

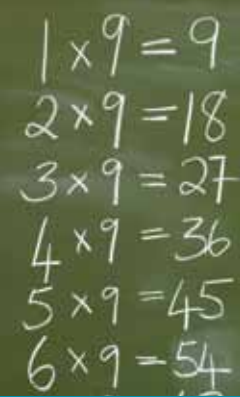
## Engaging Your Employees

Employees are invested in the future of education. Your employees have children, grandchildren, nieces, nephews and children of their friends who are in schools today preparing for the careers of tomorrow. They also are aware that the workplace is demanding higher levels of knowledge and skills than ever before — a trend which will continue into the future.

## Shaping the Message

Sharing what your company is doing to support education can be a powerful catalyst for engaging employees in your efforts. Once you begin to speak out about education, you'll find that many of your employees are already active in their local schools. They serve on school boards, volunteer as mentors, and tutor students on their own time. They also volunteer to speak at career fairs and in their children's classrooms. Your employees want to engage with students to help motivate them to pursue challenging, rewarding careers.

Your employees can deliver information to help students envision their future more clearly. Students need role models and are more likely to remain interested in their education if they understand how their studies link to the world of work.



## Key Messages



**Students today are our future employees.**

**They are your future colleagues.**



**For some of you, they are your children.**

**It is imperative they graduate high school with the skills and knowledge that prepare them for college and careers.**

### Strategies for Employee Engagement

- Profile activities in company newsletter to update the company on what employees have done to advocate for high-quality education.
- Share news articles about local schools or districts in your company's newsletter or listserv.
- Communicate directly from the top; messages from the CEO and senior leadership can reinforce the need for employees to support college and career readiness.
- Host quarterly brown bag lunches to share information and keep employees updated on developments in education.
- Post information on education, standards and reform activities on your company's intranet site.
- Start employee "Education Advocates in Action" groups to allow employees to meet frequently, share experiences and keep each other motivated. In time, honor top employee advocates.
- Consider sharing business expertise with states, districts, and schools as they align their processes and systems with college and career readiness.



Connecticut

### Advocacy in Action: GE Foundation Brown Bag Series

The GE Foundation is planning one-hour, brown bag sessions during lunch at their headquarters in Fairfield, CT, where presenters will describe the changes happening in education (specifically the Common Core State Standards) and how the reforms will impact their employees' children and communities. They will also provide resources for more information and set aside ample time for Q&A. The event will be live streamed to allow more employees to participate. The GE Foundation plans to replicate this event across all of their business units, leveraging their affinity networks. By the end of 2012 they hope to reach half of their U.S. workforce — more than 75,000 employees.

