

# WORK-BASED LEARNING MARKETING YOUR PROGRAM

## MARKETING YOUR PROGRAM

For schools to gain the support of the community and nurture effective relationships with employers and community organizations, a full range of marketing activities should be undertaken. This section of the manual focuses on two aspects of marketing your Work-Based Learning program:



1. Program Promotion
2. Work Site Development

## PROGRAM PROMOTION

Below you will find a list of opportunities to market your Work-Based Learning program to the different stakeholders involved.

### PROMOTION TO PROGRAM CONSUMERS

#### Parents

- SEOP
- Back to School Night
- School Orientation Meetings
- Registration Packets
- School and PTA Newsletters

#### Faculty/Counselors/Administration

- Faculty Meetings
- Classroom Presentations
- Nominating Teacher for Each Intern
- E-mail

#### Students

- Classroom Presentations
- SEOP
- Student Registration
- School Newspaper
- Bulletin Board – Highlight an Intern

#### Business Community

- Attend and Present at Local Business Meetings - Chamber of Commerce, Rotary Club, Lions Club, Kiwanis Club, Etc.
- Present to Professional Associations - Medical, Accounting, Legal, Etc.
- Distribute Request for Interns Form to Local Businesses

## **PROMOTION IDEAS**

### **General Promotion Ideas**

- Create Brochures
- Share Intern Presentations
- Sponsor Open Houses

### **Employer Promotion Ideas**

- Distribute Employee Training Packets
- Use Successful Partners to Recruit Their Peers
- Show Appreciation for Business Partners - Thank You Cards, Gift Certificates, Candy, Christmas Cards, Pens, Notepads, Recognition Certificates, Etc.
- Keep a Database with Name, Address, Phone Number of Current Employers

### **District Personnel/School Board/Legislator Promotion Ideas**

- Present at Local School Board Meetings
- Host Site Visits with Intern Panels, Include Parents in Panel

### **Additional General Promotion Ideas**

The following promotion ideas promote involvement of multiple key groups. Activities should be used based on identified needs, wants and available funding.

#### **Written Materials**

Newspapers, Brochures, Business Profile, Employer Bulletins, Fliers, Mailers

#### **Visual Recognition**

Career Fairs, Student Portfolios, Publicity

#### **Personal Contacts**

District/Regional Coordination Meetings, Announcement, Open Houses

## **WORK SITE DEVELOPMENT**

### **Identify Potential Business Partners:**

- **Gather** information about potential employers through personal contacts and professional organizations. A Request for Intern Form can be used to facilitate this purpose.
- **Network** with friends and co-workers. Many people have work site contacts among friends and family. Do not underestimate the value of these contacts.
- **Survey** local organizations. Find out the types of Work-Based Learning activities organizations in your community are willing to sponsor.

- **Coordinate** with community organizations such as your local chamber of commerce and the Utah Department of Workforce Services.
- **Research** each organization. Gather information such as the number of employees, services or products provided, job opportunities, contact names, information about other similar companies or organizations, etc.
- **Additional** sources for identifying and targeting employers include:
  - Alumni
  - Business Publications
  - Chamber of Commerce
  - Churches
  - Civic Organizations
  - Federal Agencies
  - Human Resource Departments
  - Internet
  - New Business License Lists
  - Non-profit Organizations
  - Parents of Students
  - Private Employment Agencies
  - Professional Organizations and Associations
  - Small Business Development Center
  - Telephone Books
  - Utah Department of Workforce Services
  - Want Ads
  - Workforce Investment Act (WIA)