

# Intro to Building Strategic Partnerships with Business and Community Partners

As outlined in High-Quality CTE: What the Literature Says About Standards, Curriculum, Instruction, and Partnerships, establishing and maintaining business and community partnerships is an essential component of a high-quality CTE program. This applies to all aspects of CTE including quality Work-Based Learning programs.

Review pages 3-4 and 25-28 from the [High Quality CTE Whitepaper](#). As you read, focus on the importance of business and community partnerships within your Work-Based Learning Program.

Feel free to explore additional sections of the [High Quality CTE Whitepaper](#) for other best practice and useful information to ensure Quality CTE is taking place in your classroom.

When looking at business and community partnerships, it is important to understand that the process includes two components: 1) building partnerships and 2) maintaining partnerships. The remainder of this module will focus on outlining steps and strategies that you can take to successfully build community partnerships. Later modules will focus on strategies to maintain and enhance partnerships to provide students with quality learning experiences.

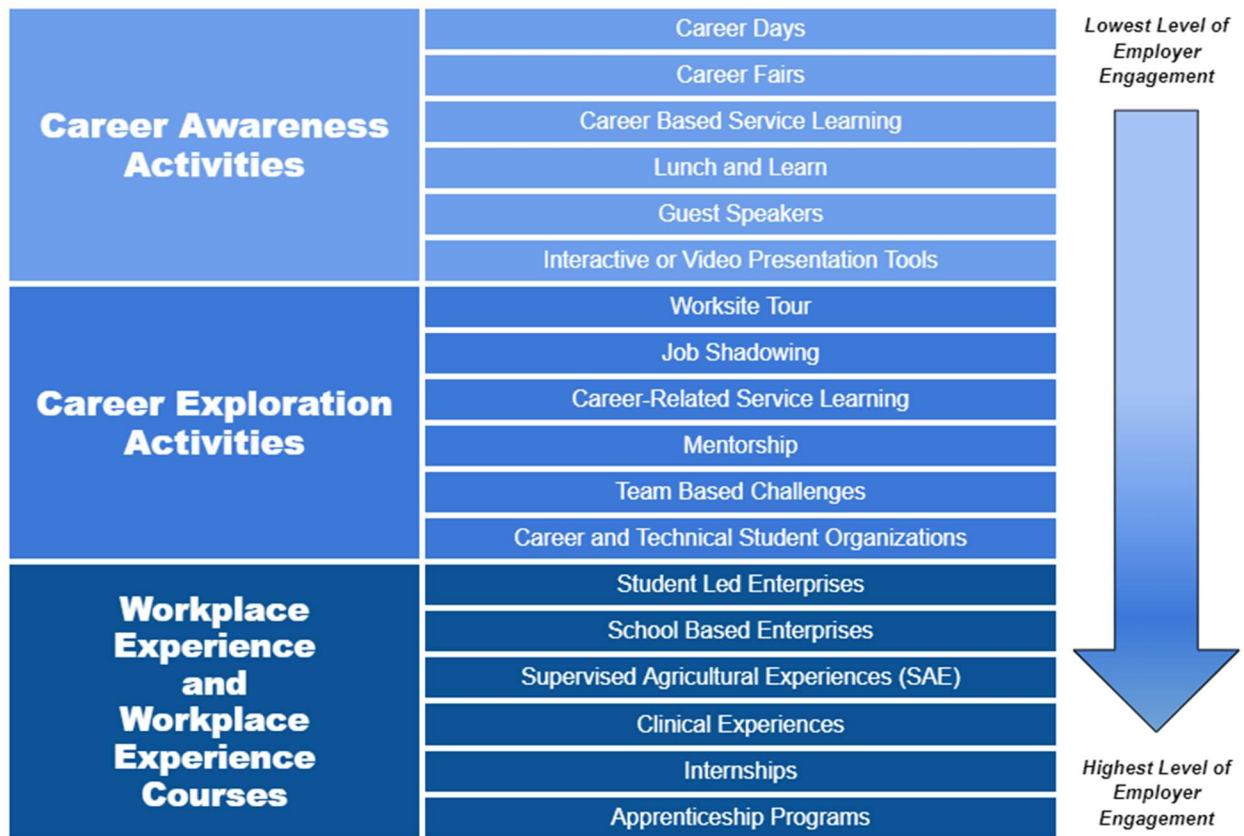
As you plan and implement your Work-Based Learning program, business and community partnerships will be a constant focus. All activities offered to students through a Work-Based Learning program are dependent on these partnerships. As learned in the previous module, the Work-Based Learning Continuum outlines varying and progressing levels of employer engagement.

## CONTINUUM OF EMPLOYER ENGAGEMENT & WORK-BASED LEARNING EXPERIENCES



Figure 1 – The continuum of employer engagement and work-based learning. As intensity of employer engagement increases, student becomes more immersed in the workplace environment.

Review the graphic below for examples of what employer partnerships may look like at different points along the continuum.



It is important to understand that strong business and community partnerships enhance learning and increase opportunities for students.