



WORK-BASED LEARNING

A RESOURCE FOR BUSINESSES

HOW CAN MY COMPANY BENEFIT BY WORKING WITH LOCAL TALENT?

Companies can save time and money by investing in local talent and identifying and recruiting future employees. Companies benefit from increased brand awareness and their status as locally preferred employers thanks to the relationships they develop with local talent and the Alexandria community. Our Workforce Development Staff assist by prescreening qualified candidates, case management, and matching employers with local talent who are interested and have related technical and soft skills, and serving as the primary point of contact at our Workforce Development Center. Participants are motivated and may take on special projects that provide additional value to the employer. Local talent grow as valuable employees during the experience thanks to employer feedback, Workforce Development staff management support, talent reflection, and portfolio development.

WHAT IS WORK-BASED LEARNING (WBL)?

Work-based learning (WBL) is an educational approach that provides people with real-life work experiences where they can apply academic and technical skills to develop and increase their employability. It also serves as an opportunity for employers to be able to hire talent after the WBL experience.

- The benefits of WBL include: increased workplace diversity and inclusion, higher levels of employee engagement, improved productivity & quality of work, opportunity to impact the community, cost savings, partnership engagement, and a long-term workforce funnel.

WHY IS WBL NEEDED IN THE CITY OF ALEXANDRIA?

WBL has been shown to reinforce the value of work as well as the critical employability skills employers want most. By matching talent with workplace mentors and positive employment through WBL, participants receive a positive and rich work experience. WBL has been shown to lead to positive future employment and improved lifelong earnings. Companies can better build a sustainable workforce and healthy, vibrant communities can flourish.

Your business has the opportunity to be a part of an innovative approach to work at no cost to you. To partner with us to give Alexandrians opportunities to thrive, join us to be a host site for Work-based Learning by completing our short questionnaire. Click "Work-based Learning Project" or scan the QR Code.



WORK-BASED LEARNING PROJECT

