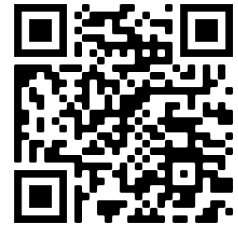


Connecting with Schools

Find resources here: woodindustryed.org/connecting-with-schools/



Before reaching out to a school, develop a plan:

1. What is your strategy/what do you want to accomplish through the partnership?
2. Create SMART goals, treat it like a job/contract you would consider for your business.
3. It needs to be mutually beneficial
4. It's a LONG-TERM RELATIONSHIP! It will take time to make an impact

What schools will want to know from you:

- Your talent needs
- Benefits of the job (and company)
- Employability skills

Be prepared to define and clarify with school partners:

- A timeline
- Team member roles
- Measurable goals

Get creative in finding a school:

- State CTE association
- State SkillsUSA organization
- Look for the CTE Director or Department in your district
- Look for Workforce Development Boards, regional economic boards, or workforce development liaisons/intermediaries

Work-Based Learning Continuum

“Phase 1” (Advocate) activities usually include:

- Classroom speaking
- Advisory committee

“Phase 2” (Advise & Align) activities usually include:

- Job shadow
- Tour
- Teacher externships
- Student projects

“Phase 3” (Activate) activities usually include:

- Advanced student projects
- Internships
- Apprenticeships

Teacher support is critical (beyond “donations”):

- Do they need help with equipment? Can you connect them with a vendor for machinery repair or blade sharpening?
- Can you offer a short-term teacher externship?
- Can you help with teacher training? (i.e. CNC operation, or using new machinery)
- If you are having a local/chapter industry event, invite the teacher (as appropriate!)

WEBSITE WITH SEARCHABLE DATABASE OF SCHOOL PROGRAMS: WoodIndustryEd.org/search-the-database

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For AWI COC session

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