

CORPORATE VOICES FOR WORKING FAMILIES



READY BY 21 TOOLS AND PUBLICATIONS

American business competitiveness and future economic prosperity depends on a skilled and prepared workforce. As the Ready by 21® National Partnership's expert on business and industry, Corporate Voices for Working Families (Corporate Voices) challenges business leaders to invest in workforce readiness as a business imperative. Corporate Voices' goals include raising the bar for business and community leadership to work together to address the needs of youth, leveraging resources to maximize the impact in communities while helping businesses prosper, and engaging in policy conversations where business can advocate for effective policies to support these goals.

To assist business and community leaders in these efforts, Corporate Voices, along with national partners, is producing a series of tools and publications for leaders to better engage with one another and build sustainable partnerships to ensure that youth are prepared for work, to succeed in school and in life. These tools and more can be found at www.corporatevoices.org/our-work/workforce-readiness/ready-by-21.

Ready by 21®

Ready by 21 is a set of innovative strategies developed by the Forum for Youth Investment to help state and local leaders make a measurable difference in the lives of children and youth by improving the quantity, quality and consistency of supports they receive. Ready by 21 helps leaders to build broader partnerships, set bigger goals, collect and use better data, and take bolder actions. The Ready by 21 National Partnership, an unprecedented coalition of organizations is taking Ready by 21 into states and communities across the country. The Partnership's combined reach is over 650,000 state and local leaders who impact the lives of more than 100 million children and youth. For more information, please visit www.readyby21.org.



TOOLS FOR BUSINESS LEADERS

Opportunities in the Workforce Readiness Pipeline: A Community Engagement Toolkit for Business

The Community Engagement Toolkit is designed with two goals: one, to assist business leaders in cultivating and maintaining relationships with community organizations, and two, to help business leaders strategically align their youth and education investments internally across distinct business divisions.



Building the Business Case for Investing in Tomorrow's Workforce: Employers See Positive Returns from Community Partnerships

This business case, built on original research and analysis for Corporate Voices by McBassi & Company and the JarrettWagner Group, describes how diverse American employers invest in workforce readiness skills, primarily to benefit their entry-level, less-experienced employees, and documents the value derived from their investments. The document lays the foundation for what businesses can gain by investing in workforce training programs and explains the benefits of business and community partnerships, and how the research can build the business case for investments in the talent pipeline.

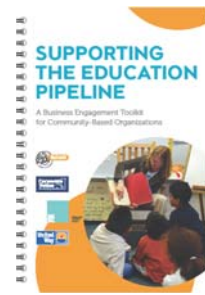
What are Business Leaders Saying About Workforce Readiness?

Based on surveys of more than 150 business leaders, Corporate Voices found that 97% agree that their organization considers workforce readiness a critical business imperative. The findings, published in this report, also state that the majority of business leaders are already engaged in community partnerships focused on preparing youth for work, but they report a number of frequent challenges in building and sustaining these partnerships.

TOOLS FOR COMMUNITY LEADERS

Supporting the Education Pipeline: A Business Engagement Toolkit for Community-Based Organizations

The Business Engagement Toolkit provides lessons on how community leaders can identify potential business partners, set realistic goals and how to create partnerships for long-term success to ensure that all youth are ready for college, work and life. It is designed to help community-based organizations recruit business leaders, engage them and develop ongoing relationships with businesses in their communities.



Business Engagement Stakeholders Wheel: Identifying Business Leaders in Your Community

To engage business, community leaders need to have a comprehensive strategy to ensure that the right business partners are identified, to utilize the strengths of those partners and to take the steps necessary to ensure successful long-term collaborations. The Business Engagement Stakeholders Wheel provides a listing of the different business organizations and possible business leaders who could be potential partners, as well as information on the roles business can play.

Understanding the Needs of Your Business Partners: Building and Conducting a Successful Business Survey

This tool offers practical advice to community organizations, helping them work strategically with employers in their region and guiding them through a business survey to better understand the landscape of business investments in their community.



TOOLS FOR BOTH BUSINESS AND COMMUNITY LEADERS



Call to Action: Ready by 21 Business Engagement Menu: Increasing Communication Between Business and Community Leaders

This dual purpose Business Engagement Menu provides business leaders with the various ways they can be involved in communities. Nonprofit leaders can also use the menu to learn the array of options that exist to get business active in effectively meeting a community's goals for youth.

Common Goals Unique Strengths: Education and Business Partnerships

Corporate Voices and the American Association of School Administrators (AASA) are working together to help communities build broader partnerships across the public and private sectors. Collaboration between business and education better ensures that students graduate high school equipped with the skills necessary to thrive in the workplace, post-secondary education and life. In this brief, Corporate Voices and AASA highlight the benefits of these partnerships, tips for engaging educators and business leaders, and a case study illustrating these partnerships in action.



Corporate Voices for Working Families

1020 19th Street NW, Suite 750 Washington, DC 20036

Phone: 202-467-8130 Fax: 202-467-8140 Blog: corporatevoices.wordpress.com Twitter: @corporatevoices

www.corporatevoices.org