

Creating Your Brand Through Work-based Learning





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BEFORE OBJECTIVES



- *Creating your own unique brand
- *Creating student buy in
- *Leveraging your brand to maintain and grow your program
- *Allowing WBL to drive "the bus"; working from the top/down (encouraging student participation; aka recruiting)



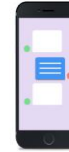
Your Thoughts on Branding ?

Join by Web



- 1 Go to **PollEv.com**
- 2 Enter **CONNIEGANDY092**
- 3 Respond to activity

Join by Text



- 1 Text **CONNIEGANDY092** to **37607**
- 2 Text in your message



Definition -

Marketing practice that creates:

- name, symbol or design*
- identifies and differentiates a product from other products*



YOUR Brand = Partners + Students x

(You)



WBL vs. Real-world Learning

Your Business
Partners

Essential Skills Report

Dr. Karin Chang
University of Missouri Kansas City
Urban Education Research Center



WBL vs. Real-world Learning

| CRITICAL THINKING | | | |
|---|--|---|---|
| <ul style="list-style-type: none"> Use basic applied mathematics Solve complex problems Think critically Interpret and apply data Cultivate innovation | <ul style="list-style-type: none"> Working with information Innovating | THINK <ul style="list-style-type: none"> Critically think Exhibit discernment Adaptive problem-solving Make reasoned decisions | <ul style="list-style-type: none"> Critical and creative thinking Problem-solving |
| COMMUNICATION | | | |
| <ul style="list-style-type: none"> Speak influentially Listen actively Write efficiently | <ul style="list-style-type: none"> Selling and communicating | RELATE <ul style="list-style-type: none"> Tech-savvy Communicate | <ul style="list-style-type: none"> Communication |
| COLLABORATION | | | |
| <ul style="list-style-type: none"> Collaborate Attract and develop talent Build effective teams | <ul style="list-style-type: none"> Managing Developing others | RELATE <ul style="list-style-type: none"> Collaborate | <ul style="list-style-type: none"> Collaboration |
| INTERPERSONAL SKILLS | | | |
| <ul style="list-style-type: none"> Focus on customer Instill trust Value differences | <ul style="list-style-type: none"> Serving and caring | RELATE <ul style="list-style-type: none"> People-savvy Value differences Show integrity | |
| EXECUTIVE FUNCTION | | | |
| <ul style="list-style-type: none"> Plan and align Manage ambiguity Self-development Manage projects Manage complexity | <ul style="list-style-type: none"> Organizing Managing | CONTRIBUTE <ul style="list-style-type: none"> Be accountable Earn a living THRIVE <ul style="list-style-type: none"> Express agency Seek and use feedback Manage ambiguity Comfortable to fall and recover | <ul style="list-style-type: none"> Ethical reasoning |
| PROACTIVITY | | | |
| <ul style="list-style-type: none"> Drive results Display courage Be flexible and adaptive | | LEARN <ul style="list-style-type: none"> Growth mindset Reflect and adapt Curious and flexible CONTRIBUTE <ul style="list-style-type: none"> Find and create opportunities Create value for others THRIVE <ul style="list-style-type: none"> Be courageous | <ul style="list-style-type: none"> Mindset |



Building YOUR BRAND begins long before a student is immersed in a WBL environment



Build the Bus [Brand]



Develop **YOUR** WHY !



MAKE. IT. PERSONAL !



Share it !



Create TRUST !



Students, Parents



Staff, Administration



Build the Bus [Brand]

This IS NOT take your kid to work day ! !



Students



Clear expectations



Follow through



Connect !



Be honest



Parents



Transparency



Communicate



Professionalism is Key . . .



School Personnel



Communicate



Assume Responsibility

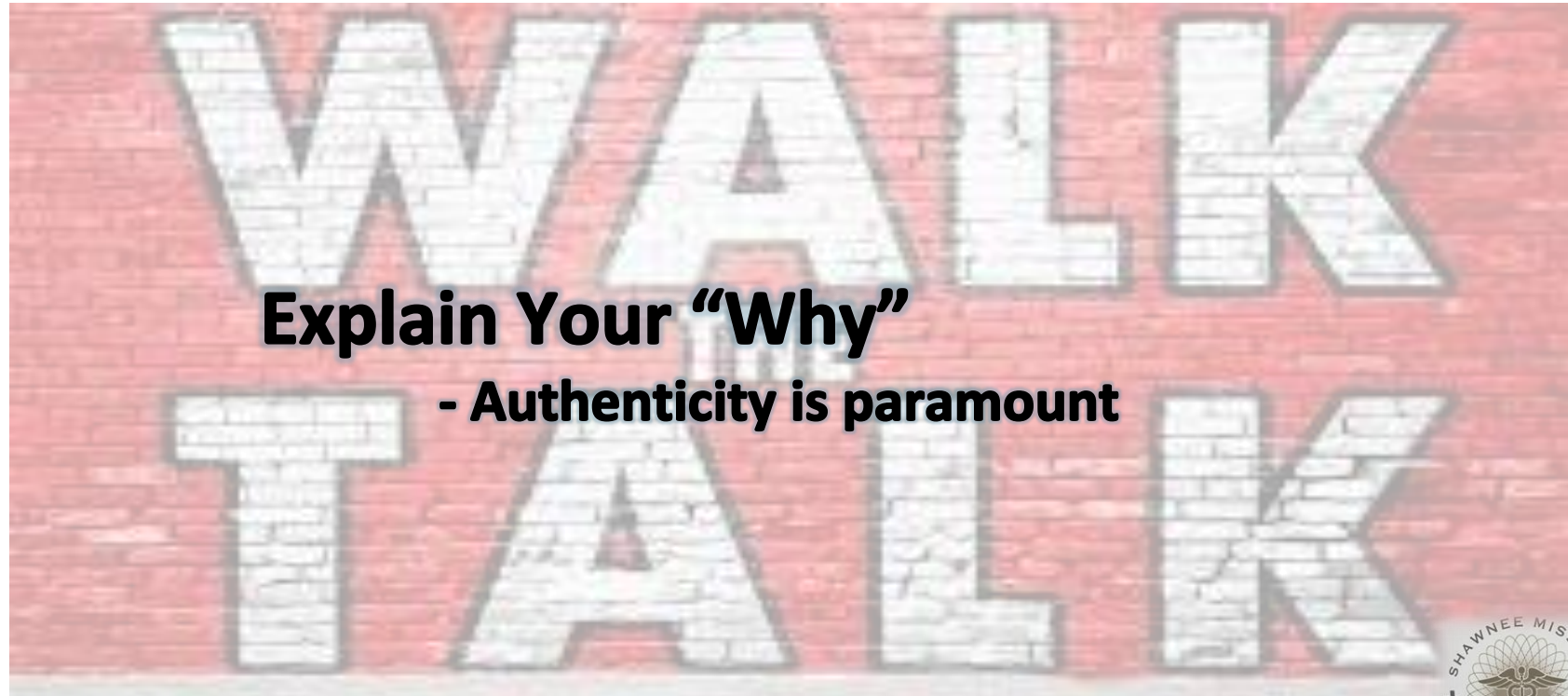


Follow through

Get Them On the

Bus

Create The Culture . . .



Explain Your “Why”

- Authenticity is paramount

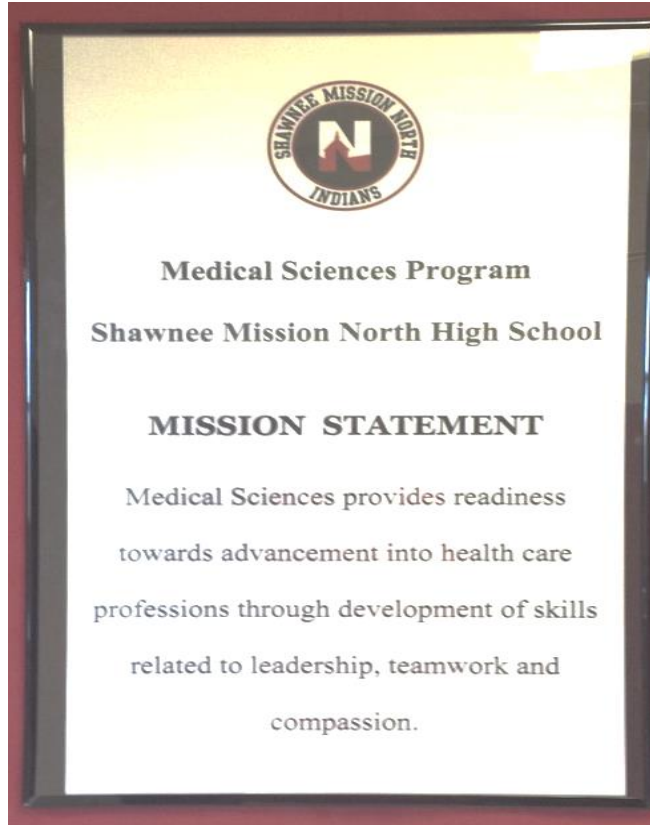
Who You Are Matters !



Get Them On the

Bus

Create The Culture . . .



- Student Ownership

- Use It; Refer to it Often



Get Them On the

Bus



Create The Culture . . .

Embrace the Pay-off

- Unique Opportunity
(Unlike Any Other)



Get Them On the

Bus

Create The Culture . . .

Embrace the Pay-off

- Personalized Learning
- Self-directed



Get Them On the

Bus

Create The Culture . . .



Embrace the Pay-off



Leveraging Your Brand

Students *ARE* Your Brand !

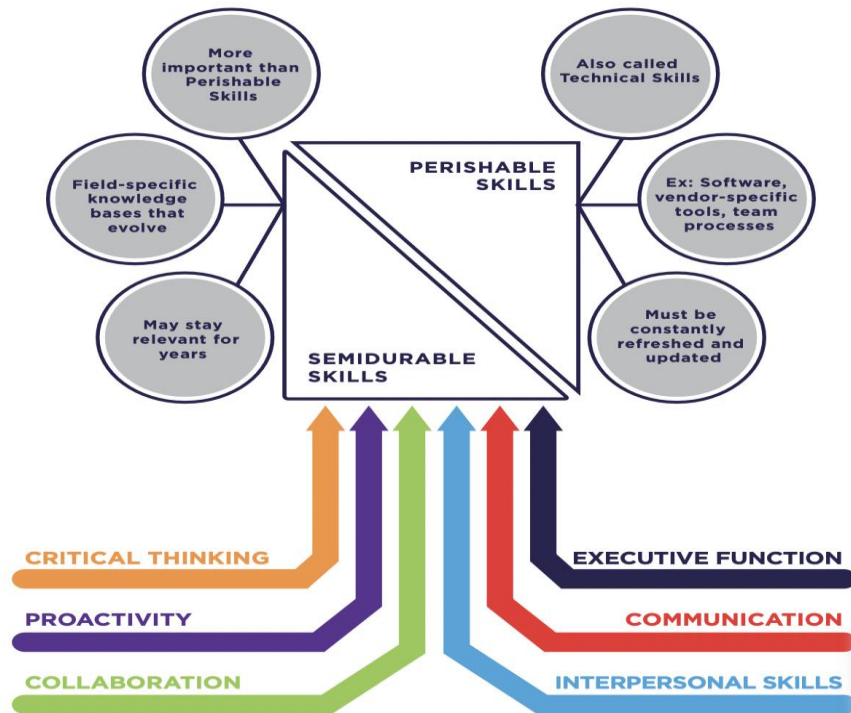


Leveraging Your Brand

Students *ARE* Your Brand !

Semidurable Skills: Field-specific technology, processes or tools that frame a base knowledge. *Replaced as the field changes and evolves*

Durable Skills: A base layer of mindsets and dispositions. *Not just a “way of thinking”, but tangible, teachable and measurable skills.*



Leveraging Your Brand

Students *ARE* Your Brand !

Communication

- Adapt to a diverse audience
- Questioning techniques to obtain specific information
- Time and place



Leveraging Your Brand

Students *ARE* Your Brand !



Engagement

- Important things happen in small moments
- How much instruction is needed?

Driving the Bus

Leveraging Your Brand

Students *ARE* Your Brand !

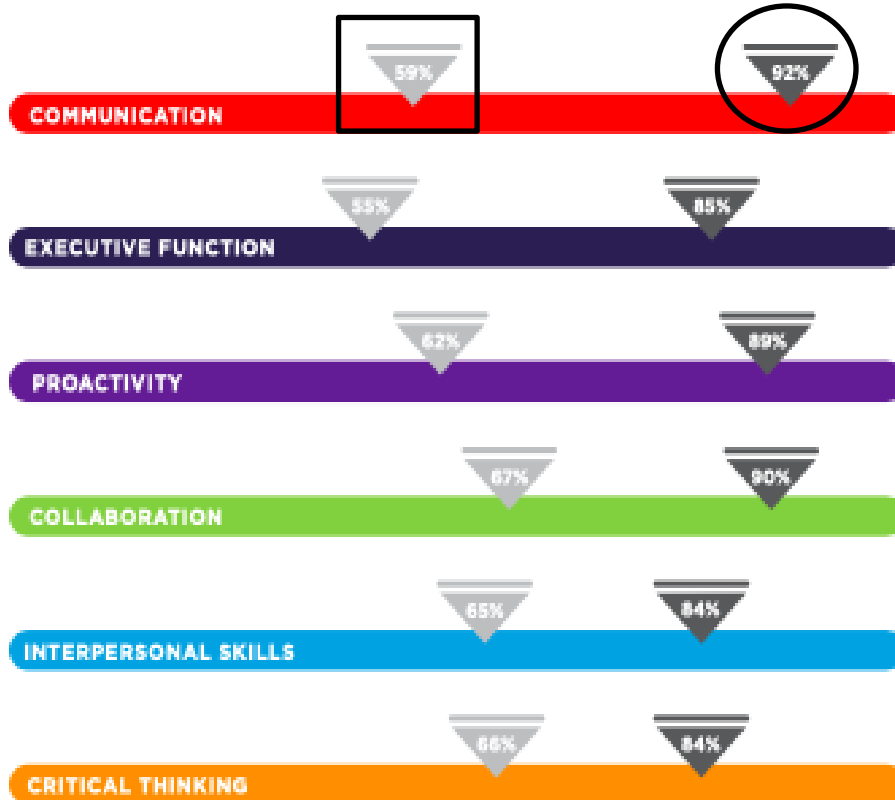


Academic
Prep



WBL Readiness Solidifies YOUR

GAPS BETWEEN PREPAREDNESS AND IMPORTANCE



Graphic Legend:

○ Skill Importance relative to specific job

□ Level of Preparedness to perform the skill at job entrance



Maintaining the Bus

More Opportunities



Create More Opportunities



Maintaining the Bus

Community Connection



Creates More Opportunities



Maintaining the

Bus

Community Connection



Creates More Opportunities



Maintaining the

Bus

Community Connection



Creates More Opportunities



Maintaining the Bus

“Growing Your Own”



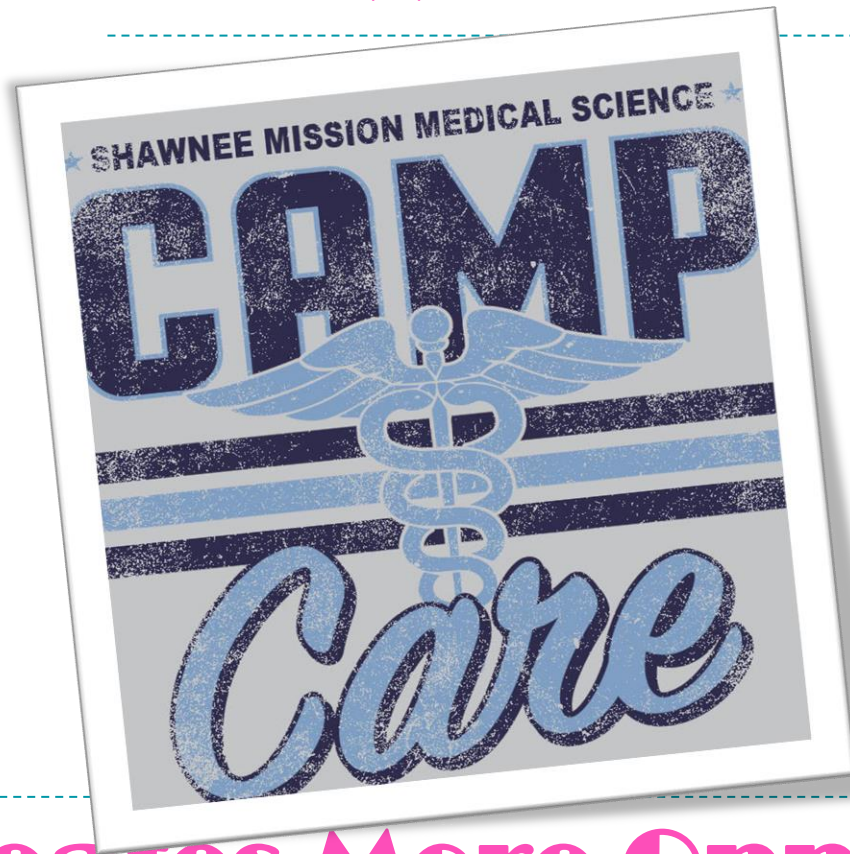
Creates More Opportunities



Maintaining the

Bus

“Growing Your Own”



NEXT
GENERATION

SUSTAINABILITY ...

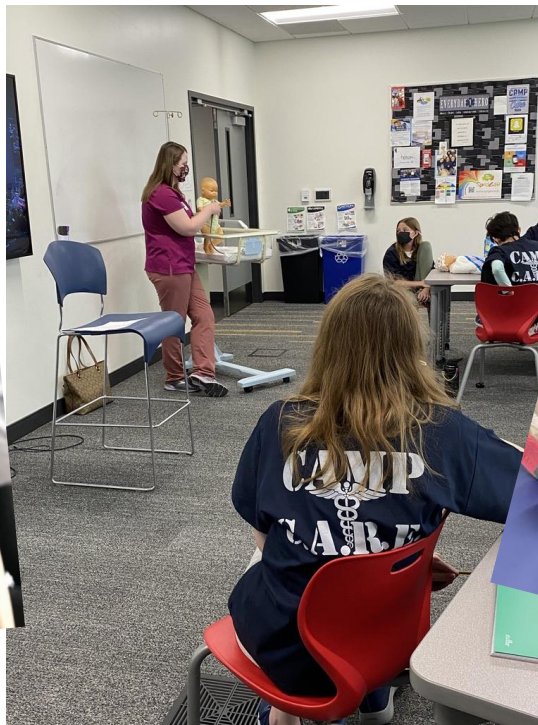
Connect to TOMORROW'S
PROVIDERS

Creates More Opportunities



Maintaining the Bus

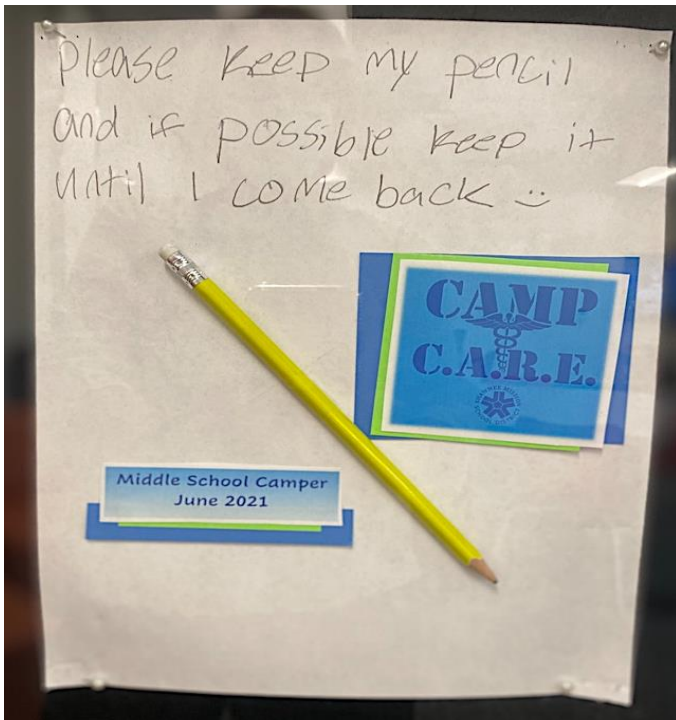
“Growing Your Own”



Creates More Opportunities



“Growing Your Own”



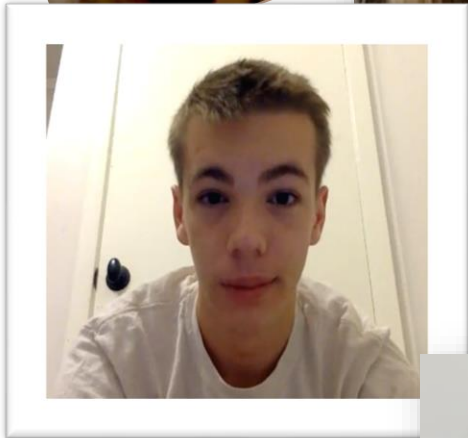
Connections Matter !

Creates More Opportunities



Summary

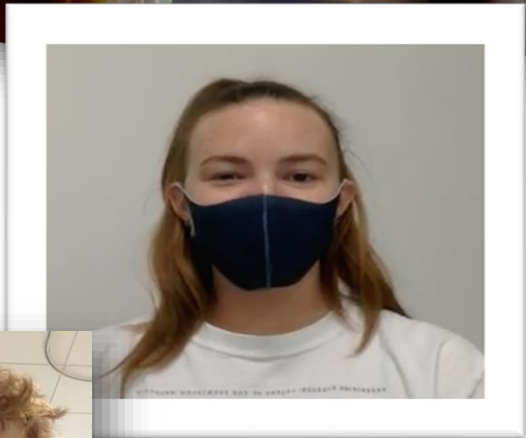




<https://flipgrid.com/57ddbcb3>



<https://flipgrid.com/b742be0c>



<https://flipgrid.com/839c0005>





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