



# Employer Outreach Implementation Toolkit

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# Event Sponsorship Selection Guide

## Purpose of the Tool

Sponsorship of a corporate event, trade show, or industry award ceremony offers community college leaders a unique opportunity to introduce their training solutions to a captive audience. However, the audience, sponsorship costs, and overall marketing potential vary significantly by event. Accordingly, college administrators should carefully examine their marketing priorities and resources before they select events to sponsor. The diagnostic questions below help administrators evaluate whether a given event aligns with the college's goals.

### Target Audience

	Yes	No
1. Does the event serve an industry in which the college has training expertise?	<input type="checkbox"/>	<input type="checkbox"/>
2. Does the event primarily cater to companies based within our service area?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does the event attract enough industry executives to warrant sponsorship?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do attendees have the authority to purchase training on behalf of their companies?	<input type="checkbox"/>	<input type="checkbox"/>

### Cost and Feasibility

	Yes	No
5. Is the cost of sponsoring this event within the college's marketing budget?	<input type="checkbox"/>	<input type="checkbox"/>
6. Does the event offer multiple sponsorship levels to accommodate varying budgets?	<input type="checkbox"/>	<input type="checkbox"/>

### Marketing Potential

	Yes	No
7. Does the event provide enough podium time to articulate the value of our training?	<input type="checkbox"/>	<input type="checkbox"/>
8. Does the event include an networking opportunity before or after the main ceremony?	<input type="checkbox"/>	<input type="checkbox"/>
9. Does the event allow us to place our brand and logo in multiple locations?	<input type="checkbox"/>	<input type="checkbox"/>
10. Are the event and its sponsors advertised in relevant trade magazines?	<input type="checkbox"/>	<input type="checkbox"/>

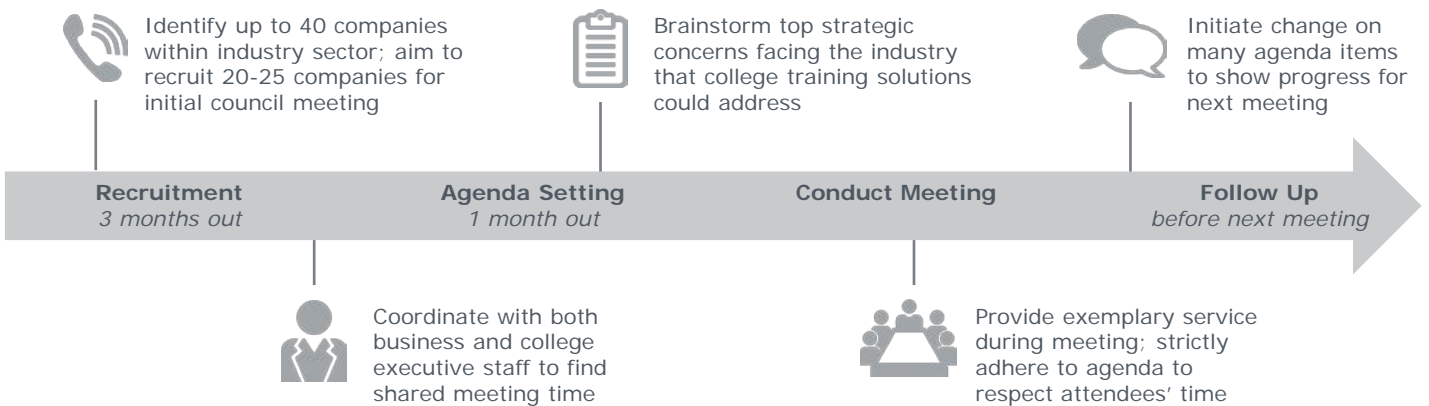
<b>Evaluation</b>			
<i>Number of "Yes" Responses</i>	8-10	4-7	0-3
<i>Value of Sponsoring Event</i>	High	Medium	Low

# Executive Advisory Council Agenda Template

## Purpose of the Tool

Executive advisory councils provide forums for business and college leaders to discuss shared strategic solutions to long-term talent needs. Unlike program advisory boards that focus on specific curricula, these advisory councils address training and hiring solutions available across the college. Given the incredibly busy schedules of the executive attendees, council meetings require extensive preparation and coordination. This tool outlines the steps to launch an advisory council, in addition to the most important components of a meeting agenda.

## Overall Planning Timeline



## Sample Executive Advisory Council Agenda


- 11:00 a.m. **Introductions**  
*Allow each attendee to introduce themselves and share at least one critical concern regarding talent acquisition or development*
- 11:10 a.m. **EAB College's Progress**  
*Spend approximately ten minutes to update attendees on the college's progress on last meeting's agenda items; progress motivates continued participation from attendees*
- 11:20 a.m. **Chancellor's Address**  
*Highlight the college's most pressing educational initiatives and articulate the importance of the partnerships with employers*
- 11:30 a.m. **Lunch Break**  
*Allow time for attendees to serve themselves before group discussions begin (see below)*
- 11:45 a.m. **Group Discussions**  
*Appoint a college representative to facilitate and take notes on a discussion at each lunch table, using questions written in advance by college executives; provide breaks in the discussion with room-wide activities, such as clicker surveys*
- 12:45 p.m. **Closing Remarks**  
*Conclude the meeting with words of appreciation to council attendees and organizers; provide a preview of next quarter's meeting*

Source: EAB interviews and analysis.


# Needs Assessment Survey Template

## Purpose of the Tool

A needs assessment survey helps college administrators diagnose an employer’s training needs. Corporate training sales staff can use survey responses to customize their outreach to businesses. The template below includes six questions that elicit enough information to shape outreach, without requiring an unreasonable time commitment from respondents. These questions are adapted from a survey created by Monroe Community College. A well-informed human resources specialist should be able to answer these questions in 10–15 minutes.



### Needs Assessment Survey



- 1) In 2015, how do you expect employment to change at your company?
  - Increase greatly
  - Increase
  - Stay the same
  - Decrease
  - Decrease greatly
  
- 2) How much difficulty does your business experience filling particular positions?
  - No difficulty
  - Some difficulty
  - Moderate difficulty
  - Great difficulty
  - Cannot find any suitable candidates
  
- 3) List the job titles of the most important and difficult to fill positions:
  
- 3) Which of the following skills present the greatest challenge for newly hired workers? (May select more than one)
  - Reading/Writing
  - Math/Logical Reasoning
  - Computer/Technical Skills
  - Communication/Interpersonal Skills
  - Leadership/Professional Skills
  - Other \_\_\_\_\_

Co-brand with respected industry associations or educational partners to increase response rate

Request specific job titles to gain added insight for sales follow-up

List broad categories to focus follow-up discussions on relevant content areas

Source: "Rochester Area Skill Needs Assessment and Business Climate Survey, May 2014," <http://www.workforceforward.com/reports>; EAB interviews and analysis.

## Needs Assessment Survey Template (cont.)

5) In what ways have you provided training in the last year?

- Private training firm
- Academic institution
- Internal professional development
- Tuition reimbursement
- No training

Ask about current training partnerships to gain understanding of competitive landscape

6) Which of the following constitutes the ideal training scenario for your workforce? (May select more than one)

- In-house, customized training
- On-site, expert consultation
- External, classroom-based education
- Exclusive partnership with academic institution
- No training

Include "No training" option to immediately gauge interest level of prospective client

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EAB Community College  
Workforce Development Center  
1 Davis Ave  
Stuartsville, SD 00499

Phone: 555-867-5309  
Fax: 555-202-2020  
[www.eabcc.edu/workforce](http://www.eabcc.edu/workforce)

Take the opportunity to advertise your workforce development center and website

# Survey Software Vendor Comparison

## Purpose of the Tool

Needs assessment surveys allow college administrators to efficiently generate and evaluate corporate training leads. However, survey platforms vary widely in features and cost. The following tool provides a basic overview and price structure for nine leading survey platforms. Administrators may use the scorecard that follows to determine which platform best meets their employer outreach needs.

## Guide to Survey Software Vendors



<b>Profile:</b>	Prominent survey platform used by over 1,300 colleges and university clients worldwide
<b>Price:</b>	Free trial and customized quotes available to educational institutions
<b>Selected Customers:</b>	Yale School of Management, University of North Carolina, Monroe Community College
<b>Website:</b>	<a href="http://www.qualtrics.com/research-suite/">http://www.qualtrics.com/research-suite/</a>



<b>Profile:</b>	Free survey platform integrated with Google's other products
<b>Price:</b>	Free
<b>Selected Customers:</b>	Macalester College, Madison Area Technical College, Burlington County Community College
<b>Website:</b>	<a href="https://www.google.com/work/apps/business/products/forms/">https://www.google.com/work/apps/business/products/forms/</a>



<b>Profile:</b>	Survey platform that specializes in benchmarking and measuring client satisfaction
<b>Price:</b>	Gold: \$59/Month for 500 contacts, 5 users, CRM syncing, and API Access Platinum: \$89/month for 1000 contacts, 10 users, 3 sub accounts, and concierge support Enterprise: \$449/Month for 10,000 + contacts, 50+ users, and 10 Sub accounts
<b>Selected Customers:</b>	Art of Smart Education, R&G Technologies, JBS Bookkeeping Services
<b>Website:</b>	<a href="https://www.clientheartbeat.com/">https://www.clientheartbeat.com/</a>



<b>Profile:</b>	Prominent Survey platform with focus on large, corporate research
<b>Price:</b>	Base price starts at \$5,950/year, but cost varies based on project parameters
<b>Selected Customers:</b>	Iowa Area Education Agency 267. IT Industry Association, Education Adelaide
<b>Website:</b>	<a href="https://www.keysurvey.com/">https://www.keysurvey.com/</a>



<b>Profile:</b>	Open source and community driven survey platform
<b>Price:</b>	Free
<b>Selected Customers:</b>	Not specified
<b>Website:</b>	<a href="http://www.surveygizmo.com/">http://www.surveygizmo.com/</a>

Source: Ross Beard, "8 Customer Satisfaction Software Tools," <http://blog.clientheartbeat.com/customer-satisfaction-software>; EAB interviews and analysis.

# Survey Software Vendor Comparison

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## surveygizmo

<b>Profile:</b>	Prominent survey platform that offers 25% discount to academic institutions
<b>Price:</b>	Professional: \$65/month for advanced custom reporting, custom branded links and data cleaning tools Premier: \$95/month adds HIPAA compliance, custom scripting, and custom questions Enterprise: \$199/month adds multiple users, application co-branding, and training
<b>Selected Customers:</b>	Not specified
<b>Website:</b>	<a href="http://www.surveygizmo.com/">http://www.surveygizmo.com/</a>

## SurveyMonkey

<b>Profile:</b>	The most widely used survey platform
<b>Price:</b>	Select: \$26/month for 1,000 responses, skip logic, and cross-tabs & filters Gold: \$300/year for unlimited responses, A/B testing, and question/answer piping Platinum: \$780/year for multiple users, white label surveys, and HIPAA compliance
<b>Selected Customers:</b>	Facebook, Salesforce, Samsung
<b>Website:</b>	<a href="https://www.surveymonkey.com/">https://www.surveymonkey.com/</a>

## QuestionPro Online Research Made Easy™

<b>Profile:</b>	Prominent survey platform
<b>Price:</b>	Free trial and customized quotes available to educational institutions Professional: \$144/year for branching/skip logic, data export, and 24 question types Corporate: \$899/year adds data segmentation, extraction, and 33 question types Team Edition: price not specified, but adds a dedicated account manager and full feature set
<b>Selected Customers:</b>	Stanford University, Toyota, Hyatt
<b>Website:</b>	<a href="http://www.questionpro.com/">http://www.questionpro.com/</a>

## Survey™ Project

<b>Profile:</b>	Open-source and collaborative survey platform
<b>Price:</b>	Free
<b>Selected Customers:</b>	Not specified
<b>Website:</b>	<a href="http://www.surveyproject.org/Home/tabid/83/Default.aspx">http://www.surveyproject.org/Home/tabid/83/Default.aspx</a>



# Survey Software Vendor Comparison

## Vendor Comparison Scorecard

These ten diagnostic questions help college administrators decide whether a survey platform aligns with their priorities (e.g., cost, ease of use, level of analysis). The second column provides an example of how an administrator might use this tool to evaluate the hypothetical platform “EAB Survey Systems.” The column also includes the reasoning behind each answer in parentheses for illustrative purposes.

	Criteria	Vendor 1: EAB Survey Systems	Vendor 2	Vendor 3
Functionality	1. Does the platform support multiple users?	<b>Yes</b> <i>The platform allows 3 users in the basic subscription.</i>		
	2. Does the platform allow us to distribute an adequate number of surveys?	<b>Yes</b> <i>We plan to distribute 150 surveys, and the platform allows us to distribute 200.</i>		
	3. Can we integrate the platform with our client relationship management (CRM) software?	<b>No</b> <i>We maintain client records in Salesforce, and Salesforce integration costs extra.</i>		
	4. Does the platform have sufficient survey logic features (e.g., cross-tabulation, A/B testing, page branching)?	<b>No</b> <i>We require subgroup analysis, which is not included in the basic subscription.</i>		
	5. Does the platform allow customized branding of surveys?	<b>Yes</b> <i>The platform allows us to use our logo and colors.</i>		
Usability	6. Does the platform require minimal training to operate?	<b>Yes</b> <i>The platform interface is intuitive and easy to learn.</i>		
	7. Does the platform offer responsive customer support?	<b>Yes</b> <i>The platform offers a 24/7 live chat for customers.</i>		
	8. Does the platform work with other higher education clients?	<b>Yes</b> <i>The client list includes 10+ colleges and universities.</i>		
Cost	9. Do new users receive a free trial on the platform?	<b>Yes</b> <i>New users receive a 30-day free trial.</i>		
	10. Does the platform provide discounts to educational institutions?	<b>Yes</b> <i>Colleges and universities receive a 10% discount.</i>		
	<b>Final Score</b> (Number of “Yes” Responses)	<b>8</b> out of 10		

Source: EAB interviews and analysis.

# Corporate Training Sales Position Description

## Purpose of the Tool

Many community college leaders are hiring sales staff to expand their corporate training portfolios. Because colleges have few precedents for sales positions in other departments, administrators must carefully define these newly created positions. This tool provides guidance on how to describe a contract training sales position and recruit qualified candidates. The sample job description below draws on language used to describe college-based sales positions across the country.

Avoid the word "sales" in the job title as it overemphasizes a single aspect of the position

Explain how a corporate training sales position demands both creativity and strong people skills

Specify the position's most crucial tasks

Prioritize candidates with sales experience in services instead of products

Outline expectations for performance from the outset

Highlight unique benefits of a college sales position

### Business Development Manager

The Business Development Manager oversees the expansion of corporate training and related services. This individual collaborates with team members and the Workforce Director to conduct industry outreach and set revenue goals. The role requires interpersonal skills, salesmanship, and ingenuity to initiate and pursue sales leads.

#### Essential Functions

1. Locates and acquires training contracts
2. Conducts needs assessments with employers and convert them into training opportunities
3. Represents the college during on-site visits and functions affiliated with the workforce training division
4. Coordinates with sales team and marketers to ensure cohesive and effective outreach efforts
5. Writes concise reports to inform business outreach
6. Assists in the recruitment and supervision of part-time instructors

#### Qualifications

1. Bachelor's degree required; Master's preferred
2. At least five years of experience in consultative sales for business-to-business solutions
3. Prior experience with community colleges preferred; out-of-industry sales experience welcome

#### Criteria of Performance

1. Autonomously produce and contribute to net revenue for the workforce development division
2. Maintain meticulous documentation of sales practices, outreach attempts, and communication with clients
3. Manages sales responsibilities and adhere to all deadlines
4. Demonstrate commitment to professional development
5. Receive favorable evaluations

#### Benefits

1. Flexible work and travel schedule
2. Competitive salary with sales performance incentives
3. Educational discounts and professional development opportunities

Source: Global Corporate College, "Position 14.02 Business Development Director," <http://www.globalcorporatcollege.com/Jobs/position-14-02-business-development-director-/934c> Frederick Community College, "Business Development Manager," <http://apps.frederick.edu/download/hrjob/Business%20Development%20Manager.pdf>; EAB interviews and analysis.

# Sales Compensation Change Management Guide

## Purpose of the Tool

Performance-based pay grants corporate training sales staff additional compensation based on the amount of revenue they generate for the college. It acts as a powerful staff incentive, and it helps colleges recruit and retain top sales talent amidst fierce competition from proprietary institutions and private sector training providers. However, administrators and faculty may express concerns about this compensation model because they lack familiarity with it. This tool helps college leaders initiate the discussion around performance-based pay for corporate training staff, and it anticipates the most likely objections from colleagues.

## Performance-Based Pay Conversation Prompts

**EAB Community College  
Executive Council Meeting Agenda  
May 5<sup>th</sup>, 2015**



- 1) What are the primary challenges facing our institution in the next few years (e.g., enrollment decline, student success, lack of state funding)?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 2) How could additional corporate training revenue benefit our college? How might it help address the challenges listed above?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 3) What are the most significant barriers to growing our revenue? Are staff currently incentivized to grow our corporate training revenue?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 5) What are your primary concerns about performance-based pay?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 6) What departments and staff members should qualify for performance-based pay?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Source: EAB interviews and analysis.

# Sales Compensation Change Management Guide (cont.)

## Common Objections to Performance-Based Pay

“We are an academic institution, not a business! It is against our mission to provide compensation based on profit.”  
*Faculty Member*



## Potential Responses to Objections Raised

Community colleges' workforce development mission mandates training to advance the careers of local workers. Corporate training revenue can not only bolster our workforce development services but also subsidize our ongoing student success initiatives.

“It's against our state and college policies to offer commissions.”  
*Vice President of Human Resources*



Skeptics may question the legality of performance-based pay at academic institutions. States and colleges across the country have different policies regarding supplementary compensation. College administrators should understand the relevant regulatory statutes to assuage such concerns.

“It's unfair to give bonuses to only some revenue-generating staff and not others.”  
*Bookstore Manager*



A corporate sales division faces unique pressure from external competitors and thus must spend considerable resources to acquire and retain clients. The college's other revenue-generating units, such as the bookstore and parking lot, maintain an ostensible monopoly on campus.

“I don't want to approve performance-based pay because I do not want a non-executive level employee to make more than me.”  
*Vice President of Finance*



Some colleges intentionally limit annual performance-based pay so sales staff cannot earn more in a year than senior college administrators.





EAB

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