

The Youth Business Connector is developed and maintained by Charlotte Works, the workforce development board for Charlotte-Mecklenburg County.

Whether you're a student seeking work-based learning opportunities, an employer seeking talented future employees, or an educator seeking to give students valuable real-world work experience, here's where you make the connection.



PARTNERSHIPS / POLICY / PATHWAYS

11301 Carmel Commons Boulevard, Suite 301 Charlotte, NC 28226 980.201.3256

youthbusinessconnector.com

Equal Opportunity Employer/Program

Auxiliary aids and services available to individuals with disabilities.



#### **CONNECT WITH TOMORROW'S WORKFORCE TODAY**







# WHEN YOU OFFER OPPORTUNITY, OPPORTUNITY COMES BACK TO YOU.

Become a member of the Youth Business Connector, a collaboration among employers, schools and community organizations working together to build career education partnerships in the Charlotte-Mecklenburg area.

Through real-world career education opportunities and experiences, local employers like you help to develop the skills of qualified future employees, and our region's students gain valuable career awareness and preparation.

### WHAT ARE THE ADVANTAGES FOR YOUR BUSINESS?

- Build and improve your talent pipeline
- Bridge the skills gap by connecting classrooms to your careers
- · Promote workforce diversity

## HOW DO YOU BECOME A MEMBER OF THE YOUTH BUSINESS CONNECTOR?

It takes just three easy steps:

- Visit youthbusinessconnector.com and create an employer member profile.
- Your profile is validated.
- You connect to educator members to offer WBL opportunities. (It's free!)

#### WHAT IS WORK-BASED LEARNING (WBL), AND HOW DOES IT BENEFIT OUR YOUTH AND OUR COMMUNITY?

Graduating with a high school diploma is no longer enough for today's students entering a competitive marketplace – education or training beyond high school is imperative.

Students need the opportunity to explore their career interests in order to make informed decisions about their futures.

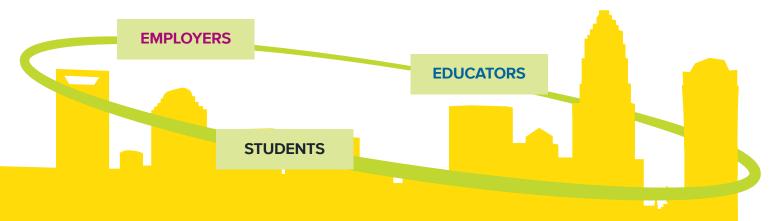
Work-based learning (WBL) expands the walls of the classroom by exposing students to a variety of industries and skills in ways that are not possible in the classroom alone. And with your involvement, it's all possible.

## WHAT WBL OPPORTUNITIES CAN YOUR BUSINESS OFFER?

A variety of valuable and motivating experiences, including:

- · Classroom speakers
- Workplace tours
- Career days
- Job-shadowing
- Internships
- Apprenticeships
- · Cooperative education

Detailed guides for each WBL experience are available on the YBC.



WITH THE YOUTH BUSINESS CONNECTOR, STUDENTS LEARN, COMPANIES GROW AND OUR COMMUNITY WINS.