

UpSkillAmerica

Company Education, Training and Development

Communications Practices Assessment

[HR Policy Foundation](#), a member of the UpSkillAmerica coalition, developed the following self-assessment to help companies think about how well they are telling the story of the investments they make in the education, training and development of their employees and those in the communities in which they live. This document is designed to help companies assess how convenient, complete and compelling they makes the information about their investments in education, training and development, and is to be used following completion of the “Company Education, Training and Development Inventory” also available for download. Upon completion of this self-assessment, consider:

- If you were a jobseeker looking at your company’s website, would you be able to tell whether your company makes it a priority to invest in the development of its workers?
- How well does your company make its current workers aware of the opportunities for education, training and development that would help them advance in their careers?
- How might improving the ways your company communicates this information boost your company’s standing in the community, with jobseekers and with your existing employees?

Let us know what you learn from this exercise. We would love to hear from you at UpSkillAmerica.org.



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Convenient

- If your CEO was preparing for an interview and asked you for information on your company's investments in the education, training and development of your workers and surrounding communities, what would you give him/her?
- Is there any text on your company's website homepage that clearly says your company is committed to investing in the education, training and development of its workers and surrounding communities?
- Is there any text on the landing page of your company's career site that clearly says your company is committed to investing in the education, training and development of its workers and surrounding communities?
- Is there any text on the landing page of your company's corporate social responsibility page that clearly says your company is committed to investing in the education, training and development of its workers and surrounding communities?
- Is there any text on your company's foundation page that clearly says your company is committed to investing in the education, training and development of its workers and surrounding communities?
- Is there any text in the boilerplate language of your job postings which mentions your company's core values that clearly says your company is committed to investing in the education, training and development of its workers and surrounding communities?
- Is there a page anywhere on your company's website that summarizes or explains in detail all your company does to invest in the education, training and development of your workers and those in the surrounding communities?
- Is there any text on your company's Facebook page that clearly says your company is committed to investing in the education, training and development of its workers and surrounding communities?
- Is there any text on your company's LinkedIn profile that clearly says your company is committed to investing in the education, training and development of its workers and surrounding communities?

- Does your company's Twitter Feed include Tweets that clearly say your company is committed to investing in its workers and surrounding communities?
- Does your company's Instagram feed include pictures of individuals receiving education, training or development as the result of your company's investments?

Complete

- Does your company's information about its investments in education, training and development include all of your investments in your workers as well as the investments it makes in the communities in which you are located?
- Does your company's information about its investments in education, training and development include all of your investments in education, training and development?
- Does your company's information about its investments in education, training and development include all of the investments made by your company as well as any investments made by your company's foundation?
- Does the information your company makes available include all of the investments in time, money, services, equipment and in-kind to support the education, training and development of your employees and those in communities in which you are located?
- Does your company's information about its investments in education, training and development include running totals of investments made over a number of years?
- How long ago did your company send a Tweet that indicated your company's commitment to investing in its workers and surrounding communities?
- How long ago did your company issue a news release providing information that indicates your company's commitment to investing in the education, training and development of its workers and surrounding communities?
- Does your company's issue a news release each year detailing its planned or completed investments in education, training and development?

Compelling

- Does your company explain its investments made in education, training and development in terms of the amount of dollars invested or in the number of lives estimated to be affected or both?
- Does your company's information about its investments in education, training and development include quotes from respected community leaders speaking to the impact of your company's investments?

- Does your company's information about its investments in education, training and development include pictures of people who will benefit or have benefitted from your company's investments?
- Does your company's information about its investments in education, training and development include updates on milestones and accomplishments made possible through its investments (i.e. enrollment in classes, graduations, certifications, groundbreakings, etc.) or does it only include the announcement of initial investments?
- Does your company's information about its investments in education, training and development include videos of people who have benefitted from your company's investments telling their story and thanking your company?
- Does your company's information about its investments in education, training and development include written testimonials or stories of people who have benefitted from your company's investments?