



Engage students in real-world projects to generate real results for your industry and community.

Quick Guide

How does profession-based learning benefit industry?

Profession-based learning (Pro-BL) creates dynamic connections between students, industry partners and educators. Industry partners from many sectors benefit from this type of collaboration.

While students get to explore their future in a unique way, industry partners benefit by **investing** in the future workforce, **expanding** productivity and **strengthening** company and community engagement.

INVEST IN FUTURE WORKFORCE

Pro-BL is a reciprocal learning experience between education, industry and community to invest in the next generation and the future of work.

Industry partners benefit from engaging with students – their workforce pipeline. Students learn by doing real work on client-connected projects, increasing their engagement in learning and developing professional skills early. In an era when technical skills are evolving at an unprecedented pace, **durable skills** are growing significantly in demand. These skills include critical thinking, communication, collaboration and creativity, as well as character skills like fortitude, growth mindset and leadership.



EXPAND PRODUCTIVITY

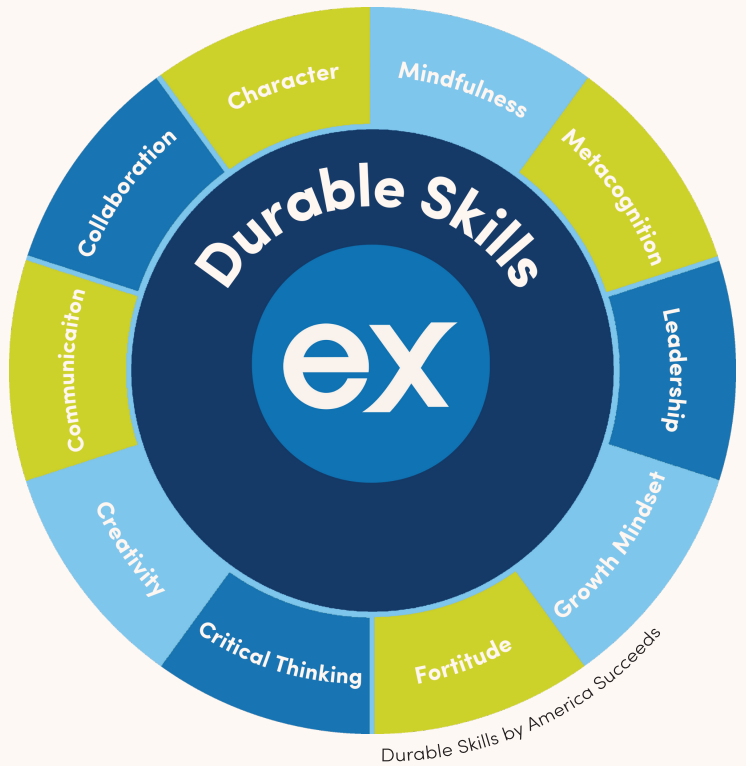
By involving students in real-world projects, businesses have a unique opportunity to tackle the “10th item on the to-do list” — those projects that always seem to be pushed to the bottom of the priority list but are still important for long-term growth. With fresh perspectives and energy, students contribute **real work** to address back-burner projects in ways that might not have been possible otherwise. This collaboration not only helps businesses complete valuable work but also drives innovation and efficiency, offering a tangible return on investment.

STRENGTHEN COMPANY CULTURE

Engaging in Pro-BL can significantly **improve employee recruitment and retention** by offering your staff opportunities to mentor students, lead projects and contribute to their professional development. These experiences give employees a deeper sense of purpose and connection to their work, helping to retain talented team members and position your company as a desirable place to work for future recruits.

SUPPORT COMMUNITY TIES

Beyond internal benefits, participating in Pro-BL enhances your company’s **community engagement** by directly contributing to local education initiatives. This involvement not only strengthens relationships with local schools and organizations but also elevates your company’s reputation as a key player in building a skilled and capable future workforce.



“Partnering with this program has been a true asset in showcasing our industry and helping to recruit future talent. Students bring a **fresh perspective** which helps creative troubleshooting in various situations.”

— Mark Turnipseed
 Foundation & Community
 Engagement Director
 BJC Healthcare

Ready to explore more? Let’s connect!
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