Strategies for Business Engagement
(Includes Credential/Curriculum Alignment)

October 13, 2016

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CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

Webinar Details

- For this webinar you will be in listen only mode using your computer or phone

- Please ask questions via the question window

- This webinar is being recorded – you will be sent a recording link

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*ATE*CENTERS

The CCTA is led by

- **National Center for Convergence Technology (CTC)** at Collin College in Frisco, TX (lead)

- **South Carolina ATE National Resource Center (SCATE)** at Florence Darlington Technical College in Florence, SC

- **Florida ATE Center (FLATE)** at Hillsborough Community College in Tampa, FL

- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** at City College of San Francisco in San Francisco, CA

- **Networks Resource Center** at the Maricopa Community College District in Phoenix, AZ

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees

- Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds

- Deliverables
  - Topical webinars on existing and new solutions
    - Live/recorded with attendee Q&A
  - Identify and document best practices
  - Host convenings

Poll #1: Your Affiliation

A. I am involved with an NSF grant

B. I am involved with a TAACCCT grant

C. Both

D. Neither

Poll: How many people are listening with you?

A. None

B. 1

C. 2

D. 3 or more

TODAY'S PRESENTERS

Ann Beheler
Presenter
Principal Investigator
(PI); National
Convergence
Technology Center
(CTC)

Julie Stiak
Presenter
District Director for
Health Care
Education, Maricopa
Community College
District (MCCD)

Meri Winchester
Presenter
Instructor of
Computers and
Digital Media;
McHenry County
College

Employment Trends to Watch in 2016

U.S. employers continue to show confidence in their hiring plans, according to CareerBuilder's annual job forecast.

Thirty-six percent plan to add full-time, permanent employees in 2016, the same as 2015.

Nearly half of employers (47 percent) plan to hire temporary or contract workers.

CareerBuilder 2016 Job Forecast

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Why Involve Businesses?

- "We have to?"

- Donations? Of what?

- Classroom presentations?

- Conference presentations?

- Teaching for us?

- Advice? (Do you take it?)

It's About Relationships

BUT, why do THEY want to work with you?

Why will they continue working with you for years?

How does their work directly impact students?

And, how do you maximize your use of business representatives?

Setting the Context for BILT

Developed by National Convergence Technology Center National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College

- 2004 forward
- Consortium with 57+ college and university partners
- Primarily in the area of networking infrastructure/mobility/data communications
- Developed to address the downturn in IT in the early 2000's
- Designed with lock-step cooperation with regional and now national business to ensure employment for graduates

CTC Partners

National Convergence Technology Center

El Centro College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

UNT UNIVERSITY OF NORTH TEXAS
Discover the power of ideas.

COLLIN COLLEGE

FLORIDA STATE COLLEGE at Jacksonville

Fox Valley TECHNICAL COLLEGE
Knowledge That Works

GEORGIA SOUTHERN UNIVERSITY

LANSING COMMUNITY COLLEGE
Where Success Begins

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Business & Industry Leadership Team Leads

BILT Processes developed under the NSF grant spread throughout the National Information Security and Geospatial Technologies DOL TAACCCT consortium (Round 1)

Four IT specialties:
- Programming/Mobile App Development
- Networking/Data Communications
- Cyber security
- Geospatial Technologies

Approach with businesses applies to creating/maintaining/reinvigorating any technology program

THE TYPICAL BUSINESS ADVISORY COUNCIL

Might meet <u>1 or 2 </u>times per year, sometimes the only time the reps are on campus

<u>May have a mixed level of knowledge </u>in membership

<u>Advises</u> regarding a program, sometimes just reviewing rather than leading

BAC members often find their <u>time split between colleges</u> because each college has its own council

TYPICAL RESULTS FOR BUSINESSES/GRADUATES

Rubber-stamp relationship may produce grad who are not readily employable

Attendees may or may not be people at the right level to really help with your program

Businesses may not be truly engaged

SUGGESTED ENGAGED BILT MODEL

Approach applies to ANY technical program – and others

Business and Industry ***Leadership*** Team (BILT)

Regional Council (ours is both national and local) advising multiple colleges

Meets **quarterly**, not 1-2 times per year

Right people on the council
- ✓ High-level **technical** executives
- ✓ First line managers
- ✓ Technicians
- ✓ HR representatives as long as they are not the sole reps for a company

MORE THAN AN ADVISORY COUNCIL

Businesses CO-LEAD the work and are part of the leadership team

Appropriate name is Business & Industry Leadership Team (BILT) – *Leadership*, not Advisory

Use Draft Letter and Script

- Target those you want
  - Technical front line technicians
  - Technical execs, especially futurists
  - Some HR representatives, but not the only reps for a company
- For each targeted business
  - Determine minimum and optional expectations
  - Draft letter and/or script

TO BUILD AN ENGAGED BILT

Be specific with respect to what you want from the businesses you contact

SHARE YOUR VISION

Emphasize WIN-WIN for the business member

May talk with assistant

ONE FACE-TO-FACE MEETING ANNUALLY

Curriculum aligned based on solid business-driven process originated in the U. S. Air Force

- Modified DACUM to identify Knowledge, Skills, and Abilities needed from graduates (4-6 hr. process)
- Faculty determine how to address KSAs through curriculum by cross-referencing desired KSAs to existing courses and developing new modules or courses to fill gaps

THREE VIRTUAL MEETINGS ANNUALLY

- Trends identified to get ahead of curricular changes

- Informal forecast of future employee need

- Program review for multiple colleges (certificates/degrees)

- Review/approval of major grant activities/progress

THE BILT FROM THE CHAIRMAN'S PERSPECTIVE

ADVISORY

BUSINESS LED

Differentiators between a business advisory council vs. BILT

- **Industry Advised**
- **Suggested KSA**
- **Business is suggesting enhancements to curriculum**
- **Business is not vested in long-term success of programs**
- **Ignored advice erodes business commitment**

- **Industry Led**
- **Required KSA**
- **Curriculum must be recognized by the BILT**
- **Business has "skin-in-the-game"**
- **Business has the opportunity to reduce OJT (On-the-Job-Training)**
- **Business has the ability to "Give Back" to the community in a multi-generational life changing way**

SERVING ON BILT – DRIVING REAL VALUE

We are in the business of employing the future of America.

STUDENT

EMPLOYEE

BILT - What is in it for me?

PROFESSOR

- **Delivering relevant, industry sought after skills**
- **Students more prepared to enter the workforce**
- **Early business engagement exposes students with business perspective & taxonomy** (Mentoring, internships, externships and business graded capstone courses)

BUSINESS LEADER

- **Entry-level employees with "hit-the-ground-running" skills**
- **Ability to tangibly give back to the community**
- **Ability to tap eager talent in transitioning to the workforce**
- **Time value realized and appreciated**

Results of Active Business Engagement

- Curriculum aligned to produce workforce-ready grads
- Business involvement in recruitment events
- Professional development for faculty
- Businesses provide internships for students; externships for faculty
- Business representatives mentor students
- Business representatives are guest speakers and co-author white papers
- The BILT evaluates capstone presentations
- BILT members participate in panels at conferences
- Students get JOBS!

Our Experience: Year One

- Changing the mindset

- Getting buy-in from the school

- Getting Started

Recruiting

Challenge – Get busy, successful Industry professionals to give up a morning and join the team.

Approach – Must be personal and hands on, talk to the individuals and sell them on how this will help their company in the long run

The First Meeting

- Longest meeting

- Establishing Knowledge Skills and Abilities for Mobile Design and Development Degree

- We ran out of time – people were leaving before it was over
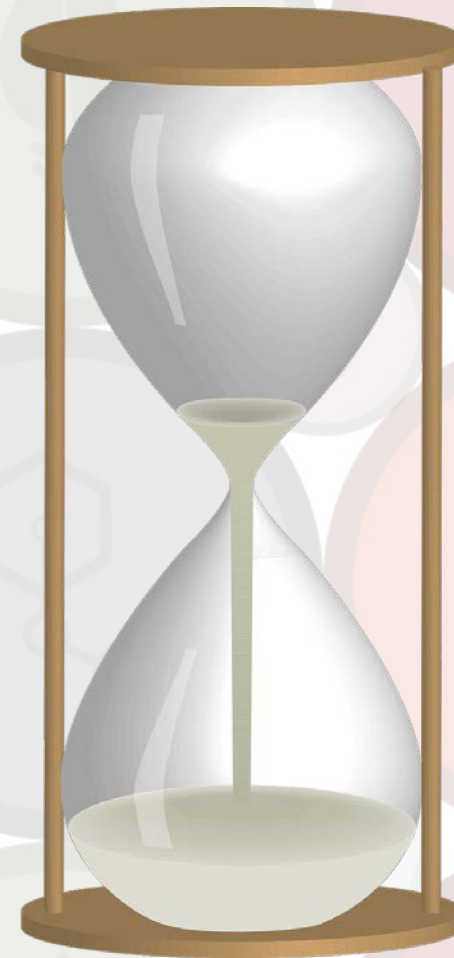
How did it go?

Right

- Recruited a cross section of people
- Fed them
- Kept moving
- Good Discussion

Wrong

- Technology issues for people participating at a distance
- People had to leave before the meeting was over
- Got through about ½ of our goal

What we learned

- Narrow your focus
- No more than 2 hours

Meeting Online

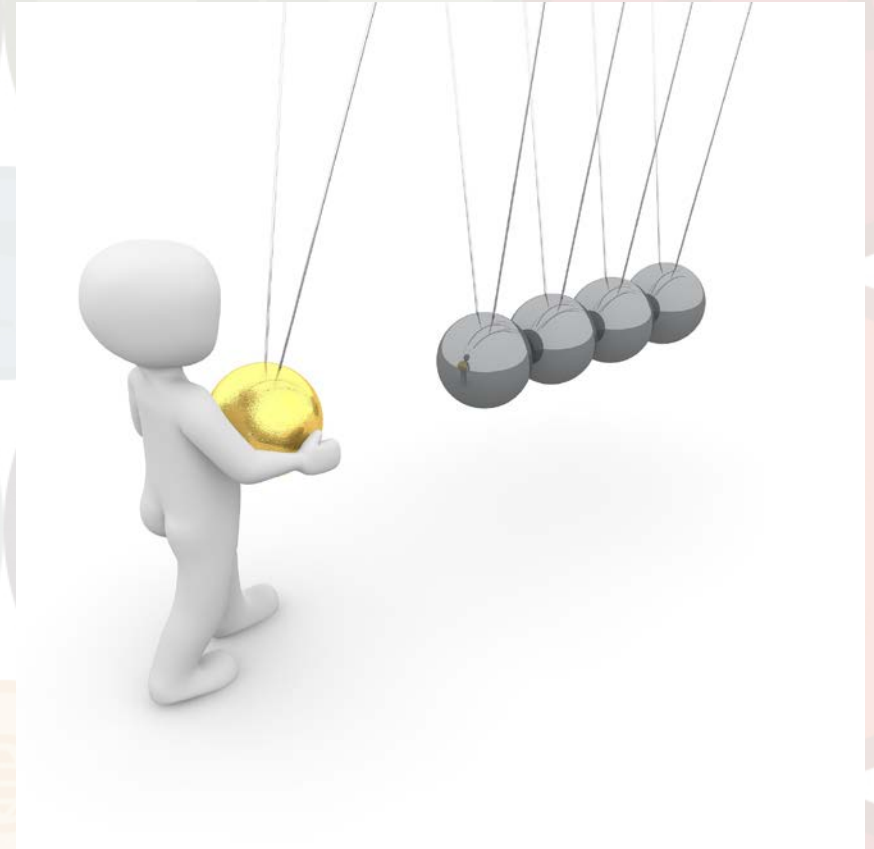

Challenges:

- Hard to get people to attend

- Encouraging discussion and communication

- Be aware of outside issues – December was not a good month

Momentum

- Keep in touch

- Recruit new people to replace those that don't show

- Use the calendar not just email to invite

- Make meaningful use of time

Continuous Outreach

CONNECTED

- Reach out between meetings
- Phone calls
- Online chats with programmers
- Questions about how things are done in indus

Where are we now?

Second live meeting

This week

Update on progress

BILT@MCCCD

Julie Stiak

Implementation of the BILT Model at the Maricopa Community Colleges

Drivers:

- Bringing us more to top-of-mind as a workforce provider

- The "multiple advisory" committee problem

Four BILTs

- Advanced Manufacturing
- HealthCare
- Business Services
- IT

Our First BILT Meeting

Affirm The BILT Charter

Purpose: BILT is a leadership team to help develop, sustain, and improve the manufacturing education programs at the Maricopa Community Colleges and their partners in the region.

Responsibilities:

- Develop employer-driven goals to grow our capacity in manufacturing programs.

- Help establish well-connected career pathways.

- Devise methods of connecting students to employers.

- Advise on the knowledge, skills, and abilities need in the manufacturing workforce.

- Act as advocates for manufacturing education.

Membership and Structure

- Industry members serve voluntarily for a renewable two year term.
- Educators are welcome as non-voting members to provide valuable input about their programs.
- Meetings are quarterly and typically last for 1.5 hours.
- Attendance is expected and substitution is allowed.
- Two industry members will serve as co-chairs

Benefits for BILT Members

- A pipeline to workforce entrants

- A more efficient recruitment process

- Manufacturing education programs that are aligned to current technology and industry needs

BILT Website

http://www.matecnetworks.org/bilt/

Responsibilities (On the Education Side)

- Listen
- Act
- Follow through

Results

Recommendations on Priorities

1. Automation/Robotics
2. Additive Manufacturing
3. Industrial maintenance
4. Sub-Committees

Critical Questions for BILTs

1. In terms of worker training and preparation, what is it that you need that you are not able to get that you would like the MCCCD to provide? What makes a good workforce solution provider?

2. How do you see the advanced manufacturing areas changing in the future? What are the emerging trends you see as a manufacturing enterprise?

3. How do you view the needed skills in the future---technical and soft skills?

4. Do you judge us as responsive?

Building The B2B Aspect

- Industry co-chairs

- Invited technical presentations
  - Digital Twin – Siemens
  - Emerging Trends in Additive Manufacturing

Challenges

- The education side

- Anticipate 15%

- Follow through

Questions?

Join Us – All Webinars 3 pm Eastern

Nov 17, 2016
Effective Strategies for Job Placement
This session will share effective practices for identifying new business partners and job openings. The emphasis will center on techniques for building relationships with employers.

Presenters:
Susie Davison Job Developer/Career Coach, Collin College
Ann Beheler PI, National Convergence Technology Center (CTC)

For Other Upcoming Webinars See: http://www.atecenters.org/ccta

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WEBINAR SURVEY

Please take a moment to help us become better…

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http://www.atecenters.org/ccta