



Tips for Recruiting WBL Partners

This list below provides a guideline of topics to cover when recruiting organizations to participate in your WBL program and the Xello network.

1. Provide a quick overview of your WBL program and how Xello fits in

Here are some talking points you can use:

- WBL programs help expose students to career pathways and provide real-world opportunities to help students develop employability skills. By partnering with our schools and educators, you can help build the local talent pipeline.
- Our students are already engaged in career exploration using an online program called Xello – this program helps students build self-knowledge, explore career options, and build personalized plans for future success
- As a WBL partner, you will have a company profile created for you in Xello, so students can learn more about your company and the work-based learning opportunities you offer
- How you choose to participate in our program is personalized based on your availability. It can be as simple as offering students a company tour once a year or offering an ongoing internship program – we'll work together to figure out what's right for you.

2. Confirm your primary contact(s)

It's important that you've identified the right person at the organization who can serve as your primary contact. Your primary contact would be responsible for the following:

- Sharing availability to host student opportunities
- Sharing availability and confirming participation in District-led opportunities (examples include Career Fairs, Guest Speaker events, etc.)

3. Collect contact information

In order to add your new contact to the database in Xello you'll need their email address and telephone number.

4. Review background check requirements and next steps

Walk your contact through any of the requirements to participate in your WBL program and share next steps so they know what to expect.



Frequently Asked Questions

Can a company offer more than one type of WBL opportunity?

Absolutely!

How much time should a company contact allocate to provide support?

Time commitment will be dependent on the number and types of opportunities a company chooses to offer or participate in.

To ensure that new partners don't get overwhelmed, you can recommend that they begin by offering just one or two opportunities that fit into their schedule. You can then work on expanding their level of participation as you build your relationship and demonstrate the value of a WBL partnership.

How often will I need to update the background check for a Company Contact?

Please refer to your District's requirements for volunteer participation and follow the same protocols.

What are Huddles*?

Huddles is a feature in Xello which enables students to connect with industry professionals in an online forum. In a huddle, students can post questions related to a specific company or career, and company contacts can answer questions by responding to students' posts.

Participating in Huddles requires little time investment from company contacts so it's an easy way to get involved. If a company contact is interested in participating in huddles, simply assign them the role of "Huddle rep" and update their profile to include any relevant careers.

***Note:** *Huddles is a legacy feature that has been removed for all new accounts.*