

## A P P E N D I X C

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# Employer Engagement & Sourcing Projects

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# Sourcing Projects

## Lessons from Startland EDU Teacher Accelerator Program

### Think Locally

This means: Every educator, student, and school is already part of a network. Learning how to leverage an existing network is an entrepreneurial mindset skill! If you are looking for a client, then ask people you already know who they know. There is probably a colleague, neighbor or friend who knows someone who can help.

The process of finding a client is not limited to LinkedIn and Google searches. Even if your school has an employee whose job is to source clients, sometimes the best clients are only one or two degrees separated from local colleagues. Talk to colleagues about the need of a client for students with particular skill sets and learning goals. Leverage the personal and professional networks of colleagues.

### Find the Win-Win

This means: The best kind of client-connected projects provide authentic value to all stakeholders, especially the client. When students are meeting a real need for the client—rather than receiving charitable attention—it makes the ask easier and the chance for retaining the partnership greater.

### Shared Pain Points

This means: Many students (and teachers) share lived experiences that can be improved upon. These small or large “pain points” are a great way to identify a potential project.

### Interdisciplinary Approach

This means: Curricula are full of hypothetical situations that could be turned into real CCPs and flexible standards that can be retrofitted to a wide variety of project tasks and topics. Instead of classes and projects always operating independently, existing CCPs occurring in other classes and co-curriculars can provide great, collaborative access points to CCPs and more salient learning for students.

### Key Insights

1. District as a Client
2. Ask District Vendors
3. Ask Parents

### Key Insights

1. Meet a Real Need
2. Student Voice
3. Authentic

### Key Insights

1. Solve a community need
2. Solve a district need



# Quick Start Guide

## Building Lasting Relationships with Employers

### What does your system look like?

Who is responsible for recruiting, retaining, and engaging employers?

RWL  
Coordinator

Teacher/  
Educator

Other



#### RECRUIT

What does recruitment look like? What is your workflow? What is your feedback loop?



#### RETAIN

How are you currently tracking, retaining, and celebrating your employer partners?



#### ENGAGE

Who are your employer partners and how are you engaging with them?

# Quick Start Guide

## Building Lasting Relationships with Employers

### What does your system look like?

Identify whose role it is at your school for recruiting, retaining, and engaging

RWL  
Coordinator

Teacher/  
Educator

Other



- |                          |                          |                          |                                                                                       |
|--------------------------|--------------------------|--------------------------|---------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Collect parent employment data. Ask parents to engage as professionals.               |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Canvas the employers in a five-mile radius of each building in the district.          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Ask your vendors and suppliers.                                                       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Develop a relationship with your local chamber of commerce or EDC.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Find existing groups to extend RWL asks (e.g., PTO, Boosters).                        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Look inside the district and other organizations providing services to your students. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Don't count your students out! Enable them to create their own opportunities.         |



**RECRUIT**

- |                          |                          |                          |                                                                                                                    |
|--------------------------|--------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Manage contacts with a spreadsheet or CRM system.                                                                  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Create a process to measure effectiveness and gather feedback Measure satisfaction of students/employers/teachers. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Recognize partners.                                                                                                |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Encourage referrals and network building through existing partners.                                                |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Tell those student success stories EVERYWHERE!                                                                     |



**RETAIN**

- |                          |                          |                          |                                                                                                                 |
|--------------------------|--------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Build a relationship and understand their business before you ask. Listen for what you know matches your needs. |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Articulate engagement options (see RWL engagement menu).                                                        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Start small, keep it simple and always have a specific ask to support what you know is needed.                  |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Identify timing cycles (e.g. if client is an accountant, avoid tax season).                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Create opportunities for employers to co-create with teachers and students.                                     |



**ENGAGE**

# Quick Start Guide

## Building Lasting Relationships with Employers

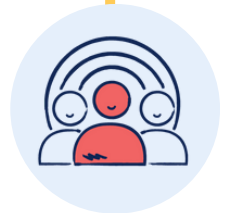


### Recruit

- Collect parent employment data. Ask parents to engage as professionals, Canvas the employers in a five-mile radius from each building in the district,
- Ask your vendors and suppliers.
- Develop a relationship with your local chamber of commerce or EDC.
- Find existing groups you can extend RWL asks (e.g. PTO, Boosters).
- Don't count yourself out! Look inside the district and other organizations providing services to your students.
- Don't count your students out! Enable them to create their own opportunities.

### Retain

- Manage contacts with a spreadsheet or CRM system
- Create a process to measure effectiveness and gather feedback  
Measure satisfaction of students, employers and teachers.
- Recognize partners
- Encourage referrals and network building through existing partners  
Tell those student success stories EVERYWHERE!



### Engage

- Build a relationship and understand their business before you ask. Listen for what you know matches your needs.
- Start small, keep it simple and always have a specific ask to support what you know is needed.
- Articulate engagement options (see [RWL engagement menu](#))
- Identify timing cycles (ie. don't ask an accountant to visit during tax season or turn away someone who only wants to come in during state testing).
- Create opportunities to bring employers together to co-create with teachers and students.



# RWL Employer Engagement Menu

A school resource for identifying partner options to support RWL

## NO TWO EMPLOYERS ARE THE SAME...

They differ widely when it comes to priorities, capabilities and people. Ultimately, the goal is to discover these nuances and align them with student needs. As you work closely with employers, we encourage you to have several potential options available to discuss.



This menu should enable you to speak to most engagement possibilities within the key stages of Real World Learning (explore, engage, immerse). Each activity includes a brief description, benefits, requirements, preparation, and expected time commitments for guidance.

Employers participating in Real World Learning ensure the viability of their business by investing in the workforce of tomorrow, understanding the ways the talent pool is evolving, and attracting future industry superstars early on in their career exploration.



### EXPLORE

Develop awareness through short bursts of content or activities, such as a workplace tour or virtual career introduction.



### ENGAGE

Apply learning through practical experience, such as client-connected projects.



### IMMERSE

Perform work in authentic environments with other working professionals, such as in an internship or apprenticeship.

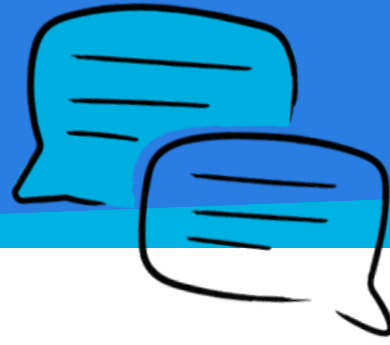


# Explore



|                 | Workplace Tour<br>(Students or Educators)                                                                                                                                                                                                                                 | Career Presentation*<br>(Offsite or Virtual)                                                                                                                                                               | Informational Interviews<br>(SME)                                                                                                                                             | Job Shadow                                                                                                                                                                                                 |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description     | Host students or educators inside workplace to learn about the business, company culture, and observe work in progress.                                                                                                                                                   | Professionals participate in school-based classroom activities or an event focused on understanding a range of career options.                                                                             | Engage with students in-person or virtually either one on one or in a small group settings to build relationships and answer questions about careers and professional skills. | Engage with students one on one or in small groups to give real-time insights into what a 'day in the life' in a career or within a company involves.                                                      |
| Benefits        | <ul style="list-style-type: none"> <li>• Amplify the connection between school-based skills and the essential skills needed in a profession.</li> <li>• For Educators: Awareness of professions for career advice and how to make academic standards relevant.</li> </ul> | <ul style="list-style-type: none"> <li>• Create awareness of future careers.</li> <li>• Amplify the connection between school-based skills and the essential skills needed in a profession.</li> </ul>     | <ul style="list-style-type: none"> <li>• Build communication skills and social capital.</li> </ul>                                                                            | <ul style="list-style-type: none"> <li>• Student awareness of career options, pathways, preparations and requirements</li> <li>• Build social capital.</li> </ul>                                          |
| Preparation     | <ul style="list-style-type: none"> <li>• Route the tour</li> <li>• Prepare the main points</li> <li>• Make accommodations for security and logistics</li> <li>• Solicit key staff</li> </ul>                                                                              | <ul style="list-style-type: none"> <li>• Identify subject matter experts</li> <li>• Prepare summary of personal learning, career journey</li> <li>• Prepare summary of company and/or industry.</li> </ul> | <ul style="list-style-type: none"> <li>• Identify subject matter experts</li> <li>• Develop sample interview questions</li> <li>• Consider adding a mini-tour</li> </ul>      | <ul style="list-style-type: none"> <li>• Make accommodations for security and logistics</li> <li>• Create an agenda that provides a range of things to see, people to meet and skills to learn.</li> </ul> |
| Time Commitment | 2-5 hours planning time + 1-2 hours onsite hosting                                                                                                                                                                                                                        | 2-4 hours planning time + 30-60 minutes of engagement                                                                                                                                                      | 2-4 hours planning time + 2-6 hours host time                                                                                                                                 | 2-4 hours planning time + 2-6 hours host time                                                                                                                                                              |

# Engage



|                 | Client Connected Project Sponsorship                                                                                                                                                                                                                                                                                                                                                                                     | Educator Externships                                                                                                                                                                          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description     | Provide authentic projects for students to complete individually or in small groups that allows for coaching and engagement with professionals along the way.                                                                                                                                                                                                                                                            | Engage with educators 1:1 or in small groups to show what a 'day in the life' of a job or industry involves.                                                                                  |
| Benefits        | <ul style="list-style-type: none"><li>• Develops student essential skills and technical skills aligned with career options within the industry.</li><li>• Provide access to a growing and developing talent pool</li><li>• Create mentoring relationships and strengthen leadership skills in current associates</li><li>• Opportunity to collaboratively select real-world problems for students to engage in</li></ul> | <ul style="list-style-type: none"><li>• Develop educator awareness of career options, pathways, and preparation requirements</li><li>• Builds social capital</li></ul>                        |
| Preparation     | <ul style="list-style-type: none"><li>• Determine problem statement and dates of interest in project engagement.</li><li>• Coach through project design process, provide engagement and feedback during project cycle</li><li>• Participate in project evaluation</li></ul>                                                                                                                                              | <ul style="list-style-type: none"><li>• Experience planning,</li><li>• accommodating security and safety requirements</li><li>• Optional: Coordination between public affairs teams</li></ul> |
| Time Commitment | 2-4 hours planning time +<br>8-10 hours engagement (site visit, project check-ins & review)                                                                                                                                                                                                                                                                                                                              | 1-4 hours planning time +<br>2-6 hours host time                                                                                                                                              |



# Immerse



|                 | Internships                                                                                                                                                                                                                                                                                                                                                                                                                          | Apprenticeship                                                                                                                                                                                                                                                                                                                                                                                                                                | Hosted Classroom                                                                                                                                                  |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description     | Provide student internships (may be paid or unpaid) that allows them to perform real work activities under the supervision of current professionals.                                                                                                                                                                                                                                                                                 | Provide paid apprenticeships with on-the-job training as a pathway to full-time employment within the company.                                                                                                                                                                                                                                                                                                                                | Host courses, learning or professional events, and/or provide real-world equipment or other resources needed to support authentic learning environments.          |
| Benefits        | <ul style="list-style-type: none"><li>• Develop student essential skills and professional skills aligned with the industry.</li><li>• Develop pipeline of potential future associates calibrated to company expectations.</li><li>• Strengthen connection between classroom and real-world application</li><li>• Opportunity for students to receive compensation for their contributions (eg. financial or school credit.</li></ul> | <ul style="list-style-type: none"><li>• Develop student essential skills and professional skills aligned with the industry.</li><li>• Develop pipeline of potential future associates calibrated to company expectations</li><li>• Strengthen connection between skills learned in the classroom and real-world skills learned in an authentic professional environment</li><li>• Potential for funding through Department of Labor</li></ul> | <ul style="list-style-type: none"><li>• Provide authentic opportunities for students to learn as they build knowledge and practice about the profession</li></ul> |
| Preparation     | <ul style="list-style-type: none"><li>• Recruiting and placement process, on-boarding, continuous feedback process, evaluation.</li><li>• Potential background checks required</li></ul>                                                                                                                                                                                                                                             | <ul style="list-style-type: none"><li>• Recruitment and placement process, on-boarding, continuous feedback, and evaluation.</li></ul>                                                                                                                                                                                                                                                                                                        | <ul style="list-style-type: none"><li>• Secure physical space,</li><li>• accommodation for security, and safety requirements</li></ul>                            |
| Time Commitment | 24-40 hours of preparation for student internship of 120+ hours.                                                                                                                                                                                                                                                                                                                                                                     | 40-60 hours of preparation for apprenticeships of 1,000+ hours                                                                                                                                                                                                                                                                                                                                                                                | 2-4 hours planning time, daily presence with some oversight                                                                                                       |

# Ecosystem Support



|                 | Curriculum Support                                                                                                                                                                 | Industry TaskForce                                                                                                                                            | Guest Instruction                                                                                                                   | Project Review                                                                                                                                                                       | Career Mentoring                                                                                                                                                 |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description     | Share company/industry insights to support alignment of academic content to real-world knowledge and skills.                                                                       | Provide information about hiring needs, skills, and job progression to inform talent and workforce development efforts.                                       | Provide subject matter experts to assist with content delivery in the classroom.                                                    | Provide subject matter experts to assist with evaluation of student projects.                                                                                                        | One to one relationships between professionals and students to support pathfinding and build social capital.                                                     |
| Benefits        | Ensure learning objectives and approach reflect real-world expectations and skills.<br>Emphasize connection between school and work.<br>Expand professional learning for teachers. |                                                                                                                                                               |                                                                                                                                     |                                                                                                                                                                                      |                                                                                                                                                                  |
| Preparation     | <ul style="list-style-type: none"> <li>Expand professional learning for teachers</li> </ul>                                                                                        | <ul style="list-style-type: none"> <li>Identify subject matter experts</li> <li>Manage availability and coordinate support of internal information</li> </ul> | <ul style="list-style-type: none"> <li>Potential background checks required dependent upon length or depth of engagement</li> </ul> | <ul style="list-style-type: none"> <li>Identify subject matter experts</li> <li>Ensure joint understanding of definition of success for student work and learning process</li> </ul> | <ul style="list-style-type: none"> <li>Recruitment and placement process, likely in partnership with school or intermediary</li> <li>Background check</li> </ul> |
| Time Commitment | 1-2 hours planning + 12-24 hours professional engagement                                                                                                                           | 1-2 hours planning + 12-24 hours professional engagement                                                                                                      | 8-10 hours planning + 5-40 hours professional engagement                                                                            | 1-2 hours planning + 1-4 hours professional engagement (in-person or virtual)                                                                                                        | 2-4 hours planning + 4-120 hours professional engagement                                                                                                         |