



BILT PHONE SCRIPT

Hello, X, this is NAME from SCHOOL.

We're looking for help in the NAME industry help us determine the skills workforce-ready IT graduates 12-36 months from now should have. Specifically, we'd like to invite one of your technical executives to join a special business leadership team that will update SCHOOL on current industry trends and steer our curriculum. The overall goal of this leadership team is to provide expert guidance to make sure our graduates learn the skills that will get them hired.

Would you be interested in helping us?

<<From here, there would be a DECISION TREE based on not just what they say but how they say it. How will you handle possible objections?>>

YOU NEED TO KNOW ABOUT YOU

- * The size of your program (number of students and degrees) to make it worth their while; their involvement will have an impact
- * Whether you have any federal grants (and if you are a member of the CCN, you are part of the Convergence Technology Center's NSF grant)
- * Mention any other big companies who are already on the leadership team - they'd be in good company

ABOUT YOUR VALUE PROPOSITION FOR THEM

- * How often the business team would meet and for how long the meetings will last
- * Mention publicity opportunities to make their company look good in the community by volunteering experts to help
- * Emphasize that this helps them by helping students; technical education programs can't succeed without industry involvement - curriculum can't live in a vacuum; need input to give students the skills they need (no reason to teach a skill that won't get a graduate a job)

BILT SAMPLE INVITE

July 13, 2015

John Businessman
Technology Company
123 High Tech Drive
Dallas, TX 75555

Dear Mr. Businessman:

We need your help to improve our regional economy and your pipeline of right-skilled job candidates.

Attached please find a formal invitation for you to be a leader as part of a national/regional Business and Industry Leadership Team ("BILT") to help reform IT workforce education within our nation/region.

The first meeting of this team will be held on **May 21 from 9:00am-3:00pm** at the Preston Ridge campus of Collin College in Frisco, Texas just north of Dallas. Lunch will be served.

This BILT will allow technical top-level thought leaders like you to help us address specific local workforce needs in the IT specialty areas of:

- * Networking
- * Security
- * Storage
- * Virtualization

The first step in our working with you will be a rapid response job skills analysis process for each specialty area. This will give our BILT members the opportunity to validate/change a pro-forma list of knowledge, skills, and abilities ("KSAs") to which we align our curriculum. We want to know what you believe companies will need in a skilled job candidate in the next few years. This information will then be used to enhance existing and develop new innovative curriculum to appropriately prepare workforce-ready workers.

For this May 21 meeting we need attendees who are able to evaluate and weigh the technical KSAs (knowledge, skills, and abilities) for each specialty, which may mean you'd like to forward this invitation to other colleagues. No one person will be expert on all of this. Please send those names to me (abeheler@collin.edu) at your earliest

convenience. We need all RSVPs finalized no later than May 1.

For the job skills analysis process, face-to-face discussion is extremely important. Reasonable travel reimbursement can be made available if this is a need. Please let me know if you have any questions about this. That said, while we strongly encourage people to attend in person, if that is impossible, we will be providing virtual meeting access, but face-to-face participation is best.

We hope you'll consider joining us on May 21. Your involvement is essential to our success in getting IT students the jobs they need.

Please RSVP to me by May 1 at abeheler@collin.edu or 972.377.1649.

Thank you for your time,

Ann Beheler
Executive Director
National Convergence Technology Center