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Volunteer Power: Recruiting & Retaining Industry Partners in WBL



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WHAT WE'LL COVER TODAY

- Making the case for WBL partnership and volunteering – what's in it for the industry professionals?
 - Sources for WBL partners & volunteers
 - Recruitment strategies
 - Framing WBL activities differently
 - Free resources
 - Discussion - best practices & idea sharing
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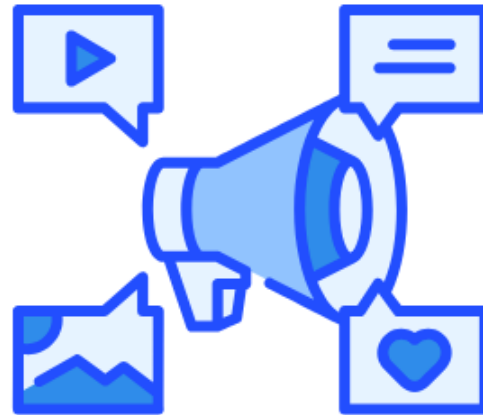
How do you recruit
WBL partners & volunteers?



MAKING THE CASE FOR PARTNERSHIP: WHAT'S IN IT FOR THEM?



Employee recruitment & retention



Brand awareness & storytelling



Hearing students' perspectives



SOURCES FOR WBL PARTNERS & VOLUNTEERS





SOURCES FOR WBL PARTNERS & VOLUNTEERS: COMPANIES

Examples:

- Large corporations with established Corporate Social Responsibility programs (e.g., Google, Microsoft, Salesforce)
- Local businesses (any size)
- Start-ups

How to Engage:

- Corporate Volunteer Programs
- Employee Resource Groups (ERGs)
- Skills-Based Volunteering
- Company Newsletters/Intranet
- Matching Gift Programs





SOURCES FOR WBL PARTNERS & VOLUNTEERS: NON-PROFITS

Examples:

- Organizations focused on causes aligned with students' interests
- National non-profits with a local presence in your community (United Way, etc.)
- Community centers and social service agencies
- Leadership organizations

How to Engage:

- Cross-Promotion
- Volunteer Fairs
- Shared Resources
- Networking
- Non-profit Newsletters
- Targeted Outreach





SOURCES FOR WBL PARTNERS & VOLUNTEERS: WORKFORCE DEV. ORGS

Examples:

- Chambers of Commerce
- Small Business Development Centers
- Local workforce development boards
- Service Corps of Retired Executives (SCORE)
- Organizations that provide job training and placement services

How to Engage:

- Partnerships
- Skills-Based Training
- Networking
- Newsletters





SOURCES FOR WBL PARTNERS & VOLUNTEERS: POST-SECONDARY ED

Faculty Members & Course Instructors

- Academic Departments
- Individual Faculty

Staff Members

- Career Services Office
- Other Campus Offices

Alumni

- Alumni Associations
- Alumni Affairs Office

Students

- University/College Volunteer Centers
- Student Organizations





SOURCES FOR WBL PARTNERS & VOLUNTEERS: ASSOCIATIONS

Examples:

- **Professional associations** - members are primarily individuals in specific professions (e.g. law, marketing, healthcare)
- **Industry/Trade associations** - members are primarily companies/organizations who collaborate to advocate for and advance their field as a whole

How to Engage:

- Partnerships
- Skills-Based Volunteering
- Continuing Education Credits
- Networking Opportunities
- Newsletters





SOURCES FOR WBL PARTNERS & VOLUNTEERS: ALUMNI

- Alumni are a great group to tap into!
- They span all the different categories
- There are many options for connecting with them





STRATEGIES FOR RECRUITING WBL PARTNERS & VOLUNTEERS



Look at your school's current connections in new ways



Hold a friendraiser event



Tap into other organizations' events

Social media (especially LinkedIn) is always good to have as part of your overall strategy.



FRAMING WBL ACTIVITIES DIFFERENTLY IN YOUR COMMUNICATIONS



Guest Speakers Format



Career Conversations
aka Informational Interviews



Student Consultant Teams
aka Mentored Industry Projects



OUTREACH TO POTENTIAL PARTNERS & VOLUNTEERS



Create and use a tracking system



Identify the contact method
(email, LinkedIn, phone, etc.)



Decide what kind of involvement and support you are requesting



Conduct research and customize your outreach messages

You don't need to do this alone!



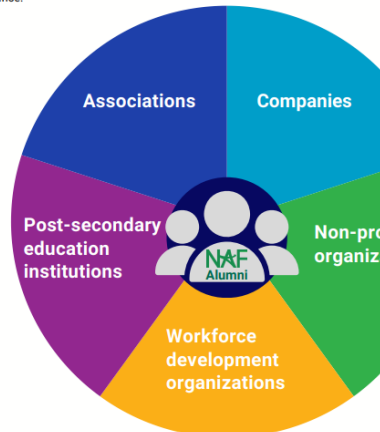
RECRUITING & ENGAGING WBL VOLUNTEERS RESOURCE COLLECTION



FREE RESOURCES

WBL VOLUNTEER SOURCES

Industry professionals who volunteer to be part of WBL activities are a vital element of providing high-quality, impactful WBL experiences. By strategically targeting these diverse sources, you can build a strong and engaged volunteer base that will contribute significantly to your NAF academy. Remember to tailor your recruitment efforts to the specific needs and interests of each target audience.



ADVISORY BOARD MEMBERS' ROLE

- Assist you with outreach and recruiting new WBL volunteers
- Participate in WBL activities
- Serve as liaisons to the wider professional community

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POST-SECONDARY EDUCATION INSTITUTIONS

Why post-secondary education institution?
Post-secondary education institutions are an excellent source who are in many different stages of their education and career faculty members and course instructors, staff members, alur

Examples:

- Universities and colleges with strong community engagement
- Community colleges
- Trade schools

How to Engage:

Faculty Members & Course Instructors

- **Academic Departments:** Reach out to specific department pathway(s).
- **Individual Faculty:** Most academic department websites list projects and often list their email address.

Staff Members

- **Career Services Office:** Explore ways to partner on activity collaboration.
- **Other Campus Offices:** Contact offices that align with your most post-secondary education institutions have IT, Mark many other offices dedicated to specific functions.

Alumni

- **Alumni Associations:** Most post-secondary institutions have an association leadership council as well as state or regional contact.
- **Alumni Affairs Office:** Reach out to the campus office.

Students

- **University/College Volunteer Centers:** Partner with colleges to promote your opportunities.
- **Student Organizations:** Reach out to student organizations.

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OUTREACH TO POTENTIAL WBL VOLUNTEERS

Planning Your Outreach

- Identify the contact method you'll use (email, LinkedIn, phone, in-person).
- Use your WBL Plan to identify the WBL volunteers needed for your activities.
- Determine where volunteers might be incorporated into classes.
- Conduct research to customize your outreach messages.
- You can provide a clear request for a specific activity or event or you can recruit volunteers interested in supporting different kinds of activities.

You don't have to do this alone! You can involve Advisory Board members and students.

Using AI to help draft and refine your outreach message

- Compile any information about your academy and students you want to include in your message
- Use any text-based generative AI and create a prompt where you add the information about your academy and copy and paste the link to the company/organization's website
- **Note:** Make sure to edit and personalize the AI-generated draft so that it reflects your voice and highlights your students.
- Another way to use AI for outreach is to take an existing message you have written and have AI edit and streamline it.

Sample prompt:

Compose a one paragraph message I can send to the following company - <https://www.deloitte.com/us/en/services/consulting/services/engineering.html> to invite them to volunteer for WBL activities to support our students. We are an academy of engineering located in Swift High School and our students are in 9th-12th grade.

Sample response (generated by ChatGPT):
Hello Deloitte Engineering Team,

I'm writing on behalf of the Academy of Engineering at Swift High School, where we serve passionate 9th-12th grade students eager to explore careers in engineering and technology. We greatly admire the innovative work carried out by your team at Deloitte Engineering—especially your focus on full lifecycle software delivery, product engineering mindsets, and talent development. We would be honored if your team would consider volunteering for a Work-Based Learning (WBL) activity (such as a guest talk, mentorship session, project review, or site visit) to share your insight and experience with our young engineers-in-training. Your engagement would make a genuine difference in shaping the next generation of tech talent. If you're open to discussing ways we might collaborate, I'd be happy to connect at your convenience.

Thank you for your consideration and for the impactful work you do. I look forward to the possibility of working together.

Sincerely,
Name
Title, School
Contact Information

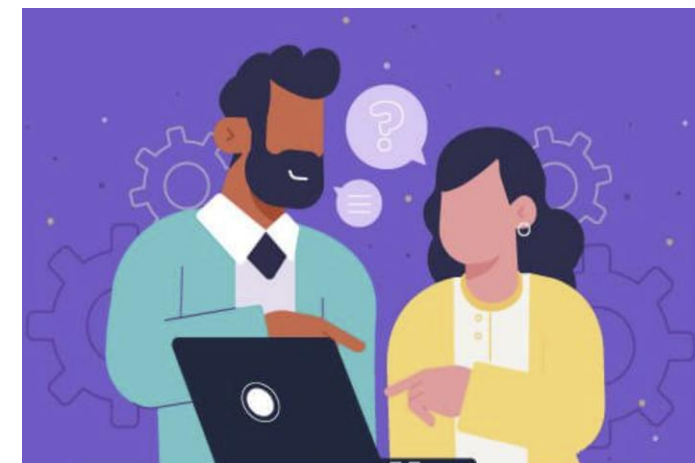
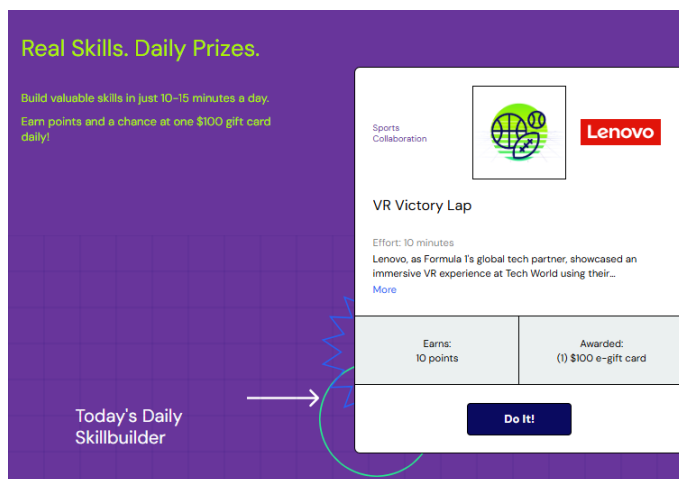
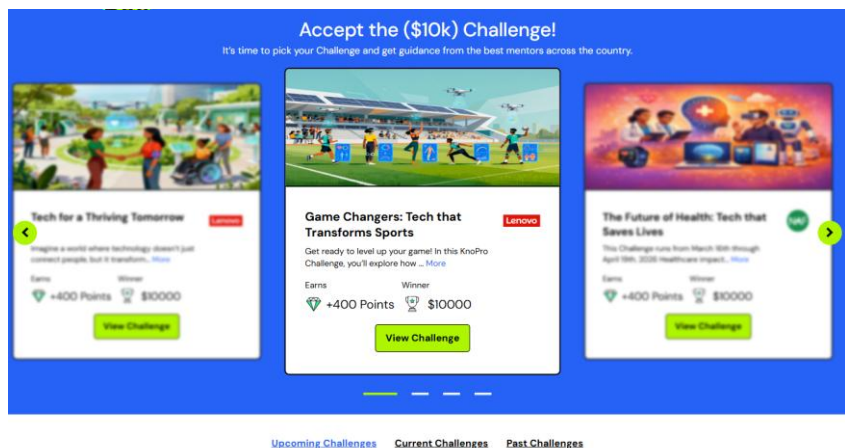
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- 100% FREE digital Work-Based Learning Platform, Powered by NAF
- High school students work in teams, or solo, to **brainstorm solutions to real-world problems** faced by industry leaders like Lenovo, Merck, KPMG, Amex, and more



Industry Challenges

- New Topic Monthly
- Average time spent is ~15-20 hours
- Groups or solo
- Up to \$10,000 in prizes

Skillbuilders

- Daily (M-F): 10 minutes
- Learn a new skill
- 1 Winner each day
- \$100 gift card

Mentors

- Answer students' questions during Challenges
- Provide feedback on projects



DISCUSSION & NEXT STEPS

What is your top tip for recruiting WBL volunteers?

What is one strategy you're going to try based on today?



FREE RESOURCES

Thank you!



Learn more at
NAF.ORG

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