Creating a Regional Work-Based Learning Intermediary

Earn & Learn East Bay (our story, so far)
Earn & Learn East Bay is an employer engagement campaign that supports school districts, community colleges, workforce development boards, community-based organizations and business associations in Alameda and Contra Costa counties to develop an evidence-based coordinated work-based learning system that increases and enhances transformative experiences for youth.
Creation of Earn & Learn East Bay

• Began in 2015 as an employer recognition breakfast to celebrate nominated "champions" providing quality work-based learning (WBL) to youth.

• Initial funding from a California Career Pathways Trust (CPT) grant managed by the Contra Costa County Office of Education to the Contra Costa County Workforce Development Board (WDB) to be an employer facing intermediary to increase business involvement.

• Additional role for the WDB was added to also be an educator facing intermediary when it was identified that the greater need was in building schools’ capacity to provide WBL than the “ask” of employers.
Engaging Employers

Employers positively responded to being part of a larger campaign, appreciated recognition and having a person managing their involvement.

- Seeking a single point of contact to distribute opportunities
- Seeking more strategic, deeper involvement
- Seeking access to a diverse group of students
Training Educators

Districts and colleges needed help orienting their new work-based learning coordinator positions

• A “connector” is identified for each institution, and the connectors meet bi-monthly to develop common standards and definitions for the work, provide peer learning in how to strengthen WBL in their organizations and share opportunities among partners.

• Recent focus has been in learning about employer engagement. Many “connectors” do not have prior experience in workforce development and/or relational sales.
Sample of Earn & Learn Toolset

Teacher Tip Sheet
Guest Speaker: Success Factors
A tip sheet for teachers and instructors on how to prepare and support the employer partner, students and/or young adults to get the most out of the experience.

When designing and implementing a Guest Speaker program for your school or organization, keep the following success factors in mind.

Before the Guest Speaker arrives

☐ Think about how and when a guest speaker might connect to and enhance an activity, lesson or concept being delivered in the classroom and discuss your plans with your coordinator. Include in a schedule of proposed activities for the year on the WBL Readiness Worksheet.

☐ Identify the purpose of having a guest speaker visit your classroom and how to best support this presentation.
  ✓ Review the Quality Work-Based Learning section of the toolset and the Guest Speaker activity guide.
Creating a System

Strong interest in creating a common system of how to match employer interests with school needs.

Partners want to identify as being part of Earn & Learn, and will sign Memorandums of Understanding to have a common practice and standards.

Interest in continuing to building Earn & Learn and their own organizations together. See this work as a shared effort.
Detail of ELENA: Earn & Learn Employer Network Activated!

- CRM (client relationship management) database developed on Salesforce
- Earn & Learn “connectors” and their colleagues are users
- Identifies which organizations and staff are working with which employers, who is the managing the employer relationship and what the employer is interested in doing
- Employers and teachers submit their needs into ELENA through forms that populate the database
- Is an understanding that people have to contribute, need to put in their data and share and coordinate with other users
- Can track what activity has happened, including numbers of students involved and the quality of the experience.
Welcome to ELENA!
Earn & Learn Employer Network Activated
Find Employer Pledges, Manage Your Contacts, Match School Needs, and Collaborate
Screenshot of ELENA: Employer Records

Account
Pacific Gas & Electric (PG&E)

Core Sector of Employer
Energy, Environment, and Utilities

ACTIVITY & TASKS

Account Management Team (3)

<table>
<thead>
<tr>
<th>ACCOUNT PARTNER</th>
<th>RELATIONSHIP ROLE</th>
<th>USER NAME</th>
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<tr>
<td>Earn &amp; Learn East Bay</td>
<td>Coordinator</td>
<td>Carmen Perkins</td>
</tr>
<tr>
<td>Oakland Unified School District</td>
<td>Coordinator</td>
<td>Gilbert Pete</td>
</tr>
<tr>
<td>Mt. Diablo Unified School District</td>
<td>Coordinator</td>
<td>Heather Fontanilla</td>
</tr>
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Contacts (4)

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<tr>
<th>CONTACT NAME</th>
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<th>EMAIL</th>
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</thead>
<tbody>
<tr>
<td>Adrine Gardner</td>
<td>Program Manager</td>
<td><a href="mailto:a1gh@pge.com">a1gh@pge.com</a></td>
</tr>
</tbody>
</table>
Earn & Learn Strategic Priorities

1. **STRENGTHEN EMPLOYER INVOLVEMENT**  
*Goal:* Employers identify that Earn & Learn helps them build their local talent pipeline and that participating in Earn & Learn makes it easier for them to be involved in work-based learning.

2. **BUILD EDUCATOR CAPACITY, SYSTEMS AND SUPPORT ALIGNMENT**  
*Goal:* Educators and youth providers have greater capacity to provide WBL, and there is a cultural shift of WBL practice from primarily a practice of individual teachers to a coordinated systematic regional approach supported by institutions in partnership with industry, with a priority on high-growth, high-wage sectors.

3. **CREATE A SUSTAINABLE ENTITY**  
*Goal:* Earn & Learn is a sustainable independent entity that has strong brand recognition. It is viewed as an effective broker between employers and education and youth providers and develops and aligns institutions so there can be quality WBL in the region at scale.
Goals for ELENA

• User friendly

• Allow for easy coordination within and across organizations

• Respect people’s private contacts

• Sustainable

• Allow employers and teachers to input and receive information

• Provide data
Sampling of ELENA’s Features

• Home Page/ Dashboard

• Managing Employers

• Tracking Pledges and Placements

• Tracking School Needs

• Generating Reports