

# Acquiring "YES": 7 Tips to Recruit Industry Partners for WBL

Building Powerful Partnerships





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Apprenticeship & Talent-Pipeline Specialist -  
Unapologetic Advocate for High School Talent -  
Educational Consultant





# Why Should You Care?



1

- 139% program growth in year 1
- 762.75% program growth to date regarding enrollment
- \$1.97 > \$8.5 million Econ. Imp.
- \$8.26 > \$11.90 p/hour
- \$5061.89 p/student, p/semester
- Fall 2024:
  - **\$780,724.06 wages**
  - **\$43,374.11 a week**
- Spring 2025:
  - **\$1,331,213.43 wages**
  - **\$73,956.30 a week**
- 97.3% paid placements



# Issues that Data Can Solve:

Without data, you're just another person with an opinion  
– W. Edwards Deming

The numbers have no way of speaking for themselves. We speak for them. We imbue them with meaning.  
– Nate Silver



# What Can Data Help Solve?



## Communication with Stakeholders

- Not anecdotal
- Speaking their language
- Community Awareness & buy-in
- Recruiting (new partners)
- Program Security
- Marketing & Promotion

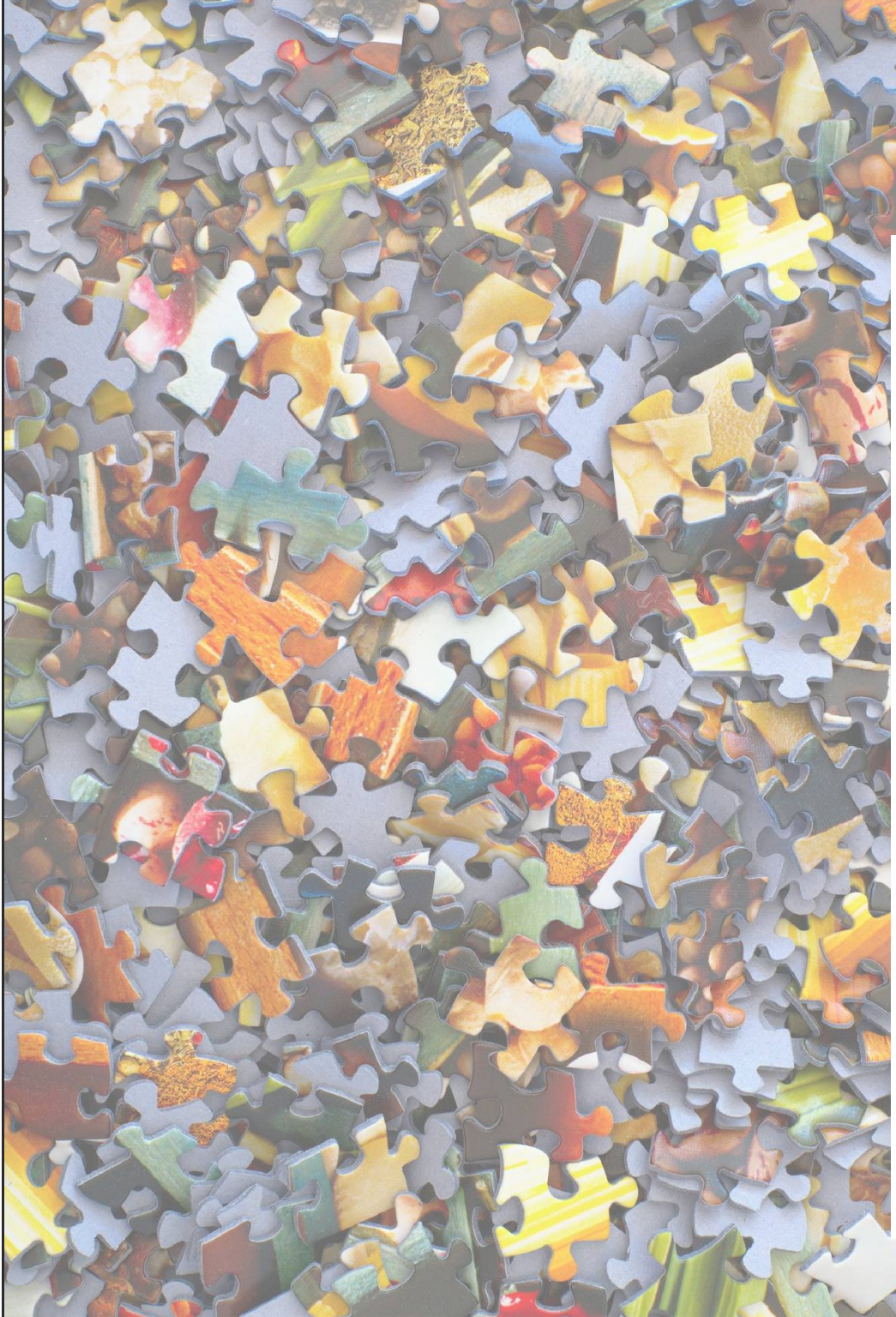


# What Can Data Help Solve?



## Program Administration

- Student tracking
  - Course credit
  - Breakage / follow-through
- EoY reports
- WBL Program Eval (Gaps)
- CTE Program Eval (Gaps)
- Automation (multiply me)
  - Application + Autocrat



# What Can Data Help Solve?

Permit Issued	Counselor	Last Name	First Name	Grade	Category	CIPE/Area	Cluster	Course	Rela asn Peri ods	1st Blo ck	2nd Blo ck	3rd Blo ck	4th Blo ck	Employer	Teacher of Record	Final Course	Need Job	WBL Obtained	Data Changed since: 7/26
<input checked="" type="checkbox"/>	Newson			11	YAP	47 - Architect	Transportat	47.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SAS Automotive and Diesel	Van Nus	47.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	Internship	07 - Business	Business, &	7.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Check-R-A (SA)	Bridges	7.711503-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	Internship	07 - Business	Business, &	7.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	OTC Motor Company	Bridges	7.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	YAP	20 - FACSC: C	Hospitality	20.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sweet's Pig	Van Nus	20.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	N/A	Tralinger		10	Internship	20 - FACSC: C	Hospitality	20.721	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Crimson Cafe	Bridges	20.721403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	Internship	07 - Business	Business, &	7.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Zacador's	Van Nus	7.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			11	YAP	21 - Engineer	STEM (21)	21.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Langdale Industries	Van Nus	21.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			11	YAP	20 - FACSC: C	Hospitality	20.721	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Wild Adventures	Van Nus	20.721403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	YAP	47 - Architect	Transportat	47.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ACE Electric	Van Nus	47.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	YAP	47 - Architect	Transportat	47.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Langdale Industries	Van Nus	47.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			11	YAP	21 - Engineer	STEM (21)	21.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ACE Electric	Van Nus	21.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	YAP	02 - Agriscor	Agriculture	2.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Joaquin Lawverde Construction	Van Nus	2.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Newson			12	ESD	47 - Architect	Transportat	47.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Win-Dale (LP)	Van Nus	47.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	ESD	11 - Informal	Information	11.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cap Works	Bridges	11.711503-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			11	YAP	47 - Architect	Transportat	47.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Steede	Van Nus	47.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	Internship	02 - Agriscor	Agriculture	2.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Shea's Well and Pump	Van Nus	2.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			11	YAP	47 - Architect	Transportat	47.211	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cass Burch	Bridges	47.211503-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	Internship	07 - Business	Business, &	7.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mellow Mushroom	Bridges	7.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			11	Internship	02 - Agriscor	Agriculture	2.721	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Road Laborer	Bridges	2.721503-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	ESD	48 - Precisor	AATC (10)	48.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Austin's	Van Nus	48.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	Internship	02 - Agriscor	Agriculture	2.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	General E. Construction	Van Nus	2.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			11	YAP	48 - Precisor	AATC (10)	48.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Studio 8	Van Nus	48.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	YAP	48 - Precisor	AATC (10)	48.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IPG Architects	Van Nus	48.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	Internship	07 - Business	Business, &	7.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Win-Dale (LP)	Van Nus	7.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	Internship	02 - Agriscor	Agriculture	2.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Texas Roadhouse	Bridges	2.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			12	ESD	47 - Architect	Transportat	47.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Adel Outfitters	Van Nus	47.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			11	Internship	07 - Business	Business, &	7.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Armbing Property Mgt.	Bridges	7.711503-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Walker			11	YAP	07 - Business	Business, &	7.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Barnes Healthcare	Van Nus	7.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	ESD	25 - Healthca	Health Scie	25.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Zacador's	Van Nus	25.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	Internship	20 - FACSC: C	Hospitality	20.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Crimson Cafe	Bridges	20.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	YAP	48 - Precisor	AATC (10)	48.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IPG Architects	Bridges	48.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	Internship	07 - Business	Business, &	7.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mellow Mushroom	Bridges	7.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	ESD	52 - Theater	Fine Arts (5)	52.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	American Eagle	Van Nus	52.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	YAP	25 - Healthca	Health Scie	25.721	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Smith Drug, Inc.	Van Nus	25.721501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	YAP	25 - TAAP/Et	Education	13.721	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Dewar Elementary School	Bridges	13.721403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	YAP	02 - Agriscor	Agriculture	2.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ACE Electric	Van Nus	2.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	YAP	01 - Agricul	Agriculture	1.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ACE Electric	Van Nus	7.711401-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	Internship	46 - Construc	Architectur	46.711	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Ford Linde Landscaping	Van Nus	46.711501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			12	Internship	07 - Business	Business, &	7.712	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Arales Roofing and Construction	Van Nus	7.712501-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Hutchinson			11	ESD	25 - Healthca	Health Scie	25.711	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Davlight Donuts	Bridges	25.711403-0/04	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	



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work-based-learning  
**WBL**  
 focus on the future

<https://sites.google.com/lowndes.k12.ga.us/lhs-wbl>

Student Name \*  
 Your answer

Student Lunch # \*  
 Your answer

1) Which Semesters are you wanting to be enrolled in WBL?  
 (check all that apply) \*

Fall  
 Spring

2) Which blocks are you wanting to leave campus to work?  
 (check all that apply) \*

1st



# Tip #1: Hustle (Put in the Work)

Inspiration is for amateurs. The rest of us just show up and get to work

– Chuck Close



# Hustle: (Access)



## **Congratulations, you're here!**

- the first step in your 'Hustle' Journey



## **Attend Meetings**

- Chamber, Rotary, Development Auth.  
- not just the 'fun' ones (be their peer)



## **Never Turn Down an Opportunity to Speak**

- the first step in your 'Hustle' Journey



## Tip #2: Speak the Right Language

Show them, don't tell them!

From 'jargon' to value!



# Speak the Right Language



## Have Data

- Quantitative not anecdotal
- Educational Alphabet Soup

## What data moves the needle for employers?



**Local Development -vs- Philanthropy (ROI)**



**Access to Talent -vs- 'hire our kids'**



**Talent Retention -vs- 'to help our program'**

# Speak the Right Language



## Work-Based Learning Fall 2024 Semester:

Students: **168** Avg Wage: **\$12.00**

Hours Worked: **65,523.76**

Wages Earned: **\$780,734.06**

Avg. Student Earnings: **\$4,915.40**

## Work-Based Learning Spring 2025:

Students: **269** Avg Wage: **\$11.80**

Hours Worked: **112,406.15**

Wages Earned: **\$1,331,213.43**

Avg. Student Earnings: **\$5,061.89**

**FY24-25**  
**Wages Earned:**  
**\$2,111,947.49**

**FY23-24**  
**Economic Impact**  
**of Wages Earned:**  
**\$8,447,789.96**



# Speak the Right Language

School Year	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
Year of Leadership	1	2	3	4	5	6	7	8
Fall Enrollment	51	112	125	132	160	163	168	200
Spring Enrollment	122	197	191	247	248	268	269	312
Fall Avg. Hourly Wage	\$8.26	\$8.79	\$8.98	\$9.83	\$10.87	\$11.46	\$12.00	\$12.66
Spring Avg. Hourly Wage	\$8.31	\$8.73	\$9.06	\$10.41	\$10.72	\$11.45	\$11.80	\$12.58
Fall Avg Student Earnings	\$2,642.94	\$2,776.91	\$3,032.83	\$3,766.71	\$4,292.96	\$4,519.77	\$4,915.40	\$5,358.68
Spring Avg Student Earnings	\$2,922.47	\$2,777.38	\$3,420.63	\$4,202.02	\$4,140.26	\$4,695.63	\$5,061.89	\$5,456.38
Fall Total Hours	16,318.41	34,751.00	40,518.03	49,029.32	60,807.26	61,141.04	65,523.76	78,396.31
Spring Total Hours	42,905.03	34,751.00	70,190.75	97,287.52	87,631.64	105,018.49	112,406.15	130,952.83
Fall Total Wages	\$134,790.09	\$305,461.29	\$365,506.44	\$448,733.69	\$662,438.49	\$688,148.58	\$780,734.06	\$912,278.74
Spring Total Wages	\$356,540.80	\$547,143.13	\$647,376.88	\$944,392.86	\$950,795.25	\$1,192,871.54	\$1,331,213.43	\$1,498,461.00
Yearly Raw Wages	\$491,330.89	\$852,604.42	\$1,012,883.32	\$1,393,126.55	\$1,613,233.74	\$1,881,020.12	\$2,111,947.49	\$2,410,739.74
Fall Econ Impact	\$539,160.36	\$1,221,845.16	\$1,462,025.76	\$1,794,934.76	\$2,649,753.96	\$2,752,594.32	\$3,122,936.24	\$3,649,114.96
Spring Econ Impact	\$1,426,163.20	\$2,188,572.52	\$2,589,507.52	\$3,777,571.44	\$3,803,181.00	\$4,771,486.16	\$5,324,853.72	\$5,993,843.98
Yearly Econ Impact	\$1,965,323.56	\$3,410,417.68	\$4,051,533.28	\$5,572,506.20	\$6,452,934.96	\$7,524,080.48	\$8,447,789.96	\$9,642,958.94
Total Econ. Impact								
\$28,976,796.16	Total Enrollments							
Raw Wages Earned	173	309	316	379	408	431	437	512
\$7,244,199.04								
Enrollment % Increase		79%	2%	20%	8%	6%	1%	17%



# Speak the Right Language



## How I use YouScience:



**Seeing Data Trends**



**Quantifying Access to Talent**



**Target Marketing Students**

- for WBL Program
- Specific Employers



## Tip #3: Know Your Pitch

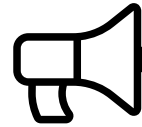
“If you confuse them, you lose them.”

— Donald Miller



# Know Your Pitch

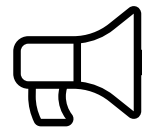
## What is the "Value" to industry?



### **Elevator Pitch**

- Have variations for different audiences
- Access to Talent > Talent Retention > Talent Pipeline
- Stop leveraging Philanthropy as the MAIN pitch
- WBL as the "Long Interview"

"Local Development through access to talent and talent retention"



### **ROI**

- Taxes and sunken costs



## Tip #4: Know Your Programs

If you can't explain it simply, you don't understand it well enough.

— Albert Einstein



# Know Your Programs:



## **Know what they prepare & build**

- Standards
- Goals
- Outcomes
- Quality



## **Don't pigeon-hole to theme**

- Recognize all possibilities within a company
- Hospitals are a great example



# Tip #5: Know Your Audience

“When you talk to everyone,  
you talk to no one.”

— Meredith Hill



# Know Your Audience



Your Story  
Here!



## **Listen before pitching**

- "No's" are the blueprint for "Yes's"
- Don't lead with the ask, but don't be afraid to ask



## **Aware of Generations**

- Require different approaches
- Value & approaches may differ dramatically

## **Sample Objections**

**Student's can't do this work.**

**We don't have time/resources to babysit.**

**We can't hire under 18 yrs old.**



## Tip #6: Finding Alpha's

The best partners do more than agree with the vision—they have enough juice to accelerate it.



# Finding Alpha's



## Someone who:

- will legitimize your program
- can move the needle for your program
- has influence in your community
- contacts / network
- provides one of the 3W's
  - workers, wealth, or wisdom



## Don't mistake a 'title' for 'influence'

### Sample Alphas

Mayor, County Commissioner, Police Chief, Chamber President, Post-Secondary Rep's., Guidance Counselor, Federal Legislatures, Congressman/House Rep's., State Legislature, Econ. Dev. Authority, Employers, Largest Local Emp., Impact People in the Community, Civic Club Presidents, etc.



# Tip #7: Cultivate Relationships

“Dig your well before you’re thirsty.”

— Harvey Mackay



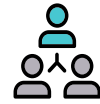
# Cultivate Relationships



**It takes time**



**It takes effort**



**It may not be during school hours**

- attend business/industry mtgs
- attend after hours sessions/events



**It may not be reimbursable**



**Start Small, Develop POC**





# Mindset Shift

If we don't like the results in work-based learning, it's not a student problem—it's a systems and mindset problem.



# Mindset Shift



**What do you say when someone asks you, "What do you do for a living?"**

**Do you reply, "I am in Education"**

- This creates more obstacles than it removes

**Business/Industry not in a position to trust Education**

- Education has broken too many promises



**Alternative:**

**I am in Workforce Development for Economic Development and Talent Retention in our Community**

# Questions?



## Jason Van Nus

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Lowndes County Schools

Ph.D. candidate, EdS, M.Ed.

Apprenticeship & Talent-Pipeline Specialist -  
Unapologetic Advocate for High School Talent -  
Educational Consultant



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# Other Discussion on these topics



Episode 1



Episode 2



Episode 1

