

# Building Employer Partnerships to Foster Skilled Immigrant Success

*Note: This publication summarizes selected content from a 60-minute webinar. To view a recording and slides from the presentation, please visit [www.imprintproject.org](http://www.imprintproject.org)*

A vital ingredient in any workforce development program is employer partnership.

Going beyond simply working with Human Resource staff to place jobseekers, by engaging employers through structured volunteer opportunities, can open doors and help sustain momentum over time.

**This 2-page publication summarizes:**

- Best practice tips for engaging employers
- The value of skilled immigrants to employers
- A concrete example of employer partnerships



## Upwardly Global: Creating Connections

The nonprofit Upwardly Global ("UpGlo") acts as a matchmaker between the talent pool of under-employed skilled immigrants and American employers who need their talents to compete in an increasingly global market.

Upwardly Global accomplishes this by forming partnerships with employers who:

- Hire UpGlo candidates
- Lend their own staff to UpGlo in a volunteer capacity
- Provide financial, pro-bono and other support



## The 4 Basic Steps to Effective Employer Engagement

1. **Identify potential employers:** Conduct detailed research on their individual needs, interests, and current goals

*Companies that are facing skills shortages tend to be the most receptive to a new talent pool. Examples may include companies in STEM fields, those expanding globally or those with a diverse customer base.*

2. **Decide what type of employer support you want:** Volunteer mentors, mock interview practice, candidate consideration for job openings
3. **Educate employers** by illustrating how skilled immigrants can help them achieve their company's goals
4. **Engage employers** through hands-on outreach and individual meetings.

## Beyond Cold Calls: Strategies for Engaging Employers

- Find an executive champion
- Use your (& your board's) network to get a personal introduction to a potential employer
- Review the company's social responsibility objectives on their website
- Host "lunch & learn" events for human resource and hiring managers
- Provide visibility and public relations opportunities for employer partners through program or events sponsorships



Employer engagement can occur at many different levels

## Once You're in the Door: Explaining the Value of Skilled Immigrants

**When speaking with employers, highlight what companies can gain:**

- Diverse & experienced candidates
- STEM & other hard-to-find candidates
- Language skills
- Cross-cultural competency
- Intercultural sensitivity
- Adaptability and flexibility
- High education



*"The most important thing you can say to [employers] is that this is a talent pool that does not require visa sponsorship. They are ready, willing and able to work."*

**-Anne Kirwan,  
Managing Director  
Upwardly Global Bay Area**

## Employer Example: Tetra Tech DPK

As a US contractor that consults on good governance and rule-of-law projects in foreign countries, Tetra Tech DPK has a global focus. In this line of work, native language skills and cross-cultural competency are key.

Tetra Tech DPK's involvement started with the hiring of one Upwardly Global skilled immigrant candidate, who then became an **internal advocate** for the nonprofit and its jobseekers.

**Today, their partnership with Upwardly Global has expanded to:**

- Hiring 7 skilled immigrant candidates
- Volunteering through mentorship and at events & workshops
- Participating in speaking opportunities, in Upwardly Global's employer network, and as the subject of a case study & micro-documentary
- Supporting Upwardly Global's work



[www.tetratedhdpk.com](http://www.tetratedhdpk.com)