

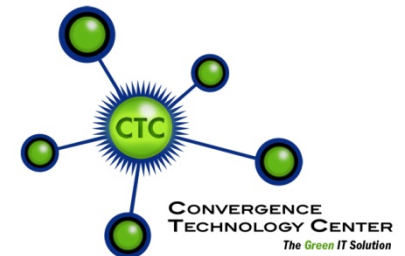
Engaging Business to Build Accountable Workforce Programs

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Setting the Context

- Processes developed under the Regional Center for Convergence Technology
- A National Science Foundation Center based in Frisco, TX at Collin College
- Created in 2004 to revitalize IT education in the North Texas region
- Applies to creating/maintaining/reinvigorating any technology program

Convergence Center Partners

UNT UNIVERSITY OF NORTH TEXAS™
Discover the power of ideas.



El Centro College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

Our Goals

- Goals

- Create convergence degree and certificates driven by business need
- Provide professional development for faculty
- Recruit and retain underserved students
- Disseminate products and services

Business Demand and Engagement

The MOST important element to the future success of our students

The Typical Business Advisory Council

What is your experience?

The Typical Business Advisory Council

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

Suggested Engaged BAC Model

- 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

Role of the Engaged Business Advisory Council

- Trends identified before need for skills to support the trend (allows time to develop curricula)
- Solid process, business-driven, to determine Knowledge, Skills, and Abilities needed from graduates (faculty determine how to address KSAs)
- Forecast need for future employees
- Involvement in recruitment events
- Involvement in professional development for faculty

Engaged Business Advisory Council

- Support for internships
- Support for externships
- Support for events
- JOBS for students

Engaged Business Advisory Council

Quite simply.....

Owns your technical program

Regional Businesses Need to Own the Program

- CTC process for forming and continuing to engage an active Business Advisory Council
- Quarterly Business Advisory Council mtgs
- Trends are the first item of discussion
- All curriculum driven by the BAC

Building or Reinvigorating an Engaged Business Council

- Education is a business, and there are consumers for our product, our graduates.
 - Businesses
 - Industries
 - Governments agencies
 - Non-profits
 - Universities

Target Membership

- Determine which businesses, industries, agencies, non-profits, and universities should be represented
 - Distribution of size and type
 - Do not limit to just large companies; medium and small companies provide perspective and are likely to hire as well

Determine Your Expectations

- What do you want to get from the BAC?
- Develop “sales” script for recruitment
 - Establish expected time commitment per quarter (typically 2-hr call plus optional other events)

Establish expectations of optional involvement activities

- Job skills validation – detail the process
- Course and curriculum validation/modification
- Job forecasting- anecdotally and through surveys
- Internships
- Job shadowing/externships
- Providing expertise in set-up and operation of labs

Expectations (continued)

- Donating equipment or other resources
- Providing speakers at student, public and education events
- Helping with recruitment
- Teaching Case Study courses
- Consulting with students

Engaged Business Council Requires High-Touch

- Requires personal contact, not mass mailings or mass emails.
- Target businesses and industries, universities and agencies that hire people with the job descriptions representing your curriculum

Getting the Right People

- Contact the President of the company or university
 - Share your vision of what the program can mean to the region
 - Explain the importance of the company's having a subject matter expert, usually first-line manager, involved in the BAC (SME required; HR representative optional)

Emphasize Win-Win for the Business

- Not just an opportunity to contribute
- Opportunity to
 - Share trends in a non-proprietary environment
 - Build pipeline of “right-skilled” future employees

Characteristics of an Engaged BAC Meeting

- Invite all faculty to attend the meetings as observers to gain their buy-in to what the BAC wants
- Publicity – invite reporters/writers
- Refreshments – not elaborate, but important to have, especially early in the morning
- Time – early morning typically works better, before BAC members go to the office

Other aspects of the BAC meeting

- Explain how important they are to the program and what their companies will get from their involvement
- Clarify roles and responsibilities between BAC and educators (educators are there to listen, not to present or run the show)
- Explain need for quarterly meetings and establish dates for the year

Engaged Business Council Requires High-Touch

- Other aspects of the BAC meeting
 - Ask for Trends – what’s “hot”, where hiring is expected, etc.
 - Review opportunities for helping from your “sales script”
 - Stick to the agenda and keep discussion rolling, limiting those who might want to dominate

Other aspects of the BAC meeting

- Acknowledge the importance of their time by starting and stopping on time regardless of whether or not your agenda is complete.
- End early if you have what you need. You can always complete your work on email.
- Take minutes; publish them; have next BAC approve them.

BAC recognition

- News releases/articles
- Photos and bios on your web site
- Thank your emails (personal, not mass emails)
- Thank you letters to the President and their bosses
- Certificates
- Plaques

Keeping the BAC fresh

- Aim to have at least one new member each quarter and introduce them
- Talk with each member individually at least yearly to ask them what they think you could do differently to obtain more from them or the entire BAC

Benefits from following this approach

- Business ownership of your curriculum and your program in general
- High interest in hiring your students above other applicants because they know what your students know
- Faculty recognize and understand business requirements first-hand

BAC determines Curriculum

- CTC uses a modified DACUM process
- Begins with a proforma list of potential skills that faculty and staff believe are appropriate
- Gives regional business the opportunity to add, subtract, and modify skills in a 4-6 hour period
- Helps to give ownership of the program to regional business
- Updated yearly for emerging technologies

BAC Provides Labor Market Demand

- BAC and others are surveyed every 2 years to determine demand for determining demand for graduates with the new skills
- Partner with regional non-profit, Interlink, that works with businesses and educational entities in the region

Faculty Use KSAs Determined by Business

- Matrix of skills down the left side and courses across the top
- Faculty SME's determine which courses cover each skill and depth of coverage
- Rows without entries indicate gaps
- Gaps may be addressed by modules added to existing courses or entirely new courses (generally already developed by CTC and available to mentored colleges)

Degrees and/or certificates formed from courses identified, Validated by BAC

- Degrees and certificates vary by college and state
- Must address all the skills identified by the Business Advisory Council
- Reviewed and approved by the BAC

BAC Supports Professional Development

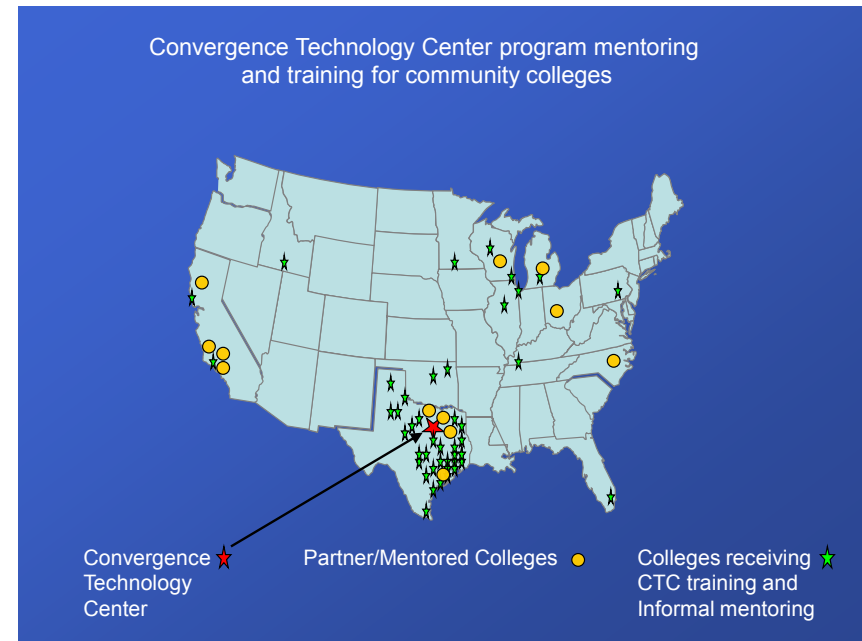
- Businesses often provide tracks for week-long professional development through CTC
- Example: Working Connections Institute each summer
 - July 11-15, 2010, Frisco TX
 - Travel stipends
 - Tracks include: Programming Mobile Devices, EMC Information and Storage Management, Citrix Certification, Vsphere (VmWare track), Creating Effective Online Technical Education, Ethical Hacking

BAC Members Help with Student Recruitment

- Requires gentle pressure, relentlessly applied, especially if new program is arising from a discipline that has been depressed (such as IT in the early 2000s)
- Having businesses present and presenting strengthens the “ask”

18 Mentored Colleges

- Orange Coast College
- Santa Ana College
- Guilford Technical College
- City College of San Francisco
- Ohlone College
- Fox Valley Technical College
- Clark State Comm. College
- Lansing Community College
- Tarrant County College
- Northwest Vista College
- Porterville College
- Louisiana Technical College
- San Jacinto College
- Diablo Valley Community College
- John A. Logan College
- Florida State College, Jacksonville
- Seminole State College
- Anne Arundel College



What the CTC provides

- Job Skill List that has been regionally validated
- Process and help for validating skills in mentored college region
- Degree and Certificate Patterns
- Curriculum in a box for new courses
- Detailed syllabi with learning outcomes
- Learning/Lab Activities
- Assessments
- Case Studies

What the CTC provides

- A lead faculty member to assist
- PI or grant staff as an administrative contact
- Training for faculty through summer institute
- Equipment list
- Recruitment plans and event details

Mentored College Commitments

- Equipment and support for a lab
- Lead faculty member
- Other faculty interested in being trained and in implementing the program
- Faculty and administrative time available to work with mentor college representatives
- Active and involved Business Advisory Council

Mentored College Commitments

- Validate job skills with Business Advisory Council
- Develop and implement a degree and/or certificate plan based on validated skills
- Develop and implement a student recruitment plan
- Provide brief, quarterly reporting to mentor college

The future...IT looks Green Room for you to join us

- Applications available by emailing hsullivan@collin.edu
- More colleges will be accepted this year and next



For more information:

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