

# Executive Summary

## Impactful Program Outcome Strategies: Building Partnership Through Community Engagement

Date: 7/15/21

Moderator(s): [Zodie Makonnen](#)

Speaker(s): [Jan Bray](#), [Julie Parks](#), [Amy Lebednick](#), [Melisa Stark](#), [Mikel Blake](#)

Establishing a broad range of partners help apprenticeship programs cultivate employer relationships and meet program outcome goals. This webinar focused on strategies for developing and sustaining partnerships to advance apprenticeship programs. The facilitator provided information on the importance of developing different types of partnerships and the benefits. After the overview, a panel of participants shared their implementation experiences and insights. The webinar provided:

- Foundational knowledge on the value of establishing partnerships
- Guidance on how to utilize partnerships to engage and re-engage employers, especially as a result of the COVID-19 crisis
- Insight into current recruitment and training strategies employed by WDBs and CBOs
- An understanding of the goals and measures that the workforce board needs to meet and how grantees and their organizations can create a mutually beneficial partnership
- Insights into the ways that grantees can best position their objectives to align with expanded partnerships, from the business perspective

[Zodie Makonnen](#) welcomed participants and provided an overview of the presentation and then [Jan Bray \(MSG SA TA Coach\)](#) facilitated a conversation among [Julie Parks \(Grand Rapids Community College\)](#), [Amy Lebednick \(West Michigan Works!, Grand Rapids, MI\)](#), [Mikel Blake \(Tech-Moms\)](#) and [Melisa Stark \(Utah Department of Workforce Services\)](#), as they shared their strategies for cultivating impactful partnerships.

## Run of Show

Today's Process	02:30
What You'll Acquire	03:30
Speakers	05:13
Community College-Workforce Development Board Collaboration	9:21
Collaboration with State Workforce Agency and Apprenticeship Networks	24:08
Collaborating with Community-Based Organizations	36:00
Key Strategies to Leverage Partnerships for Impact	45:25
Q&A	48:00