



Linking Students to Businesses



WELCOME

We Are...

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What do you hope to learn today?



1

What is a Chamber of Commerce?

“What do we do and why are we here?”

What is a Chamber or Commerce?





What is the Leadership Collier Foundation?





A photograph of three people in a modern office environment. On the left, a man in a blue polo shirt is smiling and looking towards the center. In the middle, a younger man in a blue button-down shirt and tie is also smiling and looking at the woman. On the right, a woman with curly hair and glasses, wearing a blue polo shirt with a logo, is sitting at a desk with a laptop and looking towards the other two. The office has wood-paneled walls and a window in the background.

WHAT IS WORK-BASED LEARNING?



WORK-BASED LEARNING

A strategy that provides students with real-life work experiences where students can apply academic and technical skills to develop their employability.

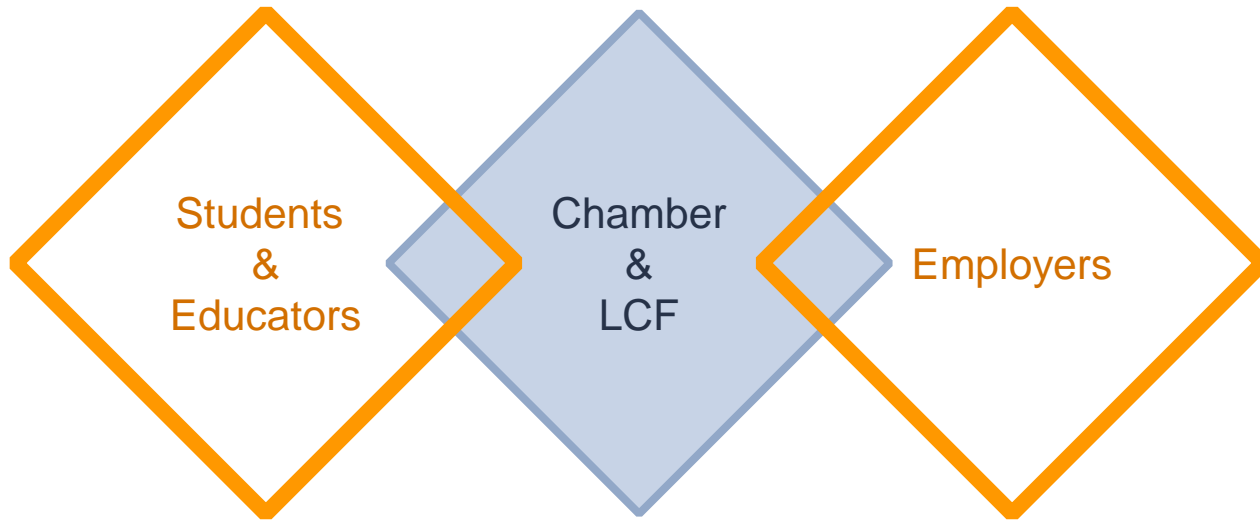
Why Work-Based Learning?

Enhances our community talent pipeline through increased employer engagement with rising talent.





Our role



Benefits for Community

- Decrease "Brain Drain"
- Build advocates and future leaders for the community
- Foster good community, school and business relationships



2

Importance of Employer, Student, Educator Connections

“The why”

RELEVANCE

“How is what I am learning relevant to my future career?”



Why is work-based learning important?

Develop future workforce:

- Professional work skills, attitudes and behaviors
- Specific skills - STEM
- Broaden career horizons
 - ▶ “Students don’t know what they don’t know.”



Why is work-based learning important?

Improve workforce diversity and social mobility:

- Increase diversity within specific sectors or occupations
- Improve educational and employment prospects for disadvantaged students
- Build a network through which to identify and recruit your future talent

Why is work-based learning important?

Support employee development and engagement:

- Personal and professional development
- Increase employee engagement by giving back to the community
 - ▷ “If a job lacks growth opportunities and avenues for leadership development, 67% of millennials would leave that position ([Bridge](#))”



Why is work-based learning important?

Embed corporate social responsibility priorities:

- Contribute to communities
- Create sustainable business
- Embed employer brand and company reputation
 - ▷ **32. 75%** of millennials say it's fairly or very **important** that a **company gives back to society** instead of just making a profit. (Forbes x Elite Daily)

3

How to Engage Employers

“Create opportunities for employer involvement”

Shorter Commitment

Start off with smaller activities:

- Guest speaking
- Mock or informational interviews
- Networking events
- Career fairs or industry days
- “Volunteer Day” community wide initiative to volunteer at a school



Longer Commitment



Build up to the items with more of a commitment:

- Work-site tour/Virtual interview
- Micro-internships
- Advisory Boards
- Shadow Days
- Mentoring
- Internships







4

How to Connect

“Where to start”

Employers seeking to connect with Students

- **Volunteer or mentor**
 - ▷ School districts
 - ▷ Nonprofits working with students
- **Connect with education departments**



Educators seeking to connect with Employers

- LinkedIn
- Have conversations with chamber and superintendent
- Tap into the school's alumni to recruit business professionals
- Look for the “backbone” organizations that have multiple members



Students seeking to connect with Employers

- Attend presentations, conferences, networking events
- Find a mentor
- Turn your part-time job into an "internship"
- Join membership organizations
- Volunteer
- Career fairs
- Email



How to ask an employer to be involved



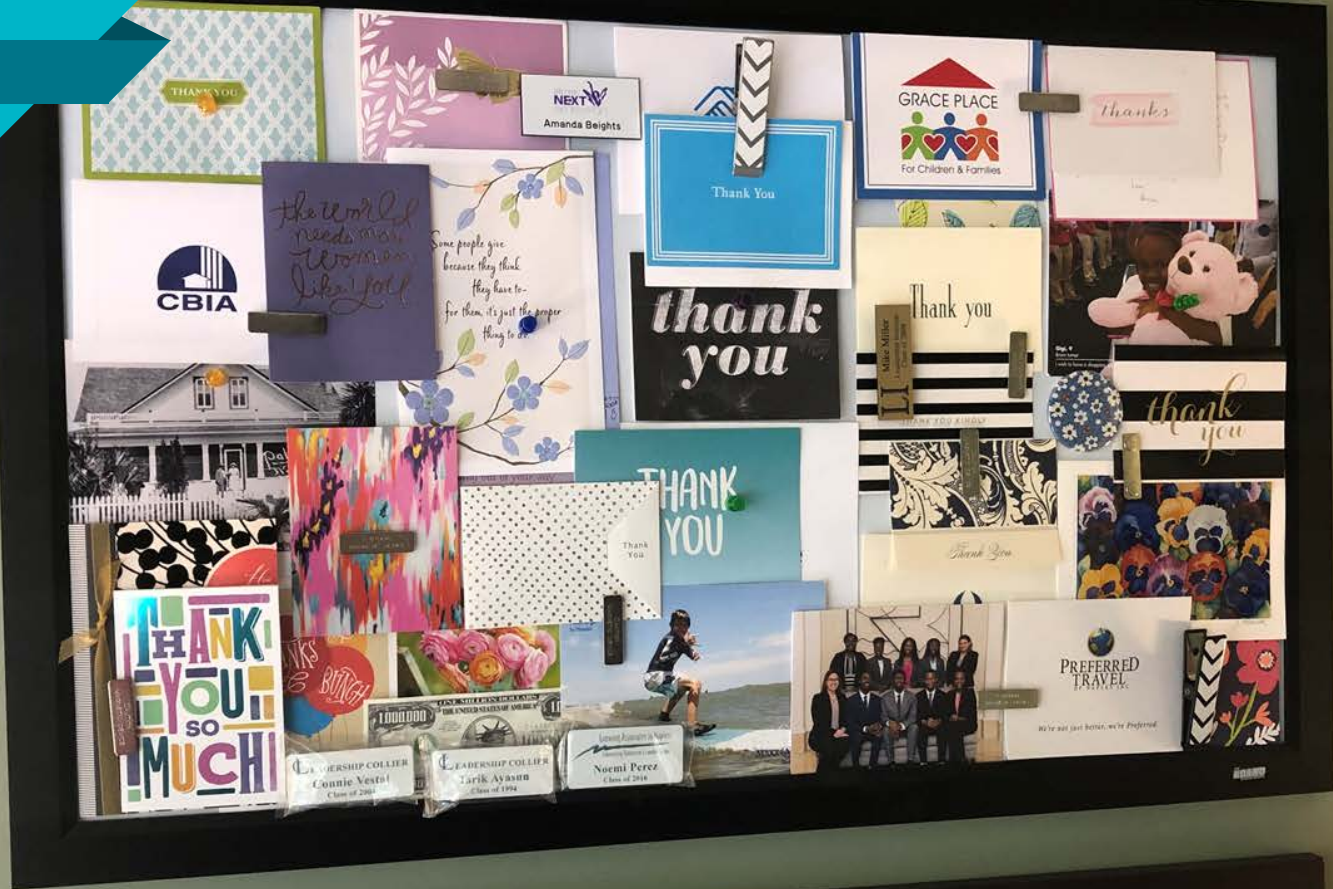
- Short, concise emails with bullet points and **bolding**
- Portray the **importance** (not for the student but for their business)
- Make it **easy** as possible, send a calendar invite with all the information



How to ask an employer to be involved

- **Follow-ups:** ask for feedback of the event, send pictures for them to promote, and ask if they can provide a quote to use for social media.
- **Thank you's:** hand written note and social media posts/tagging
- Not too many asks to one employer





Growing Associates in Naples
Connecting tomorrow's leaders today

Dear Amanda,
Thank you for all of your hard work to make this day so special in every way!
I will miss you very much!
Love,
Sophia

Name	Title	Phone	Work Email	Cell Phone
Michael Duff	CEO/President	941-483-2766	duff@ga.com	
Michelle Williams	Director of Business & Community Relations	941-483-2764		
Stephanie Williams	VP of Marketing & Public Relations	941-483-2765		
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thank you



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Hurdles in Work-Based Learning

“Not everyone understands the importance.”

“ *What is the biggest hurdle for your community to connect students to businesses?*”

What hurdles are we seeing?

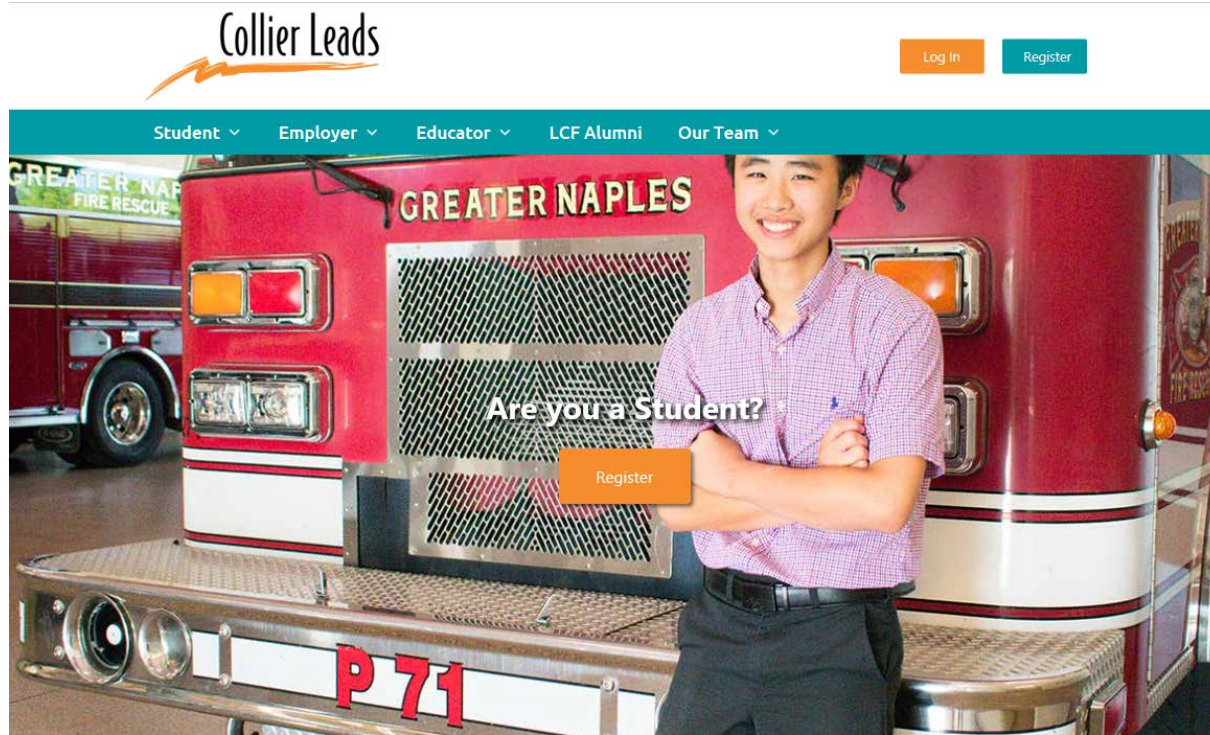


- Employers are busy
- It's is someone else's problem to solve
- High School students too young
- Medical industry challenges

What are we doing to overcome these hurdles?

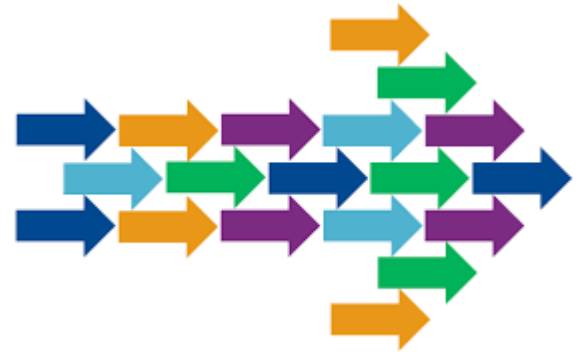
- Employers are busy: “[Internship Toolkit](#)”
- It's is someone else's problem to solve: “[Show the relevance](#)”
- High School students too young: “[Marketing High Schoolers](#)”
- Medical industry challenges: “[Networking events and shadow days](#)”

Collier Leads Website



Why does it work in our district?

- Supportive Superintendent and School Board
- Chamber priority
- Collective Impact (Future Ready Collier)
- In-school career pathways
- Engaged LCF alumni and Chamber members





TITLE

“There is no power of change greater than a community discovering what it cares about.”

-Margaret J. Wheatley



THANKS!

Any questions?

Contact Us

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