



Welcome! We'll get started shortly.

In the chat: share your name, your role, and why you're joining today

Getting Creative with Work-Based Learning

Providing more students with opportunities to experience
their career interests

Today's Agenda

- Welcome & Introductions
- Building Workforce Partnerships
- 5 Creative Tactics for Work-Based Learning Experiences
- Q&A
- Wrap Up & Free Resource:
[BLOG: 4 Ways to Introduce Students to Energy Careers](#)

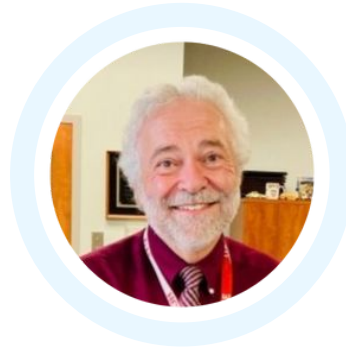
Speakers

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Building Stronger Workforce Partnerships

Experiences vs. Information

On the 2022 CCR Benchmark, **only 53% of K-12 districts reported most or all of students had access to career experiences outside of the classroom.**

AVERAGE
76%

Experiences
= lowest



	... college(s)	... alternative postsecondary pathways (e.g. employment, certifications, military)
A1. Students can name at least one educator or counselor responsible for their preparedness for	▼	▼
A2. Students are provided opportunities outside of the classroom to experience careers that would require	▼	▼
A3. Students and educators have access to information and/or searchable databases including options for	▼	▼
A4. Students and educators have access to financial aid options for	▼	▼

Why Prioritize Career Experiences



- Support kinesthetic learning styles
- Broaden & deepen student awareness of job opportunities within career clusters
- Give students access to careers beyond their personal circles
- Help students build stronger connections to why their academic courses matter
- De-risk postsecondary decision-making

Issues to Increasing WBL

Districts

- Geographic access
- Educators know education
- Competing demands for time & resources
- Understanding of what it takes to be life-ready

Industry Partners

- Safety Concerns - Minors
- Focused on internships
- Team bandwidth & regular commitment
- Scalability of reaching students → high volume vs. 1:1

5 Creative Models for Offering Work-Based Learning Experiences



#1: Flip the apprenticeship model

If you can't take kids to the work site, bring the work site to the kids

Ex: Regency Square Mall

HCPS students are converting a 48,500 ft² section of the Regency Square Mall into classrooms for the adult education program



Key Benefits:

- Test & specify their interests
- “Like a 3-month interview”





#2: Look for mutual benefit sponsorships

Find the overlap in benefits for local employers and students

Ex: Henrico Co. Federal Credit Union

Students participate in financial literacy class & learn about careers; at the end, they get \$5 in savings account.

Key Benefits:

- Financial literacy skills
- Adult ed partnership





#3: Extend experiences with student career ambassadors

Prepare middle school students with early exposure

Ex: Monthly Career Clusters

Each month, HCPS elementary & middle schools spotlight a career cluster or pathway, bringing in local partners and high school ambassadors to share about their internship experiences

Key Benefits:

- Win-win for middle & high school students
- Methodical approach ensures it's not just jobs that are most readily available → broader exposure to careers





#4: Make career fairs more actionable

Narrow the gap between career fairs & WBL placement

Ex: Two-Part Career Fair Experience

Life-Ready Expo (Oct) →
All grades visit employer booths

Career Rodeo (Feb) →
11th & 12th graders demo skills;
employers walk around &
request resumes at the end

Key Benefits:

- Ties students directly to job & internship opps





#5: Use micro-credentials to scale career experiences

Ex: MajorClarity Micro-Credentials

3-4 hour competency-based micro-credential course with simulations for students & certificates for completion

Key Benefits:

- Prepare for WBL (soft skills)
- Pre-qualification
- Access careers not available locally

The screenshot shows the MajorClarity user interface. On the left is a navigation menu for user Jane Scott, listing options like My Portfolio, Student Journal, Assessments, Career Exploration, Academic Planning, Postsecondary Exploration, Financial Resources, Resume Builder, Work-Based Learning, Application Center, My Career Plan, and Micro-credentials. The main content area features a city skyline at night with solar panels in the foreground. It includes the MajorClarity Inc. logo, the word 'Energy', a 'START COURSE' button, and the Dominion Energy logo with the slogan 'Actions Speak Louder'. Below this is a course description: 'The energy industry powers our world. In this course you will learn how the industry works and the different types of occupations that it has to offer. You will also get tips on what you can do now to prepare yourself for a career in energy. This micro-credential was developed in partnership with Dominion Energy.' At the bottom, there are sections for 'Navigating the Course' and 'Course Objectives'.

Q&A

Closing Out & Free Resource

Sum Up: 5 Creative Models for WBL

- #1: Flip the apprenticeship model
- #2: Look for mutual benefit partnerships
- #3: Extend experiences with student career ambassadors
- #4: Make career fairs more actionable
- #5: Use micro-credentials to scale career experiences

4 Ways to Introduce Students to Energy Careers

Published by Tracilyn Babington on Aug 5, 2022 4:43:43 PM

An emerging focus on energy

In 2018, the Institute for the Future [made headlines](#) with their claim that 85% of the jobs that today's students will do in 2030 don't exist yet—a startling statement about the pace at which technology is changing our workforce.

And while building new CTE offerings requires significant investments in hiring, equipment, and curriculum, in some states like [Virginia](#), [Texas](#) and [Florida](#), a freshly added energy career cluster is exposing students to a variety of in-demand and rapidly growing careers.



bit.ly/ENERGYBLOG

Tip: All CAPS – won't work if it's lowercase.