



inside **BERKS** business:

A three-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.

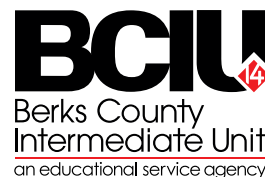
Schools can't fix the problem by themselves but they can help. Curricula can build job readiness and strengthen the skills that are most crucial to employers. Teachers and counselors can inform students about workforce supply and demand, career trends, and potential employment opportunities in Berks 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  
complete an application:  
[www.berksiu.org/ibb](http://www.berksiu.org/ibb)

### Contact:

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## Benefits for Interns

- Inside look at Berk companies and organizations
- 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
- Culminating project, including two classroom lesson plans

### Compensation for Interns

- \$500 stipend
- 40 Act 48 credits

## Past Participating Businesses

- Alcon Research
- Animal Rescue League
- Berks Coalition to End Homelessness
- Berks County Agricultural Center
- Caron Foundation
- East Penn Manufacturing
- Helping Harvest
- Met-Ed, A First Energy Company
- Radius Corporation
- Reading Fightin' Phils
- Reading Public Museum
- Safe Berks
- Solo Labs
- Spotts, Stevens, & McCoy
- Tower Health
- United Way of Berks County

## How the Program Works

**insideBerksbusiness** is a three-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.

During the three days, the intern learns about the company or organization, and, when possible and appropriate, works on a small business project.

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



Three days.

One business each day.

Gain valuable insights.

### Business Orientation

- Company overview
- Discussion with Human Resources
- Company tour

### Workplace Experience

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

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