

BUILD YOUR EMPLOYER WBL CREDIT SCORE THE SECRET SAUCE



MAICEY HUNT | MIKE HASSLER

JUNE 29TH

EXPERIENCE WORKS 2023 CONFERENCE



"GATOR MIKE"

STARTED AS A BUCKET LIST.
ENDED UP AS A LIFESTYLE.

Program Credit Score

WORK HARD. HAVE FUN. GET THE JOB DONE.

ABOUT

me

Washington County School District

Work-Based Learning
Coordinator

Utah ACTE

Work-Based Learning
'22-'23 Division President

Utah State Board of Education

Work-Based Learning
Policy Committee Member

Southern Utah Workforce Development

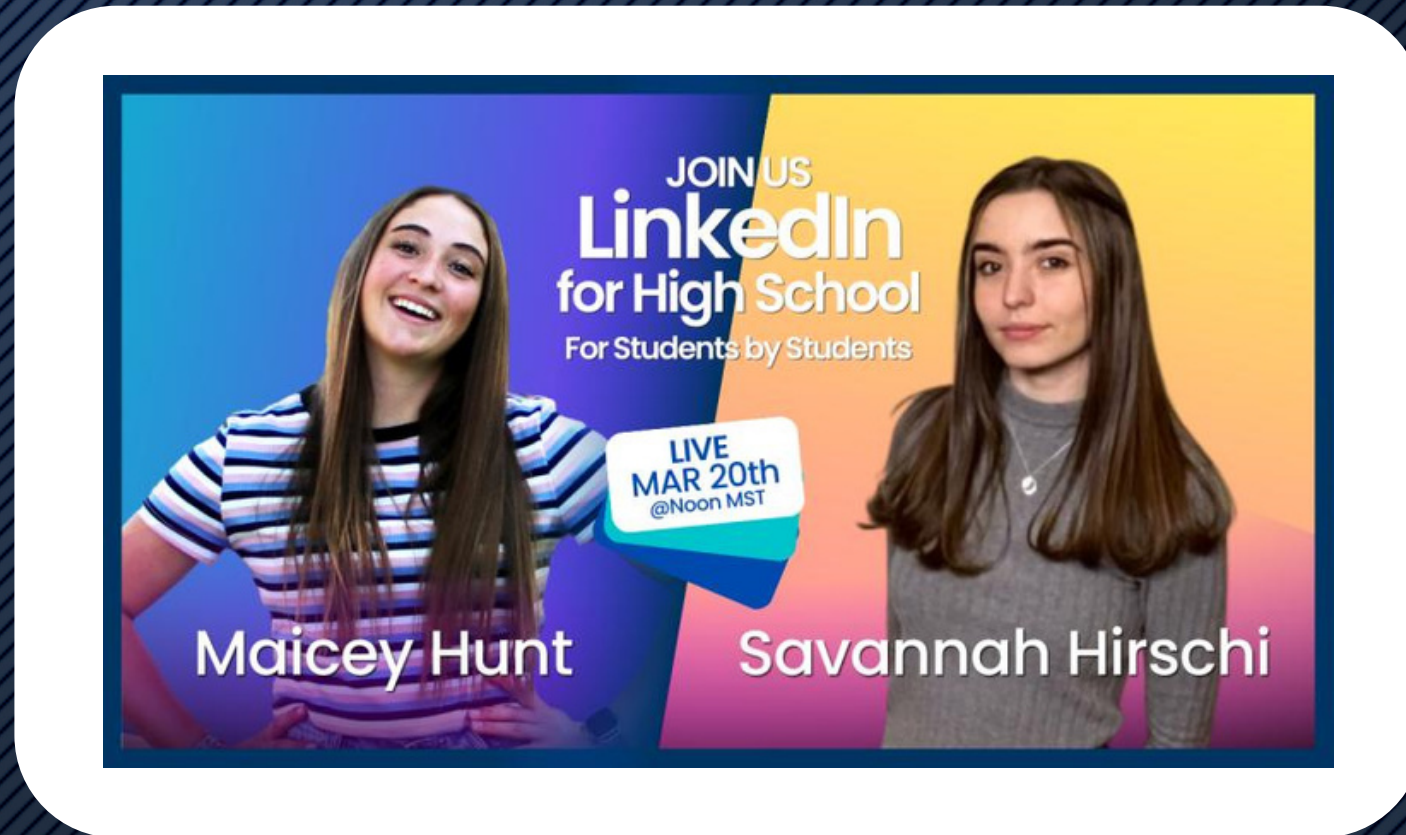
Committee Member

Education to Workforce Trainer

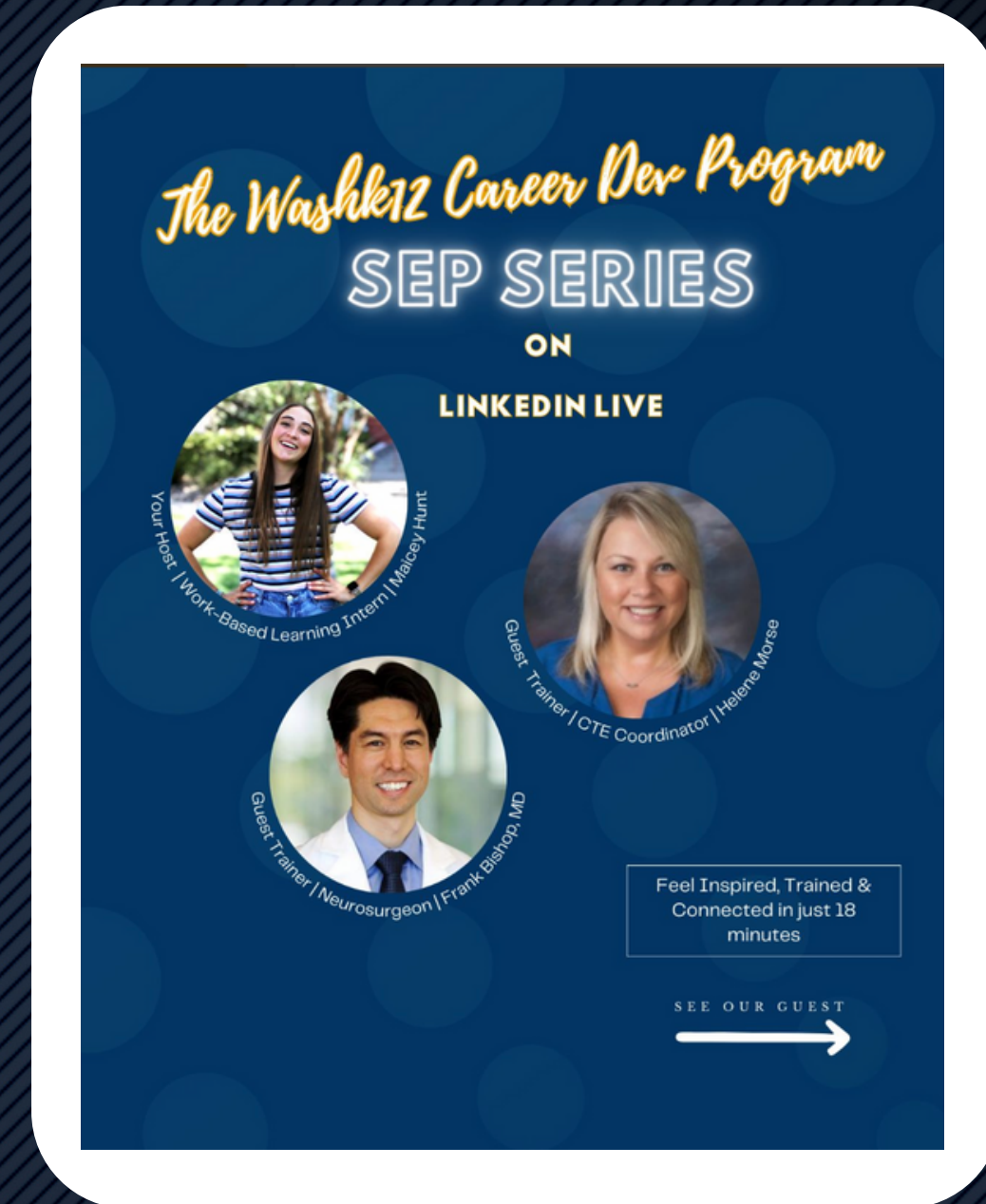
MDSG Services LLC

Maicey Hunt

SEP Series Host | Secondary Education Major | Passionate about helping others



I love to be around family
I love helping others succeed
I am very outgoing and open
I love being out doors



Program Credit Score

WORK HARD. HAVE FUN. GET THE JOB DONE.

✓ Voted #1 in Utah

✓ Key member in bringing LinkedIn to Utah for students in our K-12 secondary education system.

✓ Mentored 75+ school districts across 13 states providing specialized training related to their education to workforce systems.

Talent Pipeline
 INTERNSHIPS | TALENT CONNECTION | NETWORKING | AND MORE..

Our Pipeline
 31,000+ students
 10,000+ work eligible
 8,450 in CTE Courses
 7,394 Skill Certified
 4,701 Industry Certified

Opportunities To Connect
 Become a guest speaker
 Connect with future talent
 Post Jobs
 Job hires
 Paid Internships
 Unpaid Internships
 Mock Interviews
 Career Days
 Informational Interviews
 Become a mentor
 Advisory Board
 Job Shadow
 Apprenticeships

WASHK12INTERNSHIPS
 WHERE EDUCATION MEETS EXPERIENCE
www.washk12internships.org
 CTE Washk12 Internships

SEP SERIES
Behind the Concept

My name is Mike Hassler.
 I teach, but I'm not a teacher.
 I develop, but I'm not a developer.
 I am a product of a few great mentors.
 When I had nothing, I was given.
 Now I spend my time giving forward.

I designed the SEP series for the following reasons.

- 1) Provide opportunities for students like Maicey
- 2) Learn life-changing information from professionals across the nation
- 3) Create a change
 - a) Webinar change
 - b) Professional change
 - c) Inspirational change

Each LinkedIn Live will be around 18 minutes and will be all meat: no potatoes, salad, or any other side dish of any sort.

Please support Maicey and our guest trainers in upcoming series

JOIN US
LinkedIn
 for High School
 For Students by Students

LIVE
 MAR 20th
 @Noon MST

Maicey Hunt Savannah Hirschi

2152 PROJECT

The 2152 Project
 Jason Van Nus & Mike Hassler
 CAREERS - UPDATED MONTHLY

The 2152 Project is an organic, crowdsourced professional development platform for all things Work-Based Learning (WBL) and Business & Industry Partnerships designed to: MORE

▶ Latest Episode

Program Credit Score

WORK HARD. HAVE FUN. GET THE JOB DONE.

5 COMPONENTS OF A CREDIT SCORE

FICO	VantageScore
Payment history (35%)	Payment history (40%)
Credit balance (30%)	Length & type of credit (21%)
Length of credit history (15%)	Percent of credit used (20%)
New credit (10%)	Total debt/balances (11%)
Mix of credit accounts (10%)	Recent credit behavior and inquiries (5%)
	Available credit (3%)

5 COMPONENTS TO YOUR PROGRAM CREDIT SCORE

C1

CONDITIONS

Matching The students to the experience

(Match Maker Rep)

C2

CAPACITY

Ability to generate experiences that meet employer needs

(Access vs Buy-in)

C3

CHARACTER

Track record of managing experiences

(Social Proofing Brand)

C4

CAPITAL

The economic contribution of the program

(Economic Impact)

C5

COLLATERAL

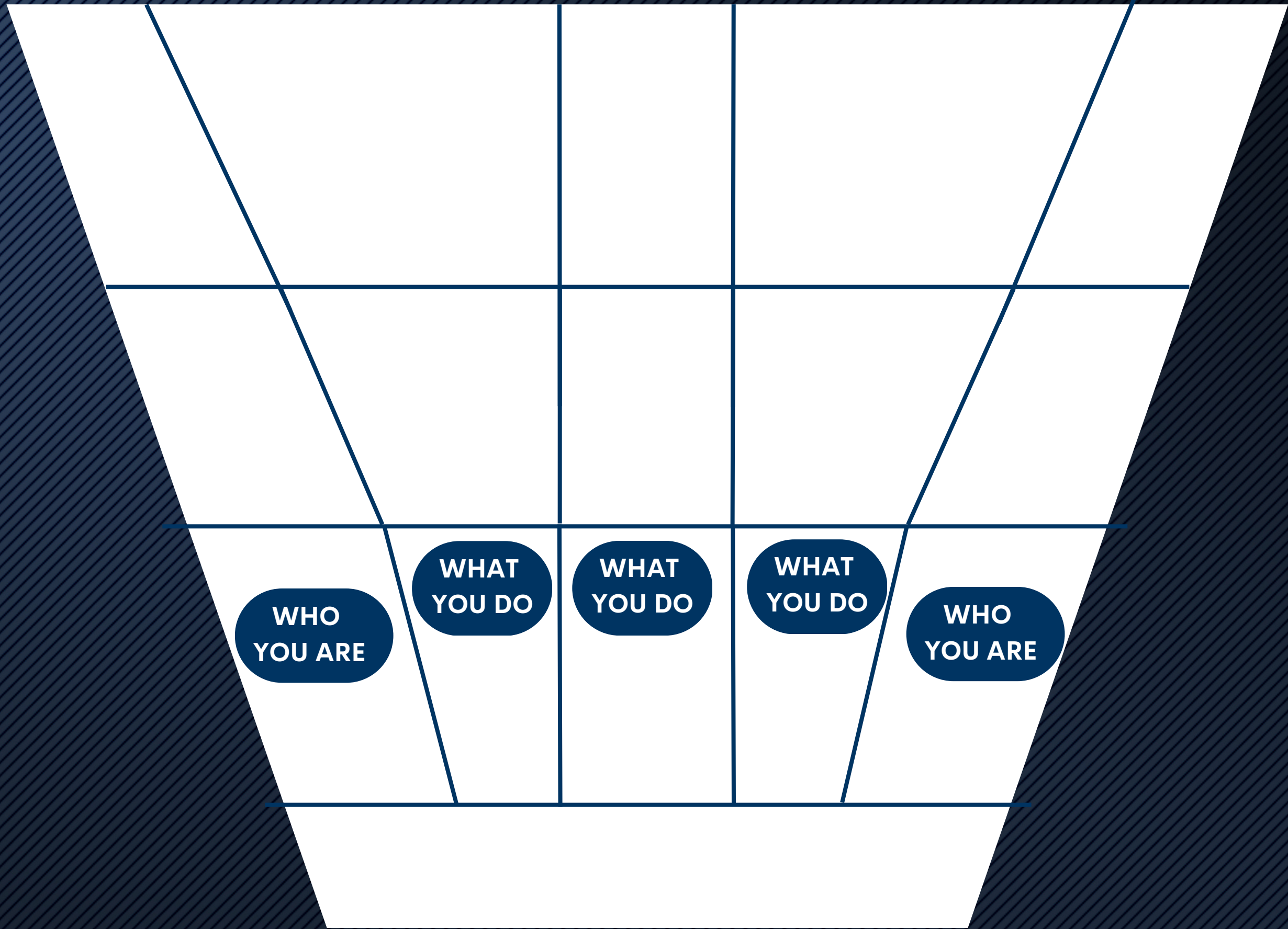
Parents, Students, Admin, and other

(Stakeholder Buy-in)

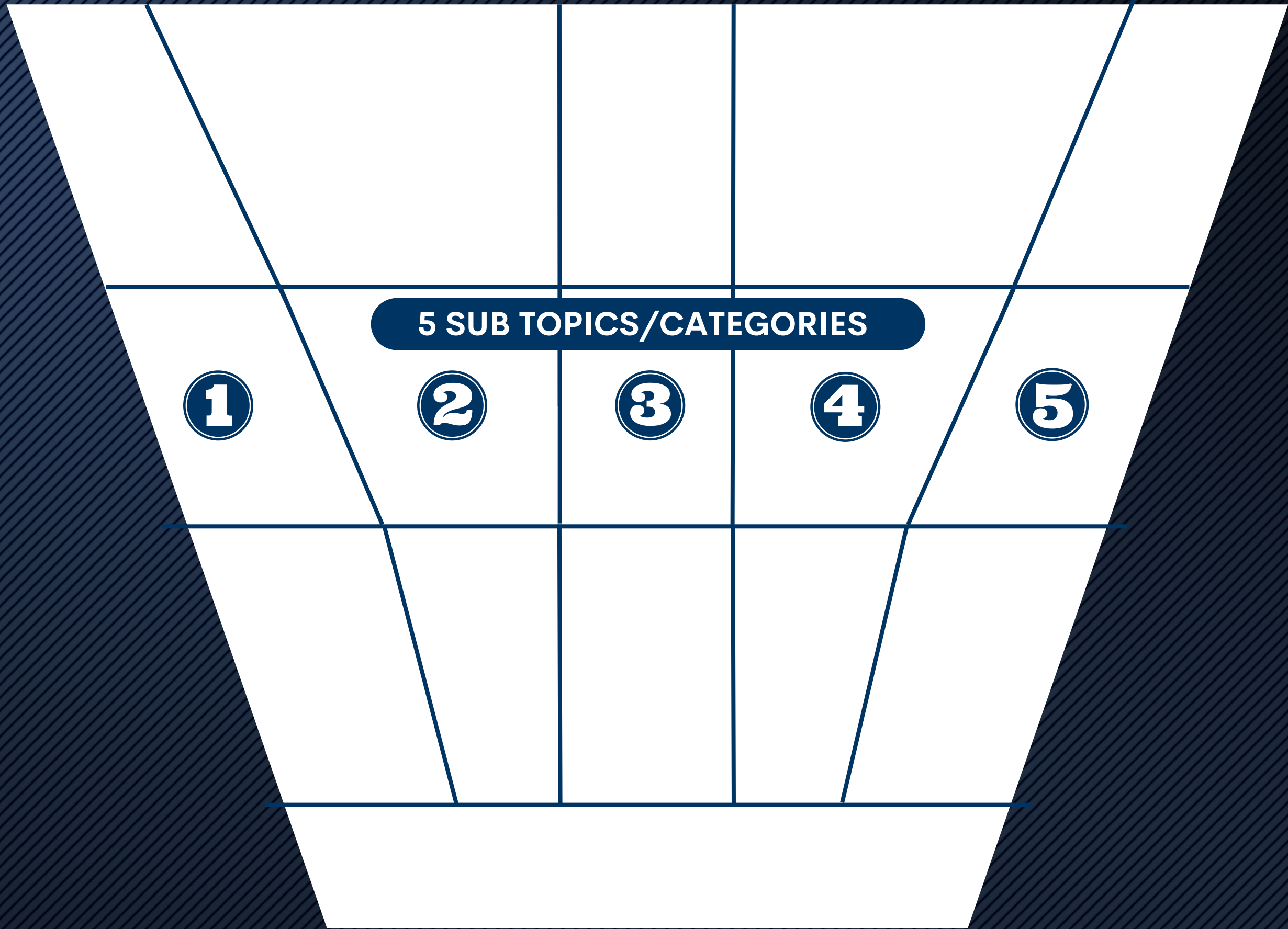
125 PERSONALIZED
CONTENT TOPICS

YOUR NAME

Program Credit Score



Program Credit Score



Program Credit Score

CATEGORICAL STORIES

LIFE EXPERIENCES | YOUR AUDIENCE | AUTHORITY, TIPS STRATEGY | CURRENT EVENTS | HYPOTHETICAL

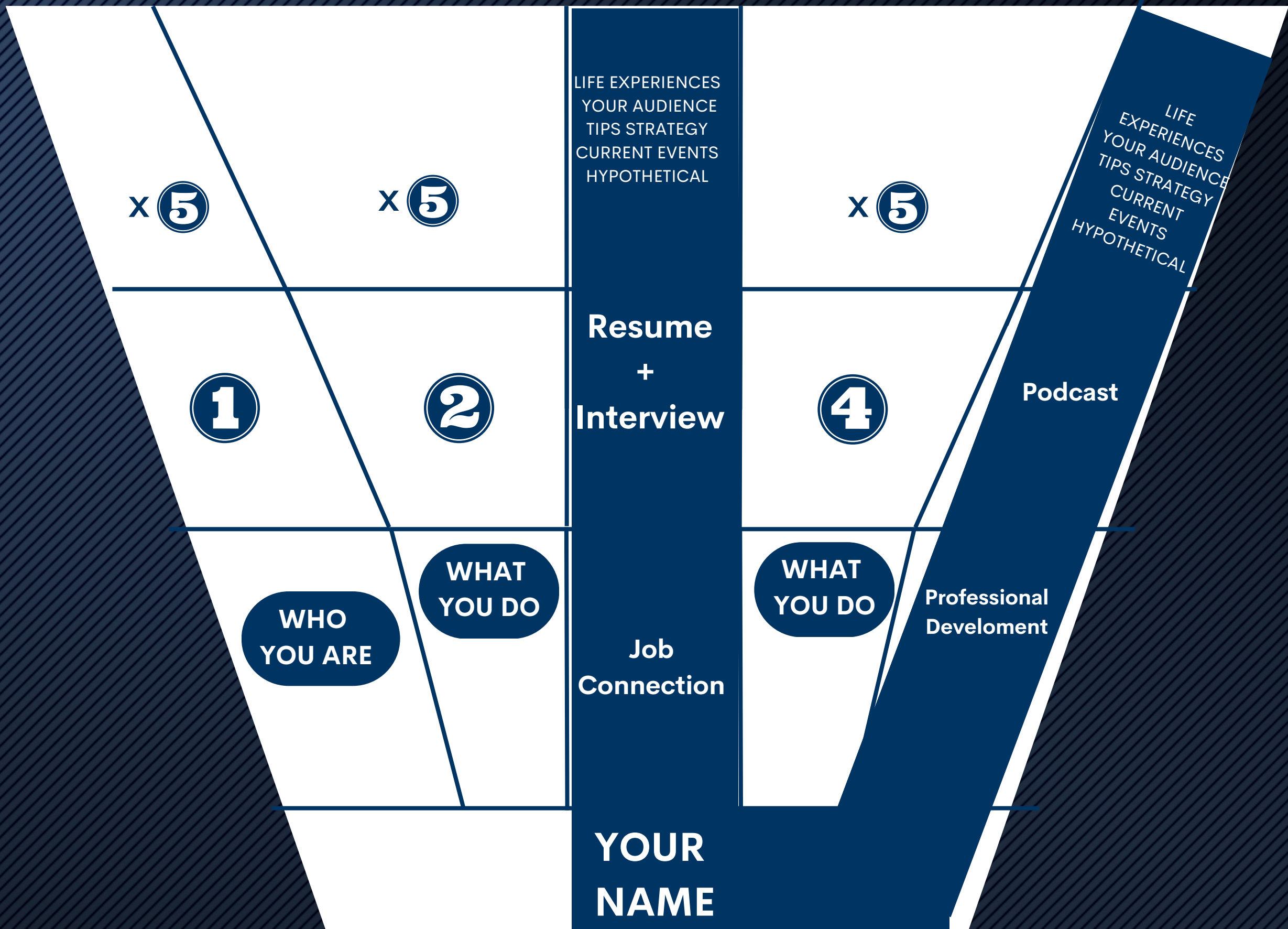
x 5

x 5

x 5

x 5

x 5



Program Credit Score



CATEGORICAL STORIES

LIFE EXPERIENCES | YOUR AUDIENCE | AUTHORITY, TIPS STRATEGY | CURRENT EVENTS | HYPOTHETICAL

x 5

x 5

x 5

x 5

x 5

5 SUB TOPICS/CATEGORIES

1

2

3

4

5

WHO YOU ARE

WHAT YOU DO

WHAT YOU DO

WHAT YOU DO

WHO YOU ARE

YOUR NAME

Program Credit Score

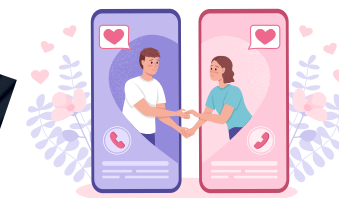


CONDITIONS

[MATCH MAKER REP]

C1

QUESTION
If two people are single and
looking to date...
Are they an automatic
match?



Employer Wishlist

EMPLOYER TIER FORM



TIER ONE: BUILDING FOUNDATIONAL SKILLS

Pre-Requisites	Performance Outcomes
<ul style="list-style-type: none">Completed qualifying workshopsCompleted related intro course0-1 Industry CertificationsDesire to learn	<ul style="list-style-type: none">Learn industry standardVerifiable work ethicConflict resolutionImproved customer serviceTime management

TIER TWO: DEVELOPING STRUCTURAL SKILLS

Pre-Requisites	Performance Outcomes
<ul style="list-style-type: none">Job historyBaseline transferable skillsInnate soft skills (Customer Service, Self Motivated, Work Ethic)Leadership involvement (DECA, HOSA, FBLA, SkillsUSA etc)1-2 Industry industry related courses1-2 Industry certifications	<ul style="list-style-type: none">Increased educationLeadership developmentIndustry terminologyDeveloped skill set

TIER THREE: ENHANCING PORTFOLIO

Pre-Requisites	Performance Outcomes
<ul style="list-style-type: none">Related job historyTime management skillEnhanced talentStrong soft skillsLeadership involvement3+ Related industry courses2+ Industry certificationsPrevious successful internship	<ul style="list-style-type: none">Advanced educationCalibrated skillsExtended portfolioLetter of recommendation

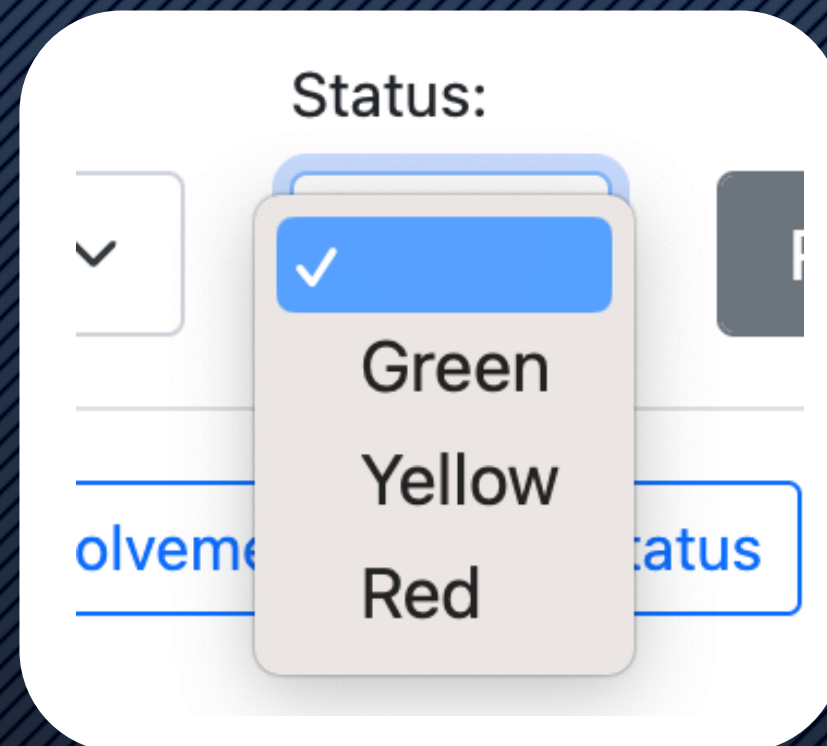
Step 1

Before you can set **ANYONE** up, You need to figure out what **THEY** want.

MATCH MAKING

Step 2

USE THE 2:1 RATIO



Consider the phrase:

"There are plenty of fish in the sea".

This is a go-to statement for many right after facing rejection or breakups to help point to the fact that there are plenty of other options.

In Baseball:

Coaches put their pitchers on a "pitch count" in order to keep their arm fresh and generate more wins.

As a School:

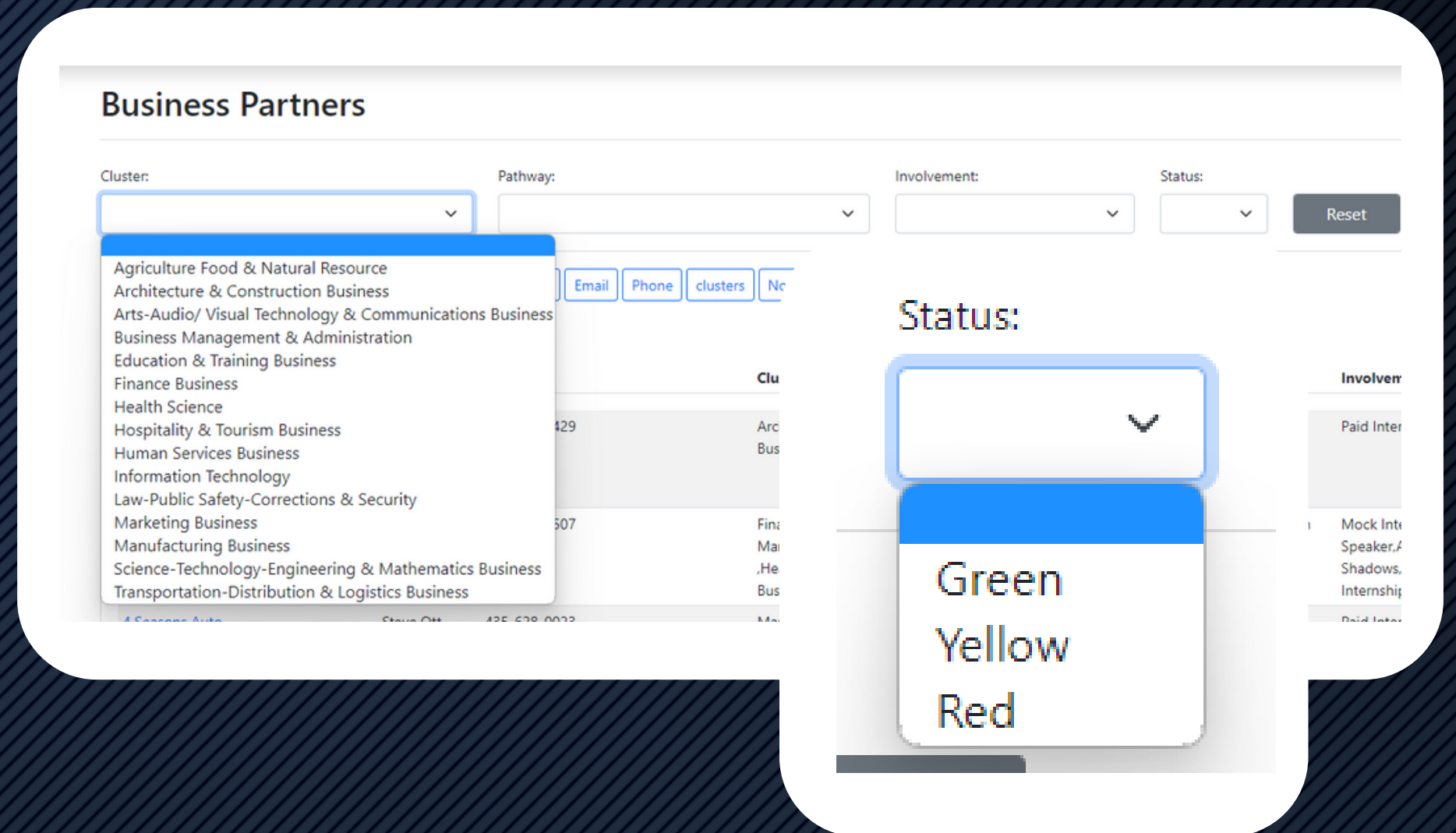
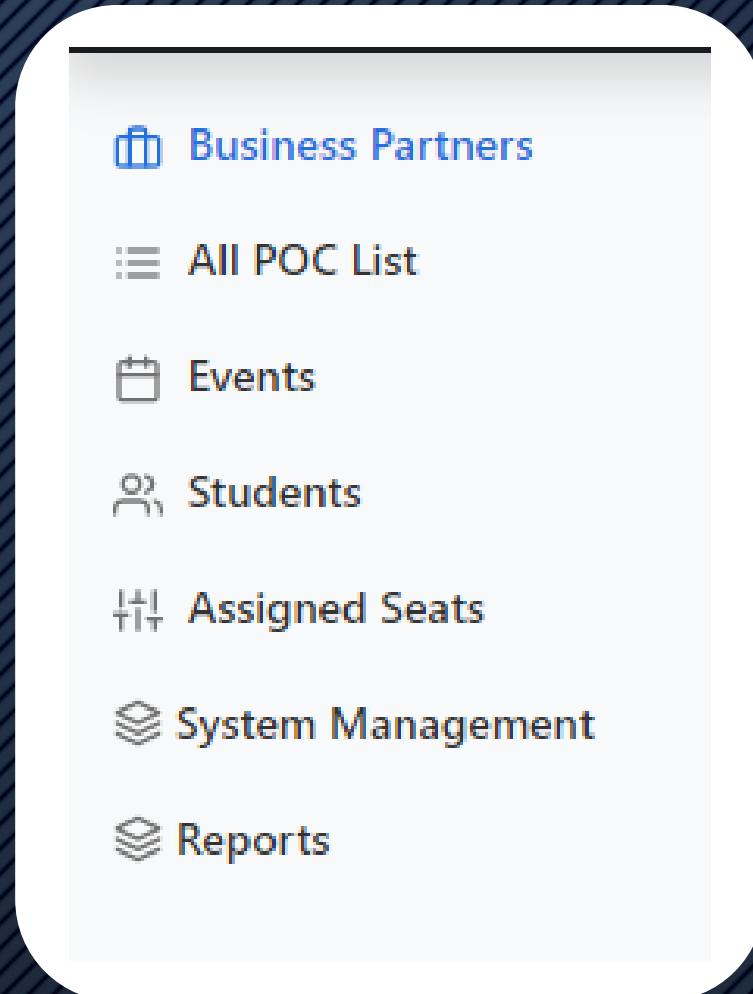
There are plenty of employers in the sea, ensure your employer-to-student ratio is **2:1** and keep your employers on a **pitch count** to preserve their participation and generate more student opportunities.



QUICK TIPS



Download **Free** WBL **Database** **PHP** **CODE**



CAPACITY

ACCESS VS BUY-IN

C2

NOTICE

ANYTHING
DIFFERENT?

Buy-in

- Class Presentations
- School Board Presentations
- Advisory Boards
- Social Media followers
- Posters
- School Counselors

Access

- Class Presentations
- School Board Presentations
- Advisory Boards
- Social Media followers
- Posters
- School Counselors

ACCESS VS BUY-IN

ACCESS

✓

✗

✗

✗

BUY-IN

✓

✓

✓

✓

Permission to participate

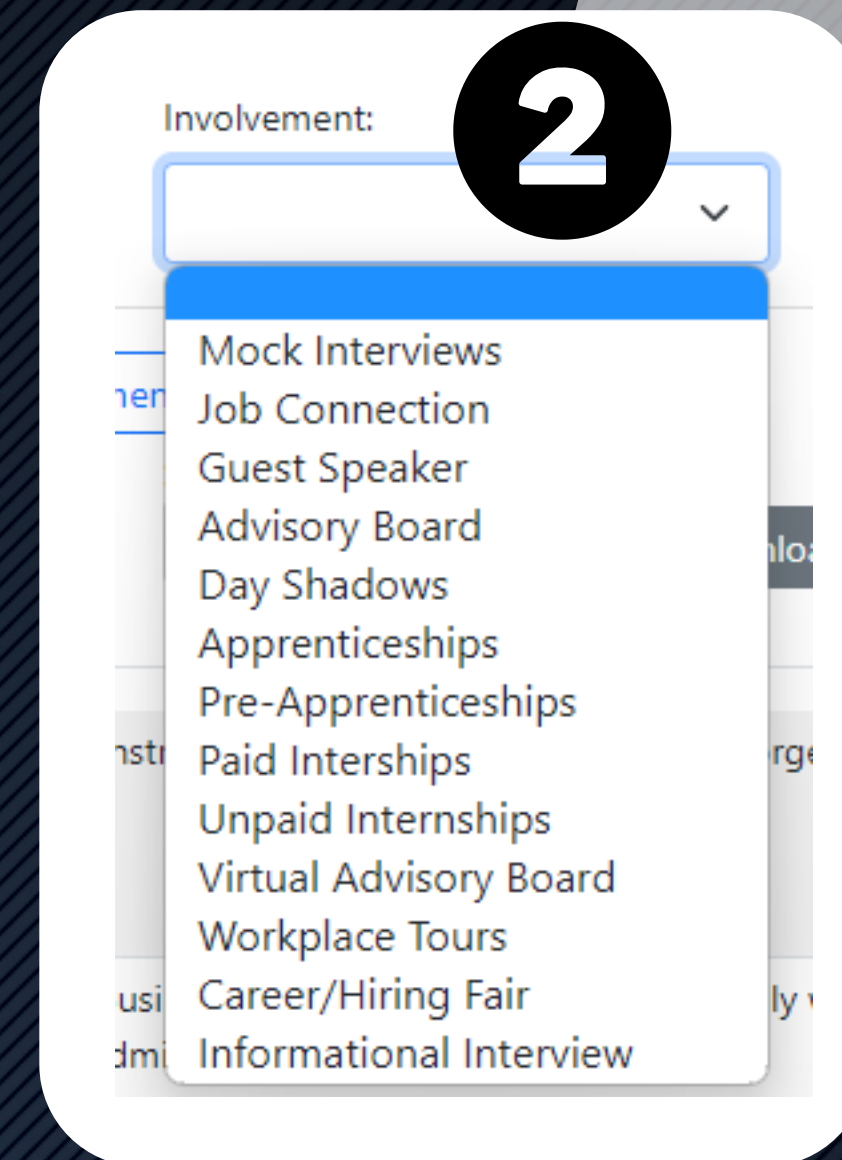
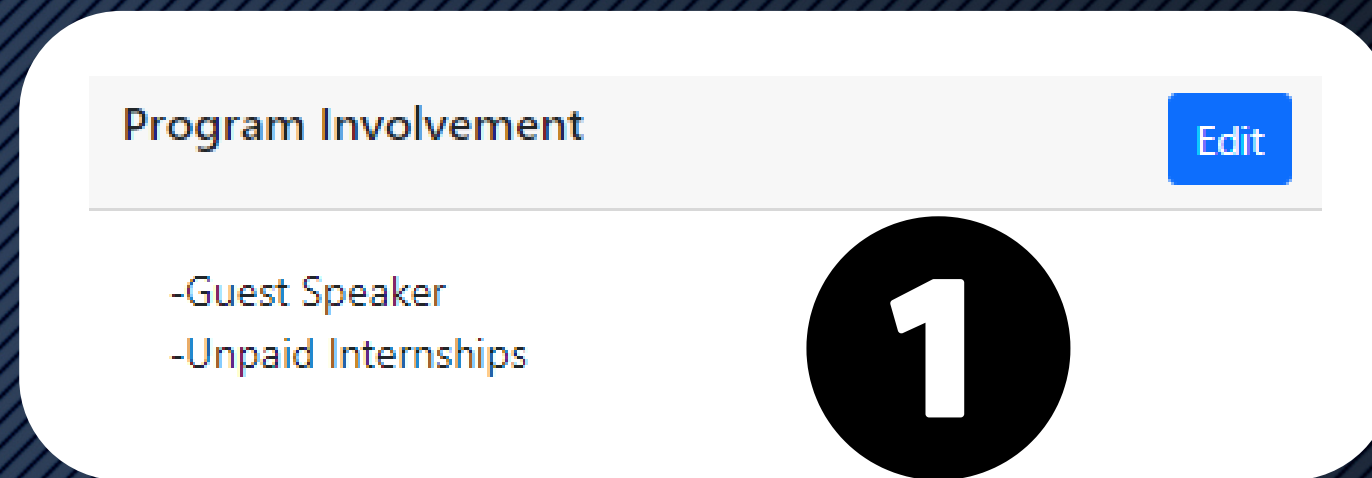
Acceptance

Active Support

Willingly Participate

Just like dating, there is more to it than just being single.

ACCESS BUY-IN



**START WHERE THEY ARE COMFORTABLE
THEN INCREASE THEIR INVOLVEMENT**

Cross Selling

Step 1

Just like dating, there is more to it than just being single.
In Work-Based Learning, there is also more to it than just giving employers access.

One proven way to develop high-quality employers is through cross-selling your activities

CAPACITY

C2

ACCESS BUY-IN

Step 2

WRITE DOWN THE NO'S

Health Science Example

- *Student is under 18*
- *Don't want to pay for workers' comp*
- *Concerned about the unknown*

USE POLICY TO FIX THEM

- hipaatraining.com/
- schools.utah.gov/cte/wbl
 - Policy
- LinkedIn
 - Proofing the unknown

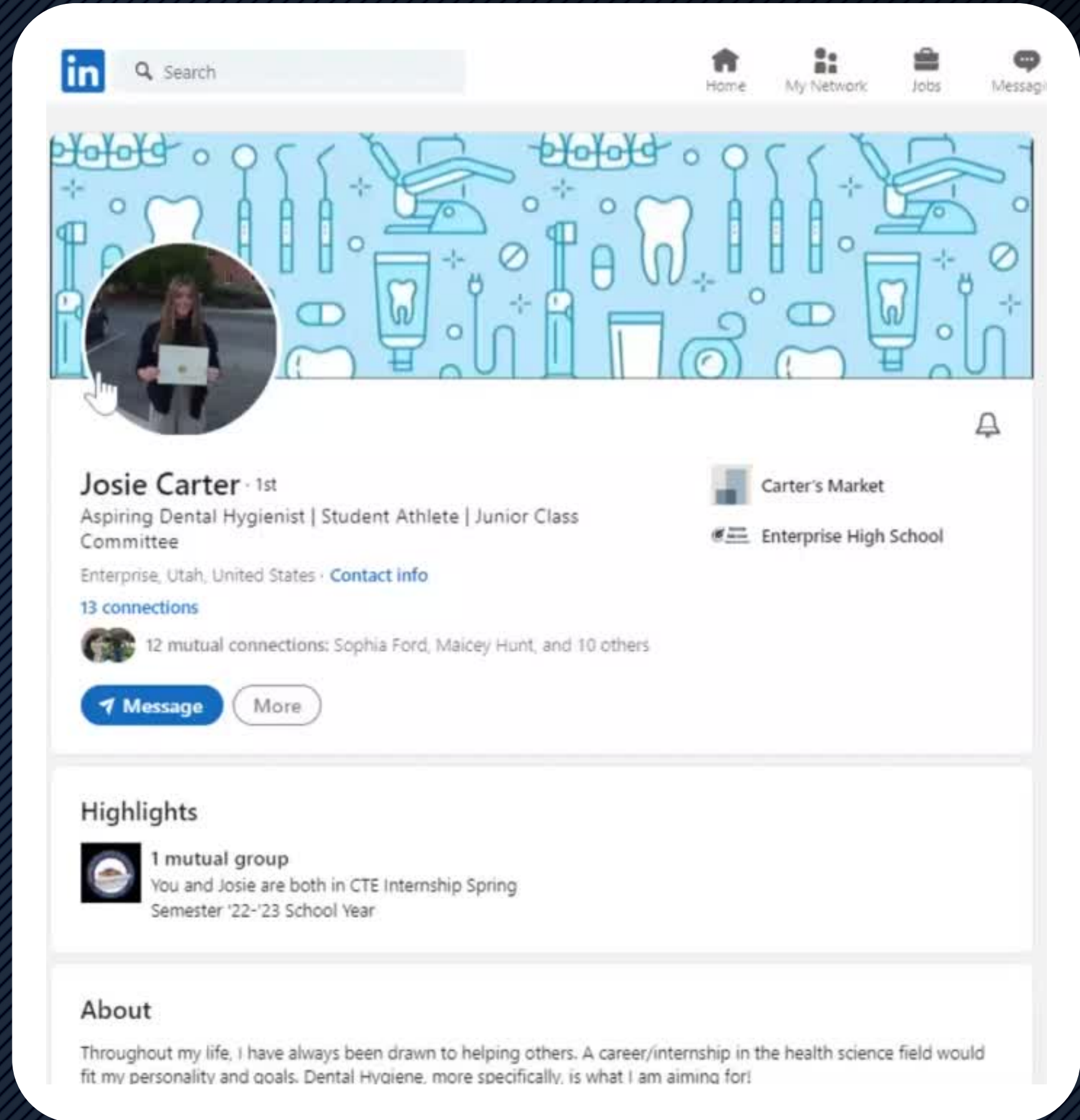
"No" Blue Print

- The student is under 18
- Don't want to pay for workers' comp
- Concerned about the unknown

THE "NO" BLUEPRINT

Under Utah Senate Bill 28, students who are involved in unpaid exploration and training activities in an employment setting are covered by district's worker's compensation. Specific district procedures should be part of an orientation provided to the student prior to placement on the unpaid work site. In addition, work site supervisors should have a copy of district procedures.

Utah Senate Bill 28 and Utah State Board
Rule 277-915





QUICK TIPS

- Remember "TV Dad" is always right (Employer is TV Dad).
- Get a job offer for your student in front of students
- Show the numbers (\$\$\$) of your past student success
- Understanding local LMI

Tie curriculum to job boards on Indeed and LinkedIn

- Helps with current trends
- Updated Industry terminology
- Understanding local LMI

CHARACTER

[SOCIAL PROOFING YOUR BRAND]

C3

SOCIAL PROOFING **BENEFITS**

Overcome Stigmas

Increase Quality

Network Growth

Natural Recruiting

Increase Employers

**Increase Policy
Awareness**


SOCIAL PROOF



How many reviews do you read
BEFORE
making a purchase on Amazon?



Save time, post instead of email

 **Mike Hassler** • You
Workforce Development | Talent Pipeline Management | Work-Based Learning
1mo • 🌐


Jodi Porter your name popped into my head a few times today! Meet & connect with [Walter Shewmake](#). He is the "Doogie Howser" of [#computerprogramming](#) in the [Washington County School District](#).

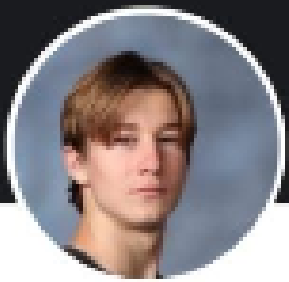
Just 11 days ago, he wrapped up the 24 hour code camp and placed 2nd in the [#industry](#) division! ([Joshua Aikens](#) can agree this is huge).


Check out his page, website and commercial accounts when you get a chance! [Helene Morse](#) & [Linda Brown](#) can agree, this young man is NEXT LEVEL!



[Jason Van Nus](#), [Walter](#) can also do remote [#webdevelopment](#) so spread the word in [#georgia](#)!

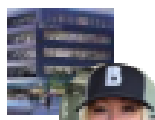
[#2151Project](#) [#reactjs](#) [#washk12internships](#) [#codecamp](#)






 **Walter Shewmake** • 1st
Full-Stack Developer | MTA Certified x4 | SaaS Entrepreneur
St George, Utah, United States • [Contact info](#)

 Shewmake Design




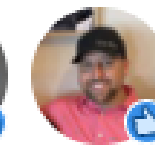
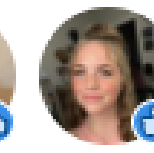
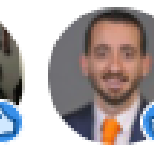


  Helene Morse and 18 others 6 comments

 **SoUtah Tech and Engineering Pipeline**
Jodi Porter • 1st
1d • 🌐

Sharing some good news! bB's intern we found from [Mike Hassler](#) (Walter) will be working for us full-time this summer! Walter will be a junior at Snow Canyon next year and is taking many UTech classes. Pipeline success! 🎉

   You and 7 others 1 comment

Reactions

[Happy to help...](#) [Great to hear...](#) [Inspiring...](#) [Congratulations...](#) >

CTE TEACHERS

Employers WORK-BASED LEARNING PROGRAMS

CTE PATHWAYS

STUDENT SUCCESS

INSTAGRAM FOR EMPLOYERS STUDENTS

SCHOOL COUNSELORS FACEBOOK FOR PARENTS

WORD OF MOUTH RECRUITING EVENTS

CLASS PRESENTATIONS

PERSONAL BRAND

POSTERS

FLYERS

BANNERS

LINKEDIN

QR CODES

LUCK

CTE INTERNSHIP

CTE TEACHERS Employers WORK-BASED LEARNING CTE PATHWAYS
PROGRAMS
STUDENT SUCCESS
INSTAGRAM FOR EMPLOYERS STUDENTS
FACEBOOK FOR PARENTS
SCHOOL COUNSELORS
PRESENT CLASS

Without sequential planning,
time will get away from you
resulting in shortcuts and compromise

LINKEDIN QR CODES
LUCK
CTE INTERNSHIP

EMPLOYERS

Instagram
LinkedIn
Website
Past Interns
Presentations
Chamber events
???

STUDENTS

Class Presentations
Booths
WBL Activities
Counselors
Website
Posters
Flyers
???

TEACHERS

Posters
Staff Meetings
Emails
Class Presentations
Success Stories
???

PARENTS

Facebook
Success stories
Back to school nights
LinkedIn
???

Categorize Audience

Step 1

You can't hit all of your targets in one shot.
Choose one until you are comfortable, then add one more.
(Ask me after about Canvas Calendar as a solution)

Step 2

Begin Sequential Planning

Your calendar will be your biggest friend or worst enemy. Once you have made time, here are some easy approaches.

I do option 1 for small towns and option 2 for larger cities

TWO APPROACHES TO CONSIDER

RECRUIT EMPLOYERS.

IDENTIFY INTERNSHIPS THEY'LL OFFER

GO TO THE SCHOOLS

RECRUIT STUDENTS

Imagine walking into a health science class and saying "I have 2 physical therapy & 4 nursing internships next semester with Intermountain Healthcare who's interested?".

RECRUIT STUDENTS.

IDENTIFY INTERNSHIPS THEY WANT

GO TO THE CHAMBER

RECRUIT EMPLOYERS

You could walk into a chamber meeting and say "I have 3 welders, 2 framers, and 5 graphic designers who are interested?".

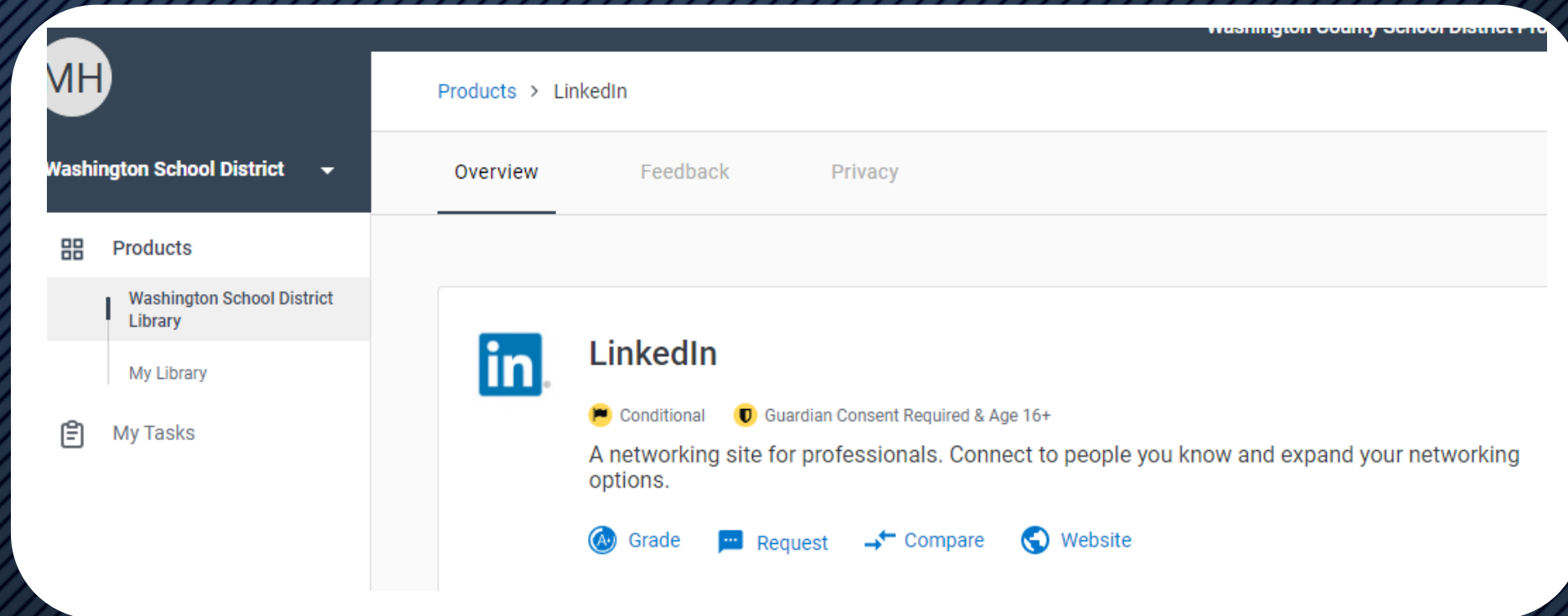
CALENDAR RECRUITING EVENTS

We mass recruit students in October
We mass recruit employers in March





Example



Step 1: Get a "conditional approval"

Step 2: Create an opt-in form

LINKEDIN PARENTAL CONSENT FORM

There are some aspects of Washk12 Internship coursework and student participation that will require students to access and maintain an account on LinkedIn. LinkedIn is a career development tool used to present portfolio work and connect with industry professionals. LinkedIn requires all users to be at least 16 years old.

LinkedIn has the option to hide users from the public view. Although WCSD can not enforce this setting, Students will be instructed on the use of this feature and may complete all components within the course and only be visible to the persons they choose.

Students will be required to comply with the WCSD Acceptable Use Policy <http://go.washk12.org/AUP> and the STUDENT INTERN LINKEDIN POLICY attached to this document.

LinkedIn has its own terms of use and privacy policies that govern how LinkedIn will any data that your student submits on the site. You should review each of these policies. <https://www.linkedin.com/legal/user-agreement>
<https://www.linkedin.com/legal/privacy-policy>

Please check **ONE** box

- Opt-in :** You acknowledge and certify the following:
 - I am the legal parent/guardian and give my permission for my student to access and maintain an account on LinkedIn.
 - I have read and agree to the WCSD Acceptable Use Policy
 - I understand that while WCSD employees will make every effort to supervise my student's access to LinkedIn they cannot supervise my student's access at all times and ultimately it is my responsibility to assure that my student follows the STUDENT INTERN LINKEDIN POLICY
 - I understand my student will be held accountable for any actions committed in violation of these policies regardless of where they are committed.
 - I understand that the LinkedIn Policies govern the use of the data submitted.
- Opt-out:** Upon opting out, the parent will be contacted by their local CTE program to set up a meeting in order to identify reasonable alternative options to meet the requirements of the course outcomes.



Jake Hinckley • 1st

Ask me why I LOVE working at Sunroc; then come and build with us!

2d • 🌐



I'm attending High School Students go LinkedIn Live!. Would you like to attend?

Leave it to [Mike Hassler](#) to innovate with reckless abandon. He is changing the game for WBL. I'm stoked to learn about what he has created! Taking [LinkedIn](#) to the next level for students.

[#linkedin](#) [#workbasedlearning](#) [#inovation](#) [#nextlevelthinking](#)



Washk12 Career Development

741 followers

3d • 🌐

We are trying something new and would like to extend an invite to all of you!

Please join us for our first [#LinkedInLive](#) training hosted by [Maicey Hunt](#) and her first guest trainer will be [Savannah Hirschi](#).

Please feel free to like share, comment and invite others!

[#Washk12CareerDev](#) [#WorkBasedLearning](#)



Step 3: Use it as a tool

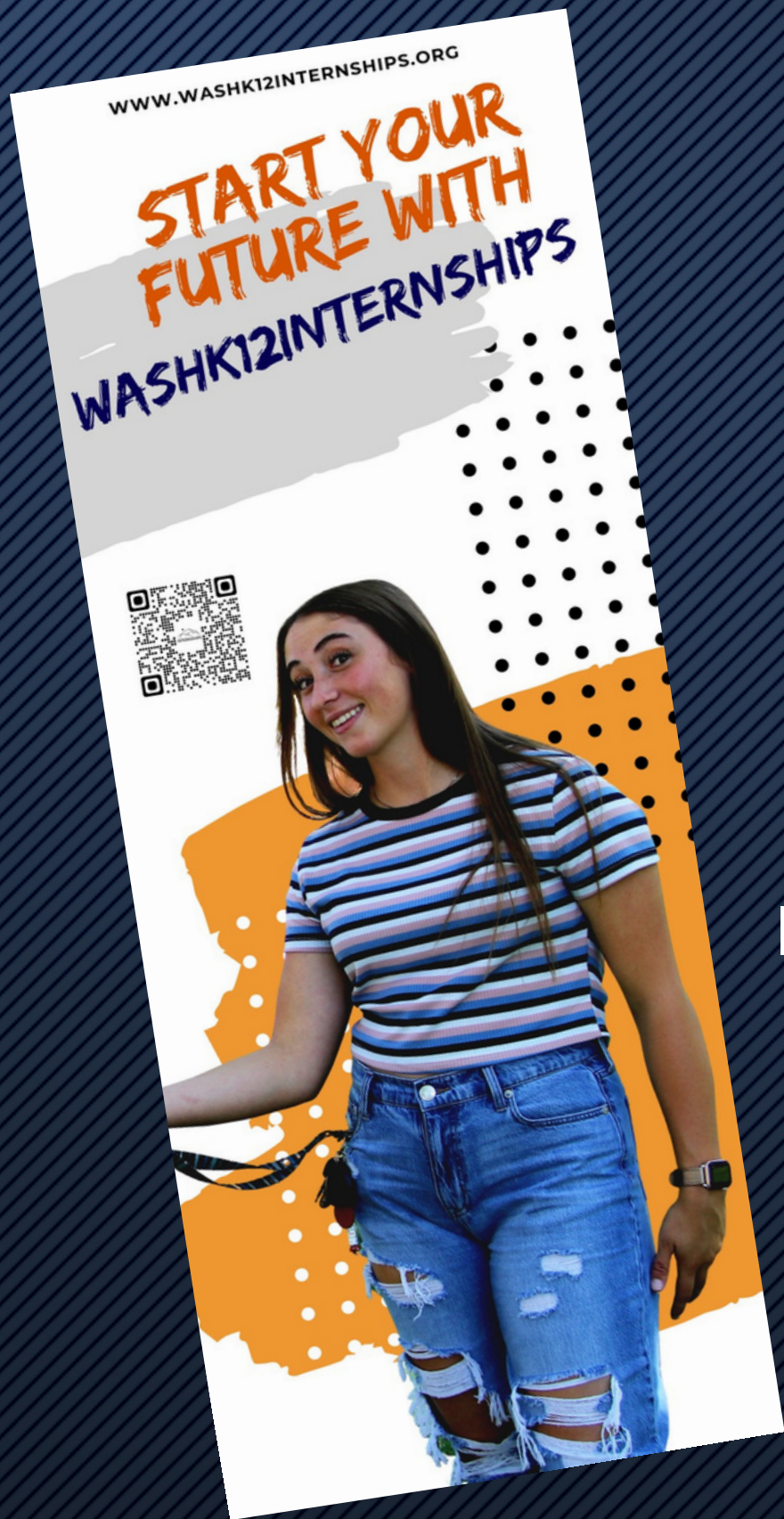


Mon, Mar 20, 12:00 PM - Mon, Mar 27, 6:30 AM MDT

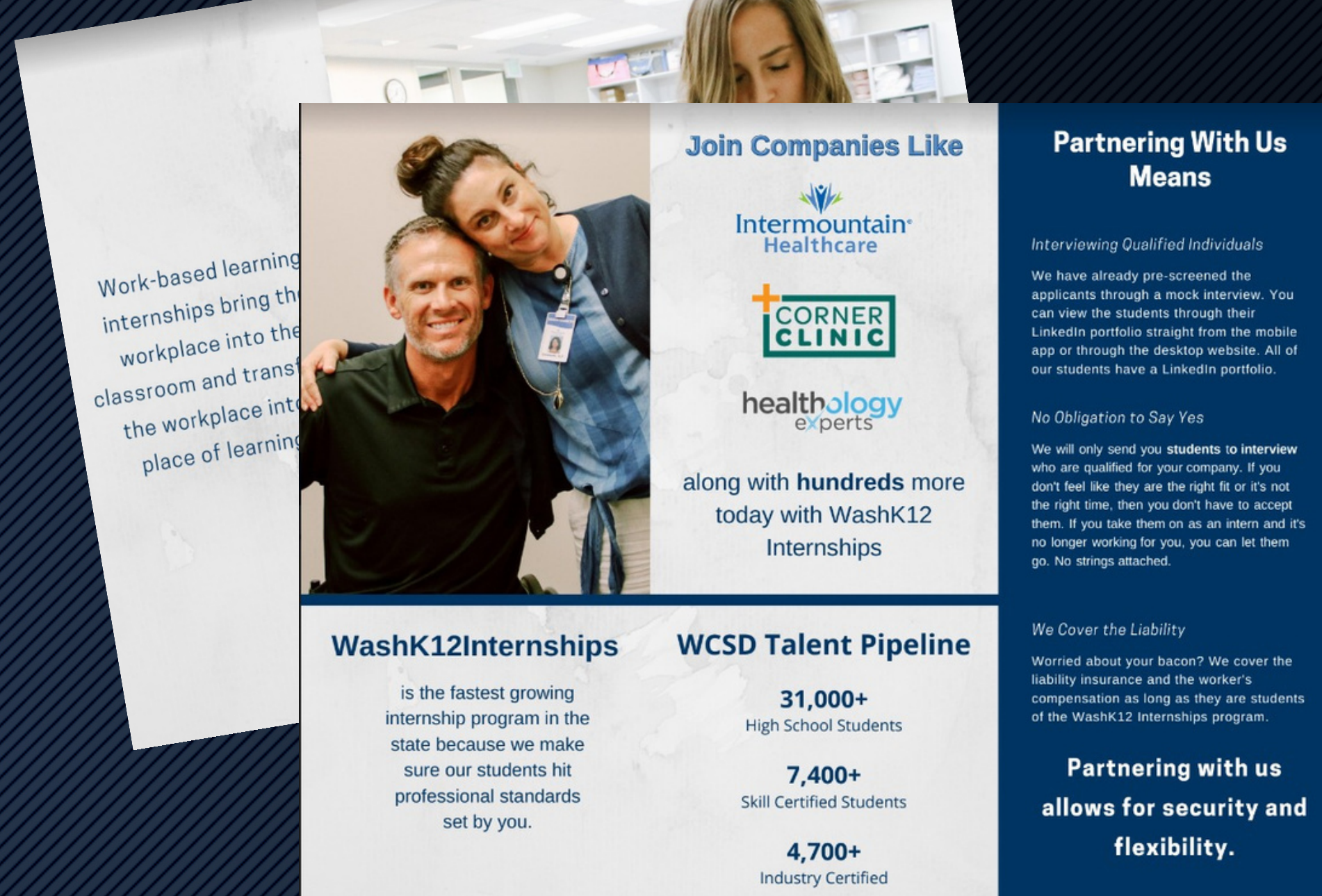
High School Students go LinkedIn Live!

📺 LinkedIn Live

✓ Attending

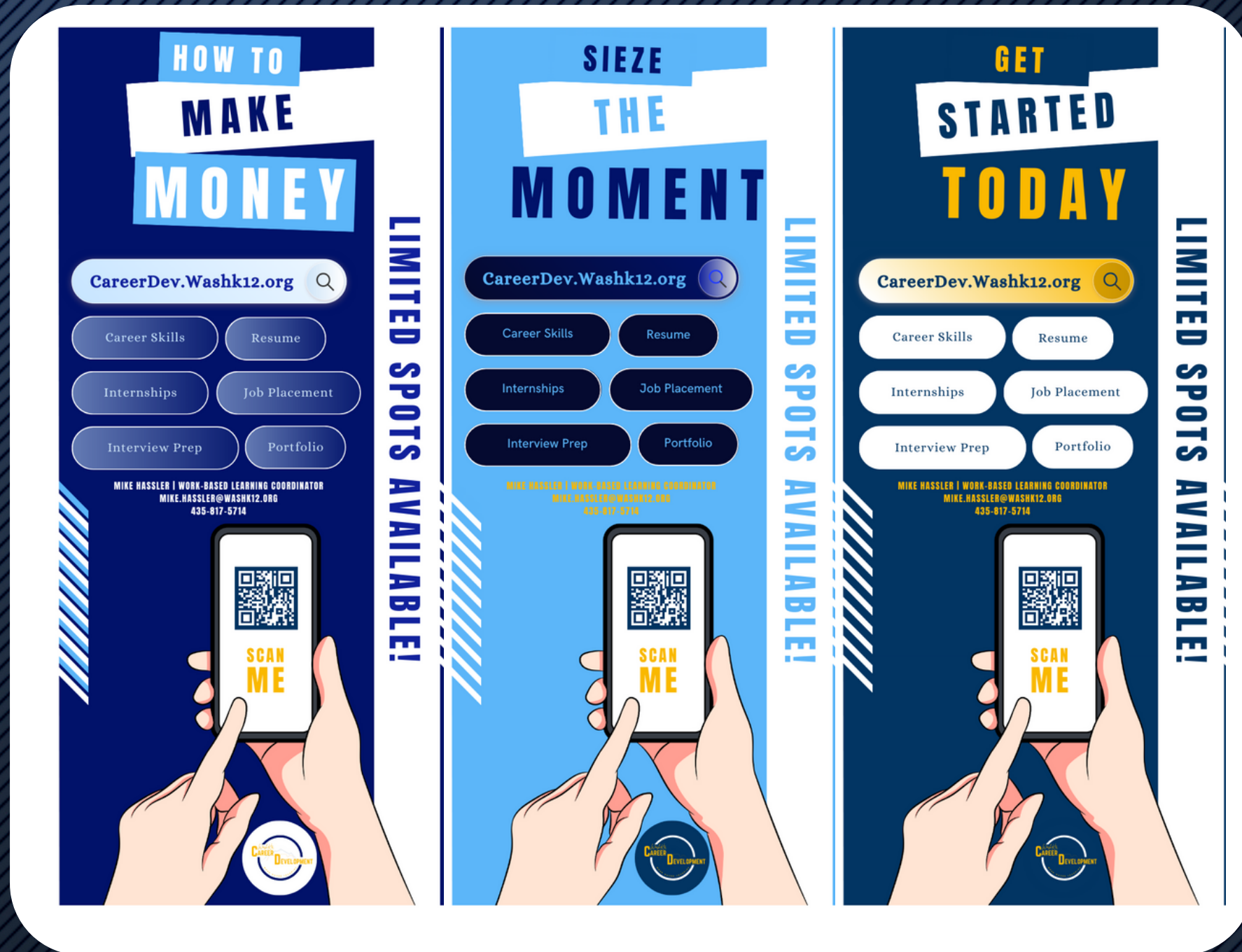


NEWSLETTER \$0

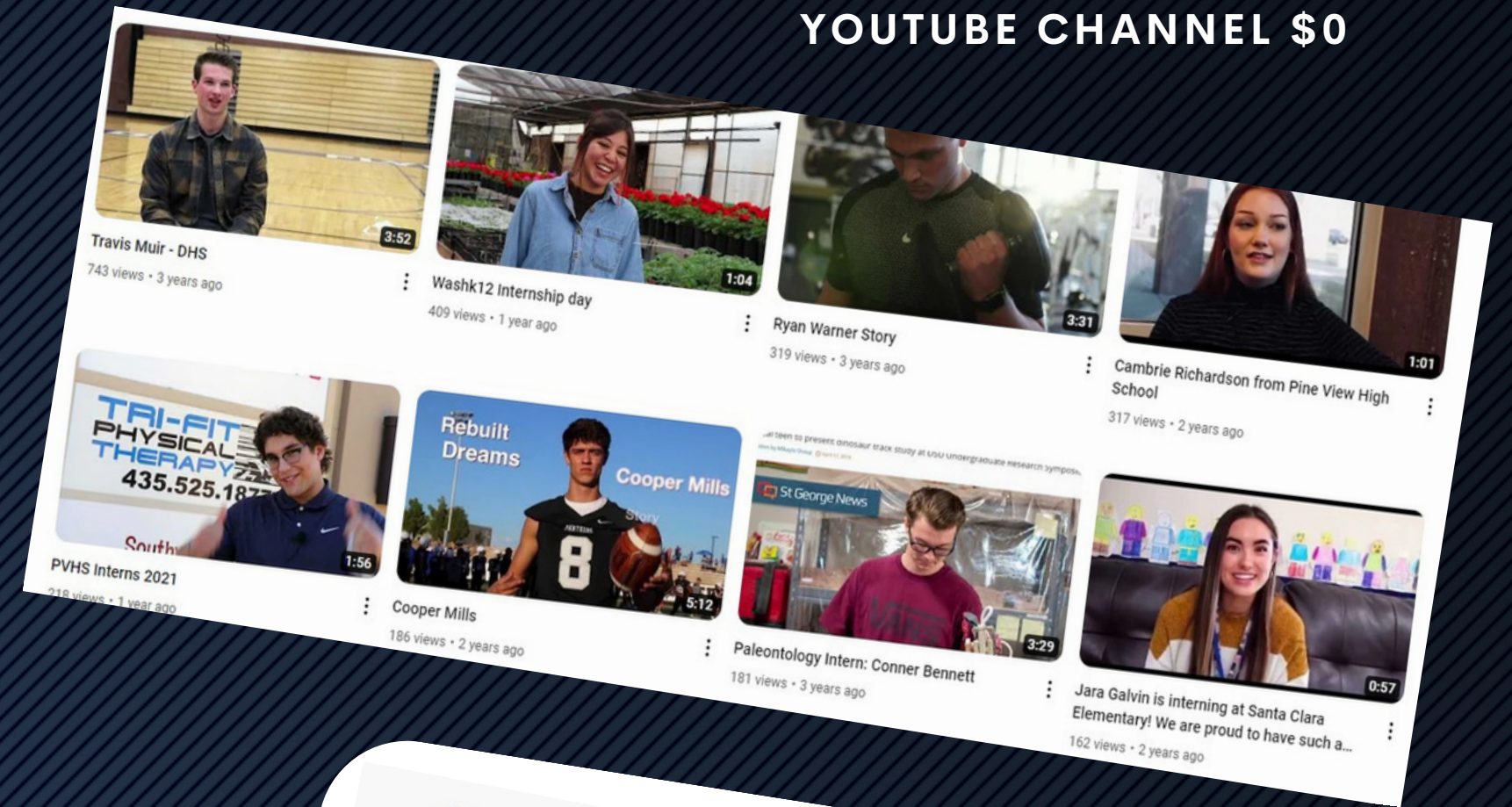


Tri-Fold Design \$0

Tri-fold design \$0



YOUTUBE CHANNEL \$0



INSTAGRAM \$0

STUDENT VOICES

1

Interviewed Faculty across 9 high schools

2

Interviewed Students across 9 high schools

Career Counsler	Tik Tok	I.G.	Snaps	FB	Use for Recruiting	Students	Tik Tok	I.G.	Snaps	FB	Use For Recruiting	Career
#1	0	45	0	186	No	#1	200	995	512,000	259	Yes	Project Mgmt
#2	0	418	0	1200	No	#2	1000	500	0	0	Yes	NP
#3	0	73	0	277	No	#3	0	483	1722	78	Yes	Vet
#4	0	440	0	336	Yes	#4	45	720	72,000	15	Yes	Project Mgmt
#5	0	27	0	538	No	#5	85	1068	129,649	364	Yes	Dispatch
#6	0	200	0	312	No	#6	167	1051	336,877	78	Yes	Ortho Asst.
#7	0	462	33,305	632	No	#7	139	1307	400,116	364	Yes	Entrepreneur
#8	0	579	0	1186	No	#8	98	1076	123,263	100	Yes	Firefighter
#9	0	123	0	389	No	#9	894	2500	189,212	35	Yes	Interior Design
#10	29	1007	69,796	1309	No	#10	0	762	38,636	0	Yes	Journalism
#11	0	0	0	0	Yes	#11	525	789	98,000	0	Yes	Education
#12	0	486	0	1270	No	#12	325	642	121,177	0	Yes	Vet
#13	0	318	0	646	No	#13	0	235	54,409	149	Yes	Tattoo Artist
#14	0	0	0	406	No	#14	357.8k	24.8k	72,248	278	Yes	Estetician
#15	0	187	0	550	No	#15	157	298	54,416	0	Yes	Psychology
#16	2	2	0	159	No	#16	0	2864	779,480	0	Yes	Mission/Undecide
#17	0	197	312	258	No	#17	0	994	0	0	Yes	Graphic Deisgn
#18	0	4157	0	1045	No	#18	185	2521	817,413	16	Yes	Pro Athletics
#19	0	31	298	308		#19	0	890	71,390	24	Yes	HR
#20						#20	454	400	49,735	0	Yes	Author
	31	8752	103711	11007			4274	20,095	3,921,743	1760		

CAPITAL

(ECONOMIC IMPACT)

C4

Louisiana

\$27.39

$$\text{\$27.39/hr} \times 40 \text{ hours} = 1,095.60$$

$$75 \text{ interns} \times 1,095.60 = \text{\$82,170}$$

$$\text{\$82,170} \times 2 \text{ semesters} = \text{\$164,340}$$

Interesting Thought Box

Volunteer Savings

\$164,340

Who pays for the materials
at the internship site?

Answer:
The Employers

150 Student Interns x Cost = ???



Interesting Thought Box

Volunteer Savings

\$164,340



Lowndes
County Work-
Based
Learning

Economic Impact Through Income and Wage Analysis

2021-22 Employment Statistics

Work-Based Learning

Fall 2021 Semester:

Students: 128 Avg Wage: \$9.83

Hours Worked: 49,029.32

Wages Earned: \$448,733.69

Avg. Student Earnings: \$3,766.71

Work-Based Learning

Spring 2022 In-Progress:

Students: 242 Avg Wage: \$10.41

Hours Worked: 97,287.52

Wages Earned: \$944,392.86

Avg. Student Earnings: \$4,202.02

Total FY21-22

Wages Earned:

\$1,393,126.21

Total FY22-22

Economic Impact

of Wages Earned:

\$5,592,504.84

Interesting Thought Box

Volunteer Savings

\$174,840

Materials Cost 150 Interns

\$EMPLOYERS

Economic SWING

\$5,592,504.84

COLLATERAL

(STAKEHOLDER BUY-IN)

C5

If you don't have admin support to use these resources, then you don't have buy-in.

Build your "NO" blueprint and fix it using social proofing methods

There is no shortcut.

C1

CONDITIONS

Matching The students to the experience

(Match Maker Rep)

C2

CAPACITY

Ability to generate experiences that meet employer needs

(Access vs Buy-in)

C3

CHARACTER

Track record of managing experiences

(Social Proofing Brand)

C4

CAPITAL

The economic contribution of the program

(Economic Impact)

C5

COLLATERAL

Parents, Students, Admin, and other

(Stakeholder Buy-in)



Aaron Olsen (Hodler / Bitcoin Maxi) • 1st

Sr Project Manager | Custom Home Builder | Financial Analyst | Digital Asset ...

2yr •



Completely and utterly impressed by these educators putting Utah's high school students in complete control of opportunity. Finding students that want and value an employers' investment has always been the wall...

The Walls are coming down in Southern Utah and our communities, economies, and lives will be blessed for it.

Thank you [Mike Hassler](#). Incredible.



Mike Hassler • You

2yr • Edited •

ATTENTION [#recruiters](#) & [#educators](#) in Utah! I promise you will want to finish reading the ENTIRE post...

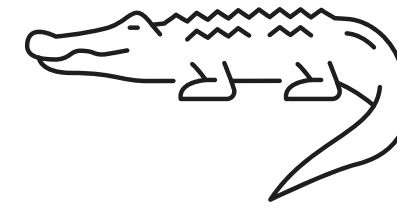
...see more



LET'S

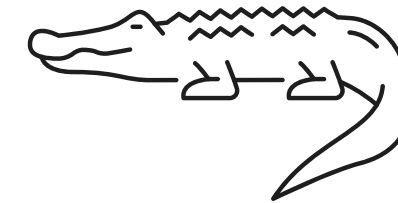


CONNECT



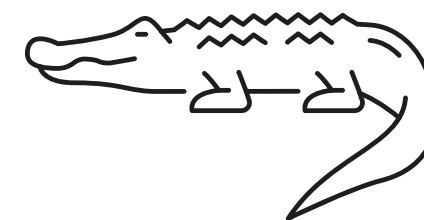
Phone Number

435-817-5714



LinkedIn

[linkedin.com/in/mdhassler](https://www.linkedin.com/in/mdhassler)



Website

mikehassler.com

Thank You