



Experience a win-win partnership that benefits students and your business.

Quick Guide

How can my business engage in local profession-based learning?

Profession-based learning (Pro-BL) isn't possible without industry experts like you. If you're ready to make a meaningful impact for students *and* your business, there are many ways to get involved. Let's dive in!

WAYS TO ENGAGE

- **Real-world projects and internships** expose students to an array of job options, developing skills in critical thinking, creativity, collaboration and design thinking.
- **Externships** give instructors hands-on industry experience, allowing them to learn best practices, build professional relationships and teach students current skills to stay competitive.
- **Funding support** can be provided in various forms, such as sponsoring events, donating workspace or classroom space, equipment or software.
- **Mentors** model behavior, answer questions and support students with feedback, insight and inspiration within their interest area.
- **Advisory/Steering Committees** provide insight when planning a Pro-BL program, leveraging their networks and resources and acting as subject matter experts to inform curriculum.



WHO TO CONTACT

Every school district manages engagements with local industry partners differently, but below are the types of individuals to look for when starting outreach. You can also ask school admins for direction on who to contact.

- Career and technical education (CTE) directors
- Work-based learning directors
- School counselors or principals
- Internship coordinators
- Executive directors of school foundations

HOW TO REACH OUT

Direct communication is the best way to initiate engagement with your local school – in-person visit, email or phone call. Note that it could take multiple outreaches or contacts to set the stage for a Pro-BL experience with the school.

When speaking with school staff, share your interest as a business professional to engage with courses that you feel you can provide support – via mentorship, career discovery activities or advisory committees.

If educators are unfamiliar with Pro-BL, share the experience.work website with them to learn more.

PREPARE TO ENGAGE

There isn't one way to engage with your local school. Each business offers different skillsets and traits that can be customized to fit mutual needs for you and the school.

One way to begin is to tour the school to learn if/how they are engaging with other business partners. Other easy ways to engage are to attend school showcase events, volunteer as a mock interview mentor or speak to a class. As you get more comfortable engaging with education, opportunities will be created to support projects, experiences and more.

PRO-BL BENEFITS TO INDUSTRY

- Provides fresh perspectives and new ideas from students, leading to **innovative solutions** to existing challenges.
- Enables companies to tackle the **“10th task on the to-do list”** by leveraging student involvement.
- Enables **early access** to a pipeline of future employees.
- Contributes to the development of **durable skills** in the future workforce.
- Gives employees the opportunity to mentor students, **boosting job satisfaction** and retention.
- Enhances **community engagement** by contributing to local education initiatives.
- Boosts brand reputation by being **seen as a leader** in workforce development and positive contributor in the community.

Ready to explore more? Let's connect!
experience.work/contact

“Profession-based learning is vital to our industry's growth and development of a skilled workforce.. it strengthens community ties and generates innovation.”

— **Amanda Bohnert**
Chief Marketing Officer
S.M. Wilson