Approaches for Effective Industry Engagement

Helen Sullivan
Director, National Convergence Technology Center

ATE PI Conference 2014
Goal: Tight integration with business

- Typical Business Advisory Council:
  - Meets 1 or 2 times per year
  - Mixed level of knowledge
  - Advises
  - BAC members’ time split between regional colleges
  - “Rubber stamp” relationship
  - May or may not be truly engaged
  - May or may not be people at the right level
**Suggested Engaged BILT Model**

- Business and Industry *Leadership* Team (BILT)
- Regional Council (or even national) 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
  - Industries, agencies, non-profits, universities
  - Different sizes and types – large, medium and small
Role of the Engaged BILT

- Identify industry trends
- Knowledge, Skills, and Abilities
- Forecast employment
- Recruitment
- Professional development
- Internships for students
- Externships/job shadowing
- Guest speakers
- Co-author whitepapers
- Evaluate capstone
- Panels at conferences
Determine Your Expectations

- Results and time commitment
- Optional activities
- Emphasize win-win (share trends/build pipeline)
- Potential recruitment support

Faculty visits to companies
Faculty with first CTC graduate
Job Skills Analysis
Meetings:

- Faculty as observers
- Time suitable for business involvement (early in the day)
- Clarified roles and responsibilities
- Trends in technology and employment
- Focused agenda: begin and end on time
- Publish/post minutes and resources
- Acknowledge involvement: photos on website, thank you, certificates
For more information:

Helen Sullivan, hsullivan@collin.edu

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"This material is based upon work supported by the National Science Foundation under Grant Nos. DUE 1205077. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation."