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### Creating a Sustainable Momentum for an Expanding Portfolio of WBL Opportunities

#### Creating a Sustainable Momentum

The best way to develop an expanding portfolio of high-quality WBL opportunities for students (and teachers) is to proactively leverage your success stories. Specific next steps you can and should take include:

- 1) Find your teacher-champions – as with almost everything else in K-12 education, something great starts with a great teacher who has the appropriate motivation and support. Find teachers who have deployed great WBL experiences for their students, and ask them to lead professional development (PD) sessions with fellow teachers and counselors;
- 2) Create “break the mold” success stories – every year work with at least one teacher or counselor to determine something new in WBL that your team hasn’t attempted before. *Create “innovation targets” each year that expand the number of WBL methods at your district / school;*
- 3) Publicize success – make sure you honor the successes of your team members who implement great WBL. Send a short email to all of your colleagues, and post it to your district / school(s) website so parents can see. Send thank you notes to your industry allies, both those who participated in the new success stories and those who might in the future. Contact the local media who will be thrilled to publicize another uplifting story about students participating in ground-breaking WBL. *Find ways you can “get the word out” that your program offers dynamic WBL to all students;*
- 4) Recruit parent champions – find ways (videos, emails, notes) to capture parent appreciation for their students’ WBL experiences. Ask parents to share their testimonials on Facebook and other social media – ask them to present their students’ success stories at school community meetings as a way to build momentum supporting WBL among families;
- 5) Engage an increasingly wide circle of industry partners – send video links and emails to prospective industry partners, indicating the gratitude that students and teachers feel for the workplace experts who deliver WBL. Ask your partners to introduce you to colleagues (at their company and others) who might experience the same gratification your partners have experienced when engaging with your students;
- 6) Celebrate with your team *and set ambitious goals* – every year take the time to recognize the newest WBL triumphs your team has created. Then set goals for the next year that dramatically expand the number and types of high-quality WBL available to your students. ***Make the drive for transformational WBL a core value of your district / school(s).***

Once you’ve created this hunger for – and expertise about – WBL, how do you fund your amazing new WBL initiatives?

#### How Can You Fund Expanded WBL?

An unlimited supply of “micro-industry engagement” / virtual WBL is available once you’ve licensed a virtual platform. Using the variety of curated exercises currently available – and those that will be available in the future for download from [www.lacteleaders.com](http://www.lacteleaders.com) – a dramatically expanded portfolio of WBL is available for every student in every classroom.

Virtual licenses and in-person WBL modalities can be funded using these sources:

- Perkins – since Perkins funds are specifically intended to fund innovations (“supplement, not supplant”), they are a perfect funding source for expanding WBL, especially new modalities of micro-industry engagement;
- District Funding – find ways to use PD funding and other discretionary accounts to fund WBL. For example, funding dedicated to students with disabilities should be available to fund WBL between these students and mentors (virtual and in-person) recruited specifically to engage with them;
- Grants – *don’t wait for a grant to be announced . . . proactively seek grants.* Contact your REDO and state education agency to suggest modest funding (for your virtual WBL license, for example) in return for the implementation of extensive new modalities of WBL. Work with local industry leaders to hold fundraisers to support more WBL. Then loop these benefactors into your communications network, so they can learn about the great student experiences their funding has enabled. Promise big, and then document for them how you over-delivered based on the resources available from the CTE Leadership Academy;
- Legislative Action – find legislative allies who are willing to pass sustainable funding sources (like Louisiana’s Career Development Fund) to catalyze a quantum leap increase in high-quality WBL for your state’s students.

Use positive energy and a willingness to take chances to find the funding your district / school will need to deliver more WBL.