



inside **BERKS** business:

A five-day
learning experience
for educators

Why the Program is Important

Berks County employers are facing critical workforce shortages. They are worried about the shrinking pool of educated, skilled workers available to them now and in the future and they are looking to the education community for help in finding a solution to the dilemma.

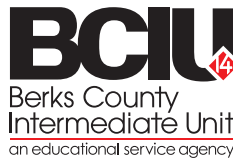
Schools can't fix the problem by themselves but they can help. Curricula can build job readiness and strengthen the skills that are most crucial to employers. Teachers and counselors can inform students about workforce supply and demand, career trends, and potential employment opportunities in Berks County.

Participating in the **insideBerksbusiness** program will give educators valuable insights into these matters within the context of the local business scene. Fortified with the knowledge gleaned from their internship experience, educators will be able to enrich their career education instruction and counseling efforts.

For more information or to
download an application:
www.berksiu.org/ibb

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iBb_Educators_10/09



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Program Components

Pre-internship Meeting

1

At this meeting, the intern becomes familiar with the host business or organization, and the host has the opportunity to learn about the intern's background and interests.

2

Internship Day 1: Business Orientation

- Company overview
- Discussion with Human Resources
- Company tour

3

Internship Days 2-4: Workplace Experience

- Department/site visits
- Job shadowing
- Special meetings/presentations
- Small business project

4

Internship Day 5: Seminar

- Company tour
- Sharing of experiences
- Presentation of project to business mentors
- Lunch

5

School Project

Prior to Day 5, each participant is required to complete a school project that includes a slide show about his or her business experience and outcomes of the program and a classroom project abstract that describes plans for integrating career awareness activities into existing lessons.

How the Program Works

insideBerksbusiness is a five-day summer learning experience for educators. **insideBerksbusiness** brings members of the education and business communities together for activities designed to give educators an insider's look at local businesses.

Flexible scheduling is a distinct feature of the program. Participating businesses host an educator intern for four days. Those days are scheduled according to the availability of the host and the educator.

During the four days, the intern learns about the company or organization, and, when possible and appropriate, works on a small business project. On the fifth day, all hosts and interns gather together for a culminating seminar.

The program is funded through the generous support of the Berks Business Education Coalition and Berks County school districts.

Benefits for Interns

- inside look at a Berks company or organization
- better understanding of the local employment landscape
- insight into up-to-date business practices
- exposure to modern workplace technologies
- increased awareness of the need for career preparation
- relevant, first-hand experiences to enrich instruction

Compensation for Interns

- \$500 stipend
- 40 Act 48 hours

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