USING BUSINESS FEEDBACK TO ALIGN CURRICULUM AND STAY ON THE CUTTING EDGE
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
National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College:

- 2004 forward, first as a regional, now just renewed as national
- Community of Practice with 60+ 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 with regional and now national business to ensure employment for graduates
- Sponsors major professional development events
CTC Partners

El Centro College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

UNT UNIVERSITY OF NORTH TEXAS
Discover the power of ideas.

COLLIN COLLEGE

LANSING COMMUNITY COLLEGE
Where Success Begins

FLORIDA STATE COLLEGE at Jacksonville

FOX VALLEY TECHNICAL COLLEGE
Knowledge That Works

GEORGIA SOUTHERN UNIVERSITY

LONE STAR COLLEGE

SINCLAIR COLLEGE
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 and people who are not at the right level to really help with your program
- Advises regarding a program, sometimes just reviewing rather than leading; maybe even rubber-stamping
- BAC members often find their time split between colleges because each college has its own council
- 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
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.
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”
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
Questions For The Panel

???
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Resources

- BILT Resources from the Convergence Technology Center: http://connectedtech.org
- Webinars on employer engagement/related topics - Centers Collaborative for Technical Assistance: http://www.atecenters.org/ccta

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