



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](http://www.berksiu.org/ibb)

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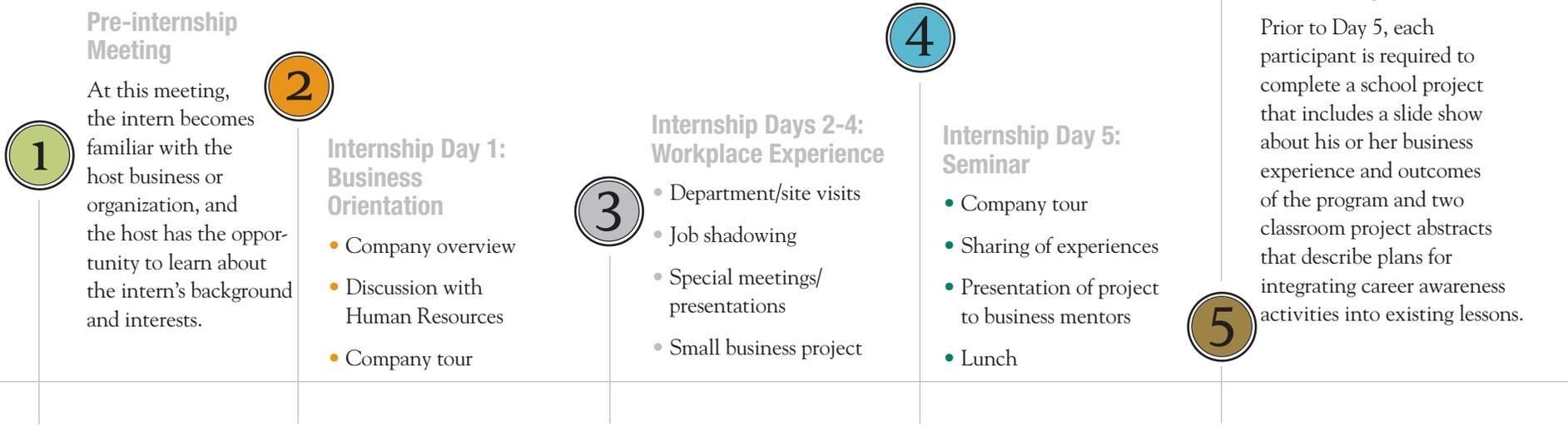
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## Program Components



## 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, hosts and interns gather together for a culminating seminar.

The program is provided in partnership with Berks Business Education Coalition, Berks County school districts, and Berks County Intermediate Unit.

## Benefits for Businesses

- show teachers which skills are vital to your business
- market careers facing critical workforce shortages
- influence the educational program
- promote employment opportunities at your firm
- achieve positive public relations via community outreach
- finite time commitment
- no fee to participate

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