



COMMUNITY SURVEY: EMPLOYER MAPPING EXERCISE

Purpose:

To begin to look for a wider range of potential businesses/organizations to approach for as part of your business engagement efforts. This mapping exercise is one source of Agency Business Engagement LMI.

Directions:

Prior to the next lesson, we want you to explore a local community. Ideally you can go out and explore it in a car/subway/bus to get a sense of the community itself. If you are unable to go out to complete this exercise, you can also search the community using online search engines and tools such as Google Maps, Yelp, and other similar search engines. Feel free to discuss this exercise with others (from your office, personal and professional networks) to gather additional ideas.

Try to identify 2-3 businesses / organizations that fall into each category on the Exercise Grid (retail, technology, hospitality, schools, etc.). It is important to remember that in many cases, there are opportunities for different type of work within the same business. For example, when looking at a hospital, consider the broad range of jobs available, including medical staff, technicians, IT, finance and janitorial, to name a few.

When finished, look at the list, and think about the wide range of possible positions available at each business and in the community as a whole.

Please reflect on what you learned and be prepared to discuss the following questions:

- » Are there businesses in your community that you were not previously aware of?
- » What sectors are especially active in your community? What sectors seem to not be as active/available in your community?
- » What next steps will you take in your Employer Engagement work now that you have this information about businesses and occupational sectors?

Retail (small/large)	Technology (software, engineering)
Hospitality (hotel, restaurants, ice-cream)	Healthcare & Non-profit (MD/dentist, optometrist, Vet, clinics, CRPs)
Schools (K-12, nursery, voc-tech, adult)	Art/culture/crafts (gallery, theatre, studio)
Institutions (universities, hospitals)	Sport/recreation (fitness, arena, rink, golf)
Finance (banks, insurance)	Professional services (realty/accounting, law, architecture)
Wholesale	Service orgs. (Grange, Elks, Chamber)
Trades (plumbing, electric, AC, heat)	Manufacturing
Food Related (grocery, liquor, bakery, catering, specialty foods)	Personal services (Hair, Nails, massage, cobbler, tailor, etc.)

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