

CLASSROOM TO CAREER:  
**REIMAGINING WBL IN  
RURAL SETTINGS**



Meigs County Schools  
[meigsgschool.net](http://meigsgschool.net)



# AGENDA

- Welcome
- Defining WBL
- Rural Challenges in WBL
- Our Process/Asset Mapping
- Case Study Analysis
- Community Asset Mapping
- Key Takeaways





**LET'S  
TALK**

# Your First Job

**Take a moment to think  
about your very first job**

Turn to a neighbor and discuss:

- What did you do?
- How old were you?
- What skills did you learn from that experience?
- What lessons have stayed with you over time?



It doesn't get more embarrassing than this 🤔 #jonnie #standupcomedy #comedy

Jonnie W.



**IT'S YOUR TURN  
TO FILL UP THE**





# What is Work-Based Learning (WBL)?



WBL is a structured approach that connects classroom learning to **real-world careers**.



Students apply what they learn in school in an **actual workplace setting**.



It helps students develop:

- ✓ Technical skills
- ✓ Employability skills
- ✓ Career readiness for postsecondary education and the workforce



## WBL EXPERIENCES CAN INCLUDE:



INTERNSHIPS



APPRENTICESHIPS



JOB SHADOWING



SCHOOL-BASED ENTERPRISES



CAREER SPEAKERS



CAREER FAIRS



PROJECT-BASED PARTNERSHIPS

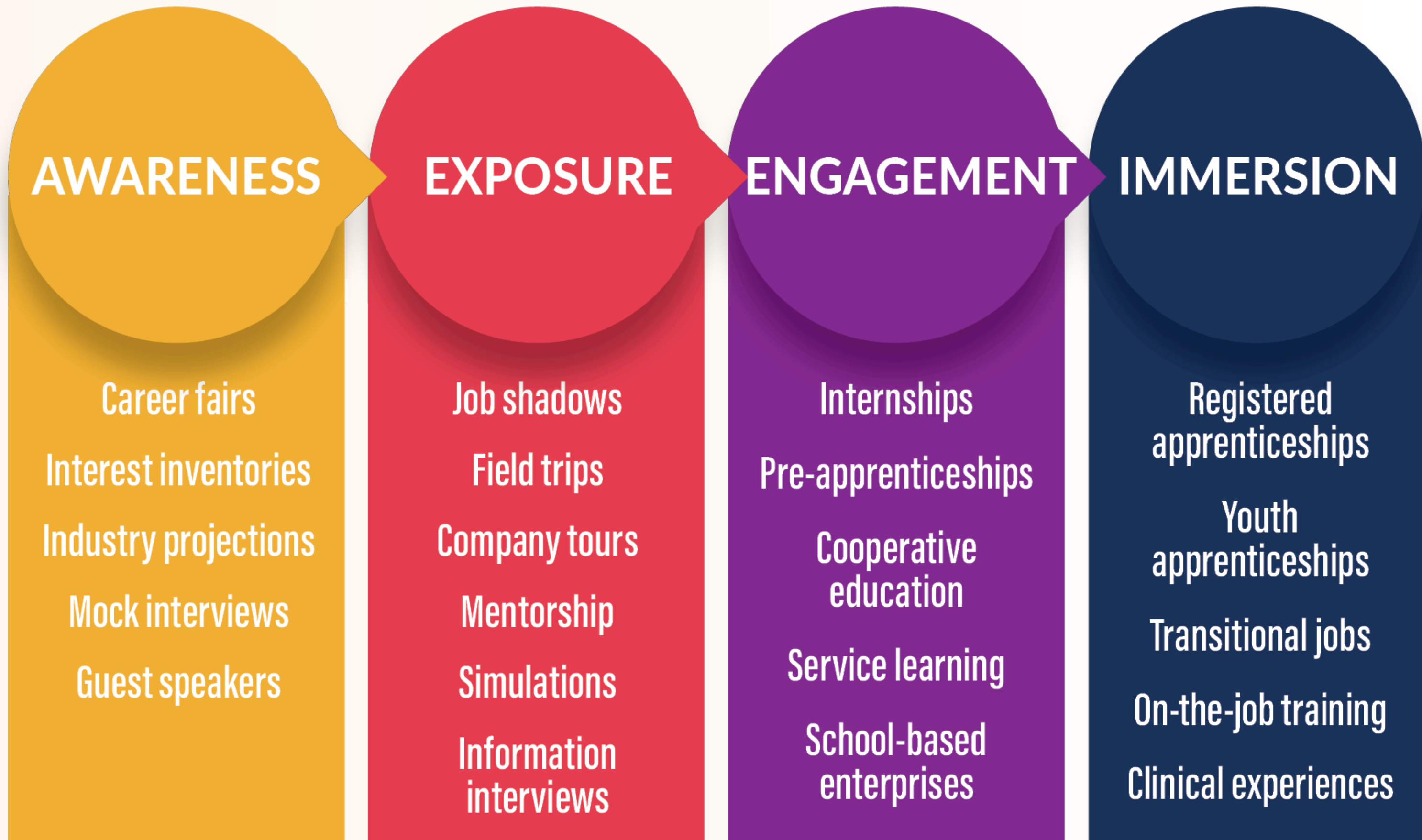


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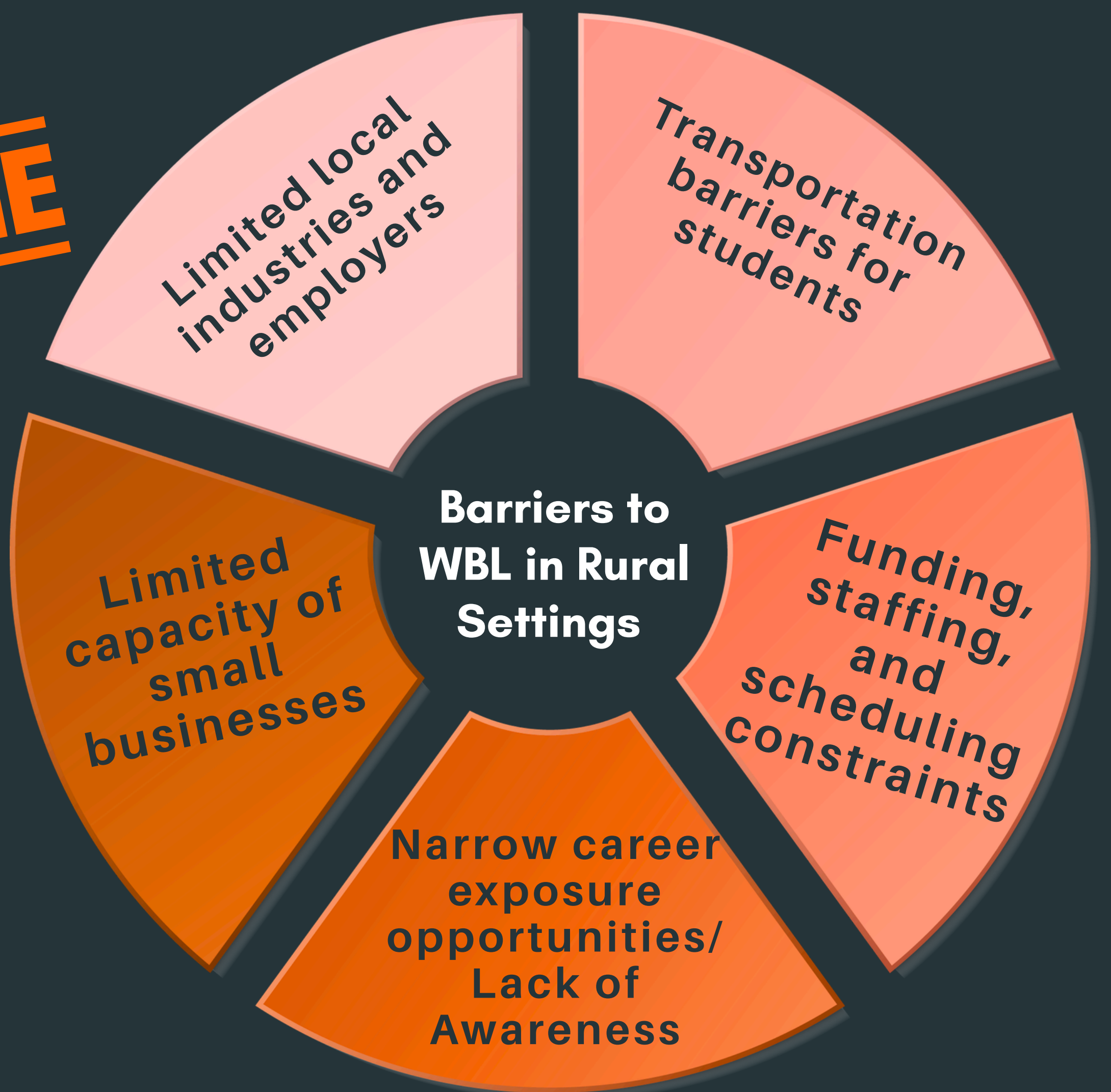


These experiences can be **paid or unpaid**.

# Continuum of Work-Based Learning Models Across Phases



# CHALLENGE



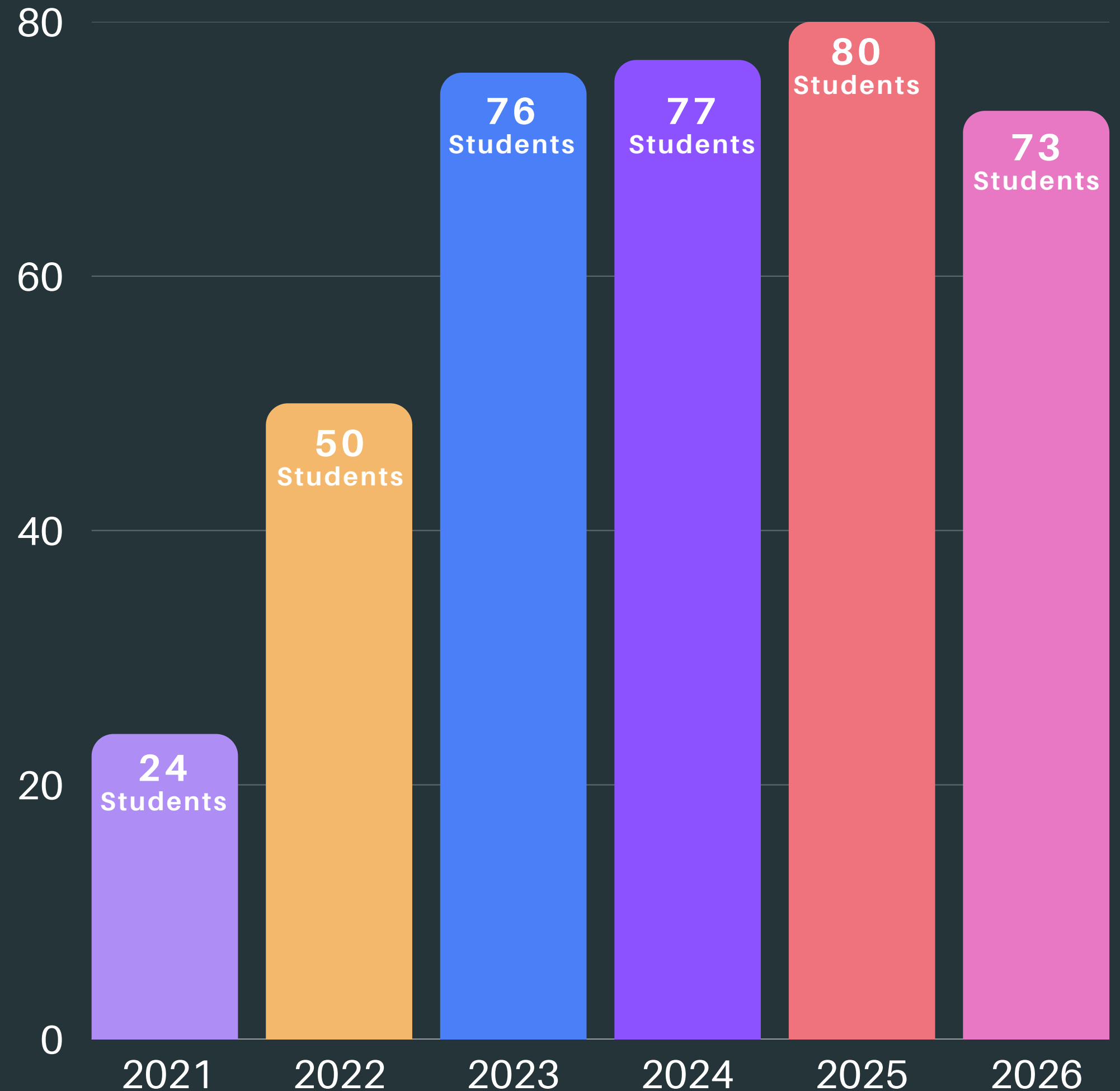
## Before Reimagining WBL:

- **Few** students participating in WBL
- **Few** aligned WBL opportunities  
(most students in WBL worked at fast food establishments)

## After Reimagining WBL:

- **Large** percentage of students participating
- **Multiple** aligned WBL opportunities

(Note: We graduate approximately 105-120 students/year.)



# CTE REIMAGINED: MORE OPPORTUNITIES, MORE ACCESS, MORE IMPACT



## TIME / STUDENT SCHEDULES

Front-load classes to create space in senior year for more WBL

### TRADITIONAL APPROACH

Classes spread evenly across all four years

	9th	10th	11th	12th
CTE Courses	■	■	■	■
Academic Courses	■	■	■	■
Electives	■	■	■	■

### CTE REIMAGINED APPROACH

CTE & academic classes front-loaded, senior year opens for WBL

	9th	10th	11th	12th
CTE Courses	■	■	■	
Academic Courses	■	■	■	
WBL / Electives	■	■	■	■

WORK-BASED LEARNING FOCUS



## SPACE

Use school spaces to connect students to careers

### TRADITIONAL APPROACH

Limited use of space for career experiences



### CTE REIMAGINED APPROACH

Schools become hubs for career exposure and real-world experiences



SCHOOL-BASED ENTERPRISES



CAREER SPEAKER SERIES



CAREER FAIRS & INDUSTRY EXPO



INNOVATION & MAKER SPACES



## PARTNERSHIPS

Expand WBL opportunities aligned to Programs of Study (POS)

### TRADITIONAL APPROACH

Few, general business connections



Limited Work-Based Learning Options (not aligned to POS)

### CTE REIMAGINED APPROACH

New, targeted partnerships create industry-aligned WBL



HEALTH SCIENCE

Clinical Internship



ADVANCED/ALIGNED MANUFACTURING

Industry Apprenticeship



BUSINESS & IT

Company Co-op / Project



## MODELS OF LEARNING

Increase access to credentials, college credit, and real-world experience

### TRADITIONAL APPROACH

Limited pathways to postsecondary and credentials



Discreet courses with few advanced or work opportunities

### CTE REIMAGINED APPROACH

All students have multiple pathways to college, credentials, and careers



DUAL CREDIT



DUAL ENROLLMENT



POSTSECONDARY DEGREE ATTAINMENT



TCAT CERTIFICATIONS



INDUSTRY CREDENTIALS



WORK-BASED LEARNING (WBL)

# Our Process

1

List Your Programs  
of Study

2

Review Community Data &  
Poll Advisory Boards for WBL  
Opportunities

Goal: Find at least one aligned WBL  
opportunity for each POS.

3

Meet with WBL Partners  
(Make a Plan of Action)

Take tours, find possible funding sources,  
discuss scheduling options, etc.

4

Work with Students,  
Counselors, Teachers

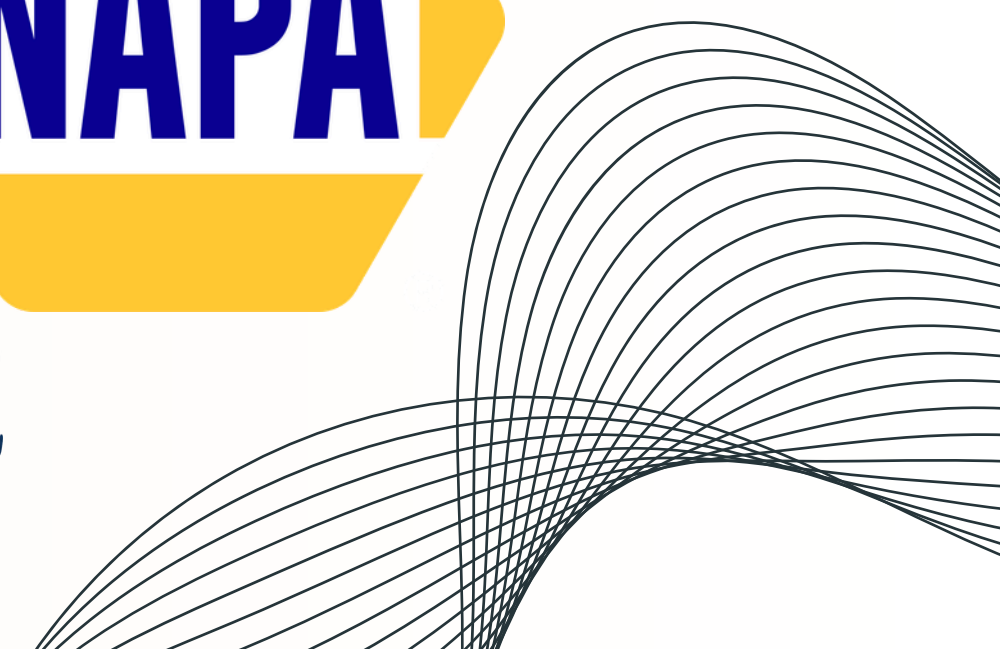


# WBL Asset Mapping

POS	WBL Opportunity	Contact Name	Notes
Fashion Design	School-Based Enterprise	Elizabeth Jennings	t-shirt design business/during school hours
Welding	Ironcraft	Wes & Amy	8th & 9th Period & after-school opportunities, Paid WBL, offers industry tours & donations for PPE & welding supplies
Welding	Aztec	Chris Taylor	Job Shadowing opportunities, Career Fair speaker
Health Science	First Care Pharmacy	Lindsey Rowland	Can take 1 student per semester, during or after school
Mechatronics	Storm	Lauren S.	Can take up to 4 WBL students, during or after school hours

<u>Program of Study</u>	<u>EPSO</u>	<u>Industry Certifications</u>	<u>WBL Placements</u>
Mechatronics	Mechatronics I, II, III, IV DE	NC3 Festo Fundamentals of Electricity - AC/DC NC3 Festo Fundamentals of Fluid Power - Pneumatics NC3 Festo Fundamentals of Mechanical Systems	Solomon Storm, TN River Machine Works (Jeff Thompson), TRI (Dylan Neely)
Welding	Welding I LDC, Welding II, III, IV DE	NC3 Snap-On Precision Measurements Instruments	IronCraft
Ag. Engineering		Briggs & Stratton Basic Small Engine Center for Financial Responsibility Personal Financial Literacy EETC Principles of Small Engine Technology	IronCraft, TN River Machine Works (Jeff Thompson), TRI (Dylan Neely), <del>Automotive for Coop, Solomon</del>
Horticulture Science	Intro to Ag. DE Issues in Ag. DE (Offered as needed)	BASF Plant Science, Forestry Cert	Meigs HS & MS Greenhouse
Vet & Animal Science	Intro to Animal Science (Offered as needed)	Elanco Fundamentals of Animal Science Elanco Veterinary Medical Applications	David Waters Farm
Mechanical, Electrical, & Plumbing	HVAC I, II, III, IV DE	EPA Section 608 NC3 Snap-On Precision Measurements Instruments NC3 Trane Residential HVAC - Airflow	Solomon, Storm
Fashion Design	Graphic Design_TWU	RISE	SBE Shirt Shop and PHG Sewing
Educational Guidance & Social Services		CPR	MSE, MNE, MMS
Teaching as a Profession	Intro to Ed_TWU	CPR	MSE, MNE, MMS
Therapeutic Services	Medical Terminology LDC (CSCC); PCT LDC (TCAT); A&P_CSCC	Certified Patient Care Technician CPR	First Care Pharmacy
Criminal Justice	Criminal Justice I LDC	CPR	Meigs County Courthouse
Entrepreneurship	BUS_CSCC LDC; Graphic Design_TWU	RISE	City of Decatur and Meigs Chamber of Commerce
Automotive MLR	Automotive I, II, III, IV DE	NC3 Snap-On Battery Starting & Charging NC3 Snap-On Hand Tool Identification & Safety NC3 Snap-On Multimeter	Solomon, Bus Barn Auto Zone SBE - Auto Detailing
Audio/Visual Production	Graphic Design_TWU		
Drones		FAA107	

# CASE STUDIES



# EMPLOYER ENGAGEMENT STRATEGIES

BUILDING STRONG PARTNERSHIPS TO SUPPORT WORK-BASED LEARNING (WBL)



## 1. BUILD & MAINTAIN STRONG RELATIONSHIPS

- Assign a dedicated employer relationship coordinator
- Communicate regularly & personally with employers
- Recognize and appreciate employer contributions



## 2. ALIGN WBL WITH BUSINESS NEEDS

- Understand industry workforce needs and skill gaps
- Co-design experiences that solve real business challenges
- Ensure WBL opportunities provide value to employers



## 3. MAKE ENGAGEMENT EASY & FLEXIBLE

- Offer multiple ways to participate (internships, job shadows, projects, mentorship)
- Provide clear processes, timelines, and point of contact
- Accommodate employer schedules with flexible options



## 4. SHOWCASE IMPACT & VALUE

- Share student success stories and outcomes
- Provide feedback on student performance and contributions
- Highlight return on investment and community impact



## 5. CREATE PATHWAYS TO TALENT PIPELINES

- Use WBL as a recruitment strategy for future employees
- Connect students to career pathways and advancement opportunities
- Host pre-employment events and networking with students



## 6. FOSTER A CULTURE OF PARTNERSHIP

- Invite employer input in program design and advisory boards
- Collaborate on curriculum and skill development
- Celebrate partnerships through events, newsletters, and awards

## EMPLOYER ENGAGEMENT CYCLE



### IDENTIFY

Target employers & industries



### CONNECT

Initiate outreach & build relationships



### COORDINATE

Design and implement WBL opportunities



### EVALUATE

Measure outcomes & gather feedback



### SUSTAIN & GROW

Recognize success & expand partnerships



# IRONCRAFT

- Currently in year 3
- Welding students will be tested by CTE teachers for skill ability
- Works directly with IronCraft HR as a part-time employee
- Students must maintain eligibility through skill attainment, work and school attendance, and passing all academic classes
- Typically provides 3-4 student placements



**Ethan won a performance award for the month for 161% weld average running the robot**





- There are only private medical practices and pharmacies - no large health science placement opportunities.
- This placement provides job shadowing, WBL placements, and skill attainment opportunities for pharmaceuticals.
- Placement has offered expanded health science certifications - Pharmacy Tech.



# SCHOOL-BASED ENTERPRISE

Addresses limited local industry  
& placement opportunities

Eliminates transportation and  
access barriers for students

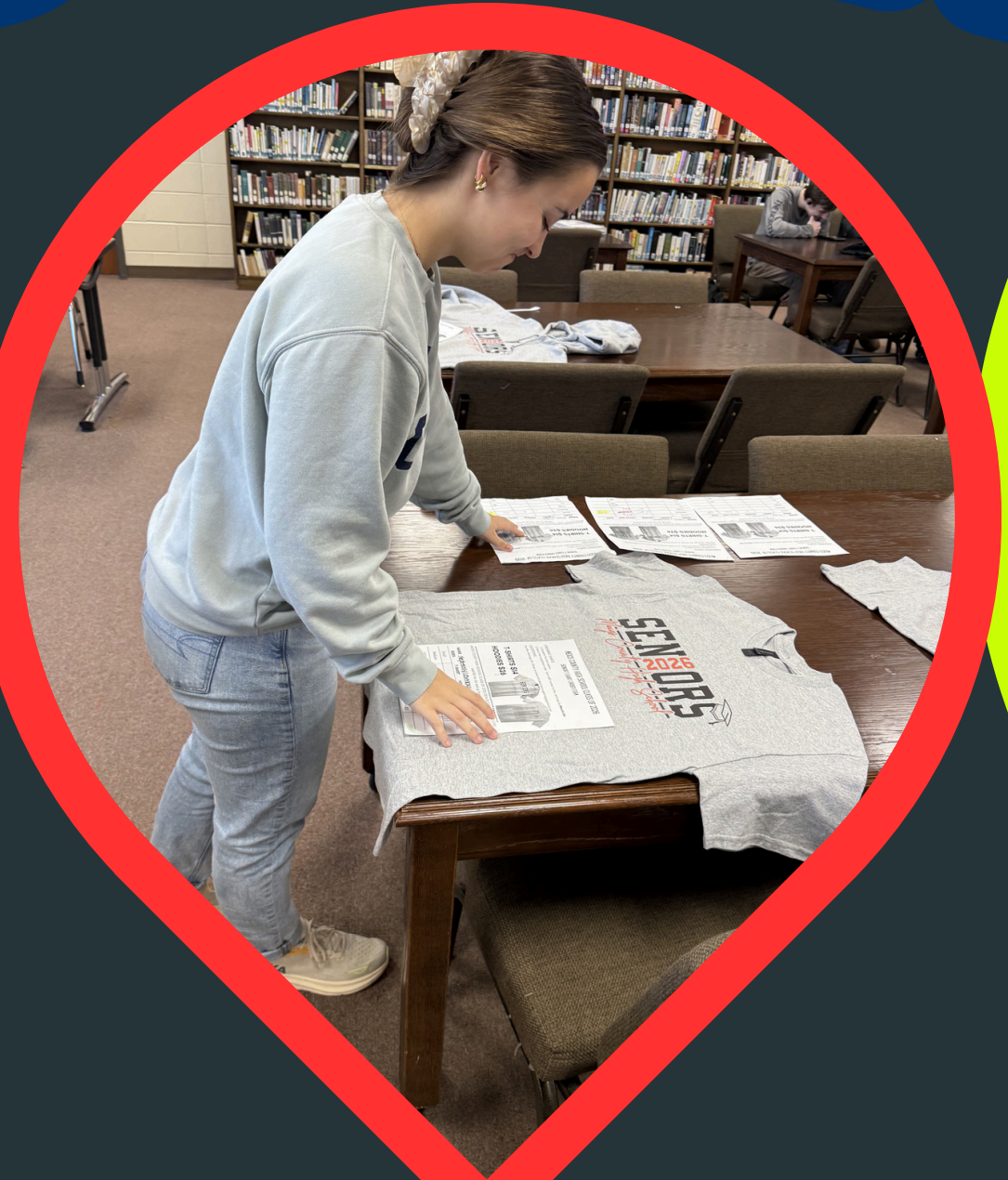
Solves scheduling challenges  
(athletics, CTSOs, jobs, family)

Provides on-campus, real-world  
work experience

Builds employability,  
entrepreneurship & financial  
literacy skills

Ensures equitable access to  
WBL for all students

# FASHION DESIGN



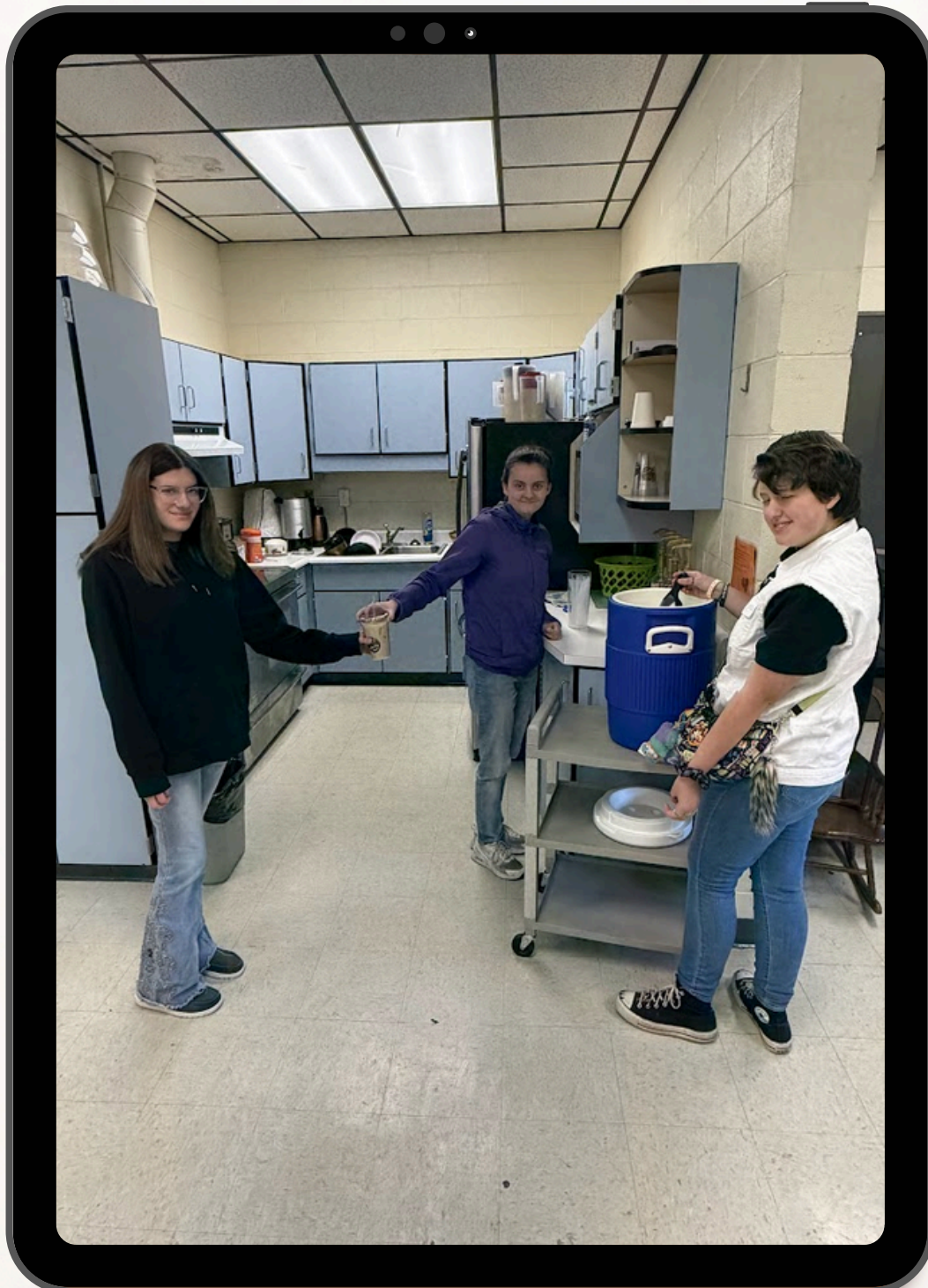
# FASHION DESIGN





# BENEFITS OF A STUDENT-RUN WBL COFFEE SHOP

## FOR CDC STUDENTS



### BUILDS REAL-WORLD JOB SKILLS

Customer service, money handling, teamwork



### PROVIDES HANDS-ON EXPERIENCE

Structured work experience in a familiar environment



### INCREASES CONFIDENCE & INDEPENDENCE

Students grow through daily responsibilities



### DEVELOPS COMMUNICATION & SOCIAL SKILLS

Positive interactions with peers, staff, and customers



### REINFORCES EMPLOYABILITY HABITS

Practices punctuality, accountability, and problem-solving



### CREATES A SAFE LEARNING SPACE

Opportunity to apply skills before transitioning to community jobs







Live Streaming  
Podcasts  
Photography

# Audiovisual Production

Broadcasting  
Drones  
Videography





# TEACHING AS A PROFESSION

TAP Students  
Serve as Tutors



# TEACHING AS A PROFESSION



# COMMUNITY ASSET MAP – WORK-BASED LEARNING (WBL)

CITYVILLE, USA

**LET'S TALK**

**EDUCATION & TRAINING PROVIDERS**

- Cityville High School
- Cityville Career & Technical Center
- Central Community College

**BUSINESSES & EMPLOYERS**

- Cityville Hospital
- TechSolutions Inc.
- Main Street Market
- BuildRight Construction

**COMMUNITY & YOUTH ORGANIZATIONS**

- Boys & Girls Club
- Cityville YMCA
- Youth Leadership Alliance

**GOVERNMENT & PUBLIC SERVICES**

- City Workforce Development Office
- Public Library
- Parks & Recreation Dept.

**TRANSPORTATION & ACCESS**

- City Bus Hub
- Bike Share Station
- Transit Training Center

**SUPPORT & RESOURCE SERVICES**

- Career Success Coaching Center
- Cityville Food Bank
- Childcare Resource Center



**HOW TO USE THIS MAP**

- Identify potential partners for student work-based learning opportunities.
- Explore resources that support career exploration, skill-building, and placement.
- Consider accessibility and transportation when connecting students to sites.

AOW ASSET CATEGORY	# OF ASSETS
Education & Training Providers	3
Businesses & Employers	4
Community & Youth Organizations	3
Government & Public Services	3
Transportation & Access	3
Support & Resource Services	3
<b>TOTAL ASSETS</b>	<b>19</b>

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# Community Assesst Mapping

## Local Industry & Employers

- Agriculture
- Manufacturing plants
- Construction companies & skilled trades
- Local banks & insurance agencies
- Retail businesses & restaurants

## Entrepreneurs & Small Business Owners

- Local shop owners
- Mechanics and auto shops
- Hair salons/barbers
- Freelancers (photographers, designers)
- Home-based businesses

## Public & Community Organizations

- Local government offices (city hall, county offices)
- Regional workforce development boards
- Chamber of Commerce



## Healthcare & Human Services

Clinics & hospitals  
Dental offices  
Veterrinary clinics  
Nursing homes/assisted living  
Doctor's offices

## Education & Training Partners

- Community colleges/technical schools
- Elementary/Middle Schools (tutoring)
- Extension offices

## Faith-Based & Nonprofit Organizations

- Boys & Girls Club
- Food Banks
- Community Outreach Programs
- Youth Organizations

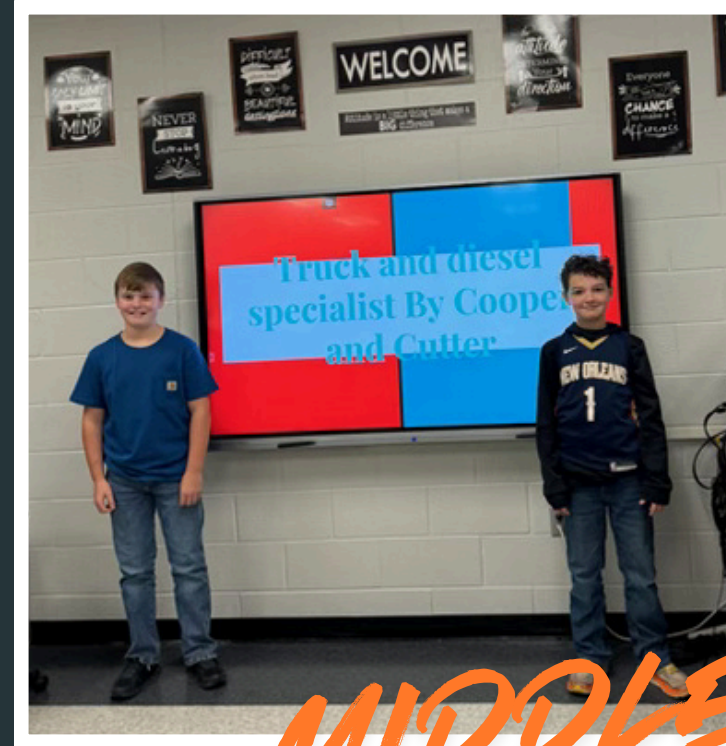


LESSONS  
LEARNED



# Career Prep Activities

- Career Day Fairs (middle and high school)
- Career Exploration Classes (Middle School)
- Project-Based Learning, STEM Activities, and Employability Skills



*MIDDLE SCHOOL*  
*Career Exploration*



# Pre-WBL & Career Prep Activities

Senior Interviews

Resume Workshops

Soft Skills Lessons

Job Shadowing



# WBL Tracking and Skill Expansion

- *Assigned WBL Coordinator (teacher)*
  - Licensed every two years by the State of TN
  - Tracks students and maintains compliance
- *Meets Weekly*
  - Required attendance to track student progress and complete student PLP
    - PLP Stands for the Personalized Learning Plan
    - Plan includes employer signatures, proof of insurance, and questions that examine the student placement
  - Resume Building/Letter of Application
  - Career Exploration - Interest and Aptitude Assessments
  - Journal Entries - educational requirements, growth within the field, and salary expectations
  - Employability Skill Microcredentialing

**TN** Department of Education  
**Work-Based Learning (WBL)**  
**Personalized Learning Plan**

Student Name: \_\_\_\_\_

Placement Date: \_\_\_\_\_

Placement Site: \_\_\_\_\_

Placement Site Address: \_\_\_\_\_

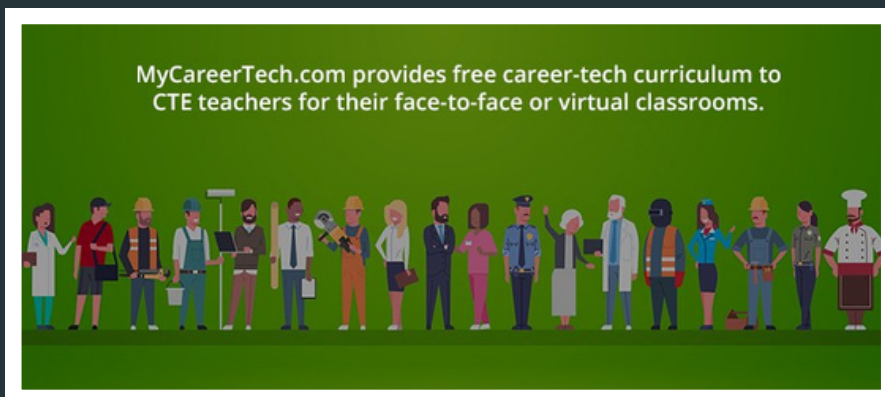
WBL Coordinator: \_\_\_\_\_

Up-to-date copies of the WBL Agreement, Safety Training Log, and the WBL Student Insurance & Emergency Information Form must be kept on file both at the work site and at the school for all WBL placements as required by Tennessee Child Labor Law and consistent with the Department of Education's [WBL Policy Guide](#).

This packet is required for students participating in Clinical Internship (C14H16), Nursing Education (C14H11), all WBL Career Practicum courses, Alternative Academic Diploma WBL (S25H05), or Work-Based Learning: Special Education Transition (S25H01). Complete this packet for all WBL experiences to ensure compliance with the State Board of Education's WBL Framework, federal and state child labor laws, and the Department of Education's WBL Policy Guide.

Use this packet to document student mastery of course standards. Responses to prompts in this packet may be entered directly into the packet in electronic form with longer responses documented on supplemental pages. Responses may also be documented by the student in their journal or through other resources provided by the WBL Coordinator.

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QUESTIONS?



Remember:

Reimagining WBL in rural schools starts with leveraging what's already in your community.



# | CONTACT |



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