

# BUSINESS PARTNERS' GUIDE TO WHAT IS WBL? WORK-BASED LEARNING

Work-Based Learning (WBL) is a term for activities which link employers and schools to provide special learning experiences for students. These experiences focus on developing broad skills that apply knowledge and skills learned in the classroom to the real world. These work experiences can be paid or unpaid. Work-Based Learning helps students to find their career interests, assess their training needs, and develop the skills and attitudes necessary for paid employment. WBL seeks to help students find their passion and gives them the tools to pursue it. School credit will be given for these experiences.



## THE MISSION OF WBL

The mission of the Work-Based Learning Program is to assist in providing a highly trained, technologically sophisticated and career-oriented young workforce. This is accomplished by developing partnerships between business, industry, students, parents, the school system, coordinators, and post-secondary institutions which will lead the participating student into meaningful careers.



WBL seeks to provide assistance in the articulation of programs of study between high schools and post-secondary institutions. WBL creates a system that is industry driven

where employers help set occupational skills standards, collaborate on curriculum, provide work experience and workplace mentors for students, and certify mastery of skills leading to the award of a skill certificate.

## BENEFITS TO EMPLOYERS

All businesses need qualified, career-oriented employees, so why not grow your own with WBL? Effective Work-Based Learning programs provide a wide range of specific benefits for all stakeholders, particularly local businesses. Here are just a few:

- Building a highly skilled workforce of motivated future employees with valuable experience and proven job skills.
- Reducing turnover through employees who are invested in the company and start their first day knowing necessary skills and expectations.
- Decreasing the cost of training and recruitment by matching interested and invested young people with employers in a wide range of industries.
- Offering opportunities to provide community service.
- Increasing employer visibility in education.
- Communicating required job-specific proficiencies to educational personnel.
- Training employees to your business' specific standards and preferences.
- Building the foundation for a more productive local economy.

