

## Engaging Next Generation of IT Professionals: Connecting Students to Career-Based Learning Opportunities

The Information Technology (IT) industry is rapidly evolving, making it essential to work together to prepare the next generation of IT talent through meaningful career-based learning experiences. These experiences include career conversations, company tours, classroom speakers, youth apprenticeship programs, and other impactful events designed to inspire students and showcase the diverse opportunities within IT.

One way to strengthen these connections is by partnering with **Inspire Wisconsin**, a platform dedicated to providing students with meaningful career-based learning experiences. Inspire Wisconsin connects employers with schools to cultivate talent through career mentorship, hands-on learning opportunities, and workforce development initiatives. For IT businesses, this partnership is an opportunity to play a pivotal role in developing the future workforce while demonstrating the exciting possibilities available in the tech industry.

### How IT Employers Can Engage

- **Host Career Conversations:** Share your journey and insights with students through virtual or in-person career talks. Real-life stories inspire curiosity and help students envision their own pathways in IT.
- **Offer Company Tours:** Provide a behind-the-scenes look at your operations, showcasing the cutting-edge technology and teamwork required in the IT field.
- **Participate in Youth Apprenticeship Programs:** Work directly with schools to create hands-on learning opportunities that allow students to gain real-world experience in IT roles.
- **Engage in Classroom Speaking Opportunities:** Send professionals to local classrooms to discuss their careers, skills required, and the importance of soft skills like communication and problem-solving.

### An Example to Inspire Action

To highlight the impact of career-based learning experiences, we're excited to share a link to a **Women in IT Career Conversation Video**, showcasing how real professionals connect with students to discuss their experiences, challenges, and successes in the industry. This serves as a fantastic example of how IT professionals can inspire students and provide insight into career opportunities.

[Click here to watch the Women in IT Career Conversation Video](#)

### Why It Matters

Career-based learning experiences not only inspire students but also help employers connect with potential future employees, ensuring a stronger, more prepared workforce. By participating

in initiatives like those offered by Inspire Wisconsin, IT professionals can contribute to shaping the future of the industry while promoting their companies as leaders in talent development.

Visit the Inspire Wisconsin [website](#) to learn how you can bring more IT opportunities to middle and high school students in our region. Together, we can ensure that students are equipped with the knowledge, skills, and inspiration to thrive in Wisconsin's growing IT industry.