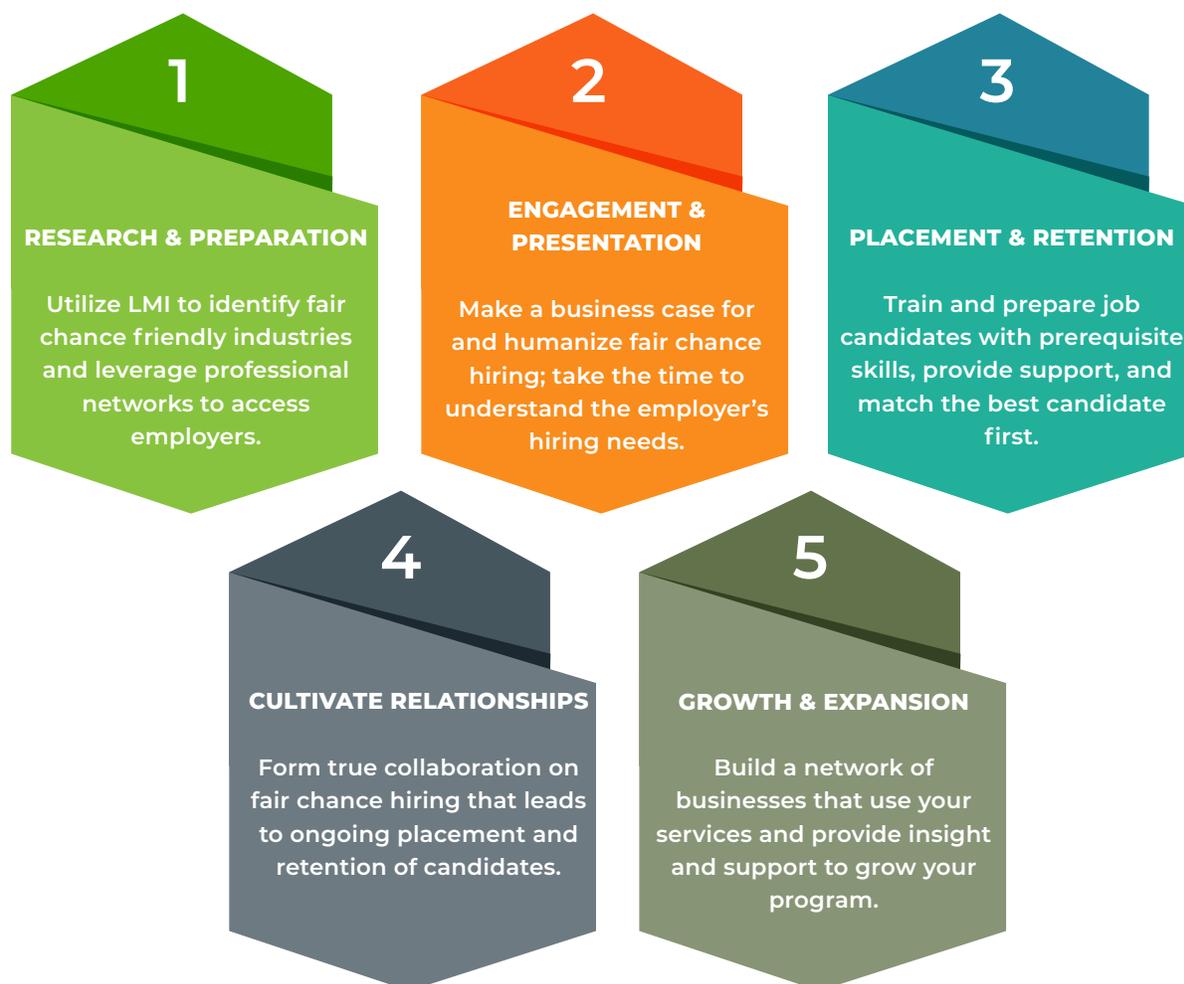


# NRWC IMPLEMENTATION GUIDE EMPLOYER ENGAGEMENT

**Instructions:** This implementation guide is designed to be used as a step-by-step tool to help job developers, and program and organizational leaders build long-term relationships with employers interested in fair chance hiring. Each section has a list of resources and links that can be accessed and adapted to your organization's needs.

## Phases / Components:

The implementation process is broken down in five phases to clearly sequence the activities. However, the practitioners may implement multiple phases simultaneously. By following the instructions and utilizing the resources provided, your organization will implement strategies to help build long-term relationships with employers, thus creating a network of fair chance hiring employers and a career pathways system.



**1) Research & Preparation:** Utilize local labor market information (LMI) to identify fair chance friendly industries and leverage professional networks to access employers.

- ▶ Consult local labor market information to identify fair chance friendly industries and the changing landscape of collateral consequences.
- ▶ Determine which employers to target and any connections that can be leveraged to make a warm contact.
- ▶ Prepare the tools and information necessary to counter employer risk perceptions, develop credibility of your program, and humanize fair chance candidates.

- ▶ *Find your local source to access LMI. [Link](#).*
- ▶ *Create a profile for each employer. [Employer Profile Form](#).*
- ▶ *Customize a pitch for your presentation. [FCH Pitch Deck](#).*

**2) Engagement & Presentation:** Make a business case for and humanize fair chance hiring; take the time to understand the employer's hiring needs.

- ▶ Use data, case studies, and real-life experience to make the business case for fair chance hiring. Connect to the employer's mission, core tenants, goals, and bottom line.
- ▶ Show how this approach to recruitment and hiring aligns with diversity, equity, and inclusion (DEI) efforts, if taken seriously. (See business case fact sheet)
- ▶ Tell stories that highlight great participant success and the work/reputation of your organization. Include data and reference other major companies that do fair chance employment.
- ▶ Use consultative engagement strategy by asking a series of questions to understand employers current and future hiring needs and to articulate how your organization can meet these needs.

- ▶ *Prepare to respond to common objections from employers. [Objections, Questions, & Responses](#).*
- ▶ *Sharpen up on the facts about FCH. [Fact Sheet](#).*
- ▶ *Have a list of questions ready to understand the employer's need. [Employer Questionnaire](#).*

**3) Placement in Employment:** Train and prepare job candidates with prerequisite skills, provide support, and match the best candidate first.

- ▶ Prepare job candidates with a baseline work readiness training that includes workplace norms, conflict resolution, communication skills, and interview preparation/developing personal narratives, as well as any required skills training – before referring them for employment.
- ▶ Provide support services, e.g. transportation, interview/work clothing, work tools, housing, childcare, or other basic needs to remove barriers.
- ▶ Help first candidate to understand the role they can play to impact future opportunities for other fair chance candidates.
- ▶ Understand industry norms regarding turnover rates and level set with employers about the longevity of the type(s) of jobs being offered.
- ▶ Map career pathways and advancement opportunities to include wage increases, potential promotions, trainings, and professional development.

- ▶ *Prepare program participants with in-demand work readiness skills.*
- ▶ *Specify which support services will be offered. [Support Services Check List](#).*
- ▶ *Use career pathway template to understand advancement opportunities with employers. [Career Map Matrix](#).*

**4) Cultivate Relationships:** Form true collaboration on fair chance hiring that lead to ongoing placement and retention of candidates.

- ▶ Help employers see your organization as an extension of their human resource arm that helps with DEI recruitment and a variety of services regarding retention support.
- ▶ Set clear expectations and develop true collaboration on fair chance hiring that leads to a culture of support and ongoing placement and retention of candidates.
- ▶ Establish a feedback loop that includes periodic meetings and sharing of success stories, case studies, program outcomes, and accomplishment of business goals.
- ▶ Invite employers to participate and share in celebrating the success of program participants.
- ▶ Provide guidance and information on how employers can access incentives for participating in fair chance hiring.

- ▶ *Envision long-term relationships with employers. [Employer Relations Table](#).*
- ▶ *Learn about the incentive programs available to fair chance hiring employers. [Fact Sheet](#).*

**5) Growth & Expansion:** Build a network of businesses that use your services and provide insight and support to grow your program.

- ▶ Encourage employers to refer your program to other businesses in their industry and professional network.
- ▶ Establish a business advisory council to build a community of businesses that use your services and provide insight and support to grow your program.
- ▶ Partner with industry groups as you develop the capacity to support groups of businesses within and across industries.
- ▶ Promote your journey broadly to build a reputation within your city, region, or state and build diverse partnerships to develop a career pathways system that unlock more opportunities for people impacted by the justice system.