

Getting Ready for the ARRA NEG OJT...

OJT is Back!

Training Purposes:

- **Scan the economic and policy environment to provide context, urgency, and shared commitment to a successful NEG OJT Program**
- **Present principles, parameters, and promising practices for effective OJT program design**
- **Map the OJT service delivery process with a step-by-step sequence that connects employers and candidates with OJT opportunities**
- **Review OJT rules, regulations, and requirements to ensure compliance**
- **Present the necessary OJT contract components and monitoring requirements that comply with the regulations while adding value to the customers**
- **Develop an OJT employer marketing strategy including targeting, promotion, and fulfillment**
- **Leave with clear next steps to successfully implement a strong OJT program**

Agenda Topics:

1. Strategic Environmental Scan: OJT is Back!

- Six reasons OJT is back:
Why OJT is the right product for the right time
- OJT and performance: national data and research
- Types of OJT: WIA Title I; Trade; ARRA NEG OJT
- What's similar? What's different? How can they be effectively deployed for synergy and impact?
- How the NEG OJT fits with USDOL's "Good Jobs for Everyone" and "Learn and Earn" Strategic Emphases
- Key USDOL Drives in ARRA OJT: Accelerate hiring; target participants with greatest need; and reimburse by skill gap and employer size

**2. OJT Program Design:
Principles, Parameters, and Promising Practices**

- What got us in trouble the last time OJT was "all the rage" and how to make sure we get it right this time
- What does it really mean to "buy training" and "not jobs"?
- The potential perils of "employer reverse referrals" and "participant self-marketing"---and how to stay out of trouble if you use them
- OJT is a dual customer product: Do you start with the job seeker or start with the employer?
- Case Mangers/Business Services Staff: The connection challenge
- Is OJT just a stand-alone training option and/or a concurrent (or post) classroom training option?

3. The OJT Operational Infrastructure and Service Delivery Process

- Step-by-Step step service delivery process: Who does what, when?
- Process: Working outward from the OJT Employer
 - Identifying potential OJT position/s
 - Identifying candidates for referral
 - Screening candidates for referral to interview
 - Presenting the Talent Pool
 - Preparing the candidate for the interview
 - Managing the interviewing and hiring process
- Process: Working outward from the OJT Candidate
 - Who is OJT right for?
 - Assessing candidate/s for OJT suitability
 - OJT and the Individual Employment Plan
 - Key documentation requirements
 - OJT as a job development tool
- Process: Connecting the OJT Employer and OJT Candidate
 - OJT contract and training plan development
 - Assessment of potential candidate's skills
 - Assessment of the jobs requirements and skills

- Determining the OJT skill gap to be filled
- Support for the new employee and the employer during the OJT period

4. Staying Out of Trouble: Meeting Legal Requirements

- Overview of the WIA and ARRA NEG OJT regulations and requirements: Key policy parameters
- WIA Section 181 Requirements: Employers you can contract with and those you can't

5. Contracting: Complying while Adding Value

- Overview of the OJT contract requirements
- What must be kept in the file
- Checklist for the required Pre-Award Review
- Required OJT contract components:
The Master Agreement and the Individual Participant Agreement
- Designing and explaining the contract to reduce employer fears and overcome potential objections
- Developing the Training Plan: Content, method, learning benchmarks, duration, supervisory role
- Negotiating reimbursement
- Setting the expectation for post-OJT retention

6. Monitoring the OJT Contract: Making Sure it Works for Everyone:

- Defining the purposes of the monitoring process:

- Contract compliance
- Success for Employer and Trainee
- Additional OJT opportunities
- Who will monitor, how frequently?
- A sample monitoring checklist:
What you must (and will want to) look at when you visit
- Who will you meet with and what will you discuss?
- Time sheets and invoices:
Ensuring timely payment of reimbursement
- Following-up the visit:

What compliance must be documented
- Following-up the visit:

What the case manager, the employer, and
the trainee needs to know

7. Marketing OJT to Employers

- Marketing is “Solving Someone Else’s Problem”
- What are you selling? What are they buying?
- The classic five Ps of marketing and making each of them work for more (and better) OJTs
- Public:
 - Targeting “best bet” OJT employers and sectors

- Developing strategic marketing partnerships with Intermediaries and trade associations
- Connecting career pathways and talent pipelines
- Product and Positioning:
 - Defining the core product and ancillary value-add products
 - Communicating your competitive advantages
- Price:
 - Understanding why just increasing the reimbursement amount does not always mean more OJT contracts
 - Reducing the indirect and perceived costs while increasing perceived value beyond wage reimbursement subsidies
- Place:
 - Right product, to the right person, at the right time
 - Making it easy to “buy”
- Promotion:
 - Deciding on broadcast or narrowcast promotion
 - Generating inquiries and prospecting
 - Moving beyond the “OJT brochure”:
OJT marketing materials that convert to action
 - Key benefits to stress in your one-on-one visits

8. Putting it All Together: Next Step Action Planning

Now is the time to...

- ✓ Position for the economic recovery
- ✓ Reinvigorate your employer services
- ✓ Develop effective employer marketing strategies
- ✓ Streamline your OJT policies and procedures
- ✓ Train staff in how to effectively market OJT in a tough economy
- ✓ Develop Center customer-flow protocols to successfully connect job seeker and employer services and staff

Greg Newton would like to help...

- ✓ **GregNewtonAssociates.com**

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