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Technology Center

Minority-Serving Institutions Convening 2016

MAXIMIZING BUSINESS ENGAGEMENT TO BENEFIT STUDENTS



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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.

Career Builder 2016 Job Forecast



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EDUCATION/BUSINESS MISMATCH

96 percent of college and university chief academic officers said they are extremely or somewhat confident in their institution's ability to prepare students for success in the workforce

just **11 percent** of business leaders strongly agree today's college graduates have the skills and competencies that their business needs.

John M. Eger, "Business and Education Executives Just Don't See Eye to Eye",
Huffington Post, 04/12/2014 originally presented by John Colburn, Director,
Skills for America's Future, Aspen Institute 01/20/15

Why Involve Businesses?

- ⦿ “We have to?”
- ⦿ Donations? Of what?
- ⦿ Classroom presentations?
- ⦿ Conference presentations?
- ⦿ Teaching for us?
- ⦿ Advice? (Do you take it?)
- ⦿ What else???

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 8 main partners and 57 other 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

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) which was about \$20 million shared between 7 colleges in 6 states, with Collin College leading

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

May be more of a “rubber stamp” relationship

May or may not be truly engaged

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

May result in programs that produce graduates that are not tightly aligned with business need

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*



BASIC MODEL FOR BILT MEETINGS

Meets 4 x per year, 1 face to face, 3 x via webinar

Less than quarterly can mean “out of sight, out of mind”



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

Other topics as appropriate

THE BILT FROM THE CHAIRMAN'S PERSPECTIVE

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

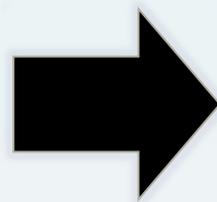
BUSINESS LED

- 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.

STUDENT



EMPLOYEE



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SERVING ON BILT – DRIVING REAL VALUE

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

“If opportunity doesn’t knock, build a door.” ~ Milton Berle



NATIONAL BILT SETS STAGE FOR NATION FOR IT



- ⦿ **Guide Knowledge, Skills, and Abilities (KSAs) for mapping curriculum**
- ⦿ **Maps KSAs based on Industry and National needs**
- ⦿ **Members participate virtually & annually in person**
 - **Mentoring students / Participating in Capstone courses**
 - **Leading virtual internships / externships**
 - **Speaking at conferences**
- ⦿ **Provides a framework for New Regional BILTs to leverage**

Regional BILT – Crafting education to critical markets

- **Focused on regional industry needs (similar regions share)**
- **Curriculum mapping transferred to local/regional BILT constructed similarly for validation/modification**
- **Members participate virtually**
 - **Mentoring students**
 - **Participating in Capstone courses**
 - **Leading virtual internships / externships**



FROM THE REGIONAL/LOCAL PERSPECTIVE

Diversity of BILT Members – IT plus

- ⦿ Government , Health care, Finance, Manufacturing sectors and more

Regional/Local BILT Functions

- ⦿ In person/virtual
- ⦿ Local perspective versus national

Approach to prioritizing KSAs

- ⦿ Directly address workforce need while leveraging prior work
- ⦿ Focus on comprehensive approach

Students interaction and engagement

- ⦿ Competitions
- ⦿ Internships
- ⦿ Mock Interviews. ,mentoring
- ⦿ Placement



To Build a BILT

- ◎ 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, NOT email



To Build a BILT

- ◎ Share YOUR vision and passion
- ◎ Be specific about required activities (usually KSA analysis annually)
- ◎ Offer optional opportunities for engagement, describing and estimating time required
- ◎ May talk with an assistant – use the opportunity to ask for a referral

What Results Can Be Expected?

- ◎ What are some of the results of active business engagement?

>5 Results of Active Business Engagement

- ◎ Curriculum aligned to produce workforce-ready grads
- ◎ Involvement in recruitment events
- ◎ Professional development for faculty
- ◎ Provide internships for students; externships for faculty
- ◎ Provide business mentoring
- ◎ Guest speakers
- ◎ Co-author whitepapers
- ◎ Evaluate capstone presentations
- ◎ Participate in panels at conferences
- ◎ Hire graduates

How does this apply to YOUR work?

- ◎ Specifically, **why** do you want businesses to be involved in your work?

How To Recruit Business Partners ?

- ◎ Specifically, **how** do you recruit businesses to be involved in your work?
- ◎ What is one thing you might change as a result of this presentation?

What Will Business Partners Do?

- ◎ Specifically, **what** do you want them to do?

WIIFM for Business?

- ◎ What makes a business partner want to participate in helping in your work, and what keeps them involved?

Business Engagement?

- ◎ **How** will you know you have business engagement?

Balancing Your Business Team?

- ◎ What about balancing your business team? Do you do that, and how do you do it if you do?
- ◎ What might you do differently in the future?

More Help – for BILT and Other Needs

Collin is lead for the National Center of Excellence for Convergence Technology (NSF sponsored)

The Convergence College Network is open to institutions that want to share in a Community of Practice to further IT and Communications Technician Education

For more information look under Education Resources:

<http://www.connectedtech.org>

More Help – for BILT and Other Needs

Collin is lead for the Centers Collaborative for Technical Assistance (NSF sponsored)

October 13 webinar on Business Engagement, 3 pm Eastern

Other webinars, best practices, and convenings are provided for DOL and NSF grantees and others leading workforce programs

For more information:

<http://www.atecenters.org/ccta>

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