

Worksheet: How to Partner with Us Pitch

Category	Draft the Following:
Institutional Overview	<p>Concisely communicate key information and unique aspects to your institution.</p> <ul style="list-style-type: none"> • Who you are and who you serve (name, mission, type of learners served, key industries) • What you do best, or your institution’s differentiators (e.g., hands-on training, flexible delivery, culture) • Key priorities ahead (e.g., goal for every learner to have a WBL experience) • Why business should partner (e.g., we connect business to learners that reflect the diversity of our region):
Why Partnership Matters	<p>Highlight the shared challenge. Position partnership as a solution to businesses’ most pressing talent needs:</p> <ul style="list-style-type: none"> • Key workforce challenges employers are facing. Include any relevant labor market data (e.g. skills gaps, AI disruption, hiring difficulty) • Why employers can’t solve it alone
History of Impact	<p>Insert case studies of successful partnerships with business, to serve as proof points. Include the following:</p> <ul style="list-style-type: none"> • Problem or talent challenge that initiated the partnership • Solution and Approach to co-design with the business partner • Outcomes

ROI for Business Partners And Partnership Activities	<p>Share a brief overview of partnership opportunities framed with the business outcome in mind:</p> <ul style="list-style-type: none"> • High-level examples of how you partner with business (e.g., WBL, advisory committees, co-design curriculum) • Describe the ROI for employers (e.g., ensure learners/workers are trained with in-demand skills, reduce time and costs to onboarding, increase brand visibility and goodwill)
Partnership Stakeholder Roles	<p>Outline the roles and responsibilities for each stakeholder:</p> <ul style="list-style-type: none"> • What the employer will be responsible for (e.g., designate a point of contact, share expertise) • What the institution will be responsible for (e.g., project management for the partnership) • What the community partners/intermediaries are responsible for (e.g., added capacity, align with regional priorities)
Next Steps	<p>End with a call to action for business to partner with your institution. Include any next steps and the contact information for the institution’s Partnership point of contact:</p>

