

## Building Strong Employer Relationships: Managing the Employer Engagement Process

Presented by: Dale Verstegen  
June 13th, 2017 9 am—4 pm

**Designed for:** Employment Staff, School to Work Transition Staff, Direct Service Managers, Rehabilitation Counselors, Case Managers.

**Overview:** This workshop will provide methodology, strategies and tools for provider organizations to manage the employer engagement process to achieve stronger employer relationships. This workshop is intended to foster coordination and commitment amongst employment staff who work with local employers to offer consistent, quality employment services that benefit a business' operation.

### Learning Objectives:

Surveying Employers:

- Networking Strategies
- Approach Employers Confidently
- Set Up and Conduct Informational Interviews
- Identify Employer Needs that may lead to Job Opportunities
- Create a 'Refined Task List'

Negotiating Job Placements and other Services:

- Turn Contacts into Prospects; Prospects into Jobs
- Develop and Present a viable Employment Services Proposal
- Make the Ask
- Negotiate the Details of the Hire or other Services with the Employer

**Dale Verstegen:** A Senior Research Associate at TransCen, since 2007, is assigned to a range of research, training and technical assistance projects related to transition and employment services in various parts of the country. Dale provides consultation and training in the areas of program development, performance management, marketing and job development. Dale has developed curriculum and provided training on supported and customized employment for a wide range of universities and state agencies. Given his business background and having been an employer, Dale has focused his research, writing and training on the provision of employment services to the employer community. Dale has provided field based technical assistance to hundreds of Employment and Transition Specialists throughout the country in the area of job development and employer partnerships. Mr. Verstegen has his Masters in Business Administration from the University of Wisconsin – Madison and is currently the President of the Board of Directors of the Association of Community Rehabilitation Educators (ACRE).

### The Workshop will be held at:

The San Gabriel/Pomona Regional Center  
75 Rancho Camino Drive, Pomona CA 91766  
In the Assembly Room

### To register for this free workshop:

<https://sgpreprovider.armaclearn.org/Login/Login.aspx>

*A certificate of 6 hours course completion will be available to print online once attendance and completion of course session has been verified.*



For more information  
Please contact Linh Lee at  
( 909 ) 706-3579 or email at  
[lle@sgprc.org](mailto:lle@sgprc.org)