

Best Practices for Effective Community Engagement

Agenda

- Workforce system meeting the needs of ELLs
- Deepen partnerships
- Build new partnerships



Workforce System and ELLs

Do you know...

- What percentage of those served by AJCs are ELLs and how does that relate to local demographics?
- What local industries and employers have a high percentage of LEP workers?
- How does an ELL worker with variable, shift-based work would access workforce development programming?
- What CBO-based workforce services are being provided to ELLs? How effective are they?
- How many opportunity youth ELLs are there in your community?
- What skills training programs have bridge programs or on-ramps for ELLs?
- Are there ELL-accessible skills training programs that are accessible to people with lots of formal education and those with none?
- What messages do ELLs hear in ESL classes, at an AJC, in the community, and in their workplace about career advancement?
- What do immigrants think about accessing publicly funded workforce development programs as it relates to their immigration status?

What You Can Do: Workforce System

- Collect data
- Organize targeted listening sessions – with interpretation and in diverse locations
- Train staff – better yet, hire diverse staff
- Businesses on WDB that employ many ELLs
- Convene cross-system partners to talk about messaging
- Fund models that work and fund in proportion to need
- Fund community and workplace-based models



What You Can Do: CBOs

- Collect data
- Go to WDB meetings, join committees, participate consistently
- Look at your programming through the lens of WIOA
- Build partnerships with community colleges and industry
- Be able to articulate your outcomes
- Be able to articulate your resource needs
- Collaboration and advocacy can be balanced



What You Can Do: Adult Education

- Collect data
- Go to WDB meetings, join committees, participate consistently
- Look at your programming through the lens of WIOA Title I, clients are learners and earners
- Be able to articulate your outcomes as relates to jobs and careers
- Leverage adult education expertise while supporting learning and skill development in diverse community and workplace settings



Deepen Relationships

- Participate consistently in “their” system and “their” conversations
- Cross-system expertise through hiring
- Trust takes time and is best built when programs work and respect is given
- Resource CBOs

Deepen Relationships: Activity

Write down two things (one positive, one negative) you think about each of the following:

- Your local workforce development board
- Your local American Job Center
- Immigrant-serving CBOs in your community
- Adult education providers in your community



Contact Information

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Which stakeholders do you currently work with?

Why do we need to build
relationships with new
community stakeholders?



Groups to consider

- Ethnic community-based organizations
- Worker centers
- Immigrant rights groups
- Worker rights groups
- Industry specific groups that do not have a union
- Other organizing groups
- Student groups
- Parent groups



Building Authentic Relationships with New Partners

- Building trust is key
- Meet them where they're at
- Listen, listen, listen
- Recognize and address constraints
- Resource groups to be able to partner with you
- Individuals and communities know what's best for them

Action Planning



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