

WHAT CAN WBL DO FOR YOU?

SAVE TIME AND MONEY by investing in local talent and identifying and recruiting future employees

REDUCE TURNOVER and need for re-training: if employment works out, that student is “ready-to-go” and fully aware of the expectations and responsibilities of the job (cost-saver for employers)

CREATE OPPORTUNITY for immediate, focused time on specific projects bringing new energy and insights to your team. WBL students are perfect for projects that need to get out the door, or for the longer-term projects that need focused time.

PROVIDE MORE TIME for senior staff to devote to advanced projects: WBL students can play a key role in allowing staff to focus on higher impact, more advanced projects.

ADD SUPERVISORY AND MANAGEMENT EXPERIENCE for your existing staff since interns need mentors and supervisors.

WORK-BASED LEARNING

WORK WITH ME

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EMPLOYER BENEFITS

FIND FUTURE EMPLOYEES

WBL is a year-round recruiting tool. You'll have an ongoing pipeline of future full-time employees. The process of recruiting and hiring is a drain on company resources. One solution: Appeal to future employees through WBL, and all you have to do is choose the best of the bunch when it comes time to hire.

TEST-DRIVE TALENT

When you "try out" candidates through a semester or summer WBL experience, you make fewer mistakes when it comes to full-time staffing. You avoid the pitfall of training a new hire, only to find out they're not a fit for your organization.

INCREASE PRODUCTIVITY

Setting up a WBL program allows you to take advantage of short-term support. The extra sets of hands help your employees be more productive, prevent them from becoming overburdened by side projects, as well as free them up to accomplish more creative tasks or those where higher-level, strategic thinking or expertise is required.

INCREASE EMPLOYEE-RETENTION

The proof for the test-driving theory is in the positive employee-retention figures: According to NACE's 2009 Experiential Education Survey, almost 40% of employers reported a higher five-year retention rate among employees they'd hired via their internship programs.

ENHANCE PERSPECTIVE

It's not just the extra sets of hands that make WBL students advantageous. Especially in an organization of only 12 or 15 employees, new people bring with them new perspectives, fresh ideas, and specialized strengths and skill sets.

GIVE BACK TO THE COMMUNITY

As a small business, you likely rely on community support. Creating a WBL program is an excellent way to give back. Hiring interns or WBL students not only helps students in your community get started, but it enhances the local workforce as a whole.

SUPPORT STUDENTS

WBL provides students numerous perks: They gain experience, develop skills, make connections, strengthen their resumes, learn about a field, and assess their interest and abilities.



Work-Based Learning is a partnership of the employer, student and College where everyone wins!

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BACKGROUND

WHAT IS WORK-BASED LEARNING?

WBL is a supervised program sponsored by an education or training organization that links knowledge gained at the worksite with a planned program of study.

WHAT ARE THE GOALS OF WBL?

- To provide the employer with capable, cost-effective, and productive workers.
- To provide the student with the best possible preparation for employment.

WHY HIRE WBL STUDENTS?

No fees or contracts | Pre-screened applicants | Reduced recruiting/training costs | Skilled labor pool | Accessibility/Availability | Future college graduates | Potential permanent employees | Community Involvement | Positive impact on workforce development