



CREATING AND EXPANDING BUSINESS PARTNERSHIPS



VIRGINIA DEPARTMENT OF EDUCATION



SESSION INFORMATION

- **Please put all questions in the Q&A**
- **Use “speaker view” for the best experience**
- **Mute your microphone during the session presentation**
- **All sessions are being recorded**
- **Complete the survey at the end of the session for PD points – please do not leave the Zoom**



MAC BEATON

DIRECTOR, WORKFORCE AND CAREER DEVELOPMENT

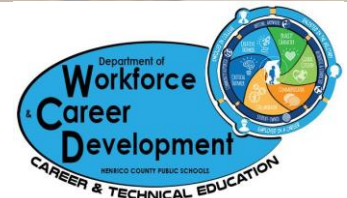
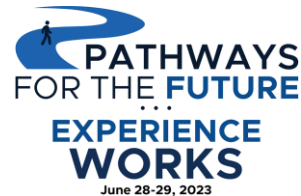
BEVERLY COCKE

ADMINISTRATIVE COORDINATOR WORKFORCE DEVELOPMENT

HENRICO COUNTY PUBLIC SCHOOLS

Creating and Expanding Business Partnerships:

The Bedrock to Work-based Learning



A little about us:

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Creating and Expanding Business Partnerships



- Quick Overview of HCPS
- How Can I Create a Successful Partnership?
- The Regency Project
- Partnership Highlight - AFSA



Schools and Centers

Elementary.....	46
Middle.....	12
High.....	9
ACE Centers.....	3
Alternative Programs.....	3
Henrico Virtual Academy.....	1
Total Schools and Centers.....	74

Students

Elementary.....	21,483
Middle.....	11,108
High.....	15,798
Other.....	813
Total Students.....	48,977

2022 Graduates

Total Graduates.....	3,612
On-Time Graduation Rate.....	90%
CTE on-Time Graduation Rate.....	99.88%
Continuing Education.....	78%

Student Diversity

African American.....	35%
Asian.....	13%
Caucasian.....	33%
Hispanic.....	13%
Other.....	6%

Economically Disadvantaged....43%
Number of Languages Spoken.....115+

Pupil-Teacher Ratio

Elementary.....	19.1
Middle.....	17.3
High.....	19.5

A little about **Henrico County Public Schools**



Make sure
every student
knows their

XXXXX

In Henrico County, every
student will graduate:

Enrolled

Enlisted

AND/OR

Employed



CREATING BUSINESS PARTNERSHIPS

REAL-WORLD OPPORTUNITIES

Meaningful
Business
Partnerships:

“A
Handshake
not a
Handout!”



The “Value”



The “Look”



The “Goals”



The “Outcomes”

CREATING BUSINESS PARTNERSHIPS

REAL-WORLD OPPORTUNITIES



What is the VALUE?

1. Mutually Beneficial to Partners
2. Voice and Choice
3. Intrinsic and Extrinsic Rewards
4. Draw for the Community

CREATING BUSINESS PARTNERSHIPS

REAL-WORLD OPPORTUNITIES

How does it LOOK?

1. Building the Relationship
2. Ongoing Trust
3. Collaborative Effort
4. Ever-evolving Partnership



“

If people like you they will
listen to you, but if they
trust you they'll do
business with you.

—
ZIG ZIGLAR

CREATING BUSINESS PARTNERSHIPS

REAL-WORLD OPPORTUNITIES



What are the GOALS?

1. Shared Vision for the Partnership
2. Engage with Schools in a Meaningful Way
3. Not Limited to a Single Event

CREATING BUSINESS PARTNERSHIPS

REAL-WORLD OPPORTUNITIES

What are the OUTCOMES?

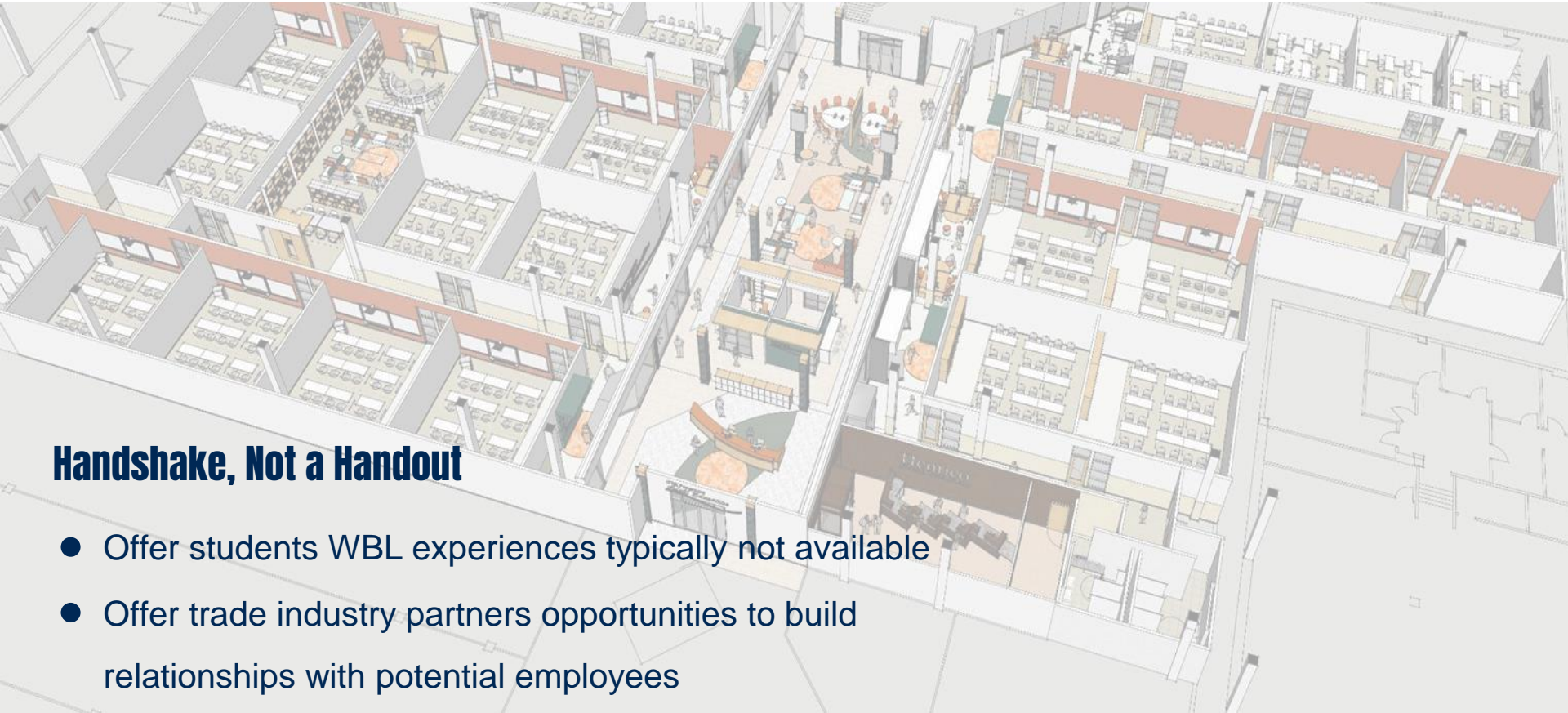
1. Connecting Students with Real-world Experiences
2. Community Connection
3. “Help” that is not just financial



“ A true partnership is a win-win rather than a winner-take-all proposition. ”

EXPANDING BUSINESS PARTNERSHIPS

REGENCY ADULT EDUCATION CENTER



Handshake, Not a Handout

- Offer students WBL experiences typically not available
- Offer trade industry partners opportunities to build relationships with potential employees

**Challenge #1:
How do we reach our adult
population differently and provide
additional services to support their
career success?**

CHANGING THE WAY WE MEET THE NEEDS OF OUR ADULT LEARNERS



- ❑ More than just a G.E.D
- ❑ Make it convenient for the learner
- ❑ Change the “feel” by changing the environment
- ❑ Exposure to the opportunities by

WHAT NEXT?

The answer to the question is right in front of you!



- Once you earn your GED, what do you do next?
- How do I know where to learn about career opportunities?
- What skills/tasks will I have to know?
- What job opportunities are available?
- How can I afford this?

Challenge #2:
How can we turn this into a work-based learning experience for our CTE Students?

EXPANDING BUSINESS PARTNERSHIPS

REGENCY ADULT EDUCATION CENTER



DEMO

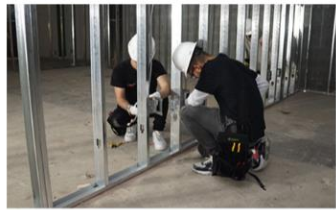


DELIVERY



Handshake, Not a Handout

Work-based Learning:



And for the Business Partners:

- Connect with students
- Share industry knowledge
- Boost employee morale
- Community recognition
- Build future employee capacity

Workforce & Career Development

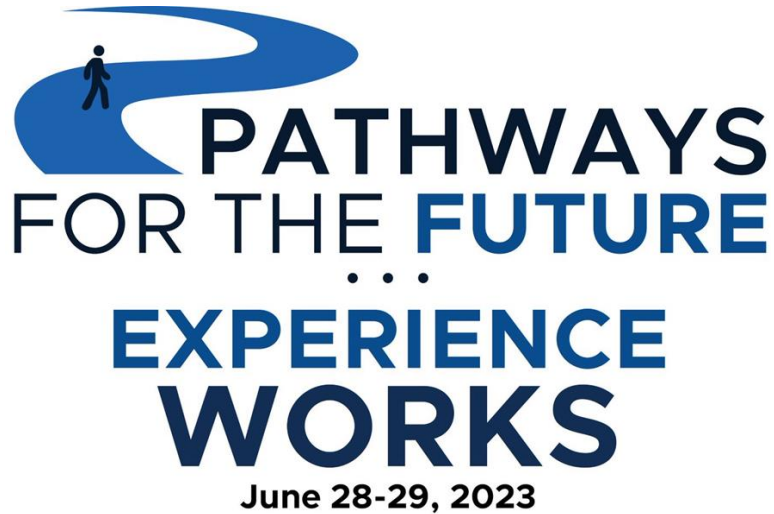


Workforce & Career Development



Thank You. Questions?





Earn Your PD Points!

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