

# RWL Employer Engagement Menu

## Your Tool for Identifying Opportunities with Employers

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 best align with student needs. As you work closely with employers, it behooves you to have several examples available to discuss. This menu should enable you to speak to most engagement options within the key stages of Real World Learning (explore, engage, immerse). Each activity entry includes a brief description, benefits, requirements (preparation and on-site), as well as time commitments for guidance.

### Explore



	Workplace Tour (Students or Educators)	Career Presentation (Offsite or Virtual)	Informational Interviews (SME)	Job Shadow
Description	Host students inside work facilities to allow them to see and experience work activities and company/industry culture firsthand.	Professionals participate in classroom or event focused on understanding a variety of career fields.	Engage with students in-person or digitally (e.g. Skype, email) to answer questions about work, workplace, and careers.	Engage with students 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>• Creates awareness of career fields in support of decision making for coursework.</li> <li>• Emphasizes connection between school and work and importance of technical and/or essential skills.</li> <li>• For Educators: Awareness of applied knowledge to academic standards</li> <li>• For Educators: Awareness of career fields in support of advising students.</li> </ul>	<ul style="list-style-type: none"> <li>• Creates awareness of career fields in support of decision making for coursework.</li> <li>• Emphasizes connection between school and work.</li> <li>• Minimizes time away from work. (If virtual)</li> </ul>	<ul style="list-style-type: none"> <li>• Supports understanding of academic standards in context of industry.</li> <li>• Builds communication competencies and social capital</li> </ul>	<ul style="list-style-type: none"> <li>• Develops student awareness of career options, pathways, preparation requirements</li> <li>• Builds social capital.</li> </ul>
Preparation Requirements	<ul style="list-style-type: none"> <li>• Tour route/script planning, accommodating security and safety requirements.</li> <li>• Optional: Coordination between public affairs teams</li> </ul>	<ul style="list-style-type: none"> <li>• Identify subject matter experts</li> <li>• Professional prepares summary of personal learning and career journey as well as company/industry overview</li> </ul>	<ul style="list-style-type: none"> <li>• Identify subject matter experts</li> <li>• Process determined to manage outreach and responsiveness.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience planning, accomodating security and safety requirements.</li> <li>• Optional: Coordination between public affairs teams</li> </ul>
Onsite Requirements	<ul style="list-style-type: none"> <li>• Reserve facilities</li> <li>• Associate engagement</li> <li>• Potential provision of food or promotional items</li> </ul>	<ul style="list-style-type: none"> <li>• Determined by event or individual professional presenting</li> <li>• Appropriate connectivity and platform access (If virtual)</li> </ul>	NONE	<ul style="list-style-type: none"> <li>• Reserve facilities</li> <li>• Associate engagement</li> <li>• Potential provision of food or promotional items</li> </ul>
Time Commitment	1-3 hours planning time + 1-2 hours onsite hosting	1-4 hours planning time + 30-60 minutes of engagement	1-4 hours planning time + 2-6 hours host time	1-4 hours planning time + 2-6 hours host time

# Engage



# Immerse



	Project Sponsorship	Educator Externships		Internships	Apprenticeships	Hosted Classroom
<b>Description</b>	Provide authentic projects for students to complete, including coaching from industry 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.		Provide student internships (may be paid or unpaid) requiring students to perform real work activities under the supervision of professionals.	Provide paid apprenticeship opportunities and on-the-job training as a pathway to full-time employment.	Host courses, learning or professional events, and/or provide real-world equipment or other resources needed to support authentic learning environments.
<b>Benefits</b>	<ul style="list-style-type: none"> <li>• Develops student competencies and technical skills to industry expectations.</li> <li>• Provides an early look at talent</li> <li>• Builds mentoring and early leadership skills in associates</li> </ul>	<ul style="list-style-type: none"> <li>• Develops student awareness of career options, pathways, and preparation requirements.</li> <li>• Builds social capital.</li> </ul>		<ul style="list-style-type: none"> <li>• Develops student competencies and technical skills to industry expectations.</li> <li>• Develops pipeline of students calibrated to company expectations.</li> <li>• Strengthens connection between classroom and real-world application</li> </ul>	<ul style="list-style-type: none"> <li>• Develops student competencies and technical skills to industry expectations.</li> <li>• Develops pipeline of students calibrated to company expectations.</li> <li>• Strengthens connection between classroom and real-world application</li> <li>• Potential for funding through Department of Labor</li> </ul>	<ul style="list-style-type: none"> <li>• Provides authentic environment for students to learn within as they build knowledge and practice.</li> </ul>
<b>Preparation Requirements</b>	<ul style="list-style-type: none"> <li>• Determine problem statement</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, accommodating security and safety requirements.</li> <li>• Optional: Coordination between public affairs teams</li> </ul>		<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>• Recruiting and placement process, on-boarding, continuous feedback process, evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>• Secured physical space, accommodating security and safety requirements</li> </ul>
<b>Onsite Requirements</b>	Reserved facilities, associate engagement in hosting site visit, recruiting associates for project check-ins (in-person or virtual) and project review (in-person)	Reserved facilities, associate engagement in hosting, potential provision of food or promotional items		Dedicated working space and necessary equipment, ongoing availability of manager, transportation to/from internship	Dedicated working space and necessary equipment, ongoing availability of manager, transportation to/from apprenticeship	Ongoing engagement to manage use of space
<b>Time Commitment</b>	2-4 hours planning time + 8-10 hours engagement (site visit, project check-ins, project review)	1-4 hours planning time + 2-6 hours host time		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

# 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 needed	Provide information about hiring needs, skills and competency profiles, and job progression opportunities 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 outputs	One to one relationships between professionals and students to support pathfinding and build social capital.
Benefits	<ul style="list-style-type: none"> <li>Advisory engagement has potential to impact significant numbers of students if content is embedded</li> </ul>	<ul style="list-style-type: none"> <li>Ensures learning objectives and approach reflect real-world expectations and skills.</li> <li>Emphasizes connection between school and work.</li> <li>Expands professional learning for teachers</li> </ul>	<ul style="list-style-type: none"> <li>Ensures learning objectives and approach reflect real-world expectations and skills.</li> <li>Emphasizes connection between school and work.</li> <li>Expands professional learning for teachers.</li> </ul>	<ul style="list-style-type: none"> <li>Ensures learning objectives and approach reflect real-world expectations and skills.</li> <li>Emphasizes connection between school and work.</li> <li>Expands professional learning for teachers</li> </ul>	<ul style="list-style-type: none"> <li>Deep engagement fills potential gaps in advising and support</li> </ul>
Preparation Requirements	<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>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 of length/depth of engagement</li> </ul>	<ul style="list-style-type: none"> <li>Identify subject matter experts/ associate volunteers.</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>
Onsite Requirements	Potentially host meetings and worksite tours	Potentially host meetings and worksite tours	Potential background check	NONE	NONE
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