



How to Increase Your
Work-Based
Learning Experiences
by 200% in the
Next 12 Months!





History of WBL @ MNSD

'15-'16 School Year → 48 Students

'16-'17 School Year → 54 Students

'17-'18 School Year → 50 Students

'18-'19 School Year → 52 Students (pilot CONNECT Academy)

'19-'20 School Year → 118 Students (year 1 CONNECT Academy)

'20-'21 School Year → 113 Students (pandemic year)

'21-'22 School Year → 161 Students



Why the Growth?

BRANDING

- Without Branding how do you streamline WBL learning for all?
 - Prior to CONNECT Academy
 - WBL was for those kids
 - WBL operated on silos
 - WBL was not being communicated to all parties





With our Brand Comes a **MISSION & VISION**

CONNECT Academy's Vision

- Bridging the gap K-12 education with industry partners

CONNECT Academy's Mission

- Help students and families make informed decisions on the next steps of their career journey



With our Brand Comes a **CONTENT EXPERT**



JIM MICHLIG

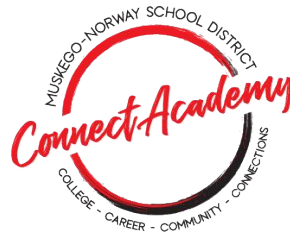
**College, Career, &
Experiential Learning Coordinator**

- Academic Career Planning conversation in all 16 career clusters
- Main contact for industry partners
- Support student services & counselors (WBL not one more thing counselors have to know everything about)



With our Brand Comes an Umbrella Program For All **EXPERIENTIAL LEARNING**

- Opportunities for all Stakeholders
 - Students
 - Families
 - Staff
 - Business Partners



With our Brand Comes **MARKETING OPPORTUNITIES**

RELEVANT
**WORK
EXPERIENCE**
IS A BETTER
PREDICTOR OF
FUTURE JOB
SUCCESS



TOP 10



REASONS TO PARTNER WITH
MUSKEGO-NORWAY'S CONNECT ACADEMY

1

STRONG communities start with **STRONG schools**

2

Network with teachers to help **GUIDE & SUPPORT** CTE curriculum

3

Workforce development

4

The ability to help **INFORM & EDUCATE** students and parents about potential opportunities

5

Post open positions to over **1600 STUDENTS**

6

Address workforce shortage

7

Opportunities to employ the **NEXT GENERATION** of the workforce

8

Tap into the **digital TALENT** of Generation Z

9

Proactive approach to reduce the **SKILLS gap**

10

Labor FORCE for entry level jobs

A Systematic Approach is Key to the **GROWTH OF WBL**

- Systematic Approach for:
 - Experiential Learning
 - Registration of WBL
 - Jimmy Student
 - Tracking of time spent on the job
 - Evaluations of student work





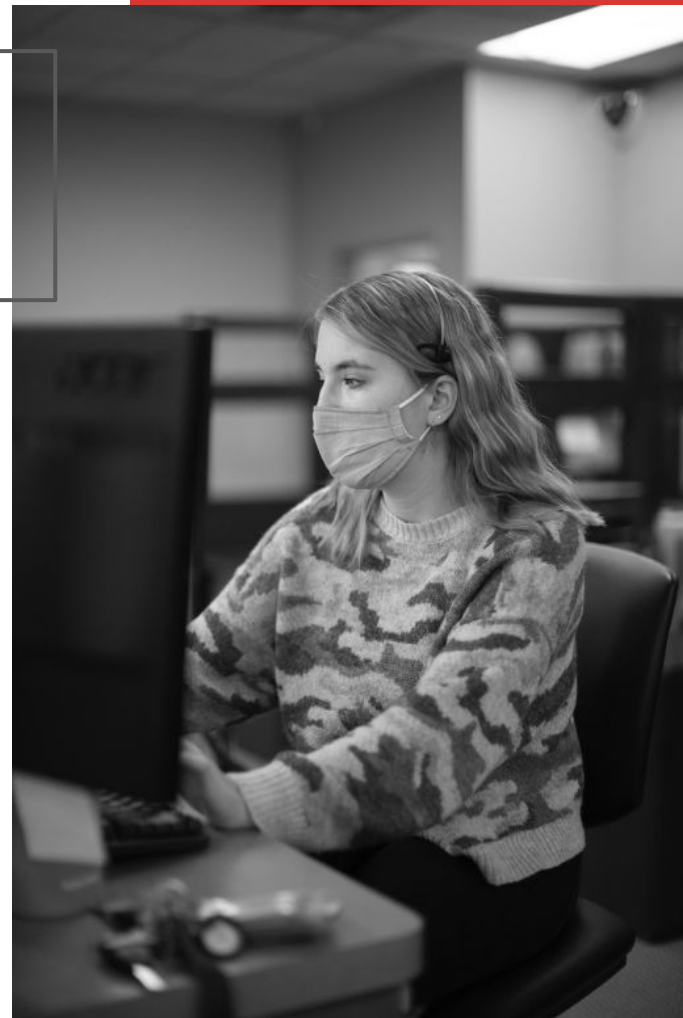
WBL Does Not Work Without **STRONG PARTNERS**

- More Partners = More Opportunities
 - Not all parties are looking at the same time
- Do you have a database with career specific opportunities?
 - Community partners
 - Digital Job Board



Data-Driven Results & OFI's for WBL

- How do you show growth & identify OFI's?
 - Experiential Learning
 - Quarterly Evaluations
 - Business partners



QUESTIONS

