Please rate your level of engagement with your workforce industry or academic partner

1=no engagement 4=moderately engaged 7= extremely engaged

1. **Continuous:** cultivating long-term relationships, rather than episodic, one-time, or short-term transactions on an as-needed basis.

1 2 3 4 5 6 7

1. **Strategic:** approaching employers in the context of specific plans, opportunities, and objectives, rather than on a spot basis, when the college needs assistance.

1 2 3 4 5 6 7

1. **Mutually valuable:** solving problems and creating value for both sides of the labor market—employers (the demand side) and education and training providers and learners (the supply side).

1 2 3 4 5 6 7

1. **Wide-ranging:** engaging a variety of employers by using varied methods to recruit and involve a large number, rather than relying on one or a few of “the usual” representatives.

1 2 3 4 5 6 7

1. **Comprehensive:** engaging employers in a variety of issues and activities ranging from curriculum development and competency identification to student advising and placement, and policy advocacy on critical issues.

1 2 3 4 5 6 7

1. **Intensive:** engaging employers substantively and in depth, moving the conversations from a high level (“we need higher-skilled candidates”) to an in-depth dialogue about specific skill sets, long-term economic needs, and strengths and weaknesses of educational programs in meeting them.

1 2 3 4 5 6 7

1. **Empowering:** encouraging employers to develop and assume leadership roles in pathway development and other initiatives; approaching potential partners from business at the outset of a process, rather than near the end.

1 2 3 4 5 6 7

1. **Institutionally varied:** engaging employers through a number of channels, including industry or professional associations,   
   public workforce entities (Workforce Investment Boards, one-stop career centers), chambers of commerce, labor-management training partnerships, and economic development authorities, among others.

1 2 3 4 5 6 7