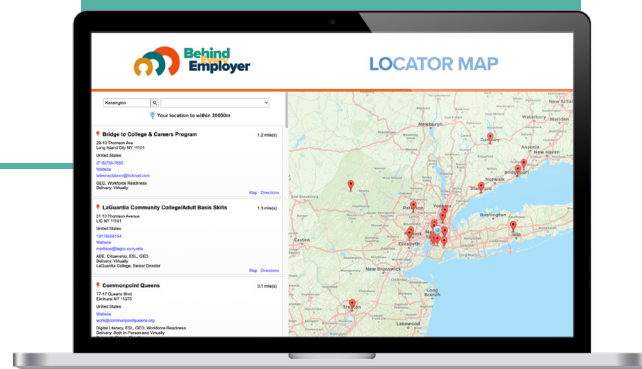
Led by an advisory committee of business leaders with Coalition on Adult Basic Education and SkillsUSA, Behind Every Employer is a campaign that strategically connects companies with education and workforce organizations across the country to provide solutions for the workforce challenges they face. The campaign website houses a locator map that allows employers to search for local educators and solutions they provide to solve workforce challenges.

**How can workforce and
education organizations participate?
Get on the locator map to get free referrals**

Maximize your exposure to employers who want to engage with workforce initiatives and services to find and build a pipeline of workforce talent. The Behind Every Employer national campaign raises awareness about the value of education and workforce by driving employers to your organization.

**How can the campaign toolkit
help me with employer engagement?
Build your brand locally as a proud campaign partner**

Did you know it takes between 5-12 touchpoints to get a prospect to engage with you? They may visit your website, see a social media post, or have a consultation – each one of those is a touchpoint. You have to continually find ways to tell your story to potential employers so they recognize your value through various touchpoints, and the toolkit is one way to do that. Add your logo and tailor these professional tools to support your outreach efforts.



How do I leverage Behind Every Employer to create a local employer engagement campaign?

If you want us to establish a qualified leads list and secure appointments with employers in your area, the Behind Every Employer campaign team stands ready to develop a turnkey cost-effective campaign. Whether your goal is to recruit advisory committee members, obtain more work-based learning opportunities for learners, or sell contract education and corporate training programs, we get results at 50% less than benchmark costs.

The package includes a professionally branded Behind Every Employer landing page with your logo, a contact form to obtain interest information from employers, and digital advertising to promote your workforce and education initiatives to sector-specific employers in your area. Our Appointment Center qualifies these leads and establishes a meeting between you and the employer to start the relationship-building process.

Through high impact partnerships with industry, we ensure companies have the workforce talent now and in the future to keep them competitive.

Ways to Engage with Us

Contact Us for a Complimentary Consult

Your Logo Here

CORPORATE TRAINING

Connect with our subject matter experts to design customized training for your workers to improve productivity and boost your profitability.

GET STARTED

TALENT RECRUITMENT

Tired of wasting money on recruitment efforts that take too much time? We match our students with your open positions for hire.

GET STARTED

ADVISORY BOARDS

You voice counts! Our advisory boards give you an opportunity to make sure that our education design curriculum that teaches students the skills they need to keep your business competitive.

GET STARTED

WORK-BASED LEARNING

Your participation in internships, apprenticeships, mentorships, and work-site tours means that you get to try out the latest talent in your industry, a cost-effective workforce strategy for finding the perfect match for your company and mitigating your hiring risks.

GET STARTED

Contact Us

Are you an employer interested in our workforce services? Complete the form below and we will contact you.

First Name: Fernando Last Name: Customer

Email:

Phone:

Interested in: Trade High School

SUBMIT

Behind Every Employer

Powered by these organizations:

Your Logo Here

Your Organization's Address

RECRUITMENT WEB PAGE

Promote 4 key solutions to employers like contract education, talent recruitment, work-based learning, and advisory boards

BEHIND EVERY EMPLOYER Local Lead Generation Campaign

Package includes:

- Customized employer landing page with school's logo
- Customized visuals & messaging on landing page
- Identification of 4 key solutions areas to promote to employers
- 6-week digital ad campaign targeting specific sectors
- Ad buy placement and management
- Weekly analytics report
- Purchase of employer leads list
- Management of employer list database
- Qualification of leads by Appointment Center
- Scheduling of appointments with employers

DIGITAL ADS TO GENERATE EMPLOYER LEADS



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