

NORTH ORGANIZATIONS™ · SELECTED WORK

WORKFORCE DEVELOPMENT · PROGRAM DESIGN



Career Placement Program Blueprint

ILLUSTRATIVE CASE STUDY

Building a repeatable system that connects skilled graduates with employers.

ILLUSTRATIVE CASE STUDY · VOCATIONAL TRAINING SCHOOL

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Confidence North™

Training graduates is only the first half of the journey.

TODAY

Students complete training

Certification earned

Job opportunities shared informally

Employer contacts scattered

Graduate follow-up inconsistent

Placement outcomes hard to track



FUTURE STATE

Active employer network

Live job pipeline

Placement-ready graduate database

Clear matching process

Consistent follow-up

Measurable employment outcomes

Repeatable staff workflow

The goal is not to promise every student a job. The goal is to create a reliable system that improves each graduate's access to employment opportunities.

Job placement is a system, not a list of employers.

01

Employer Network

Who hires our graduates?

02

Job Pipeline

What opportunities are
available right now?

03

Graduate Pipeline

Who is ready and qualified?

04

Matching Process

Who fits each opportunity?

05

Follow-Up

What happened after the
referral?

06

Measurement

What is working and where are
graduates getting stuck?

EMPLOYER → OPPORTUNITY → GRADUATE → REFERRAL → HIRE → OUTCOME

Every step needs clear ownership, data, tools, and follow-up.

Every graduate and every opportunity has a visible status.

STEP 1

Graduate Becomes Placement Ready

CAPTURE:

Certification · Location · Experience · Availability · License requirements · Travel willingness · Shift preference · Employment interests

STEP 2

Job Opportunity Identified

CAPTURE:

Employer · Position · Location · Qualifications · Pay range · Start date · Contact · Application instructions

STEP 3

Candidate Matching

PROCESS:

Compare job requirements with graduate profile. Identify best-fit candidates.

STEP 4

Referral / Application

ACTION:

Graduate receives opportunity details and application instructions.

STEP 5

Follow-Up

TRACK:

Applied · Interviewed · Offered · Hired · Declined · No response · Not qualified

STEP 6

Employment Confirmation

ACTION:

Confirm placement with graduate and employer. Record outcome.

STEP 7

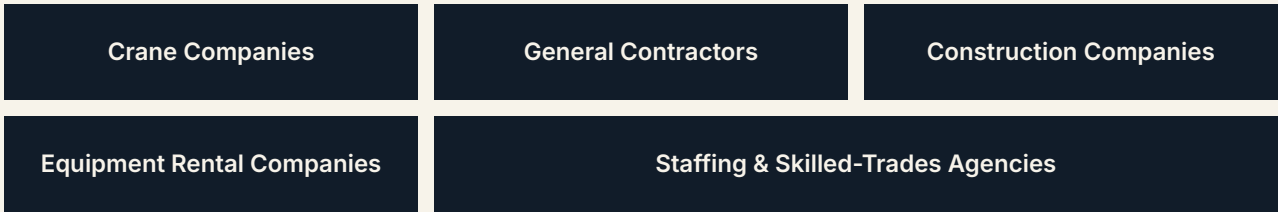
30/60/90-Day Follow-Up

TRACK:

Retention and graduate outcome at 30, 60, and 90 days post-hire.

Build relationships before graduates need jobs.

PRIMARY EMPLOYER SEGMENTS



Also worth targeting: Utilities · Infrastructure contractors · Industrial employers · Municipal contractors · Union / apprenticeship partners

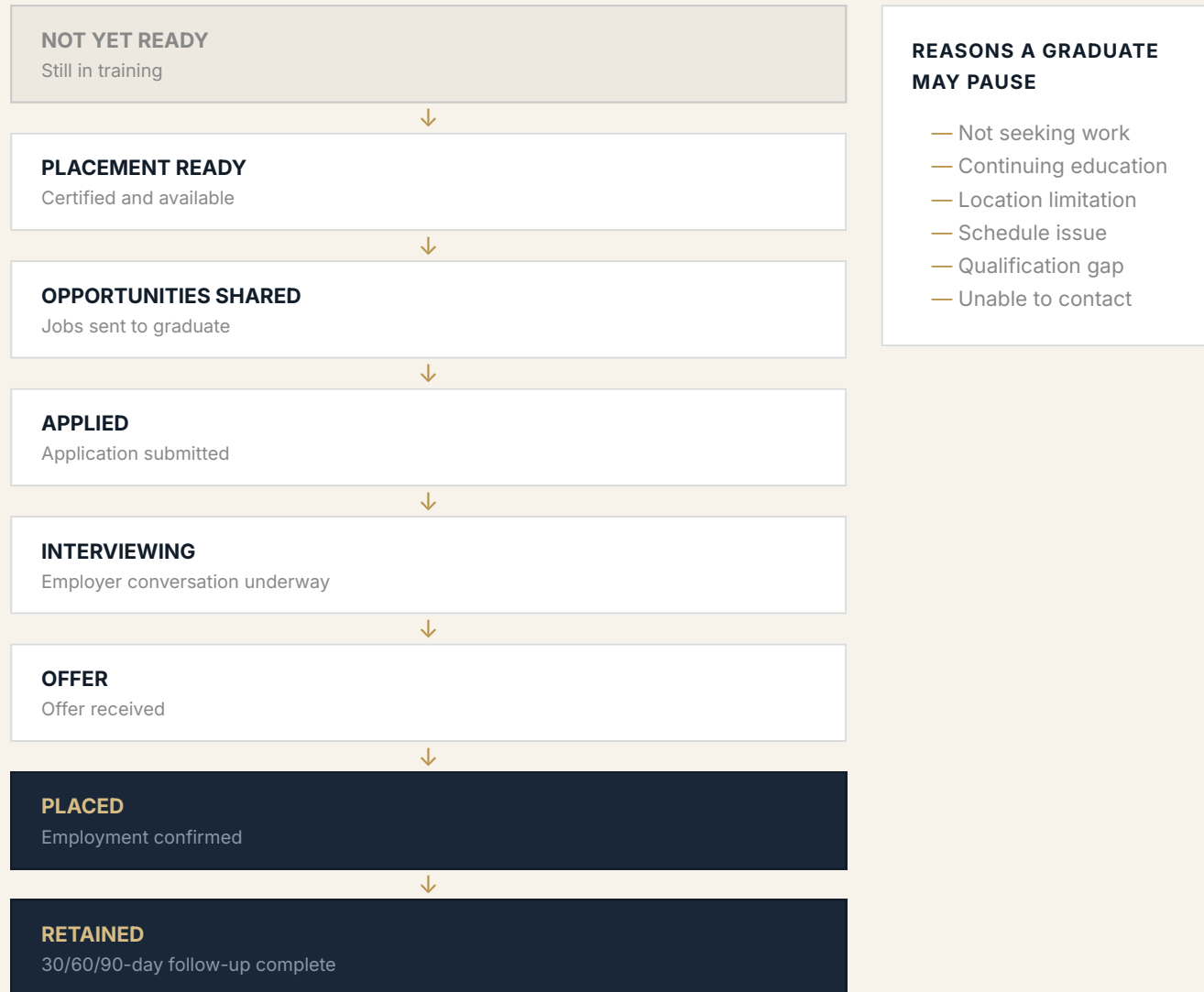
EMPLOYER RELATIONSHIP STAGES



Track for each employer: Company · Contact · Market · Hiring needs · Job types · Minimum qualifications · Last conversation · Next follow-up · Current openings · Graduates referred · Graduates hired

The strongest placement programs build employer relationships year-round, not only when a graduate needs work.

Know where every graduate stands.

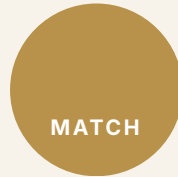


Clear status definitions prevent graduates from disappearing from the process.

Match the right graduate to the right opportunity.

JOB REQUIREMENTS

- Location
- Certification
- Experience level
- License type
- Shift preference
- Travel requirement
- Physical requirements
- Start date
- Special skills



Strong Match

Possible Match

Not Currently Eligible

GRADUATE PROFILE

- Home location
- Certifications held
- Experience level
- Transportation
- Availability
- Shift preference
- Travel willingness
- Employment goals

The matching process should support staff judgment, not replace it.

Build the system once. Make it easy to run every week.

EMPLOYER TOOLS

- Employer outreach email
- Employer introduction call guide
- Job intake form
- Employer follow-up email
- Partnership information sheet

GRADUATE TOOLS

- Graduate profile form
- Placement readiness checklist
- Job opportunity email
- Application follow-up
- Employment confirmation form
- 30/60/90-day follow-up

INTERNAL TOOLS

- Placement SOP
- Employer database
- Job opportunity tracker
- Graduate pipeline tracker
- Matching checklist
- Weekly placement meeting agenda
- KPI dashboard

Every recurring activity should have a standard tool, owner, and cadence.

Measure more than the number of people hired.

PROGRAM METRICS

Graduates Eligible for Placement	178
Actively Seeking Work	142
Placement Rate	74%
Avg. Days to Placement	38

EMPLOYER METRICS

Active Employer Partners	47
New Employer Contacts (QTD)	22
Employers With Open Jobs	19
Repeat Hiring Employers	12

PIPELINE METRICS

Jobs Available	63
Graduates Referred	118
Interviews	71
Offers · Placements	44 · 39

FOLLOW-UP METRICS

30-Day Retention	92%
60-Day Retention	87%
90-Day Retention	81%
Graduate Contact Rate	78%

ILLUSTRATIVE DASHBOARD DATA

What gets measured can be improved.

A placement program needs a weekly rhythm.

DAILY	WEEKLY	MONTHLY	QUARTERLY
• Update new jobs • Update graduate status • Respond to employer and graduate questions	• Review open jobs • Review placement-ready graduates • Match candidates • Employer outreach • Graduate follow-up • Placement pipeline meeting	• Review placement metrics • Identify employer gaps • Review hard-to-place graduates • Employer relationship follow-up	• Review outcomes • Identify program improvements • Update employer strategy • Review hiring trends • Evaluate student service offerings

The program becomes sustainable when the work is built into a repeatable operating rhythm.

Who owns each part of the process?

Activity	Career Services / Placement Lead	School Administration	Instructor	Graduate	Employer
Employer Outreach	Owns	Supports	—	—	Receives
Employer Relationship Mgmt	Owns	Supports	—	—	Provides Input
Job Intake	Owns	—	—	—	Provides Input
Graduate Readiness	Supports	—	Owns	Provides Input	—
Graduate Matching	Owns	—	Supports	—	—
Referral	Owns	—	—	Receives	—
Graduate Follow-Up	Owns	—	—	Provides Input	—
Employer Follow-Up	Owns	—	—	—	Provides Input
Placement Confirmation	Owns	—	—	Provides Input	Confirms
Outcome Tracking	Owns	Supports	—	Provides Input	—
Reporting	Owns	Receives	Receives	—	—

Clear ownership keeps opportunities from falling through the cracks.

Build. Test. Improve.

1–30
DAYS

Build the Foundation

Leadership interviews · Student and graduate data review · Existing employer review · Define program goals · Define placement services · Build employer database · Build graduate database · Map placement workflow · Create status definitions

31–60
DAYS

Build the Engine

Develop employer outreach strategy · Begin employer outreach · Build job intake process · Create templates · Create matching process · Create SOPs · Build tracking dashboard · Train internal staff

61–90
DAYS

Pilot & Improve

Run first placement cycle · Track referrals and outcomes · Review graduate experience · Review employer feedback · Adjust workflow · Finalize operating playbook · Establish ongoing reporting cadence

Start simple. Build consistency. Improve with real data.

What the school receives.

PROGRAM DESIGN

- Career placement operating model
- Placement workflow
- Service definitions
- Roles and responsibilities

EMPLOYER SYSTEM

- Employer segmentation
- Outreach strategy
- Employer database
- Job intake process
- Follow-up cadence

GRADUATE SYSTEM

- Graduate profiles
- Placement readiness process
- Matching workflow
- Follow-up process

TOOLS

- Emails · Forms · Scripts
- Checklists · SOPs
- Tracking tools

MEASUREMENT

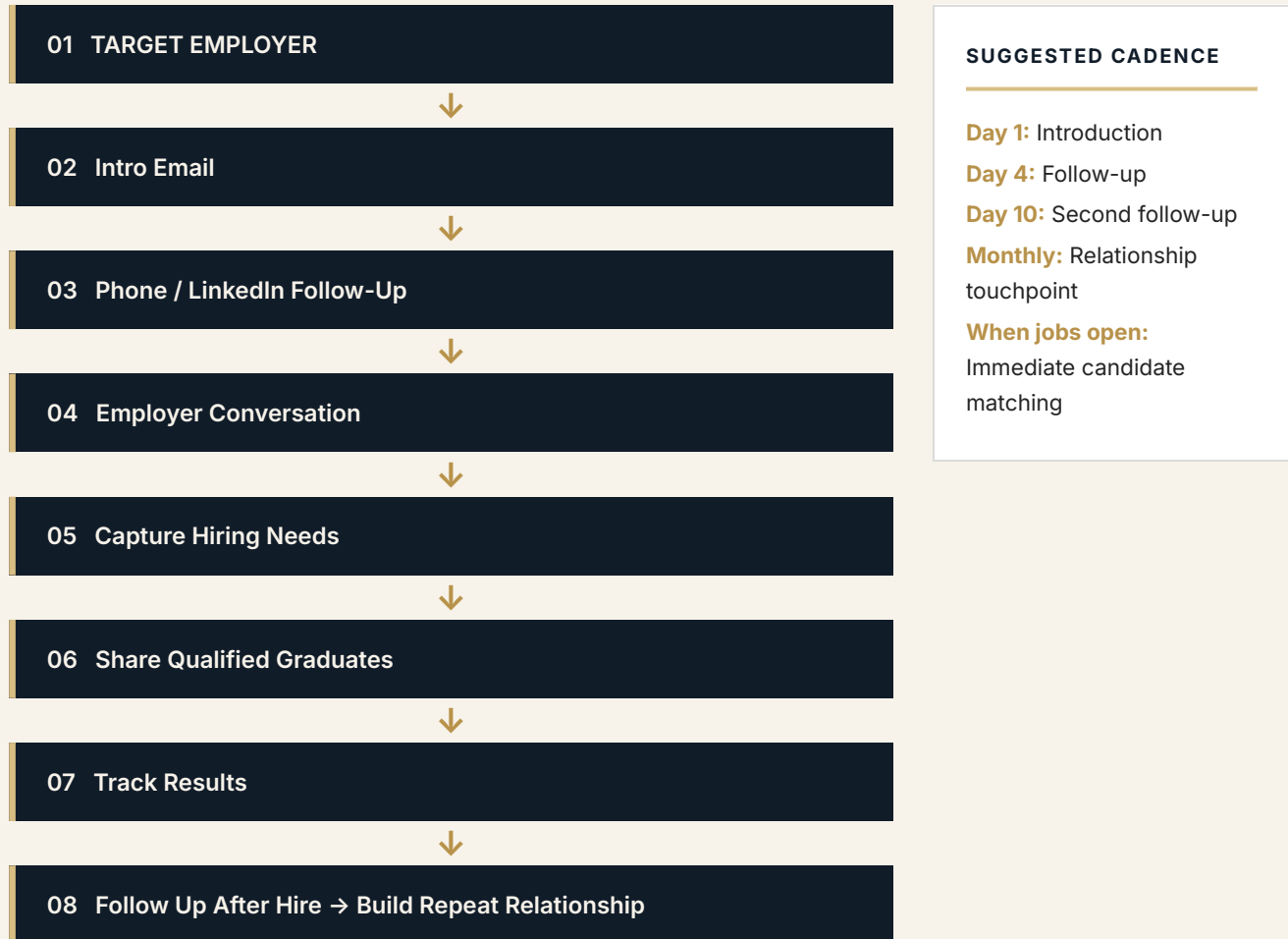
- Placement dashboard
- Status definitions
- Employment outcomes
- 30/60/90-day tracking

STAFF HANDOFF

- Operating playbook
- Training
- Weekly rhythm
- Program ownership

The goal is not to create a program that depends on the consultant. The goal is to build a system the school can run.

Turn cold contacts into repeat hiring partners.



WORKFORCE DEVELOPMENT

PROGRAM DESIGN

EMPLOYER PARTNERSHIPS

PROCESS DESIGN

MEASUREMENT

STAFF ENABLEMENT

Discuss a Workforce Development or Program Design Engagement →

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