



# Using the WBL Implementation Guide

*A Professional Development Tool for Strong WBL Programs*

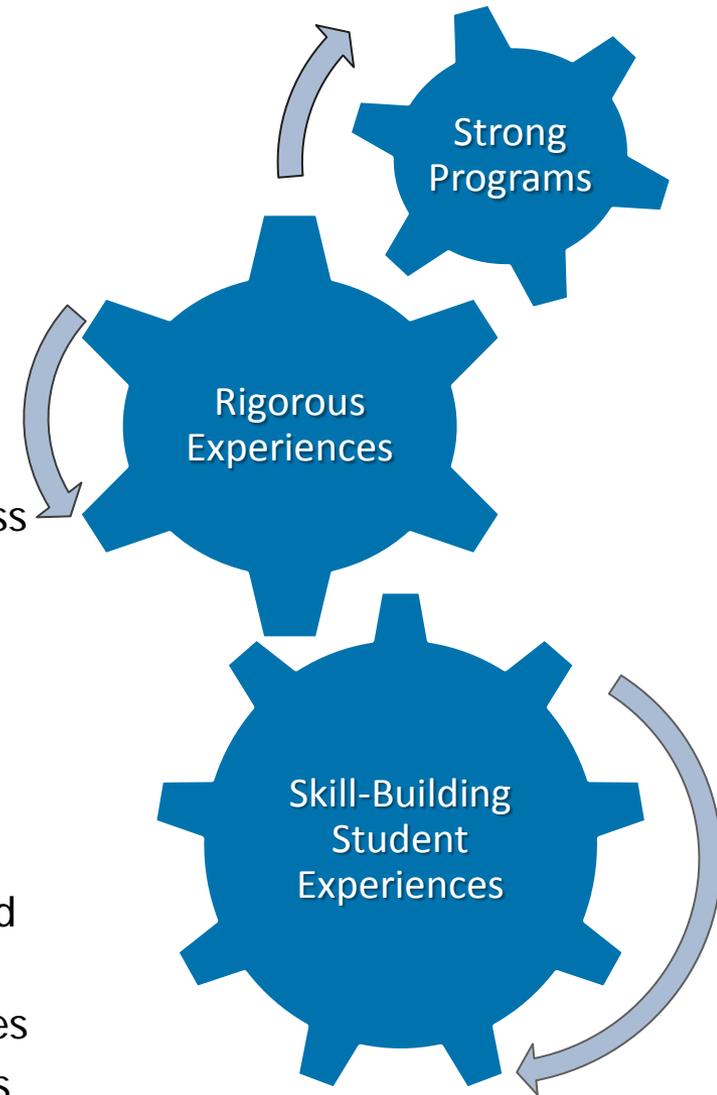
# WBL Implementation Guide Introduction

*The Implementation Guide is a professional development resource, providing guidance and tools that help districts:*

- BUILD strong programs, that
- DRIVE rigorous experiences for students, and
- RESULT in skill-building for success after high school.

*Suggested Uses:*

- Learn about successful practices from across the state
- Recruit industry partners and raise community awareness using customizable brochures and letters
- Access forms and checklists to effectively promote and monitor quality student learning experiences
- Assess skill development pre-and post-placement to demonstrate student skill growth
- Provide employers with helpful resources
- Share expectations for student learning with parents and industry partners
- Facilitate student learning using group reflection activities
- Develop sustainable programs using stakeholder surveys and evaluation rubrics for continuous improvement



# WBL Implementation Guide: Organization

Learn about Sustainable Practices  
for Quality WBL Programs

Search Topically - Before,  
During & After Placement

Drill Down into Topics to Find  
Resources and Successful Practices

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# WBL Implementation Guide: Drilling Down into Content

Sub-headers Guide Viewers  
through Key Components

Descriptions are Provided  
for Successful Practices

WBL Toolbox Identifies Documents  
for Use and Customization by Topic

## 5. Recruiting Employers and Building Strong Employer Relationships

Research has shown that in general, employers want to help students learn but they need to be asked! They want things to be simple and clear — use your elevator speech!

### Connecting with Employers

There are several ways to connect with employers. Just as in job-hunting, cold calling is probably the least effective. Strategies that have been used to good effect include:

- **Use peer-to-peer outreach.** Use the advisory board or existing partners to recruit employers on your behalf. They speak the same language as their colleagues.
- **Participate in employer and civic organizations.** Attend — or send a representative to — the chamber of commerce, Rotary, and other meetings where economic and civic issues are discussed. Let the community know what you are doing and how your school can keep students engaged and build the workforce pipeline. Invite the mayor or local politicians to observe your students in action.
- **Start small.** Invite employers to be speakers or offer tours to get started. This will give them a chance to see that your students are interested, attentive, and eager to learn. In focus groups, employers say they are most concerned with students' attitudes; if students have a desire to learn, employers are willing to help!
- **Make sure it is easy for employers to engage.** Be sure that employers understand: (a) what is required (in simple form, but with all the legal bases covered), (b) where to find you (if they are coming to campus), and (c) how to contact you.

### *Talking Across Cultures: Develop your Elevator Speech!*

*Educator and employers use different words to mean the same things, and use different amounts of words! Educators may use words like "research" or "essential question"; employers say "get me the information to solve this problem"! Educators talk about "work-based learning" while employers talk about work experience and jobs. In addition, employers have limited time; they want to know quickly what you are looking for and how they can help.*

*Take a moment to come up with a 30 second "elevator speech" that summarizes:*

- *what is work-based learning*
- *what the student will learn*
- *how the employer can help*

*Now practice! It should sound natural so you can easily share it with a stranger in the bank or grocery store.*

#### WBL TOOLBOX:

**Employer WBL Packet with Cover Letter:** Sample letter to customize.

**WBL 101 for Industry:** An introduction to WBL for industry partners to help share the goals of work-based learning and address some of the biggest questions that industries have about working with minors.

# WBL Toolbox: Supplemental Resources

Available at: [http://tn.gov/education/cte/work\\_based\\_learning.shtml](http://tn.gov/education/cte/work_based_learning.shtml)



## Work-Based Learning Toolbox

### Supplemental Materials to the WBL Implementation Guide

1. Advisory Board Recruitment Letter FINAL
2. Building a Work-Based Learning System FINAL
3. Building a Work-Based Learning System: Key Roles and Responsibilities FINAL
4. Building Career Knowledge and Navigation Skills along the WBL Spectrum
5. Employability Skills Checklist FINAL
6. Employability Skills Checklist: Using Checklist to Facilitate Student Learning FINAL
7. Employer Guidelines for Working with Interns
8. Employer Profile FINAL
9. Employer Recruitment Letter
10. Employer Satisfaction Survey
11. Employer WBL Packet Cover Letter
12. Fifteen Steps to Developing and Sustaining Advisory Boards and Program Partnerships
13. Hazardous Occupation Exemption Form
14. Informational Interview Guide
15. Intent to Participate Form
16. Internship Orientation Checklist
17. Introduction to WBL
18. LEA Satisfaction Survey
19. Monitoring Visit Checklist
20. Personalized Learning Packet for WBL
21. Portfolio Components-Suggested
22. Portfolio Rubric
23. Pre-Experience Research Checklist
24. Principles for Sustaining Employer Partnerships

Hyperlinks allow for direct download from the website

Additional materials will be added as successful practices are identified across the state.



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