

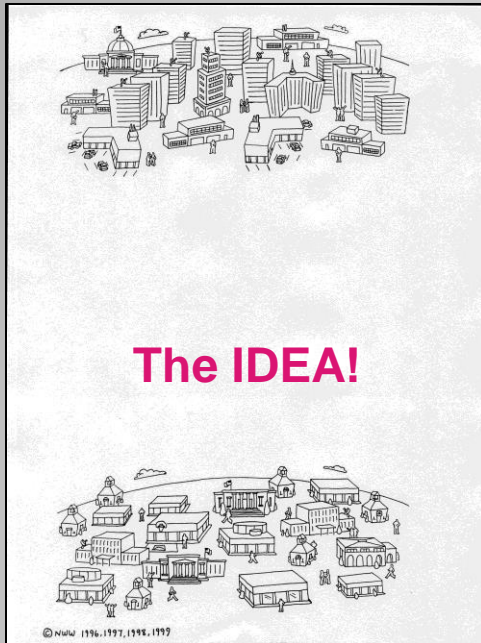
# Why Do I Have to Learn This?

**Work Learn Connect**

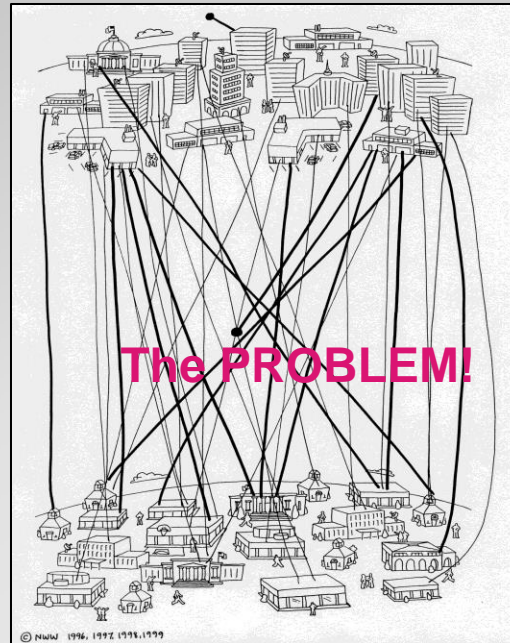
*Connecting today's students to tomorrow's careers*



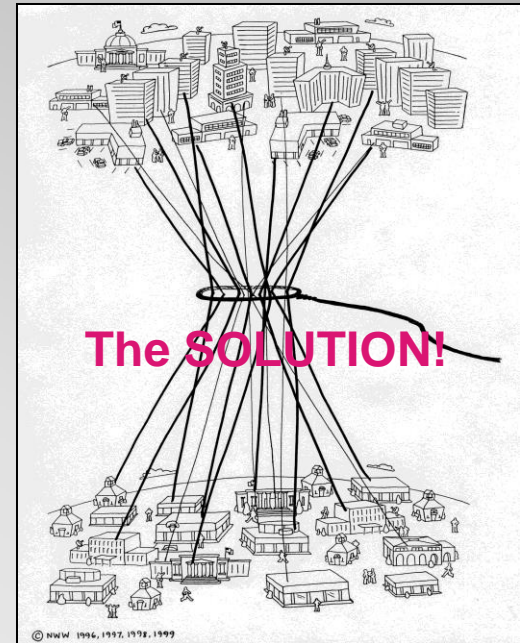
# Workplace Learning Connection



**Educators & employers  
want to work  
together!**



**It is confusing  
& time consuming  
for everyone!**



**Create a broker  
– a matchmaker  
– an **INTERMEDIARY...****

**A tool for career, workforce & economic development!**

# In June, 1998...

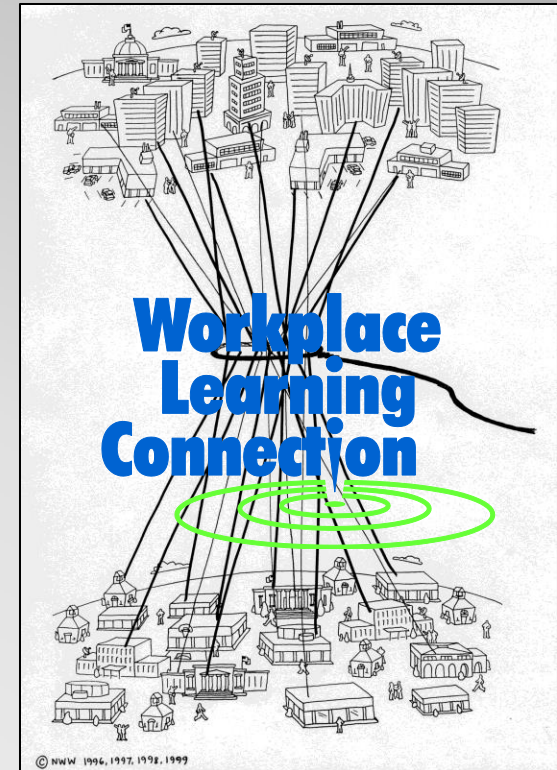
- Regional partners, utilizing Iowa School-to-Work, Tech Prep, & other local funds, developed:
  - a model for a regional, work-based learning system
  - which could be replicated – in concept – throughout Iowa, if it demonstrated:
    - an equitable service delivery plan,
    - a viable sustainability plan,
    - and data supporting Return On Investment!

Result? Creation of a regional intermediary!



# The WLC Model

- **An Intermediary** between students and opportunities in the community to help them be better informed and better prepared for life and learning beyond high school.
- A professionally staffed, single point-of-contact doing it's "main thing"...**making high-quality, age-appropriate career connections.**
- Educators and employers need not take time from their "main thing" – **helping students learn or providing services and producing goods** – to create and manage career exploration opportunities.
- 



Each keeping our main thing the main thing!

# Services Provided

## **Elementary School**

Awesome Uniforms

Careers on Wheels

Tools of the Trade

Products & Processes

## **Other WLC Programs**

High School Job Shadows (10-12)

High School Internships (post 10 - 12)

## **Staff Professional Development**

In-service

Worksite Tours

Employer Panels

Teacher@Work (externships)

Summer Careers Class

## **Middle School**

Interactive Speaker Day

Tri-Cycle (2 Pathway Tours/year)

Target Your Future (7th or 8th)

Pathway Tours (7th or 8th)

Financial Literacy Fair (8th)

## **High School**

Business Etiquette/Mock Interviews (9th)

Career Fair/Day , i.e. STEM & Transition events

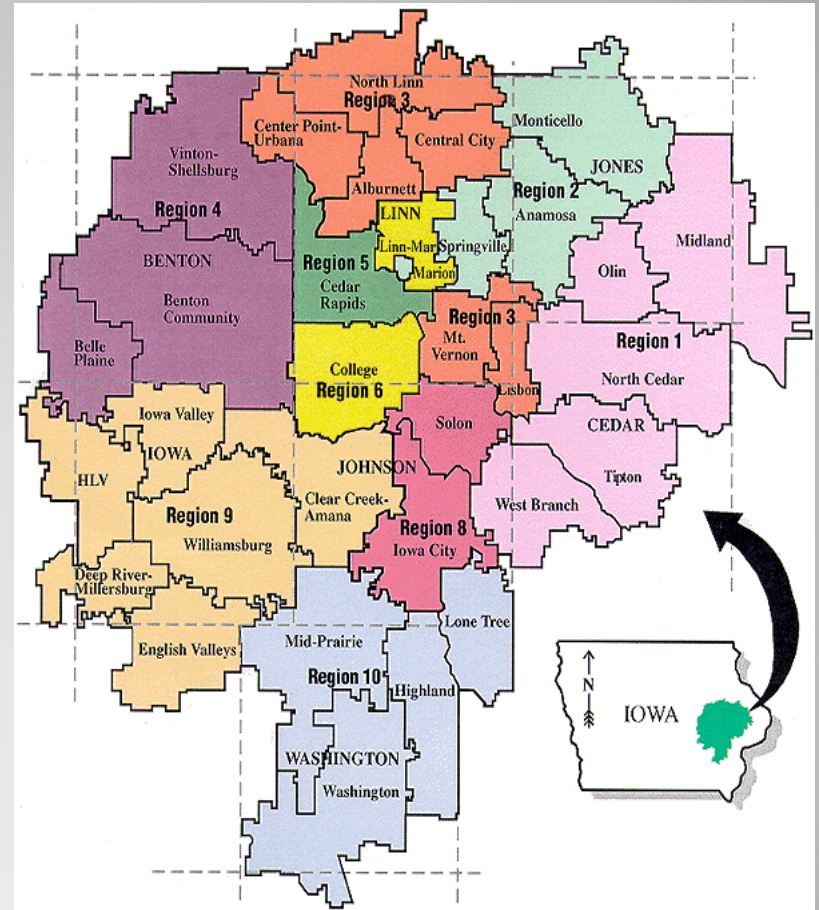
Career Class Speakers/Tours

More than 18,000 students served annually.



# Service Delivery

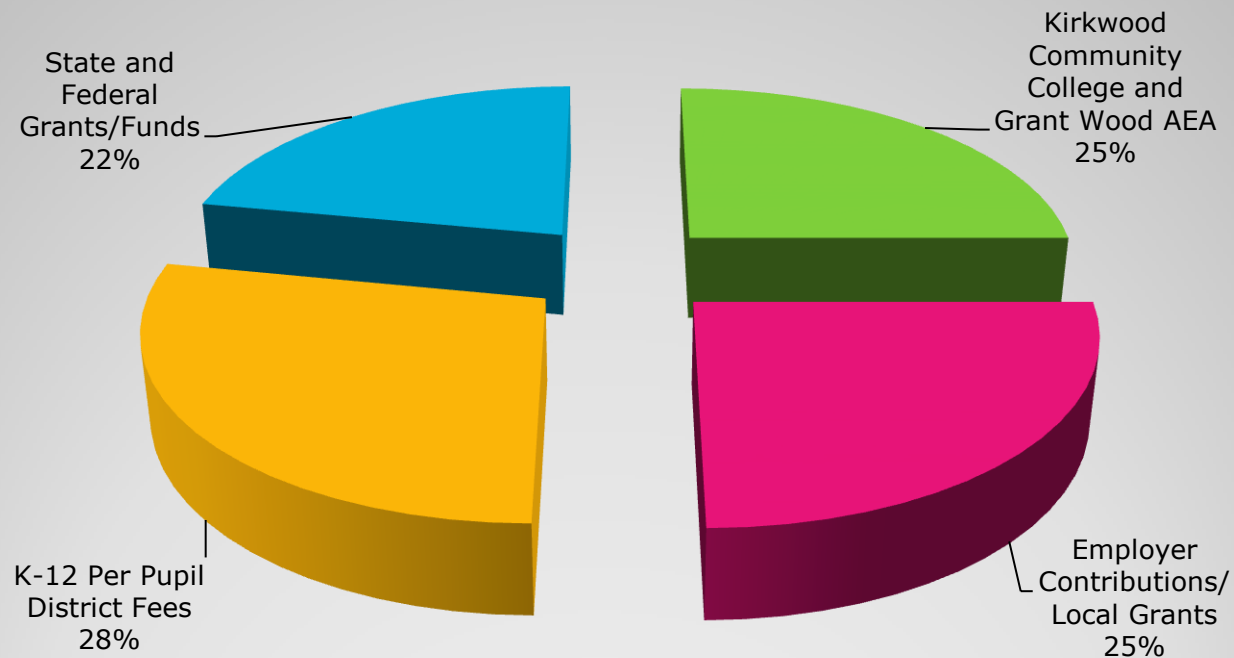
- Seven counties in east, central Iowa
- 33 K-12 school districts
- 4,700 square miles
- Concurrent regions:
  - community college,
  - area education support agency
  - workforce development region



All K-12 districts have equal opportunity and equal access.

# Sustainability

## 2012-2013 Revenue Sources



All stakeholder groups contribute to sustainability.

# Data/ROI

## 2011-2012 Data Points

(What the students told us!)

## Job Shadows

## Internships

Connected HS & the world of work	76%	80%
Impacted choice of high school classes	51%	58%
Influenced selection of career field	82%	89%
Helped select college major	72%	84%
Built awareness of local career opportunities	87%	82%
Positively influenced decision to live & work in Iowa	67%	70%

We believe in our shared future...the CONNECTION works!

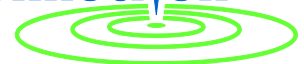


# What's Next?

- Because of comprehensive service delivery, sustainability for 15 years, and positive return on investment
  - 2005 Iowa legislation created a policy framework and a fund to replicate intermediary practice across the state
  - 2010 & 2011 seed funds to each community college region
  - 2013 legislation revamped and an annual budget line item of \$3m under current consideration
- We are building the Iowa Intermediary Network!

For more information, go to  
[www.workplace-learning.org](http://www.workplace-learning.org)

**Workplace  
Learning  
Connection**



A Not-for-Profit Partnership founded by  
Grant Wood Area Education Agency and Kirkwood Community College