



# Business Engagement in Supporting The Education Pipeline

Dr. Verlyn (Lyn) Velle

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**Building Strategic Partnerships**  
*November 2013*

**Designing Contextualized Instruction**  
*December 2013*

**Integrating Career Planning & Counseling  
into Adult Education**  
*January 2014*

**Sustaining Adult Career Pathways:  
Funding, Leadership, Policy, & Professional  
Development**  
*February 2014*

**Using Data for Continuous Improvement**  
*March 2014*

**Business Engagement in Supporting the  
Education Pipeline**  
*April 2014*

**Developing Effective Bridge Programs**  
*May 2014*

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## Lyn Velle

- Career and Technical Education Coordinator, Campbell County Board of Cooperative Higher Education Services.
- SME, OCTAE (OVAE) Career Pathways Initiative
- Keynote speaker & workshop presenter
- Previously practitioner
  - National, state and local grant writer
  - Instructor, secondary & postsecondary level
  - Career Academy designer





- Welcome to “ Business Engagement in Supporting the Education Pipeline”
- A few of the topics we will discuss today:
  - Why consider a business partnership today
  - What types of partnerships are appropriate
  - Educational responsibilities within a partnership
  - Partnership benefits to the businesses
  - How do you build relationships with business



- Introduction and what the research says:
  - Research has confirmed that partnerships are essential among employers and employee and their organizations, educators and school systems, legislators and government agencies, youth and community organizations. Of primary importance is the opportunity for real world experiences for students within the local business and industry environment.



- A few business partnerships might include:
  - 1. Advisory Committees or Boards
    - Career specific areas such as: Animation; Business; Culinary; Engineering; Health Sciences; Early Childhood.
    - Required for local, state or federal grant funding. Such as Federal Perkins funds.
    - Career Academies



- 2. Educational opportunities in the workplace, such as:
  - Job shadowing (Career Exploration)
  - Mentorship (Career Decisions)
  - Internships (Advanced skills)
  - Cooperative Ed. (Reinforce skills)
  - Youth Apprenticeships (develop competencies)



- Job Shadowing

- In job shadowing, a student follows an individual as he/she performs workplace tasks for a designated number of days. In this way the student experiences the work environment and better understands the type of skills needed for specific occupations.



- Mentorships

- In a school mentoring program, a student is paired with an adult who can help him/her gain experience and training. Also the student learns to get along with new people and deal with real-world situations. Mentorships are generally a semester in length, and can be repeated at another site.



- **Cooperative Education**
  - A structured and coordinated work experience that relates closely to the occupational aspects of the student's educational plan. It usually involves a single employer under a defined agreement with the school and usually involves a salary. The work experience usually is for at least a semester and is sometimes for a year or more.



- Internship
  - A program of working under supervision in an occupational area to gain experience in a specific field; gaining practical experience. Generally, at least a semester in length. Sometimes for pay.



- Youth Apprenticeship
  - Encompasses programs that use the workplace as an environment to develop students' competencies in technical areas and related mathematics, science, communication and problem solving. Students learn by doing in the workplace with the help of mentors. Qualified students receive a recognized occupational credential at completion of the program.



- Benefits of a Youth Apprenticeship program:
  - Student...
    - On-the-job training
    - Learning from a professional
    - Affirm or change career goals
    - Strengthen academic skills
    - Possible job opportunity
    - Support from an employer
    - Make school/business connection



- Benefits of the partnership for the school
  - Access to resources for the classroom
  - Instructors are exposed to masters in the field
  - Skilled master crafts persons as trainers
  - Interested/involved business and industry
  - Industry representatives who are partners in the teaching and learning process
  - Access to appropriate worksites for learners



- 3. Curriculum improvement and keeping up to date:
  - BIG-E Roundtables (Business, Industry, Government and Education)
  - Use of select advisory board members
  - Individual Career Academies



- Facilitator questions for BIG-E Roundtables:
  - What skills do you require of an entry level employee?
  - What are the most important skills related to your occupation?
  - What do you view business/industry's role in education?
  - Would you be interested in becoming involved as a mentor, field trip site, career fair speaker, etc.?



- 4. Other business partnerships/involvement:
  - Classroom and Career Fair speakers
  - Judges, etc., for CTSO's
  - Guest Chefs and guest artists
  - Trainers or workshop presenters
  - Business initiated programs (NEWCA)
  - School based enterprises
  - Teacher externship sites



- Connecting Education and the Workplace
  - What is the benefit to the employer or “ROI”?
    - More productive employees who are work ready
    - Lower employee turnover
    - Better pre-employment evaluation
    - Improved high school and college curricula
    - Lower recruiting and training costs
    - Higher morale
    - Improved community service



- Basic reasons for business to be involved in education:
  - Business is education's largest consumer
  - Business and industry personnel have expertise that needs to be incorporated into the educational system
  - Business and education need to develop a mutual understanding of what each other does, and
  - The success of students depends on the involvement of all the partners.



- Three attributes all employers want in their employees
  - Adapting to rapidly changing technologies
  - Working within teams
  - Developing leadership qualities



- Profile of an employee wanted by industry
  - An understanding of all aspects of the industry
  - A profound understanding and commitment to teamwork and ethical standards
  - Curiosity and a desire for lifelong learning
  - Flexibility and adaptability
  - Strong communication skills
  - Ability to think critically and creatively



- One of the most effective methods for students to learn and practice these skills is through work-based or worksite learning with a strong industry mentor, instructor or trainer.
- Research has shown that enrollment in some type of work-based, hands-on learning helps to keep students in school and in graduation completion.



- Roles and Responsibilities of the Education partner:
  - Primary focus must be on the student
  - Flexible enough to equip students with strong foundation skills
  - Honest in demonstrating how it can respond to the training needs of employers
  - Realistic in it's commitment to reflect real world work



- More roles for the education partner
  - Involvement in the total community
  - Open to active involvement from business, labor and the general community
  - Established positive relationships with parents, who are often business people or from local industry.



- “Business and educators today face a unique opportunity to form sustainable partnerships for the future. These partnerships will define the future workforce and our future economic competitiveness as a nation. They are key building blocks to improving the capacity of schools and the workforce for success in the 21<sup>st</sup> century” Stephen Wing, President, Corporate Voices.



- **Mission Critical—Why Partner?**

- To review, Educators and business leaders share common goals and challenges; both manage large, complex operations and want to ensure that students graduate high school prepared with the skills necessary to succeed in the workforce or in further educational opportunities. Working together, schools and businesses can achieve more than they can on their own.
- (American Association of School Administrators)



- Appreciate Business Leaders
  - Show appreciation for business leaders' contributions to the partnership both privately and publicly, as in a recognition event, program or award. This will help provide publicity for the work and the partnership.
  - Thank any employers, businesses, industries, government agencies, anyone involved in any type of partnership.



- A few resources for your reading enjoyment:
  - ACTE Techniques, Connecting Education and Careers. November/December 2012. “Business and Industry Partnerships”.
  - ACTE Techniques, Connecting Education and Careers. January, 2014. “A Pipeline to Industry”.
  - Business/Education Partnership Forum “How Businesses and Schools can Collaborate on Career and College Preparedness”2013 (Google)
  - American Association of School Administrators Newsletter, “Common Goals and Unique Strengths, Education and Business Partnerships”2010
  - CORD, Center for Occupational Research and Development, Waco, Texas.
  
- Thanks so much for being a part of this presentation.