

11,803 REASONS WORK-BASED LEARNING WORKS!

KATY STOKES

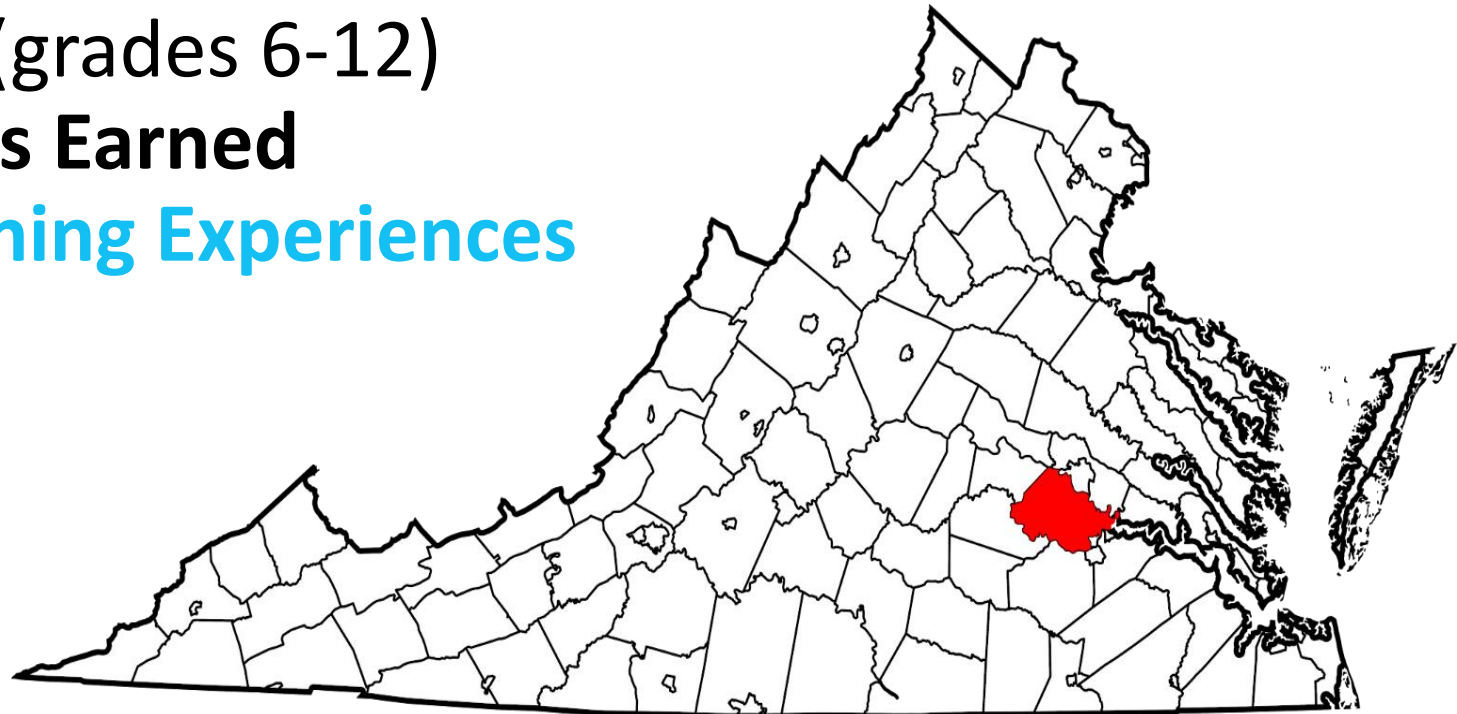
CHESTERFIELD COUNTY PUBLIC SCHOOLS

June 2024



Chesterfield County Public Schools

- **5th Largest School Division in the State**
- **65,000+ Students (2023)**
 - 11 high schools
 - 2 Technical Centers
 - 29,000 CTE students (grades 6-12)
- **9,150+ Career Credentials Earned**
- **23,689 Work-Based Learning Experiences**



WORK-BASED LEARNING

The GOVERNING AUTHORITY

We all have this

- **Virginia DOE - College, Career, and Civic Readiness Index**
 - Work-Based Learning is a school quality indicator effective SY22-23. The index will measure the extent to which students successfully complete **advanced coursework, career and technical education coursework and credentialing, [work-based learning](#), and service learning**.

In CCPS we also have this

- **CCPS Metric 1.3 Imagine Tomorrow (CCPS Strategic Plan)**
 - By 2025, CCPS students will exceed expectations for performance on the VDOE College, Career, and Civic Readiness Index.

23,689

**Work-Based Learning experiences during the
2022-23 school year.**

We doubled our WBL experiences and you can too!

A TEAM & A COMMITMENT

Work-Based Learning Team

- Teachers
- School Counselors
- School Administration
- Work-Based Learning Coordinator
 - Career Experience Consultants
 - Data Management
 - Platform Manager (*Major Clarity*)
 - Business development

Division Implementation Team

School Board
Superintendent
Chief Academic Officer
Chief of Schools
CTE Director
School Leadership Director
School Improvement Director
Curriculum and Instruction Director
Principals
School Counseling Coordinator
School Database Services Coordinator

TOPICS FOR TODAY

1. WBL Vision

Discuss your schools vision and goals for WBL

2. WBL Planning

Defining your WBL team, timeline for implementation, scaling your WBL program through data

3. WBL Tips

Recruiting employers, marketing and promoting of your WBL program

WHAT IS YOUR WBL VISION and GOAL?

Things to consider:

- **What is the relationship between CCCRI & WBL?**
 - *Is it a major component of? Should it be?*
- **What are realistic WBL growth goals?**
 - *Starting off, mid-implementation, fully implemented*
- **Where do you see WBL experiences in your school?**
 - *CTE, Core, Elective, Enrichment, ...*

WBL IMPORTANCE

Business and Industry

Sector
Local/Regional

Academic

Elementary - *Exposure*
Secondary - *Exploratory*

Community

Students
Parents
Community Organizations

Political

State Laws/Regulations
Federal Laws/Regulations

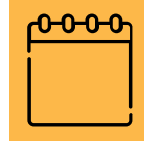


WBL PLANNING



WBL Team

- Establish your team
- Define expectations and responsibilities



Guide and Forms

- Follow guidance for your VDOE's WBL framework
- Have your guide and forms vetted



Employer Partners

- Establish a protocol for onboarding and retaining employers



Marketing

- Develop resources to market your WBL program
ie fliers



Scaling

- Establish a target goal
- Set measures and goals to create your scope



Data Collection

- Establish how will you collect data for reporting

WBL EMPLOYER PARTNERS

Employer Partners are a crucial part of your WBL program!

- **How is your business community aware of your WBL program?**
 - *How do you promote your program?*
 - *How do you onboard employers?*
 - *What process do you have in place to connect employers and students?*

HOW TO MARKET WBL

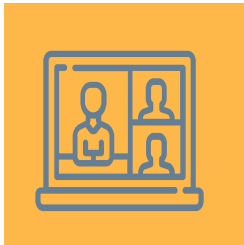
PARENTS

STUDENTS

COMMUNITY

WORKFORCE

District Website



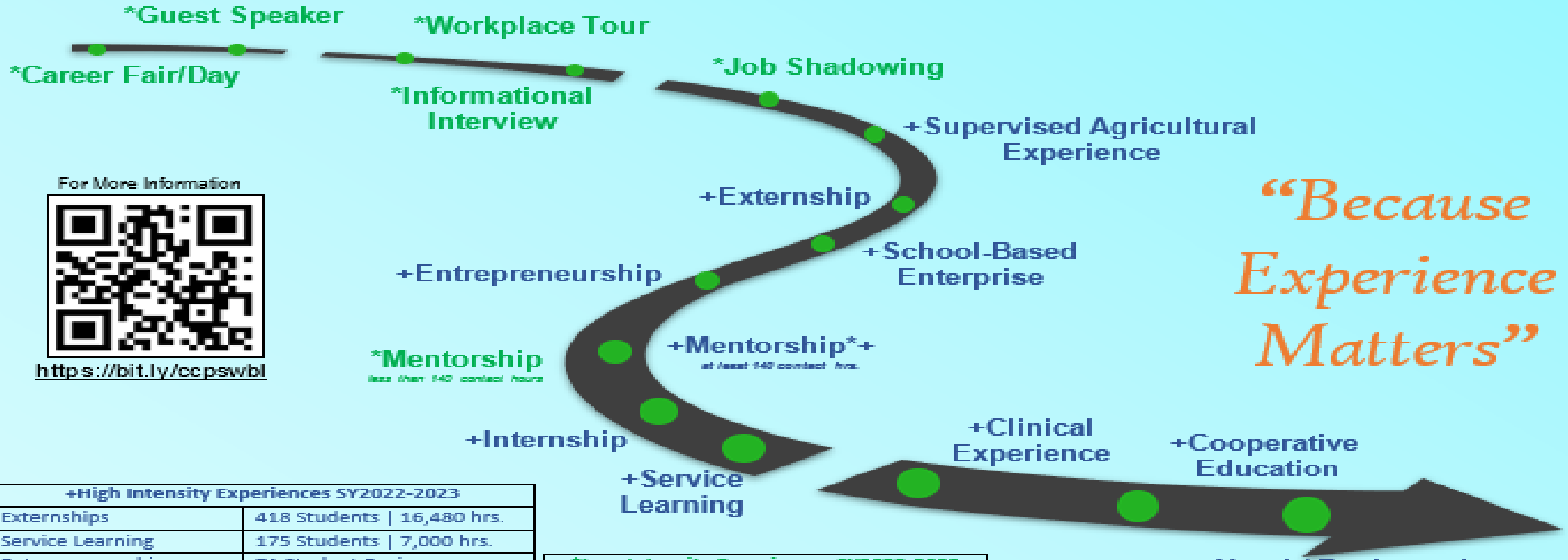
WBL Flier

WBL Website



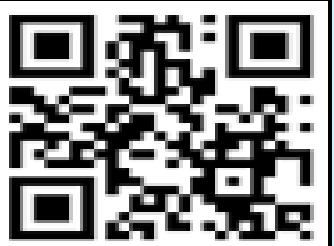
Social Media

WORK-BASED LEARNING



“Because Experience Matters”

For More Information



<https://bit.ly/ccpswbl>

+High Intensity Experiences SY2022-2023	
Externships	418 Students 16,480 hrs.
Service Learning	175 Students 7,000 hrs.
Entrepreneurship	71 Student Businesses
School Based Enterprise	313 Students 43,820 hrs.
Mentorship (>140 hrs.)	102 Students 14,280 hrs.
Internship	768 Students 30,720 hrs.
Clinical Experiences	139 Students 12,510 hrs.
Cooperative Education	20 Students 5,600 hrs.
Youth Reg. Apprentice	2 Students 560 hrs.
2,002 - High Intensity Student Experiences	

*Low Intensity Experiences SY2022-2023	
Career Day	3,304 Students
Guest Speaking	17,037 Students
Workplace Tours	613 Students
Job Shadowing	232 Students
Informational Interview	485 Students
Mentorship (<140hrs.)	16 Students
21,687 - Low Intensity Student Experiences	



High Intensity WBL Experiences Are Reported On Schools College, Career and Civic Readiness Index (CCCRI)

WBL BARRIERS

Resources

- Limited funding
- Lack of people to assist with development
- No guidance or forms to assist/protect

Engagement

- WBL initiative isn't a priority
- Lack of employers
- Students and teachers not connected

External Factors

- Time
- Transportation (access)
- Buy in from all stakeholders

WBL - BEST TIPS

- Establish targets for the school(s) and the district
- Establish a team to support the initiative
- Have buy in from school leadership
- Market the WBL program
- Showcase WBL student/employer successes!

CCPS WBL IMPLEMENTATION TOOLS

- [CCPS WBL Guide](#)
CCPS version of guidance and forms
- [VDOE WBL Guide](#)
VA has a state framework for all division to use with
- [CCPS WBL Chart](#)
This chart provides a quick overview of WBL experiences
- [CCPS WBL Targets](#)
To start the WBL program, we defined targets
- [CCPS WBL Forms](#)
CCPS forms vetted by legal and risk management
- [CCPS WBL Team](#)
WBL team supports teachers, students, employers, and families

PROMOTION, PROMOTION, PROMOTION



<https://www.youtube.com/watch?v=6gEDUtFsRxw>

The CCPS WBL GROWTH STORY

768
2020/21

11,803
2021/22

23,689
2022/23

25,326
2023/24 (4/26/24)

What story is this data telling?



	SY 2022/23	SY 2023/24
Business Partners	366	516
Clinicals	12,510 hours	13,650 hours
Externships	16,480 hours	23,480 hours
Internships	30,720 hours	26,320 hours
Mentorship	14,280 hours	14,840 hours

WHAT OUR EMPLOYERS ARE SAYING:

“I’ve had the pleasure over the years to work with a number of people involved with student employment and talent pipeline development. Dominion Energy understands the importance of developing these pipelines and important role experiential learning plays in one’s education, training, and career pathway.”

Matt Kellam

Manager- Workforce Development & Planning for Dominion Energy

“Work-Based Learning allows kids to see careers first hand and make better decision about their futures. I wish I had this opportunity as a student.”

Erica Burgess

President of Progressive Design

“I wish I had an opportunity like this when I was a student! Having student apprentices has been the best thing for our company, it's a win win for everyone involved.”

Harrison Wyatt

Manager of ProSeal

Thank You!
Any Questions?

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Cchesterfield County Public Schools