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

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 64+ college and university partners, now with emphasis on high schools as well
- 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 national business to ensure employment for graduates

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BILT in a Nutshell

- Process can produce "Workforce-Ready Students"
- Business & Industry Leadership Team
- Co-leads work, not just an advisor
- Skills alignment process for what THEY want to hire 12-36 months into the future
- Faculty align curriculum to desired skills
- Meets quarterly
  - 1 F2F to adjust skills required
  - 3 web meetings
    - Trends
    - Feedback

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Does This Describe Your Business Council?

- Meets <u>1 or 2</u> times per year, sometimes the only time the reps are on campus
- <u>Mixed level of knowledge</u> in membership
- <u>Advises</u> regarding a program, sometimes just reviewing rather than leading
- BAC members often find their <u>time split between regional colleges</u> because each college has its own council

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Some Typical Business Councils

- May be more of a "<u>rubber stamp</u>" relationship - (free lunch)

- May or may not be truly engaged

- May or may not be people at the <u>right level </u>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

- 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

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More than an Advisory Council

- Businesses LEAD the work and are part of the leadership team

- Appropriate name is Business & Industry Leadership Team (BILT) – *Leadership,* not Advisory

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Minimum Role of the Engaged BILT

- **One meeting per year** establishes or updates Knowledge, Skills, and Abilities needed from graduates (faculty determine how to address KSAs)

- **Other three meetings are via web meeting** and focus on trends, labor market demand, and feedback

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One In-Person 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 (6 hr. process)
  - Faculty determine how to address KSAs through curriculum
  - Requirements updated annually

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Three Virtual Meetings Annually

- Trends identified
- Informal forecast of future employee need
- Feedback to BILT regarding their KSAs
- Program review (certificates/degrees)
- Review/approval of major grant or program activities/progress
- Other topics as appropriate

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National BILT Sets Stage

- KSA's are developed by the National BILT for mapping curriculum

- This KSA listing is used as the baseline set of skills to be validated and modified by local/regional BILTs

From A BILT Leader

Matt Glover

- CTO Le-Vel
- Chair of the National BILT for Networking and Data Communication for National CTC

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THE BILT FROM THE CHAIRMAN'S PERSPECTIVE

ADVISORY

BUSINESS LED

Differentiators between a business advisory council vs. BILT

- **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**

- **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)**

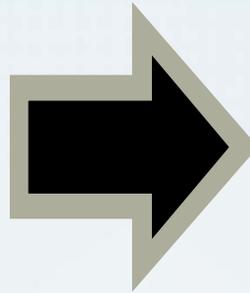- **Business has the ability to "Give Back" to the community in a multi-generational life changing way**

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SERVING ON BILT – DRIVING REAL VALUE

We are in the business of employing the future of America.

STUDENT

EMPLOYEE

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

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NATIONAL BILT SETS STAGE FOR NATION FOR IT

National BILT – Laying the foundation

- ◉ 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

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BILT Benefits Students

- BILT members feel <u>ownership</u> of courses, certificates, and degrees
- BILT members are more <u>engaged</u>
- BILT members willing to <u>mentor</u> students
- BILT members ready to <u>hire</u> students because they know their skills
- BILT members know other colleagues who are <u>willing to help</u>

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BILT Member Engagements

- Involvement in recruiting events (job fair, on-campus events)
- Professional development for faculty
- Provide internships for students
- Provide externships/job shadowing for faculty
- Interview workshops, mock interviews, speed interviewing event

BILT Member Engagements

- Guest speakers/panels (conferences, on-campus events)
- Co-author whitepapers
- Evaluate capstone presentations
- Host workplace events (recruiting, facility tours)
- Communicate open positions/seek student resumes
- Hire graduates

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And, Briefly for an Existing Advisory Council

- ◉ Build/Reinvigorate Engaged BILT
  - Determine your <u>expectations</u> of the members to bound time commitment
  - <u>Target</u> specific businesses for membership
  - Send printed <u>letter and phone </u>(not email)
  - Use a <u>script</u> that specifies what you want from the businesses you contact
  - SHARE YOUR **VISION**
  - Emphasize <u>WIN-WIN</u> for the business member

For Free Assistance

The NSF National Convergence Technology Center (IT and Communications) Provides:

- Getting Started with Business & Industry
- Template for KSA analysis
- Template for aligning to curriculum
- Tool kit/e-book under construction

Details https://www.connectedtech.org

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More Help: BILT & Other Needs

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

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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