Strategies for Business Engagement (Includes Credential/Curriculum Alignment)

October 13, 2016

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Webinar Details

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ATECENTERS

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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.
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

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
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 1 or 2 times per year, sometimes the only time the reps are on campus

May have a mixed level of knowledge in membership

Advises regarding a program, sometimes just reviewing rather than leading

BAC members often find their time split between colleges 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
Differentiators between a business advisory council vs. BILT

**ADVISORY**

- 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

**BUSINESS LED**

- 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.

BILT - What is in it for me?

STUDENT

• 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)

PROFESSOR

EMPLOYEE

• 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

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BUSINESS LEADER
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

- Reach out between meetings
- Phone calls
- Online chats with programmers
- Questions about how things are done in industry
Where are we now?

Second live meeting
This week
Update on progress
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?
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
WEBINAR SURVEY

Please take a moment to help us become better...
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