

LUXE LEGACY EDUCATOR E-GUIDE TO AN EFFECTIVE WORK BASED LEARNING PROGRAM

Dr. Tunisha Hobson - Luxe Legacy, CEO

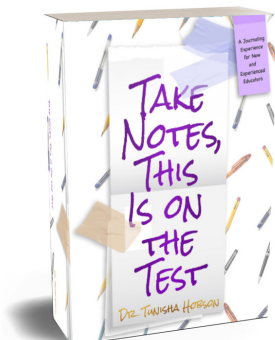


Dr. Tunisha Hobson, the Founder and CEO of **Luxe Legacy**, currently serves as a school administrator in her hometown of Memphis, TN. She earned a Bachelors in Business Administration with an emphasis in Management and Marketing, Masters in Education Curriculum and Instruction, Education Specialist in Administration and Supervision, and Doctorate in Educational Leadership from Tennessee State University.

You name it, she has likely done it! **Dr. H**, as she is affectionately called by colleagues and students, has almost two decades of experience working with students and educators in all levels of education within areas ranging from literacy improvement initiatives to career and technical education. She has a non-traditional background as she spent some time working in sales and marketing for well known companies, such as BET, Turner Broadcasting, and Coca-Cola before pursuing a career in education. Her love for education and professional development shines through her work and research as she holds a wealth of knowledge and experience coaching teachers and business professionals in areas such as career and technical education, work based learning, business etiquette, and marketing. She has worked in both urban and suburban school districts as well as with universities developing curriculums and training programs to empower personnel to provide the best service to their customers and students.

WHO IS DR.H?

Author. Educator. Consultant. Leader.



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Dr. H is a trusted, knowledgeable resource who is experienced in coaching district personnel and business partners in the successful work of Work Based Learning program implementation. She is passionate about educator development which is demonstrated in her latest release, **Take Notes, This Is On the Test!**

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EDUCATION IS THE GATEWAY TO BUILDING A LUXE LEGACY!

NOW, IF WE ARE BEING HONEST, POSTSECONDARY SUCCESS LOOKS DIFFERENTLY FOR YOUNG PEOPLE BASED ON THEIR PERSONAL INTERESTS AND TRAJECTORIES. THE SAFEST, YET FASTEST WAY TO GET THEM PREPARED FOR ANY OPPORTUNITY BEYOND HIGH SCHOOL IS TO HAVE AN **EFFECTIVE WORK BASED LEARNING OPPORTUNITY** AVAILABLE TO THEM. THIS GUIDE PROVIDES A QUICK TOOL TO USE TO DETERMINE IF YOUR SCHOOL, DISTRICT, OR ORGANIZATION IS PREPARED TO FILL THIS GAP FOR A VERY AVAILABLE WORKFORCE! BASICALLY, STUDENTS DESIRE OPPORTUNITIES AND EMPLOYERS NEED TALENT. ***IN THIS FREE GUIDE, I AM OFFERING MY EXPERTISE FROM ALMOST TWO DECADES OF EXPERIENCE IN THIS WORK WHICH IS SURE TO HELP YOU!***

MY AIM IS TO EMPOWER YOUR SCHOOL, DISTRICT, OR ORGANIZATION TO STREAMLINE YOUR FOCUS IN PROVIDING AN EFFECTIVE WORK BASED LEARNING PROGRAM. WE GOTTA GET OUR STUDENTS IN THE WORKFORCE...EARLY! SO, I AM GOING TO LET YOU IN ON THE SECRET SAUCE BEHIND HELPING CONNECT STUDENTS TO EMPLOYER OPPORTUNITIES AND VICE VERSA! **STUDENTS** CAN ESSENTIALLY GO TO WORK, GET PAID AND/OR GAIN EXPERIENCE, AND RECEIVE SCHOOL ACADEMIC CREDIT...SOUNDS LIKE THE PERFECT SAUCE TO ME! THEN, **EMPLOYERS** CAN BUILD THEIR TALENT POOL, PROVIDE TRAINING, AND HELP SCHOOLS... VOILA, MAGIC!

NOW, LET'S GET TO WORK!

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DID YOU KNOW?

- THE STRENGTHENING CTE FOR THE 21ST CENTURY ACT (PASSED IN 2018, REAUTHORIZING THE CARL D. PERKINS CTE ACT OF 2006) DESCRIBES WBL AS **“SUSTAINED INTERACTIONS WITH INDUSTRY OR COMMUNITY PROFESSIONALS IN REAL WORKPLACE SETTINGS, TO THE EXTENT PRACTICABLE, OR SIMULATED ENVIRONMENTS AT AN EDUCATIONAL INSTITUTION THAT FOSTER IN-DEPTH, FIRSTHAND ENGAGEMENT WITH THE TASKS REQUIRED IN A GIVEN CAREER FIELD, THAT ARE ALIGNED TO CURRICULUM AND INSTRUCTION.”**
- ACCORDING TO THE BUREAU OF LABOR STATISTICS, **JOB OPENINGS ROSE TO 9.3 MILLION** BY THE END OF APRIL 2021 - THAT IS UNPRECEDENTED!
- WORK BASED LEARNING CAN BENEFIT **ALL** STUDENTS!
 - DEVELOPS THEIR SOCIAL SKILLS AND INTERACTIONS WITH DIFFERENT PEOPLE
 - PROMOTES A CULTURE OF EQUITY BY GIVING STUDENTS EQUAL OPPORTUNITIES
 - CAREER PREPARATION FOR AN AVAILABLE WORKFORCE
 - INCLUDES LOW EXPOSURE ACTIVITIES (CAREER FAIRS, JOB SHADOWING, GUEST SPEAKERS)

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CURRENTLY, SEVERAL EMPLOYERS ARE FACED WITH THE UNIQUE CHALLENGE OF NOT BEING ABLE TO FULFILL THEIR PRODUCT OR SERVICE DEMANDS DUE TO THE LACK OF QUALIFIED PERSONNEL. DURING THE PANDEMIC, PEOPLE ARE CHOOSING NOT TO WORK AND THERE ARE FAILED ATTEMPTS TO FIND TALENT AT COUNTLESS CAREER FAIRS. INTERESTINGLY ENOUGH, MANY STUDENTS FOUND A PRIME OPPORTUNITY TO GO TO SCHOOL AND WORK TO HELP SUPPORT THEIR FAMILIES DURING THE PANDEMIC, BUT WERE NOT RECEIVING CREDIT FOR THIS WORK. **DID YOU KNOW THERE IS A PROGRAM FOR THAT PROBLEM? IF SO, DID YOU CONNECT STUDENTS TO EMPLOYERS?** IF NOT, ALLOW ME TO ENLIGHTEN YOU ON WHY YOU SHOULD BE ADVOCATING FOR WORK BASED LEARNING OPPORTUNITIES FOR STUDENTS.

WHAT IS THE SOCIETY FOR HUMAN RESOURCE MANAGEMENT(SHRM) SAYING?

- MORE THAN 80% OF HR PROFESSIONALS REPORT CHALLENGES RECRUITING SUITABLE JOB CANDIDATES - ***(BUT, YOU ARE PRODUCING SUITABLE CITIZENS IN YOUR SCHOOL(S), RIGHT?)***
- WBL SHOULD BE SUPPORTED AND ENHANCED WITH EMPLOYABILITY SKILLS INSTRUCTION IN K-12 EDUCATION - ***(KINDERGARTEN?! YES, THEY MUST BE EXPOSED TO CAREERS IMMEDIATELY!)***
- THE APPRENTICESHIP MODEL IS A GREAT WAY TO PROVIDE TEENS AND YOUNG ADULTS EARLY WORK EXPERIENCE AND ALLOWS EMPLOYERS TO TRAIN WORKERS IN THE SKILLS THEIR ORGANIZATIONS SEEK - ***(THE GOAL IS FOR STUDENTS TO OBTAIN AND SUSTAIN EMPLOYMENT!)***

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Now that you are equipped with background information, let's explore how your school, district, or organization is answering the following essential questions:

- **Why** do we need a Work Based Learning program?
(hint.. I have already answered this question for you!)
- **How** do we define and structure “quality WBL experiences” for our district, school, and students?
- **How** are we helping employers in our community fulfill their needs and providing quality work based learning experiences for students in a pandemic (and beyond)?
- **How** can a work based learning opportunity prepare students for life before and beyond their postsecondary journey?

Stop and Jot. Find the relevance to relate! What are your thoughts on the essential questions provided? What are three additional essential questions should your school, district, or organization explore for an effective Work Based Learning program?

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DR. H, WHERE SHOULD WE START?

- **Brainstorm, discuss, and understand** the skills students need for success before, during, and after high school
- **Find** work based learning opportunities to promote diversity, equity, and inclusion for all students
- **Develop** activities and lessons that will help:
 - facilitate student learning in collaboration with the work based learning employer,
 - students explore essential career related goals,
 - students understand their personal skills through reflections while creating artifacts for creating a WBL portfolio

If currently implemented, continue thoughtful improvement of your current WBL program.

Stop and Jot. Internalize your program needs and create some objectives to support an effective WBL program! What are your top three?

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Dr. H, HELP US UNDERSTAND EMPLOYABILITY SKILLS AND WORKPLACE EXPECTATIONS...

Sure! *What employability skills does your school or organization believe employers need?*

Here are some more hints to get the thinking party started...

- Does your school promote literacy, math, and technical skills across curriculum disciplines in your classrooms?
 - How is this work demonstrated?
 - How could students benefit from this within a work based learning experience?
- How is your school/district encouraging creativity, innovation, effective communication, and collaboration in instructional practices or extracurricular activities?
- Does your school or organization value cultural competence, diversity, inclusion, and equity and are your stakeholders aware of your stance in this area?
- What types of activities are students participating in that help them understand and implement goal setting, career path determination, and reflection in their personal development?

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DR. H, WE SEE HOW YOU LET US IN ON THE SECRET, BUT WHAT ELSE DO WE NEED?

#1 - You need Dr. H, of course.... Let's Connect!

Then, you'll need...

- A willing, dedicated **Work Based Learning Coordinator** for your school(s)!
- The most valuable players: **Students** who are seeking work based learning experiences!
- **Business partners** looking for opportunities to employ your students!
- Determine the type(s) of unique, fun, and meaningful **work based learning experiences** you would like to offer students!

Stop and Jot. What are three avenues you can readily explore today to begin or continue implementing a successful Work Based Learning program?

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