

# South Central Work-based Learning Connector

Work-based learning is a way for students to test-drive a career before entering it. It helps students learn how the things they learn in class are connected to the real world. It includes apprenticeships, internships, job shadowing, mentorships, and more.

## Benefits of Work-based Learning

- It engages businesses, educators, and students in the career development process.
- It helps you hire better-prepared employees.
- It helps you reduce your recruitment and training costs.

## How the Tool Works

The online work-based learning connector helps students in your region learn about local businesses and to connect them to work-based learning opportunities offered by those businesses:

1. **South Central businesses** provide general information about their company and work-based learning opportunities.
2. **Students** find work-based learning opportunities open to students at their school on ISEEK's South Central regional website ([www.iseek.org/southcentral/](http://www.iseek.org/southcentral/)).
3. **Educators** communicate with your business on behalf of their students, class, or school.

## How to Add Your Information

You will need to request a business account. Contact Barb Embacher at Greater Mankato Growth, at [bembacher@greatermankato.com](mailto:bembacher@greatermankato.com) or (507)385-6644 to start the process.

## About This Project

This online tool was developed by iSeek Solutions in partnership with the Economic Growth Collaborative of South Central Minnesota with funding from the Southern Minnesota Initiative Fund.

## ADDED BENEFITS FOR BUSINESSES

Your business profile\* will also appear on [www.iseek.org](http://www.iseek.org) in the comprehensive business directory in addition to the directory on the South Central regional website. Having your information displayed on ISEEK will:

- Provide free statewide exposure for your business. ISEEK is a Minnesota-specific, career-related website with 90,000 unique visitors each month.
- Help students and job seekers connect your business with specific career clusters and Minnesota industries. This helps students and job seekers learn who you are and what your business does in a broader context.
- Help job seekers pinpoint businesses that want people with their skills and identify whether or not they are a good fit for the job and business before they apply for a job. This helps your business recruit qualified applicants for the positions you need to fill.

\* Your work-based learning listing will only appear on the South Central regional website.

## HOW EDUCATORS BENEFIT

- It provides a way for businesses and educators to connect and work together to engage students in the career development process.
- It allows educators to request career speakers and field trips and to submit career questions to an “expert” at the business.
- It allows schools to see if local businesses have equipment they are willing to donate to schools.

## HOW STUDENTS BENEFIT

- They can find local or regional work-based learning opportunities in one convenient spot. No more hunting and sifting through information.
- They can access it anywhere, anytime. All they need is a computer and an Internet connection.
- They can learn more about businesses and industries on the South Central regional website while exploring work-based learning opportunities.

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