



# Building Your Future Workforce through Work-Based Learning

Discover how work-based learning can transform your talent pipeline and address critical workforce challenges.



**by Jan Jardine**



# The Workforce Challenge & Opportunity

## Skills Gap

Industries struggle to find skilled workers due to lack of hands-on experience in graduates.

## Work-Based Learning

A proven solution bridging this gap by integrating career development with real-world experience.

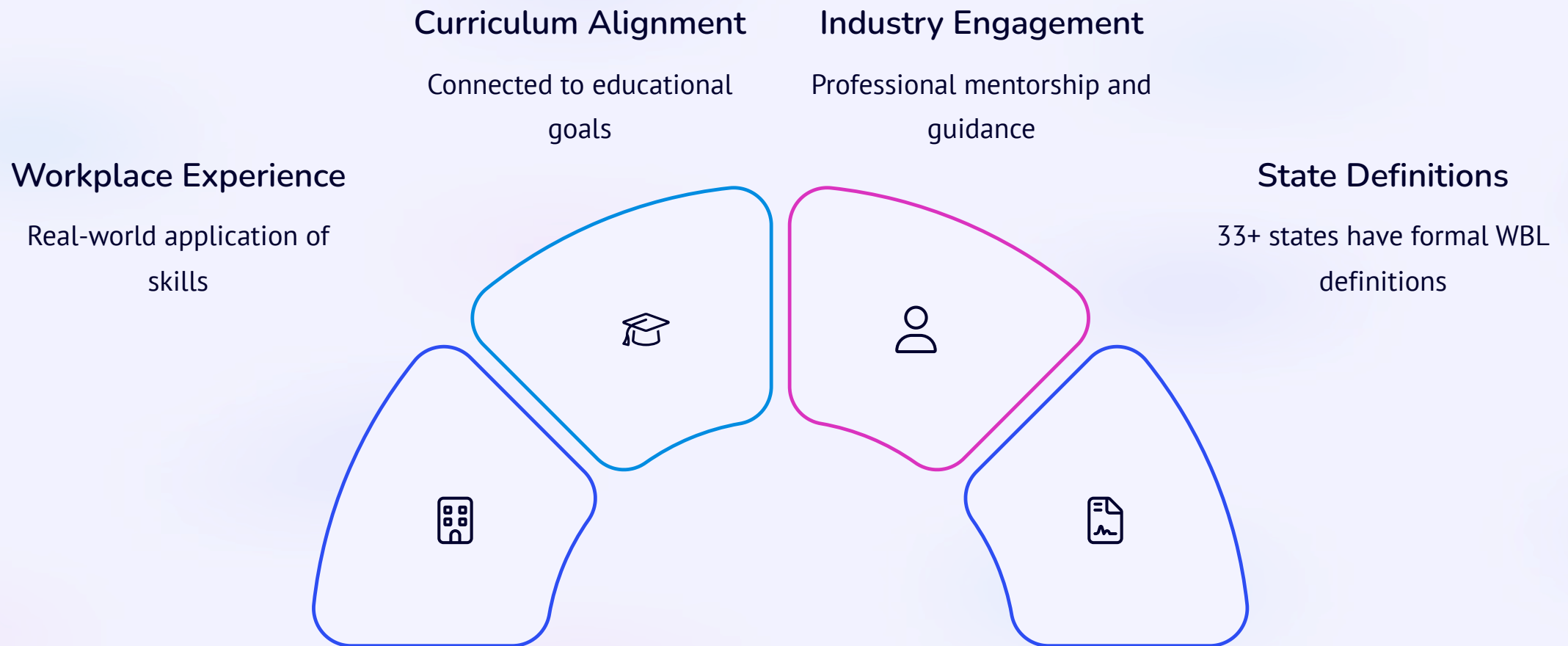
## Today's Goal

Show how WBL aligns with career development and helps businesses cultivate their future workforce.

# Defining Work-Based Learning

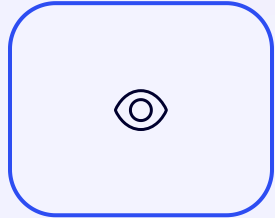
"Sustained interactions with industry or community professionals in real workplace settings, or simulated environments that foster in-depth, firsthand engagement with tasks required in a career field, aligned to curriculum and instruction."

This Perkins V definition guides national understanding of WBL.





# The Work-Based Learning Continuum



## Awareness

Career fairs and guest speakers explore options

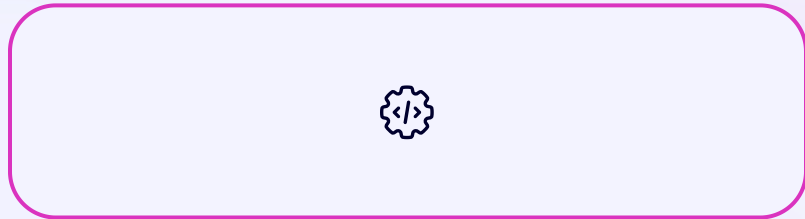
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## Exploration

Job shadowing and mentorship build interest

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## Preparation

Internships and apprenticeships train future employees

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## Engagement & Hiring

Structured pathways to employment



# Why Work-Based Learning Matters to Businesses



## Addresses Talent Shortages

Ensures a steady pipeline of skilled, job-ready employees.



## Reduces Hiring Costs & Turnover

## Internships improve retention by ensuring candidates fit.



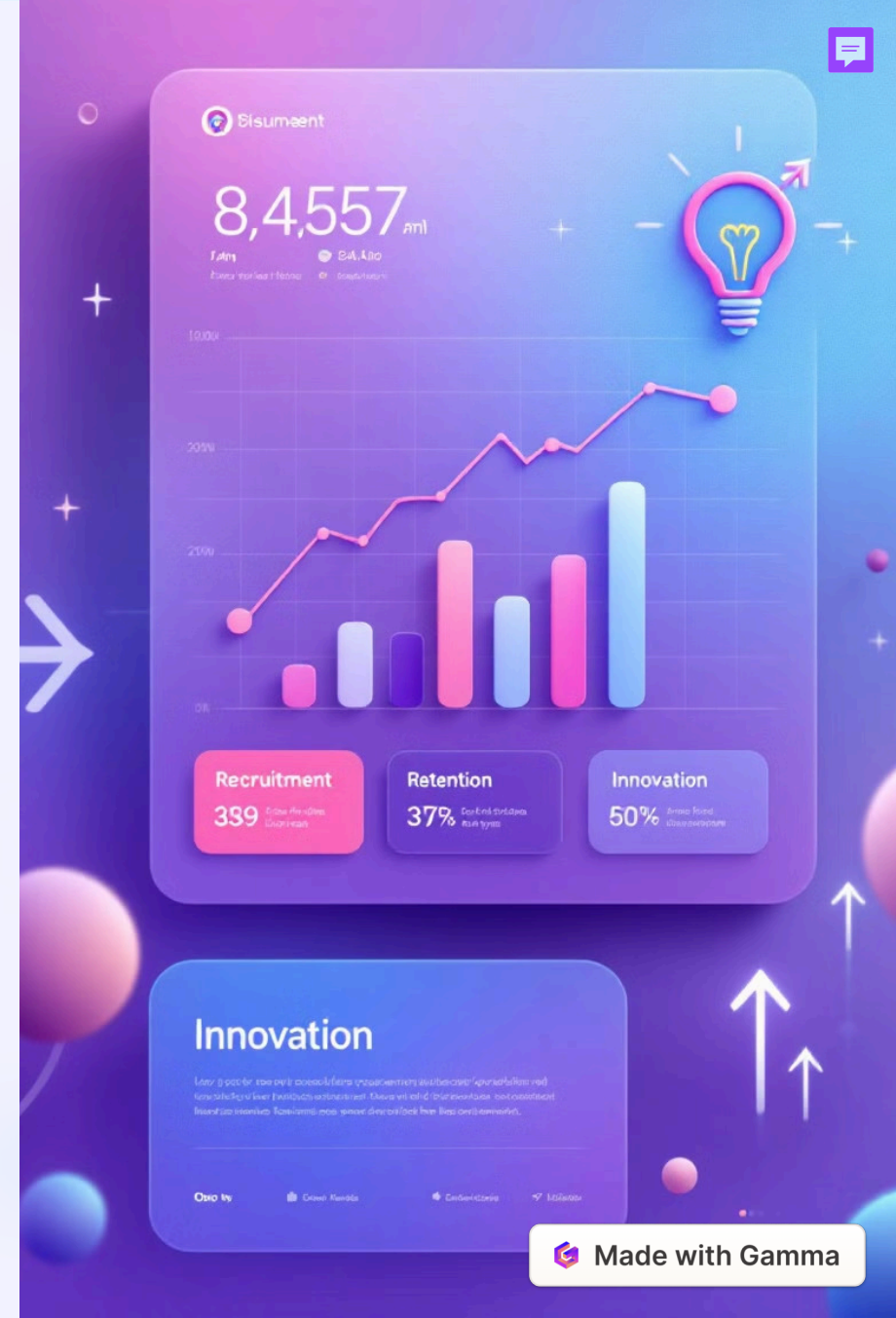
## Enhances Employer Branding

Companies with WBL are seen as industry leaders.



## Boosts Innovation

Young professionals bring fresh ideas and digital skills.



# How to Get Involved in Work-Based Learning



# Conclusion & Call to Action



## Host a job shadowing event or guest lecture

Offer insights and guidance to students.



## Partner with local schools on industry-based projects

Collaborate on real-world challenges.



## Provide real-world problems

Challenge students with industry-relevant scenarios.



## Offer internships or apprenticeships

Provide hands-on learning experiences.



## Mentor students through career-readiness programs

Prepare the next generation workforce.



# Questions?

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