



Job Placement Tracking Tip Sheet

If you're seeking ways to improve your ability to track employment outcomes, here are a number of strategies used by other grantees:

Preparation and Staff Development:

- Designate one person as the point person to track employment outcomes.
- Engage all staff members in your project's job placement efforts. If you don't have the person power currently, hire temporary staff to add to your outreach team. You may spend TAACCCT funds on outreach for employment tracking all the way to September 30, 2018.
- Hold weekly briefings with staff to review progress and keep on track.
- Distribute weekly updates on job placement progress to your staff, faculty, and external stakeholders.
- Provide financial or other incentives to staff (identify non-grant funds to use for such incentives).
- Use a team-building activity to encourage collaboration and improve performance.
- Provide recognition to staff and celebrate your accomplishments!
- Network with employers who have hired graduates.

During Enrollment:

- Before students graduate, go into their classes and let them know that someone will follow up with them to learn about where they have found employment. Make sure to explain the reason for the follow-up. For instance, let them know that if they help you report on job outcomes, this will help the college gain support for the program. Appeal to their sense of commitment to the college, the program, and its staff and faculty.

- For students who were working upon entry, and are therefore counted as “incumbent workers,” make sure you have a system to capture wage increases, since you can count that outcome, but not employment, for those students.
- Use multiple systems of outreach, such as email surveys, texts, phone calls, and social media.
- Ask students to share alternative methods for reaching them that might include contacting family members or friends who are likely to know their whereabouts if they move or change numbers after graduation.
- Graduates are more likely to respond to outreach from people with whom they feel a connection. Before students graduate, develop strong relationships with them by:
 - Providing a thorough career assessment
 - Providing support services needed to overcome barriers
 - Providing access to Facebook and LinkedIn groups

Post-Graduation:

- Conduct systematic follow-ups at times convenient for the student.
- Use several social media platforms as methods to stay in touch with graduates or research their employment status, such as LinkedIn, Twitter, Facebook, and Google+.
- Use those social media platforms to reconnect with students you have lost touch with.
- Invite graduates back to talk to current students about their jobs, how they got them, and what they’ve learned about being successful in the work world.
- Reconnect with completers by:
 - Holding graduations and reunions
 - Offering workshops on money management and other topics of interest
 - Hosting a Facebook page
 - Offering (donated) incentives for completion of milestones
 - Texting or calling family members, if the student has moved or changed numbers

Click below for information and resources on tracking employment outcomes:

[https://taaccct.workforcegps.org/resources/2016/06/27/14/15/Tracking_TAACCCT_Employment_Outcomes- Alternative Strategies](https://taaccct.workforcegps.org/resources/2016/06/27/14/15/Tracking_TAACCCT_Employment_Outcomes-Alternative_Strategies)