



Business Engagement Model

The business community is provided frequent and numerous opportunities to engage in student learning and career readiness. In the interest of all partners (business, school, student, community), this process must be streamlined and well-coordinated. Business engagement is larger than a single program, supports multiple student pathways, encompasses several educational programs and includes more than one school district. Programs such as Iowa BIG, Workplace Learning Connections and Community Promise each support career readiness in ways that often utilize similar engagement activities.

Marion Economic Development Corporation has developed an engagement portal designed to easily connect businesses opportunities to partners. This portal is not owned by MEDCO. It is supported by MEDCO as a community tool for all business partners. It serves as a streamlined lead generator for all programs and partners who regularly facilitate engagement activities.

Here's how a business can be involved:

1. **Host a Job Shadow** – Provide opportunities for students to observe you or your employees in your work environment.
2. **Host a Teacher Externship** - Provide a unique professional development opportunity for our teachers in the community. Externships provide an experience in which teachers spend time in a workplace to learn through direct experience about trends, skill requirements and opportunities in industries related to their subject. This enriches and strengthens their teaching and brings relevance to student learning.
3. **Be a mentor** – Offer students informal career guidance and provide content knowledge from your industry. Could work 1:1 with student or in a small group of students. This is a great opportunity for employees at all levels of your company to be involved.
4. **Provide an Internship** – Host internships for students during the semester or summer to help them gain real world experience. Students are interviewed before being placed in an internship. Guidelines, structure, and other best practices are provided to you in order to make the experience beneficial to both the student and the business.

5. **Provide Financial Support** – Dollars provided support student projects and a variety of project based learning experiences and programs. Donations can also be directed to support pursuit grants through our Community Promise. This money helps to pay a portion of a student’s training costs as they pursue a specific career opportunity in Linn County.
6. **Provide Space in Your Business** – Provide classroom or meeting space for students to work on projects, host a tour of your company, or maybe even host a guest speaker with a group of students.
7. **Provide project materials, equipment, or other gifts in kind** – Provide technical equipment, office equipment, extra furniture, etc. to help with a multitude of project-based learning experiences. We’re talking about the kinds of things your business no longer uses but has great value for those aspiring to learn more about what you do.
8. **Provide a Project for students** – Provide a project to include in a project pool for students to select based on their interest. Teachers will help translate your ideas into projects that rigorously cover high school standards, and more importantly help students generate a unique resume for immediate career readiness as well as post-secondary applications.
9. **Be a Community Promise Partner** – Provide a real job opportunity that your business anticipates a need for over the next two years. We’ll work with you to identify a student who has developed a passion for your industry, create a custom academic plan to support pursuit and training for your job, and partner with you to invest in that student’s learning.

These varied engagement opportunities provide the right fit for businesses of all sizes. They represent a progression towards full ownership of equipping our next generation of talent for success.

Our goal is to partner with all of our business owners to be “**all in**” as they support career pursuit. The diagram below represents the continuum towards being a full community promise partner, engaged in all avenues to support multiple student pathways. **We challenge you to hit the bullseye!**

Community PROMISE

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Business Engagement in Education



Will you be ALL IN?

1. Host a Job Shadow

Provide opportunities for students to observe you or your employees in your work environment.

2. Host a Teacher Externship

Provide a unique professional development opportunity for a teacher in your business.

3. Be a mentor

Offer students informal career guidance, and share content knowledge from your industry. This is a great opportunity for employees at all levels of your company to be involved.

4. Provide an Internship

Host internships for students during the semester or summer to help them gain real world experience. Guidelines, structure, and other best practices are provided.

5. Provide Financial Support

Support student projects and a variety of project based learning experiences and programs. Donations can also be directed to support pursuit grants that pay for a portion of students training costs.

6. Provide Space in Your Business

Provide classroom or meeting space for students to work on projects, host a tour, or host a guest speaker for students.

7. Provide project materials, equipment, or other gifts in kind

Provide technical equipment, office equipment, extra furniture, etc. to help with project-based learning.

8. Provide a Project

Your organization partners with students by offering real projects that students select from a project pool. Students receive core and elective class credit while getting to know themselves and their community better by providing you real results.

9. Be a Community Promise Partner

Provide a real job opportunity that your business anticipates over the next two years. We will identify a student who has developed a passion for your industry and partner with you to invest in that student's learning.

Our Partners:



Become Engaged. Make a Difference.

Taking an active role in this community means you invest time, talent and treasure into our future workforce.

For more information on getting started, contact:
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