From the AEM Workforce Website, users can login or create a new login.

 LOGIN

If you have an account, sign in with your email:

 Email: 

 Password

SIGN IN  

NEW HERE?

Click register to create a free account.

REGISTER
A first-time user will identify their role...

**YOUR ROLE**

What best describes your role at your company? (check all that apply)

- **HR/Recruitment/Outreach**
- **Manager/Internal Training**
- **Workforce Development Team Member**
- **C-Suite**

NEXT
YOUR INDUSTRY

What’s industry(s) do you serve? (check all that apply)

- Agriculture
- Construction
- Utility
- Dealer
- Association Partner
- Other
...and what they are most interested in learning about.

PERSONALIZE YOUR TOOLKIT:

What are your Goals and Interests? (check all that apply)

- General Knowledge
- Best Practices & Ideas
- Veteran's Recruitment
- Templates & Resources
- Industry Education
A customized dashboard is formed based on what they’ve selected. This is what will come up each time they login moving forward.
There are 15 action plans. They cover each workforce development best practice and address each industry challenge.

**Action Plan Topics**

**Best Practices for:**
- Outreach
- Hiring
- Employee Engagement
- Internships
- Apprenticeships
- Culture
- Increasing Diversity
- Community Engagement
- Education Partnerships
- Regional Initiatives
- Advocacy

**Industry Challenges:**
- Technicians
- Aging Workforce
- Rural Workforce
- Industry Perception
There are over 200 workforce articles that can be searched or filtered by content or category. These will be updated monthly.

Use the search area for interests and topics.
Each of the 200 articles has a brief summary and any relevant data points with a link to the full source for more in-depth reading.
There are over 60 searchable industry research reports that support the best practice recommendations made in the action plans. Clicking on these reports will also take you to data points, a brief summary, and access to the full report.
Resources like templates, check lists, partnership model question lists, and marketing ideas can be found here. This content will build with time.
Each **Action Plan** begins with a brief explanation of the subject.

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**EMPLOYEE ENGAGEMENT**

According to Wikipedia, an engaged employee is “one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization’s reputation and interests. An engaged employee has a positive attitude towards the organization and its values. In contrast, a disengaged employee may range from someone doing the bare minimum at work (aka ‘coasting’), up to an employee who is actively damaging the company’s work output and reputation.”

Why should you care? Because, according to a 2016 Gallup Employee Engagement Survey, 87% of employees are disengaged, costing companies up to $550 billion in annual productivity losses. Younger generations are looking for purposeful work where they feel connected and involved. The good news is, there are multiple effective ways to engage your employees.
The overview includes any data points or infographics identified during research that can help the reader quickly understand how this topic is relevant to the industry.

OVERVIEW

Employee engagement increases productivity, increases profit, increases quality, and is one of the top ways to improve employee retention. Employee engagement does not need to cost a lot. There are three primary components for success: communication, connection, and development.

CURRENT OUTLOOK

According to a 2016 Gallup meta-analysis, organizations in the 1st quartile (top 25%) of employee engagement scores achieved dramatically better operational performance than organizations in the 4th quartile (bottom 25%) as follows:

- 10% higher in customer loyalty/engagement
- 21% higher in profitability
- 20% higher in productivity — sales
- 17% higher in productivity — production records and evaluations
- 24% higher in turnover for high-turnover companies (those with more than 40% annualized turnover)
- 59% higher in turnover for low-turnover companies (those with 40% or lower annualized turnover)
- 70% higher in fewer safety incidents
- 28% higher in reduced shrinkage (shop stealing and similar)
The overview also provides quick access to relevant books, articles, research reports or PDFs that will give a deeper dive on the subject.
From the overview, you immediately move to what can be done. This includes a list of industry research supported **best practices, ideas and strategies**.

**Case studies** from members in our industry will be collected and highlighted here so that we can share what’s working in the industry.

There are portals through out the toolkit that invite members to add their ideas, practices and expertise.
From the Action Plan page, each strategy is articulated and rated as a light, moderate, or heavy lift. This will give users the ability to make quick decisions about what they think they have the time or resources to take on.
All content up to this page is free to any user that creates a login.

If users want step-by-step instruction, they can subscribe to premium content and click start.
Each specific strategy cites a purpose, the intended audience, and a list of additional resources to support the strategy including books, PDFs, templates, articles, or research reports.
The strategy also includes a list of things the user can do or think of while implementing the strategy.

As stated previously, this toolkit is intended to be a base to get started. Users are invited to layer in their expertise by sharing ideas, questions, or best practices that have not been included. These suggestions will be validated and added into the steps as they are offered.
Each of the steps for the strategy will expand, offering additional suggestions, resources, questions to ask, templates, etc.

This level of content will enable small to mid-sized organizations with little or limited access to HR/workforce development expertise to step out in confidence, trying new things without having to spend the time to research best practices.
Workforce Development Assessments

Organization Readiness Assessment

- 45 question assessment
- Generate immediate feedback on the organizational strengths and opportunities
- Requires 2-3 individuals to generate results. (HR or similar role, c-suite/decision maker, operations/training) This provides a well-rounded assessment of the organization.

Community Asset Mapping

Help companies identify potential partners

- Identify light, moderate and heavy lift opportunities with those partners
- Connect the partners with buy, borrow, build, or bridge workforce strategies

Q1 of 2021, the premium content will include access to an Organizational Assessment and an Asset Mapping tool. These components will give organizations the ability to create individualized workforce development strategies.

They can also be used repeatedly so organizations can measure progress and growth.
Julie Davis (jdavis@aem.org) will be available on Tuesdays and Fridays from 1:00-1:30 p.m. or Wednesdays from 9:00-9:30 a.m. through March 2021 to give live overviews of the toolkit, and answer questions. If those times don’t work, she is also willing to schedule a time with you.

Thank you!