

Inviting Employer Engagement Through Work-Based Learning

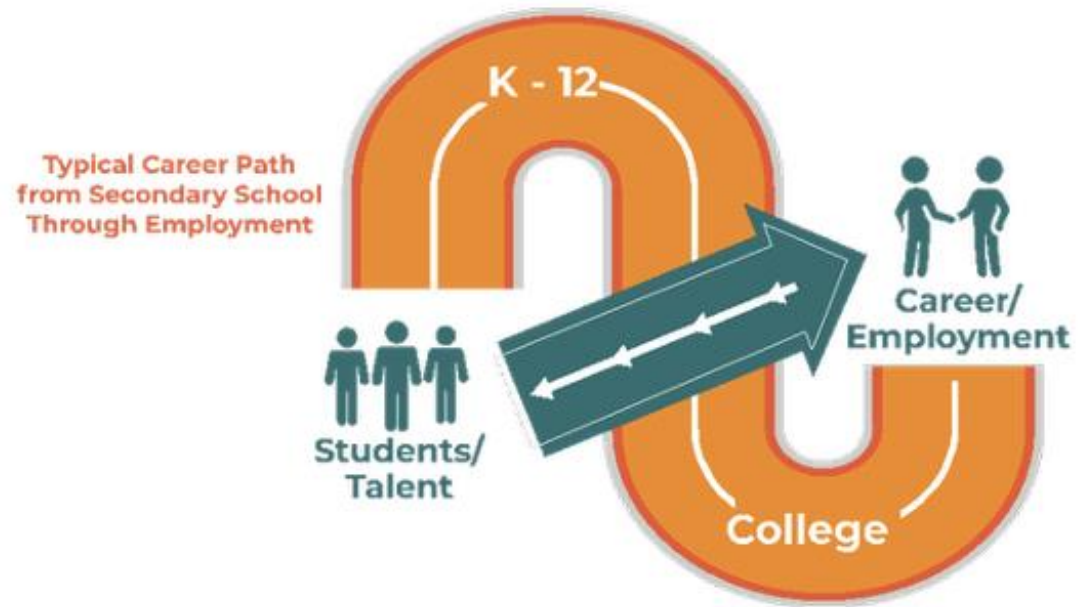
New Mexico Early College High School Fall Conference
November 2025



Work-Based Learning

Perkins V defines Work Based Learning (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 each career field that are aligned to curriculum and instruction.
- WBL is included in reference to state plans, programs of study, and collaboration among secondary schools, postsecondary institutions, and employers.
- **The application of technical knowledge and skills.**



Work-Based Learning

NMAC 6.30.13 –Early College High Schools

6.30.13.7 DEFINITIONS:

H. **“Work-based learning”** means activities that develop workplace skills such as tours, job shadowing, work experience rotations, mentoring, entrepreneurship, service learning, internships, co-ops, or youth pre-apprenticeships aligned with a registered apprenticeship program under the New Mexico department of workforce solutions.

J. **“Workforce partner”** means a local business, regional workforce investment board, workforce connection, one stop shop, chamber of commerce, economic development corporation, council of government, tribal council, or other industry representative that provides ongoing mentoring and on-the-job experience that connects ECHS students to employment settings and helps them to develop employability skills.

6.30.13.9 QUALIFICATIONS: To be designated a department-approved ECHS, a school shall meet the following qualifications:

- E. Operates in partnership with one or more workforce partners. Partnerships shall include:
 - (1) meaningful work-based learning experiences in alignment with student pathways; and
 - (2) CTE courses that use career and technical education standards to support core academic growth.

Work-Based Learning

Supports the College and Career Readiness of ECHS Students:

- Provides equitable access to hands-on/real-world opportunities for students
- Develops soft skills
- Connects students with professional contacts and networks
- Cultivates understanding of occupations and education needed to achieve career goals

Benefits for Employers:

- Early access to talent pipelines
- Opportunities to train future workers
- Lowers employee recruitment costs
- Increases retention of future workers

What's the Goal for Business Engagement?



or



Engaging in Authentic Relationships

How can we work together to accomplish our shared goals?

“What’s in it for me?”



Career Pathways

From the student &
educator perspective



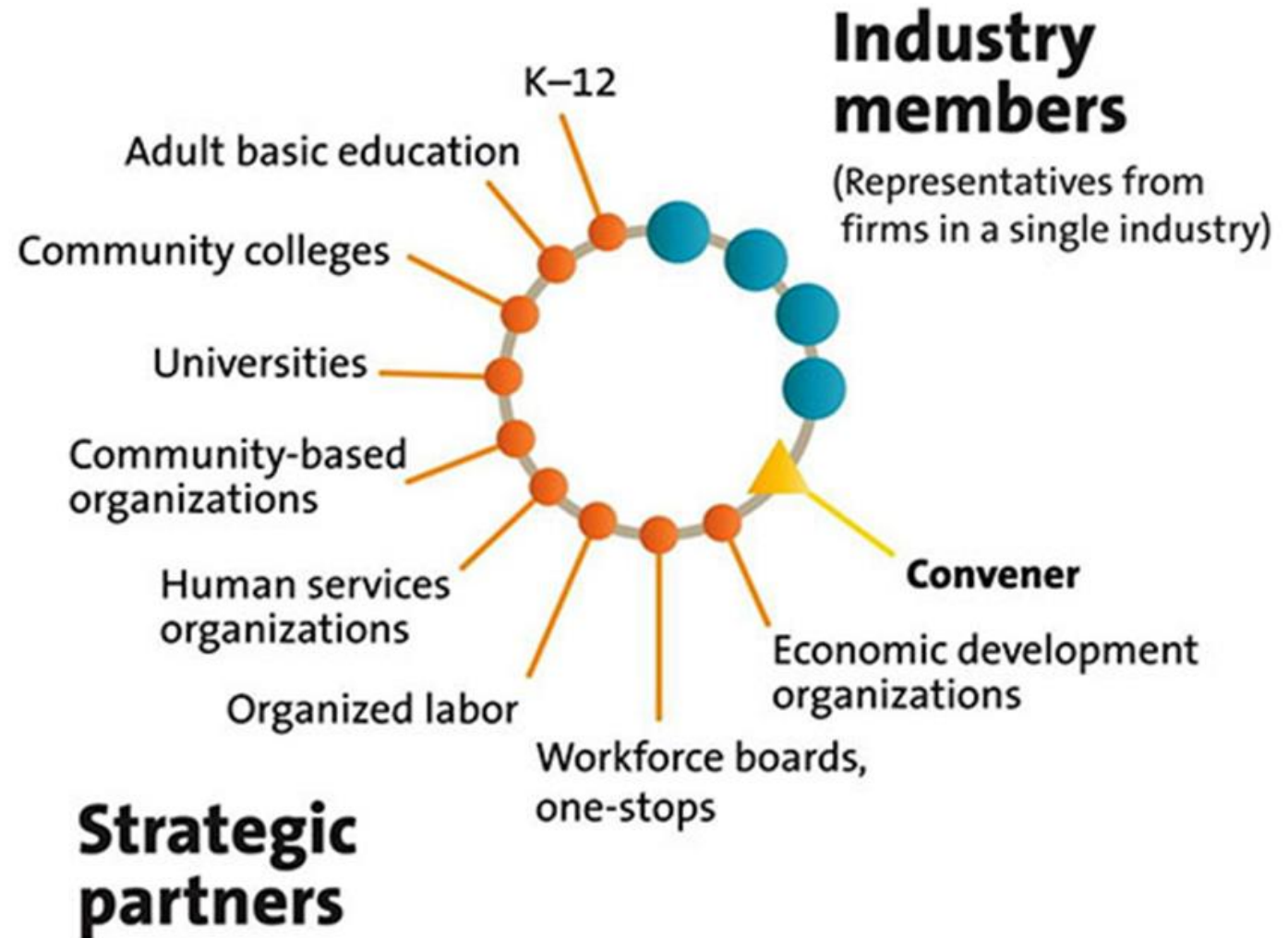
Talent Pipelines

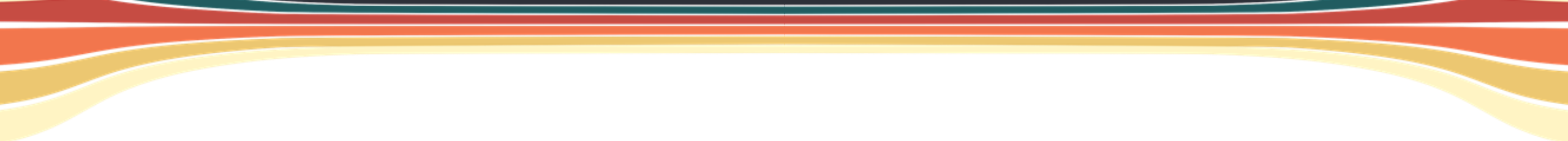
From the employer
perspective



Sector Strategies:

Workforce Innovation and
Opportunity Act (WIOA)





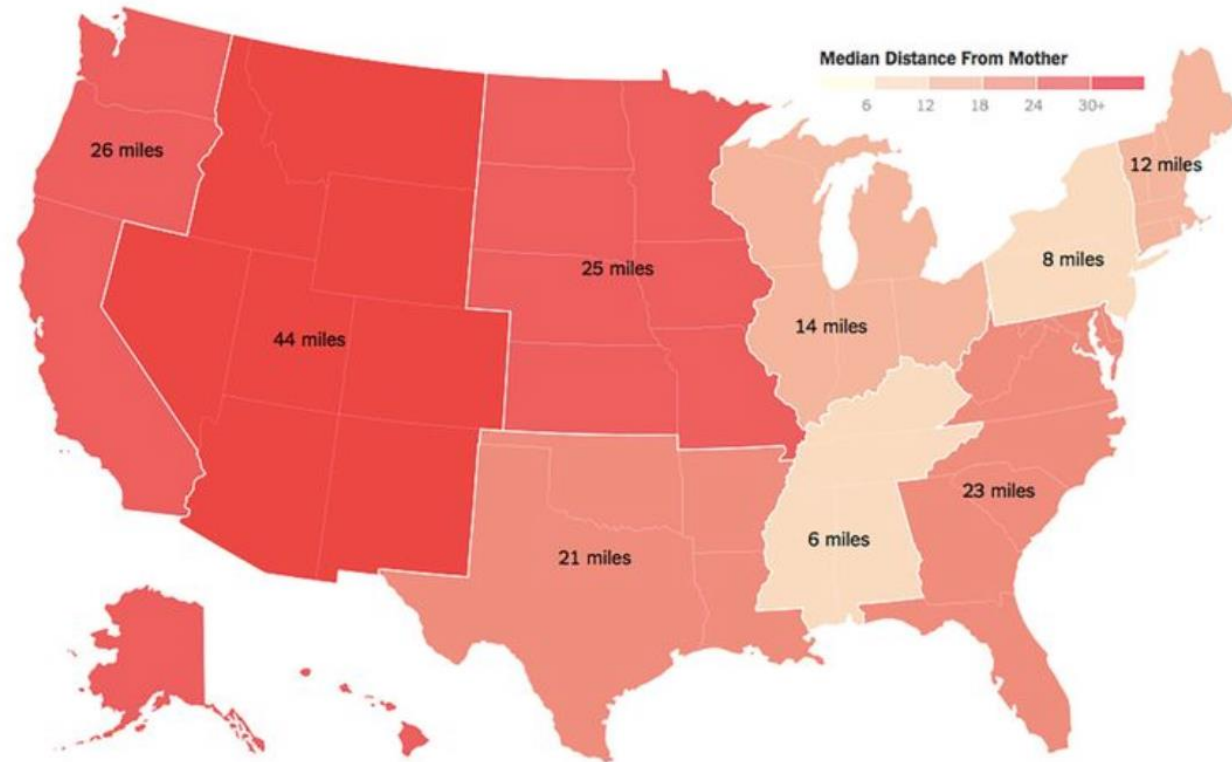
Don't Let the Words Get in the Way

The Average American Only Lives 18 Miles From Mom

The trend is due to both job opportunities and leaning on family for support.



BY [ASHER FOGLE](#)



VIA THE NEW YORK TIMES ment Study, 2008

You don't need a one-size fits all approach to employer engagement

Take advantage of
Five “Ships”
for Business
Engagement and
Work-Based
Learning



Five “Ships”

- **Leadership** – “Help Me Understand What You Need”
- **Mentorship** – “Tell Your Story”
- **Internships** – “Teach Me”
- **Apprenticeship** – “Learn to Earn”
- **Externships for Teachers** – The Key to the Whole Fleet



Labor Market Analysis Sets the Foundation for Data-Driven Conversations

Home

New Mexico Resource Center for CTE

Supporting the needs to ensure all students in New Mexico are career-ready and meeting the needs of an evolving economy. The New Mexico Resource Center for Career and Technical Education (CTE) seeks to strengthen connections and close the gap between Education and industry.

[Learn More](#)



Career Readiness Begins Here

New Mexico is modernizing its CTE Frameworks to close the gap that exists between education and industry. By aligning educational outcomes with labor market demands, we prepare students for successful careers in a dynamic workforce.

[For Educators](#) >

[For Students](#) >

[For Employers](#) >

Digital Technology – Santa Fe School District

Career Sub-Clusters								
(Information shown by Job Zone and Occupation for Northern Region)								
Sub-Cluster	Job Zone	Occupation Title	High-Value Occupation	Annual Openings	Projected Employment Change	Projected Growth	Hourly Wage (Median)	Annual Wage (Median)
Data Science & AI	3	Computer Occupations, All Other	High-Value	8	18	20.93%	\$42.42	\$88,220
		Computer Systems Analysts	High-Value	56	134	19.94%	\$43.72	\$90,940
	4	Data Scientists	High-Value	10	37	43.02%	\$35.32	\$73,460
		Statisticians	High-Value	4	9	15.52%	\$37.34	\$77,670
IT Support & Services	3	Computer Occupations, All Other	High-Value	8	18	20.93%	\$42.42	\$88,220
		Computer User Support Specialists	High-Value	53	65	9.21%	\$25.15	\$52,320
	4	Computer and Information Systems Managers	High-Value	37	82	21.13%	\$61.98	\$128,920
		Software Quality Assurance Analysts and Testers	High-Value	6	9	11.39%	\$48.33	\$100,530
Network Systems & Cybersecurity	3	Computer Systems Analysts	High-Value	56	134	19.94%	\$43.72	\$90,940
	4	Computer and Information Systems Managers	High-Value	37	82	21.13%	\$61.98	\$128,920
		Computer Network Architects	High-Value	4	10	16.67%	\$46.40	\$96,510
		Computer Network Support Specialists	High-Value	26	49	15.91%	\$31.93	\$66,420
		Information Security Analysts	High-Value	11	37	35.24%	\$47.94	\$99,710
Software Solutions	4	Computer and Information Systems Managers	High-Value	37	82	21.13%	\$61.98	\$128,920
		Database Administrators	High-Value	6	9	10.34%	\$42.75	\$88,920
		Software Developers	High-Value	126	380	24.95%	\$53.30	\$110,860
		Software Quality Assurance Analysts and Testers	High-Value	6	9	11.39%	\$48.33	\$100,530
Web & Cloud	3	Web Developers	High-Value	4	11	18.97%	\$28.85	\$60,010
	4	Computer and Information Systems Managers	High-Value	37	82	21.13%	\$61.98	\$128,920
		Computer Network Architects	High-Value	4	10	16.67%	\$46.40	\$96,510
		Computer Network Support Specialists	High-Value	26	49	15.91%	\$31.93	\$66,420
		Software Developers	High-Value	126	380	24.95%	\$53.30	\$110,860
		Web and Digital Interface Designers	High-Value	7	6	6.38%	\$28.57	\$59,430

Leadership – Generate Actionable Intelligence

Answers the questions:

- ☐ What skills do you need?
- ☐ Are there skills gaps?
- ☐ What credentials are most valuable?
- ☐ What are your hardest to fill jobs?
- ☐ Where are the living wage jobs?

Healthcare Industry

Based on 60%-100% of employers' responses, here is a comprehensive picture of what New Mexico's True Talent needs to know, and be able to demonstrate, in order to enter the health industry.

Math:

- Calculating or using basic statistics
- Multiplying and dividing
- Adding and subtracting

Reading, Writing, and Language:

- Reading at a reasonable speed
- Applying information that is read
- Assessing credibility of written content
- Identifying main points from written content
- Correct spelling and grammar in writing and speaking
- Writing about a topic using supporting facts
- Production of clear writing
- Editing self-written content

Technology:

- Using computers and computer programs
- Adapting to and learning new technology

Digital Literacy:

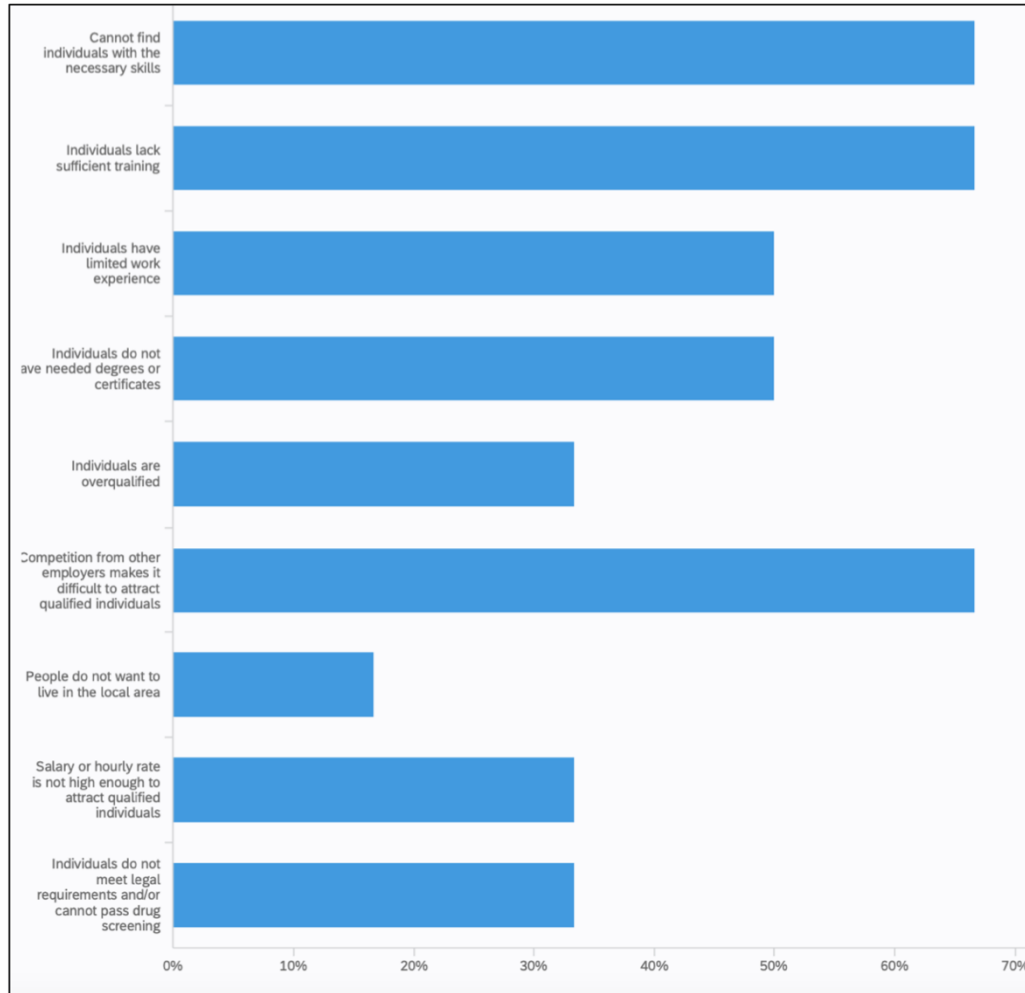
- Understanding online security risks
- Using digital resources to earn new skills
- Accessing information to troubleshoot problems with technology

Employability:

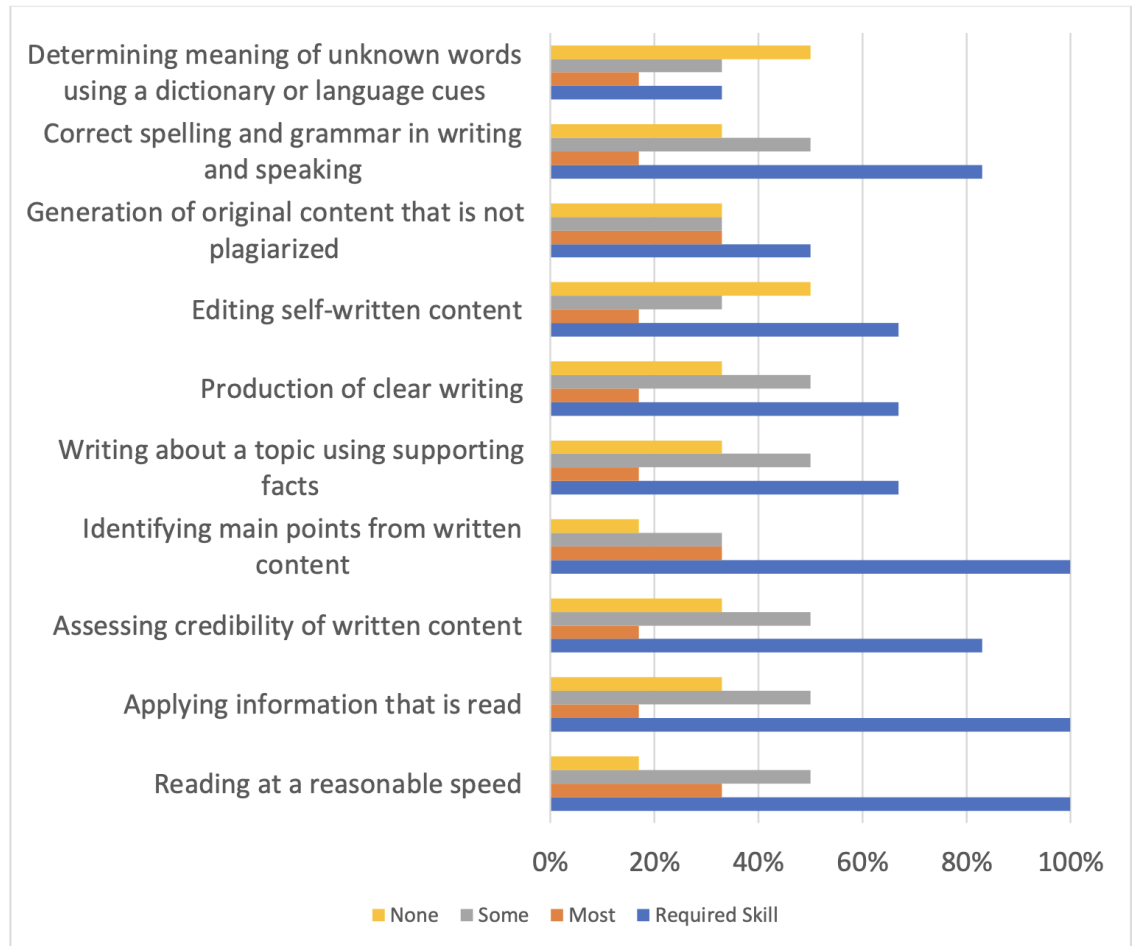
- Communication
- Enthusiasm and Attitude
- Problem solving and critical thinking
- Professionalism
- Teamwork
- Initiative
- Interpersonal skills
- Self-management
- Cultural competence
- Customer/Patient Empathy



Leadership – Generate Actionable Intelligence



Reading, Writing, and Language Skills



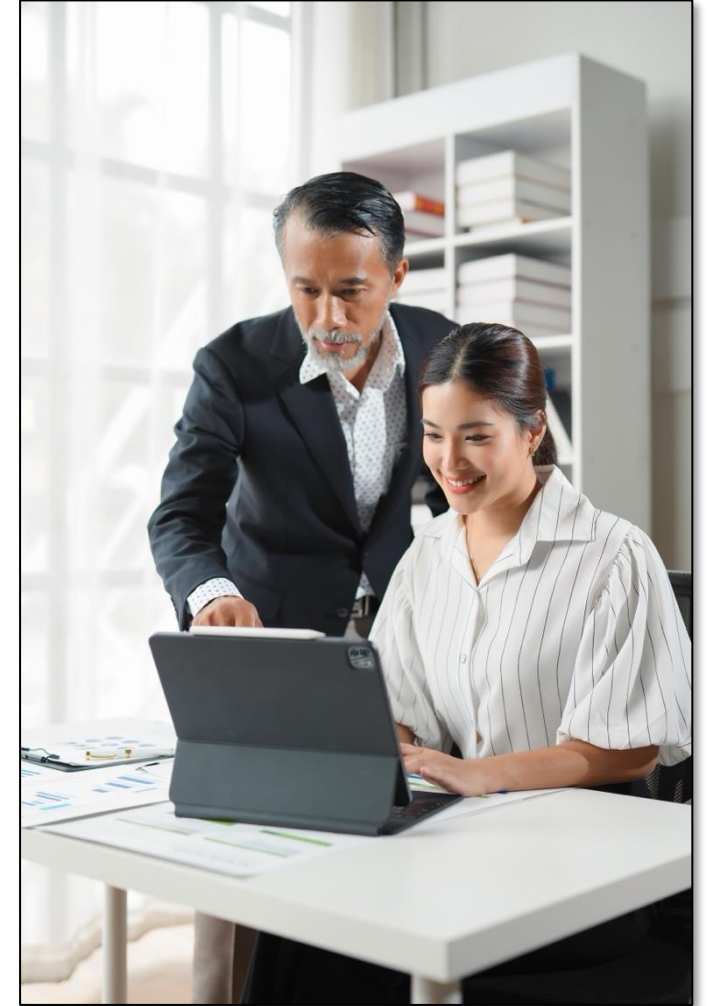
Mentorship – “Tell Me Your Story

Traditional Approaches:

- Site Visits
- School Assemblies
- In-Class Presentations
- Career Fairs

Challenges:

- Time
- Transportation
- Access for Rural Communities
- Limitations of Local Economy
- One-Time Events



Mentorship – Virtual Storytelling

PATHWAY 2 CAREERS

Home Career Tools ▾ Classes

Tracey Bryan ⚙️

Career Spotlight

Web Developers

DESCRIPTION

Develop and implement websites, web applications, application databases, and interactive web interfaces. Evaluate code to ensure that it is properly structured, meets industry standards, and is compatible with browsers and devices. Optimize website performance, scalability, and server-side code and processes. May develop website infrastructure and integrate websites with other computer applications.

NATIONAL WAGES		
Low	Median	High
\$40,460	\$78,580	\$144,690

[Learn more](#)

Career Pages



Shared Career Pages

Classes

[View all >](#)

Tracey Bryan
Algebra I



[Go to class](#)

Tracey Bryan
Algebra II



[Go to class](#)

An Automotive Engineering Technician's Story

CAREER CLUSTER: Manufacturing

CAREER PATHWAY: Manufacturing Production Process Development

EDUCATION ZONE: Zone 3 (Trade Certificate or Associate's Degree)

GRADE LEVELS: 9-12

ESTIMATED TIME: 1 hour, 15 minutes

CAREER STORY VIDEO



Mentorship – Benefits

MENTOR Study findings:

- 64% of students broadened their professional network
- 55% have two adult contacts for career advice
- 90% of those who had mentors at work retained their jobs for 90 days
- 72% felt mentors helped them determine career next steps
- 73% of all employers who mentor report strong career satisfaction
- Increase in employees who mentor from 25% to 75%
- 55% of young people with a mentor are more likely to enroll in college
- 78% report setting and achieving academic and career goals, compared to those without a mentor.

<https://naf.org/blog/career-focused-mentoring-in-schools-the-impact-of-relationships-on-students/>

Mentorship – Benefits

- *National Mentoring Partnership*: young adults with mentors are 130% more likely to hold leadership positions later in life.
- *Jobvite's 2022 Job Seeker Nation Report* : 82% of employers reporting that referrals provide the highest return on investment when it comes to hiring.
- Referred candidates are hired 55% faster than those who apply through traditional job boards.
- Employees hired through referrals tend to stay longer and be more engaged in their roles - 45% retention rate after two years, compared to 20% for those who came through other channels.

<https://www.nextgenvisionariesmentors.com/post/the-power-of-mentorship-how-high-school-students-can-launch-careers-with-the-right-guidance>

Internship – “Teach Me”

Traditional Approaches:

- Hands-on
- Unpaid
- Junior/Senior Year
- May or may not line up with student interests

Challenges:

- Time
- Transportation
- Scheduling Conflicts
- Duration
- Oversight



Internship – “Teach Me”

Innovative Approaches:

- Paid Internships
- Virtual (Project-Based)
- Workforce Board Collaboration
- Pre-Apprenticeship Programs
- Summer Jobs
- Partnership with Chambers
- Partnership with Local Government
- School-based Opportunities



April 2024

**Bridging Educational
Gaps, Building
Brighter Futures:
Paid High School
Work-Study Programs**

Dona Ana County Summer Jobs Program – Student Survey (566 students)

What was the best thing about your summer job?

- Three answers really dominated the responses. In order, they were:
 - Relationships with co-workers and other interns
 - Gaining valuable work experience
 - Money
- Numerous other students specifically mentioned “soft skills” they gained through the experience
- Gaining real-world experience in a field they are interested in
- Specific job-related aspects (working with kids, animals, in the medical field, etc.)
- Meeting new people
- The working environment
- Having something to do over the summer
- Flexibility in schedules
- Learning new things

Dona Ana County Summer Jobs Program – Student Survey (566 students)

Student Voice:

- *Gaining work experience and meeting new people.*
- *I got to experience what it would be like to work in a clinic. It showed how to work hard and what to expect.*
- *In the place I'm at now, the people there are very fun to be around, making me look forward to going to work!*
- *Having responsibilities, something about having them feels amazing.*
- *The best thing was all the new lessons I took with me. I learned how to use my voice and learned the value of my opinions. I also learned how to get out of my comfort zone more and try new things, as well as what the work world is actually like. I learned that you shouldn't be quick to judge others, because you never know what they are going through. Lastly, I learned how to work with people from different backgrounds and that everyone has their own original story and upbringing.*

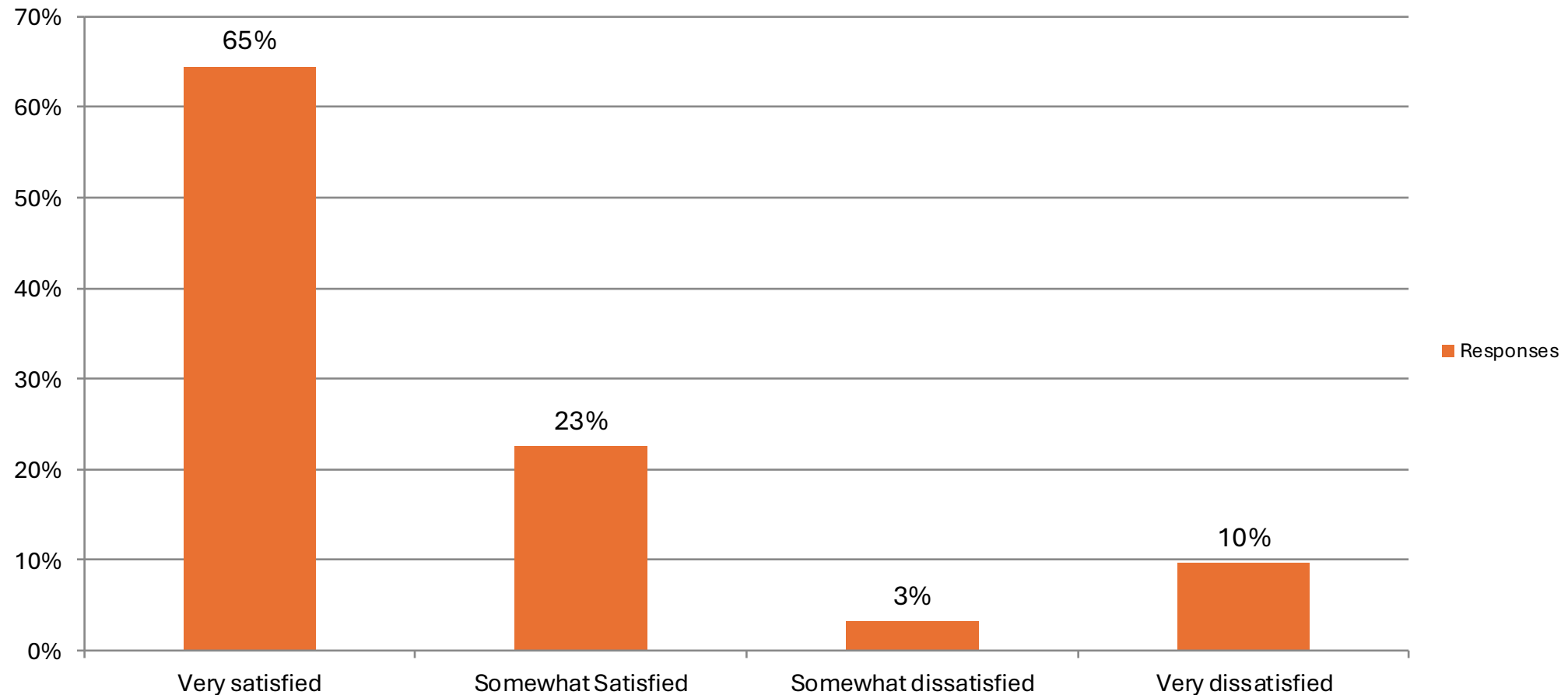
Dona Ana County Summer Jobs Program – Student Survey (566 students)

What would you say is the most important or beneficial thing you learned in your summer job?

- Interpersonal skills
- How to choose a career and work environment that suits them
- Employability skills (hard work, teamwork, communication, networking, customer service, professionalism)
- Financial management
- Career-specific skills
- Responsibility/time management/independence
- How to apply for a job
- Ask questions
- Real-world job expectations

Dona Ana County Summer Jobs Program - Employer Survey

How satisfied were you with the student worker(s) you had this summer?



Dona Ana County Summer Jobs Program – Employer Survey

What was the best thing about your participation?

- **Contributions of the Students:**

- *We were able to work closely with talented youth who made such a great impact in our organization.*
- *All of our student interns were a joy, but one in particular contributed beyond my expectations. She developed her graphic design and social media strategy skills so diligently that she was contributing at almost a professional level by the time she left. Along with learning, I think she also enjoyed herself very much, which was gratifying.*

- **Permanent Hire:**

- *Had one student stay on after the program ended and is still employed*
- *Being able to hire a great student intern after the internship was over.*
- *We kept one very responsible young lady as an employee, and she is a great addition to our team.*

- **Work Environment/Career Exposure:**

- *Providing a young person real world experience.*
- *Helping young individuals from my/our community.*
- *Giving a student experience and I appreciated the extra help.*

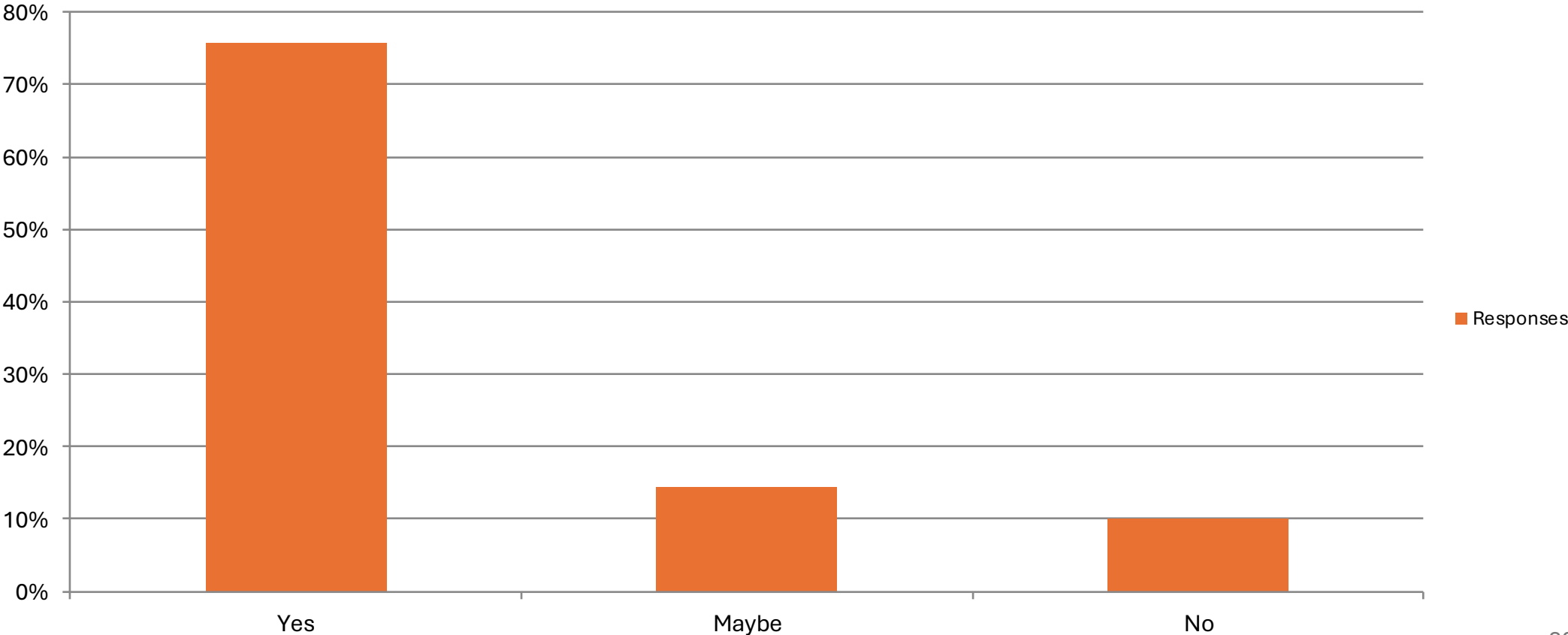
Dona Ana County Summer Jobs Program – Employer Survey

What was the best thing about your participation?

- **Financial Benefit to the Business:**
 - *The students had great attitudes and a true willingness to learn. They brought some new ideas/skills. Also, it helped our business by not having paid help.*
- **Student Growth:**
 - *It's a great feeling seeing young minds. Some shy, quiet, and nervous and then watching them leave with confidence and out of their shell. Always a pleasure working with them.*
- **Mentoring:**
 - *Working with a developing young mind and contributing to their work experience.*
- **Working with Young People:**
 - *It was awesome to see that the kids were learning and enjoying showing up to work. It was also nice to hear the reasons why they chose to participate in internship program.*

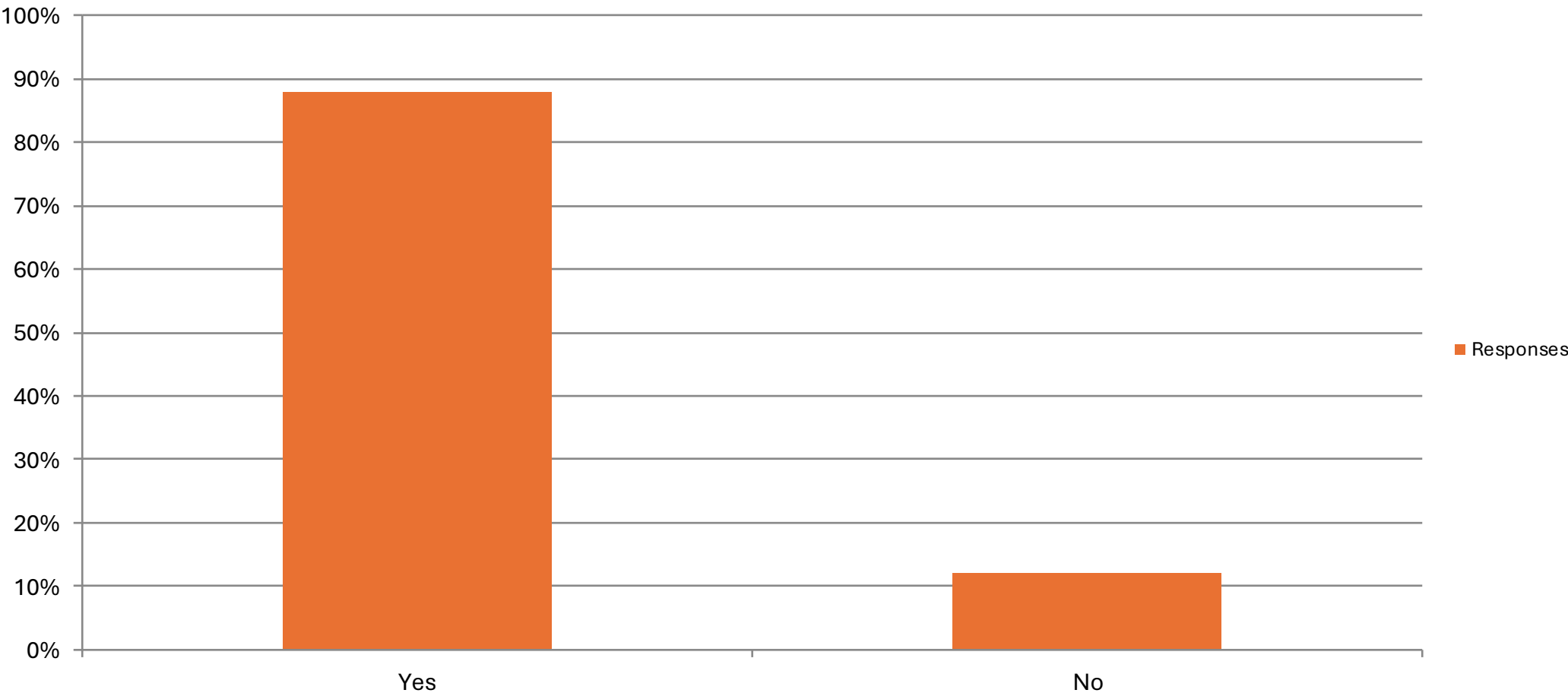
Dona Ana County Summer Jobs Program - Employer Survey

Did you feel your student(s) was/were able to make a significant contribution to your workplace?



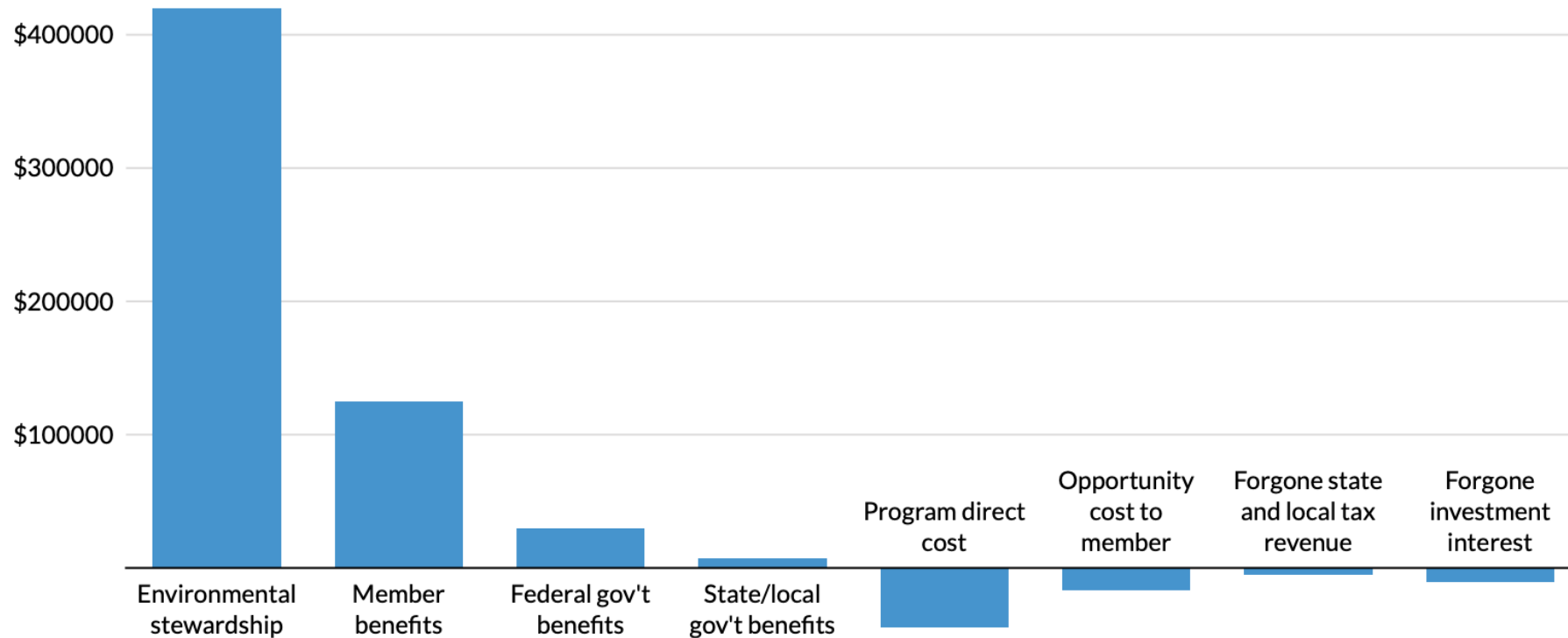
Dona Ana County Summer Jobs Program - Employer Survey

Would you consider hiring any of your summer interns in the future?



Internship – Service Learning

Service Corps Generated an Average 15-Year ROI of \$7.04 per Dollar



<https://www.urban.org/urban-wire/service-corps-programs-connect-opportunity-youth-infrastructure-jobs-potentially-yield>

Internship – Service Learning



Conservation Corps New Mexico (CCNM) operates conservation service programs across southern New Mexico that engage individuals and strengthen communities through service and conservation.



Rocky Mountain Youth Corps is a steppingstone to new opportunities. We inspire young adults to make a difference in themselves and their communities. Through training and service, Corpsmembers discover their potential for a healthy, productive future.



Our vision is to lead our Nations back to ecological and cultural well-being by engaging Indigenous youth and young adults in conservation service programs that reconnect participants to the land, their cultural heritage, and their traditions. We work to remove barriers to participation, education, and employment by partnering with local community organizations, agencies, and institutes of higher learning to create paid service and career training opportunities, personal and professional development, and pathways to postsecondary education and employment.

Apprenticeship – “Learn to Earn”

Traditional Approaches:

- Union-connections
- Construction-related
- Paid
- Hire upon graduation

Challenges:

- RAP difficult for small businesses
- Industry limitations
- Limited opportunities
- Difficult in rural areas



Apprenticeship – “Learn to Earn”

Innovative Approaches:

Target Key Industries:

- Healthcare/Nursing
- Manufacturing
- Transportation and Logistics
- Automotive Technician
- Teachers



Pre-Apprenticeship



[Job Seekers](#)[Veterans](#)[Workers](#)[Businesses](#)[Researchers](#)[WIOA](#)

Pre-Apprenticeship

[Home](#) [Job Seekers](#) > [Explore Career Options](#) > [Pre-Apprenticeship](#)



PRE-APPRENTICESHIP OPPORTUNITY PROGRAM

The Pre-apprenticeship Opportunity Program (POP) was created to help establish talent pools and career pathways for youth and young adults 16-24 years old by receiving on-the-job training in marketable occupations. Participation provides a Pre-Apprentice with gateways to gain full apprenticeship, employment, or an enhanced skill set upon completing the program. Local businesses have an opportunity to produce skilled talent for their industry and prepare Pre-Apprentices for sustainable employment.

Apprenticeship – Benefits

- Employers experience positive post-program benefits between \$25,000 and \$30,000 from each program.
- Apprentices who complete their program earn an average annual starting salary of over \$70,000.
- The typical employer experiences a 44.3% ROI on Registered Apprenticeship Programs.
- Registered Apprenticeship Programs have an average of 92% employment retention rate after apprentices complete the program.
- A well-developed apprenticeship system can boost earnings and minimize occupational segregation within the labor market.
- Employers who hire apprentices frequently see improved productivity, profitability, and bottom line.

<https://www.myoneflow.com/blog/10-amazing-statistics-that-show-the-value-of-registered-apprenticeship-programs>

Externships for Teachers – Key to All Five “Ships”

Benefits:

- Easier for any size employer to participate
- Easily scale WBL – 1 teacher reaches many students with their learning
- Builds relationships between educators/employers
- Grows opportunities for students
- Informs capstone projects, project-based learning opportunities

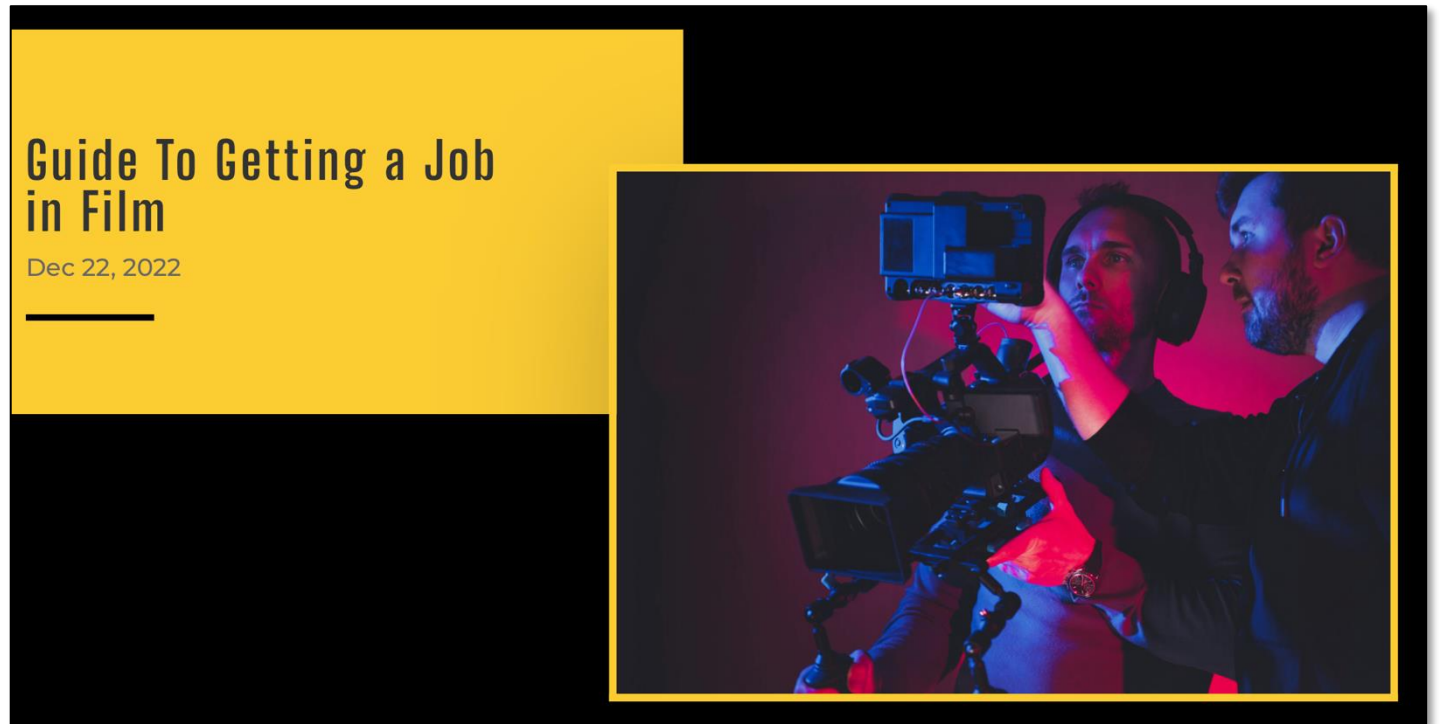
Challenges:

- Provide stipends to teachers (allowable Perkins expense)
- Year-round calendars provide limited time
- Limitations of local business base

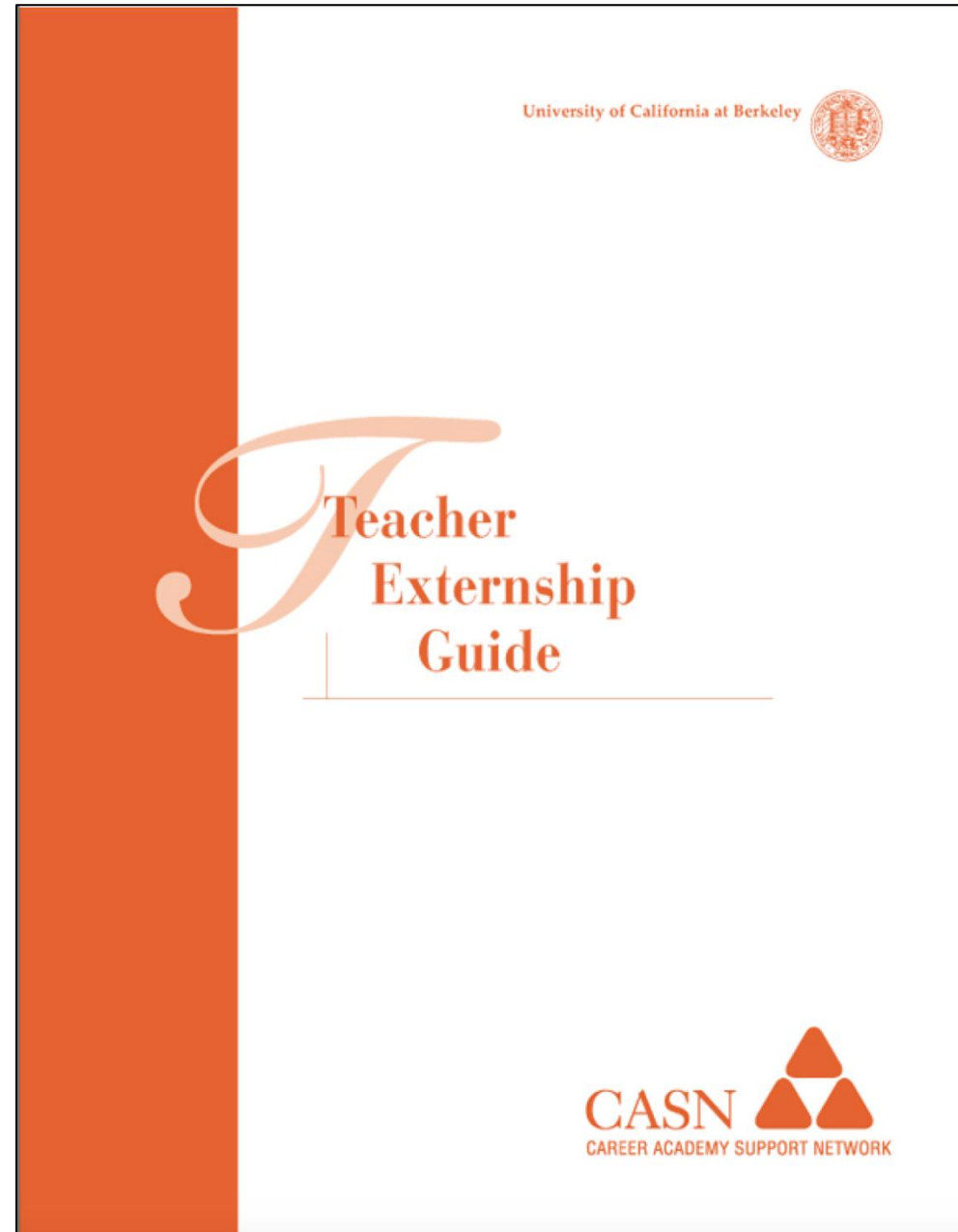
Externships for Teachers – Key to All Five “Ships”

Success stories:

- Counselor in a Rehabilitation Facility
- Engineering Teachers at an Architecture Firm
- Broadcast TV and Graphics Teacher at Film Las Cruces
- Project Lead the Way Teacher at NASA White Sands Test Facility



California Open-Source Guide



Next Steps

- What's one action you are going to take after leaving here today?
- What is your biggest challenge to growing your WBL opportunities?

Questions?



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