Effective Communications Checklist

Covers effective communications in text messages, phone calls, emails, postcards, and letters, and when and how to use each one.


Tips for Engaging Business During Economic Recovery

This resource provides quick tips on how to effectively approach business engagement during a time of economic recovery. It covers conducting outreach to businesses, understanding their workforce challenges, and determining possible supports that the workforce system can provide.

- https://www.workforcegps.org/-/media/Global-Site/Content/Resources/Pathway-to-Recovery-Resources/P2R_BizEngTips-20200531_508.ashx

Talking to Businesses About Apprenticeship

Relating apprenticeship to what businesses already do to recruit, train, and retain their workforce and using the language of business can make the difference in helping them see apprenticeship as their talent development solution.


Apprenticeship Business Engagement Strategies in Action

Three scenarios illustrate ways that effective business engagement strategies can be applied to get better results when working with businesses on apprenticeship.


ROI Calculator: An Investment That’s Worth It

Apprenticeship is a business investment with associated costs and benefits. This Return on Investment (ROI) calculator is one tool businesses can use to explore Registered Apprenticeship program options.

- https://oregonapprenticeship.org/roi-calculator/

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It is our hope that these resources will provide you with the tools that you need to be successful in engaging employers in your project. For those desiring additional technical assistance, such services are available to you through the Scaling Apprenticeships through Sector Strategies technical assistance provided by MSG. For further information, please contact Marilia Mochel at mmochel@manhattanstrategy.com.