

Businesses: the Key Players

in School-to-Careers



First and foremost, as a professional, employer, and industry leader, you are the key player. Whether you have one employee or five hundred, you are essential to making School-to-Careers programs really work.

If you went down the list of programs sponsored in whole or part by federal or state mandates — Youth Apprenticeship, Cooperative Education, etc. — not one of these programs would work without business involvement. As these programs benefit from business involvement, businesses will likewise benefit from the programs' end result, a more highly qualified workforce.

The most important players will be found in your community — local businesses, school boards, community colleges, vocational and higher education institutions, and local private industry councils. Parents and educators will work with these groups to make School-to-Careers a success in your community.



Significant, Tangible Benefits for your Business

- Reduction in employee training costs and turnover
- Pool of well-rounded workers who understand the needs and expectations of your business
- Influence in curriculum development to meet industry standards
- Improvement in morale and management skills of adult workers
- Employment of better qualified applicants
- Added time to recruit and evaluate potential employees
- Development of a more readily available and reliable source of labor
- Improvement in the workforce's skill level and overall quality of life in the community
- A feeling of civic responsibility

School-to-Careers

What is the Payoff?

- For students, work-based learning instills a vigorous work ethic, increased self-confidence, and a sense of responsibility.
- Students gain a clear idea of career possibilities awaiting them and become more motivated to learn.
- Teachers are invigorated by community involvement.
- Dropout rates decline and universities gain serious students who know what they want out of a college education.
- Businesses gain well-educated, conscientious workers who are productive from day one.



Guide to School-to-Careers

business

Benefits
to
Business



**SKILL
BUILDER**



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Your Business Makes School-to-Careers WORK!



What is School-to-Careers?



School-to-Careers is based upon the federal legislation, the School-to-Work Opportunities Act of 1994, which promotes school and business partnerships that provide young people with the necessary skills and knowledge for tomorrow's workforce. In the process, students become better prepared for jobs that will help them achieve

success in an increasingly competitive global marketplace.

School-to-Careers is not just another added-on, upstart initiative! School-to-Careers is an effort to develop true partnerships between the business community and our schools, through initiatives provided by local, state, and federal departments of labor and education.

The Issue for Business

The consequences of our education system being out-of-sync with the changing nature of work have taken a great toll on American businesses.

Over 50% of U.S. employers say they can't find qualified applicants for entry-level positions. An estimated \$30 billion are spent each year to train and retrain the American workforce.



School-to-Careers programs provide students with a more comprehensive and relevant education. Linking academic and career learning with actual workplace learning, the program attempts to maximize students' talents and equip them with the skills they'll need to fill the jobs of the future.

School-to-Careers Involves You in Three Main Components

School-Based Learning

A program of study based on high academic and skill standards using integrated job-related instruction and career exploration.

Work-Based Learning

A planned program of job training or work experience, through worksite involvement by both students and teachers.

Connecting Activities

Coordinated involvement of employers, schools and students developed through School-to-Careers "points of contact," a communication network that will ensure business involvement. This program provides support for students and employers alike.



How Can You Participate in School-to-Careers?

- Help schools develop curriculum materials and courses to prepare students for your jobs of the future.
- Assist schools with School-to-Careers program design, implementation, and evaluation.
- Collaborate with professional school counselors.
- Encourage the development of a skilled and diverse workforce.
- Develop an on-site, co-operative training program.

- Provide training, internships or part-time work for students
- Hire School-to-Careers graduates.
- Help attract other businesses to STC.
- Promote greater overall community interest.
- Help with fundraising efforts.
- Offer worksite visits and organize field trips.

All Students Gain from School-to-Careers

- Better education
- Better employment prospects
- Adult role models
- Multiple career options
- Preparation for the jobs of the future

Find Out How You Can Be a Part of School-to-Careers

The school system will work with you to create a program appropriate for your organization. Also, the schools will share information about the success of other employers' participation in the School-to-Careers program.

*TOGETHER, WE CAN
MAKE OUR COMMUNITY
SCHOOL-TO-CAREERS
INITIATIVE A SUCCESS, AND
BUILD A BETTER FUTURE
FOR ALL OF US.*



business