[For use in **Action 2.2**]

|  |  |
| --- | --- |
|  | INSERT COLLEGE LOGO |

Dear <NAME>:

As an employer in our region, you recognize the importance of having a skilled technical workforce to meet the demands of this increasingly technology-driven era. To ensure our college is preparing technicians with the skill sets needed for the future, we are inviting employers from a variety of sectors to provide feedback. We are particularly interested in learning which skills within data knowledge/analysis, advanced digital literacy, and business knowledge/processes are important to your company.

We’d like to hear from you about:

* The technology changes they have witnessed the past 12 months and anticipated changes in the next 18 months
* How these changes are impacting the skills needed by entry-level technicians
* The specific cross-disciplinary knowledge and skills technicians will need now and for the future

Your participation is important to us and we value your time. Your contribution to this discussion will positively impact technician preparation for the future.

We have several options for participation:

1. *Regional Convening* on <DATE and TIME> to be held at <LOCATION.> This is an in-person meeting with a variety of employers from across the region.
2. *Focus Group*. This is a meeting via video conference. We will reach out to you to schedule a date and time.
3. *Phone interview*. This will be a one-on-one engagement with one of our faculty members. We will reach out to you to schedule a date and time.

Thank you for your consideration! Please respond to this invitation and indicate which of the three options would work best for you. If someone else will be participating on behalf of your company, please provide their name, title, and email address.

Sincerely,

<CONTACT NAME, TITLE, AND PHONE NUMBER>
Attachment: *A Framework for a Cross-Disciplinary STEM Core*