Explore what's possible with profession-based learning — where industry and education collide.

Quick Guide

What is Profession-Based Learning (Pro-BL)?

Profession-based learning (Pro-BL) is the highest form of experiential learning. Instructors collaborate with local industry partners to design real-world learning experiences. Personalized projects challenge students, as they apply technical and durable skills to produce tangible solutions.

UNDERSTANDING PRO-BL

Pro-BL expands learning beyond the classroom, immersing students in professional settings where they work on projects using industry-stanard tools. They learn to solve problems and increase knowledge by collaborating with peers, instructors and industry partners. Students prove their skills by developing products or presentations to share with an audience, increasing critical thinking, team building and communication.

Whether designing marketing campaigns, deciphering engineering challenges or assisting in scientific research (all actual examples of Pro-BL in action!), students contribute in real ways that have lasting impact on their communities.

Explore what **sets profession-based learning apart** from problem-based or project-based learning in the chart on page 3.

IMPACT ON INDUSTRY & EDUCATION

In Pro-BL, teaching isn't about simply meeting the required assessment – students are being taught to learn how to adapt to solve real problems. Learning becomes real and students are engaged through relevant work. They learn from educators and industry experts. They don't have to stay in their lanes. They get to experiment, collaborate and connect to get things done for industry partners, while gaining valuable experience for themselves.

THE ROLE OF INDUSTRY IN PRO-BL

Pro-BL programs are built on a model that has reimagined and restructured high school education by allowing students to focus on finding their passions, strengths and potential careers through tangible experiences. Industry partners engage with local schools to provide real work for students to complete. By leveraging strong community partnerships and combining that with the collective knowledge of Pro-BL classrooms, students engage in powerful, integrated learning that prepares them for life after high school. Delivering education in this way helps students connect their interests with their career, becoming lifelong learners who can adapt to changing circumstances.

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

BENEFITS TO INDUSTRY

- Introduces innovative, **fresh ideas and new talent**
- Enables companies to tackle the **"10th item on the to-do list"** by leveraging student involvement
- Introduces the business to their **future workforce**
- Allows the business to **contribute to the needs and wants of tomorrow's workforce**
- Engages students in real-world issues, allowing them to lead and **foster community change**

BENEFITS TO EDUCATION

- Enables instructors to **make a difference** in their students' lives — academically, socially and emotionally
- Reflects **current and projected realities** of industry needs, better preparing students for college and careers
- Empowers students to **seek creative solutions** to problems
- Inspires students to **think differently** about themselves as learners, collaborators and leaders
- Leads students to **master core academic content** in practical ways

"As an employer, I aim to stay competitive by hiring the best talent. As a community member, it's refreshing to see how well the next generation is being educated. I'm excited to see the positive ripple effects this will have on our community."

— Isaac Lee Collins
Owner, Yogurtini KC

Characteristics & Elements of Profession-Based Learning

	Problem-Based	Project-Based	Profession-Based
Time Frame	Short, within one to two class periods	Longer, will require several class periods over several weeks	Longer, will require working in and out of class over several weeks
Relationship	Student & teacher	Student & teacher	Student & client
Number of Participants	Individual effort, typically not a team activity	Individual or team effort, can be organized either way	Team effort, groups of three students optimal
Curriculum Type	"Off the shelf," not always customized	"Off the shelf" or customized, can be organized either way	Organized by the client
Skill Type	Single technical skill, lower range of Bloom's Taxonomy	Multiple technical & soft skills – middle range of Bloom's Taxonomy	Multiple technical & soft skills – high range of Bloom's Taxonomy with emphasis on critcal thinking
Focus	Developed from lecture content	Can be on a simulated real-world problem	Real problem(s) with solutions that could be implemented by the client
Method of Assignment	"Turn in" work	"Turn in" work	Differentiated, promote options for students to choose
Method of Assesment	No rubric; objective evaluation with emphasis on public presentation of recommendation to client	Rubric-based subjective evaluation	Differentiated, subjective evaluation
Example	A lease/buy problem requiring the use of Excel	Alleviating poverty in the local community	Developing a social media strategy for a new non-profit organization