Ann Beheler, PI, National Convergence Technology Center
Glenn Wintrich, BILT Chair Emeritus
Futurist
Dell Chief Innovation Office, Retired

MAXIMIZING YOUR RELATIONSHIPS WITH BUSINESS: 5 WAYS THEY CAN HELP YOU

NCPN 2016
U.S. employers continue to show confidence in their hiring plans, according to CareerBuilder’s annual job forecast.

Thirty-six percent plan to add full-time, permanent employees in 2016, the same as 2015.

Nearly half of employers (47 percent) plan to hire temporary or contract workers.
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
Why Involve Businesses?

- “We have to?”
- Donations? Of what?
- Classroom presentations?
- Conference presentations?
- Teaching for us?
- Advice? (Do you take it?)
- What else???
BUT, why do THEY want to work with you??

Why will they continue working with you for years?

How does their work directly impact students?

And, how do you maximize your use of business representatives?
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 57+ 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 cooperation with regional and now national business to ensure employment for graduates
CTC Partners

El Centro College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

UNT UNIVERSITY OF NORTH TEXAS
Discover the power of ideas.

COLLIN COLLEGE

FLORIDA STATE COLLEGE
at Jacksonville

Fox Valley TECHNICAL COLLEGE
Knowledge That Works

GEORGIA SOUTHERN UNIVERSITY

LANSING COMMUNITY COLLEGE
Where Success Begins
BILT Processes developed under the NSF grant spread throughout the National Information Security and Geospatial Technologies DOL TAACCCT consortium (Round 1)

Four IT specialties:
- Programming/Mobile App Development
- Networking/Data Communications
- Cyber security
- Geospatial Technologies

Approach with businesses applies to creating/maintaining/reinvigorating any technology program
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.

Advises regarding a program, sometimes just reviewing rather than leading.

BAC members often find their time split between colleges because each college has its own council.
TYPICAL RESULTS FOR BUSINESSES/GRADUATES

May be more of a “rubber stamp” relationship

May or may not be truly engaged

May or may not be people at the right level 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

Approach applies to ANY technical program – and others

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 CO-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”
ONE FACE-TO-FACE 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 (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
Differentiators between a business advisory council vs. BILT

**Advisory**

- 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

**Business Led**

- 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
SERVING ON BILT – DRIVING REAL VALUE

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

BILT - What is in it for me?

- 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)

- 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
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
FROM THE REGIONAL/LOCAL PERSPECTIVE

Diversity of BILT Members – IT plus
- Government sector
- Health care sector
- Finance Sector
- Manufacturing

How Regional/Local BILT Functions
- In person/virtual
- Local perspective versus national

Approach to prioritizing KSAs
- Directly address workforce need while leveraging prior work
- Focus on comprehensive approach

Students interaction and engagement
- Competitions
- Internships
- Mock Interviews, mentoring
- Placement
STUDENTS BENEFIT

- Level of engagement (student centric approach)
- Employment readiness activities
- Classroom support (adjuncts, speakers)
- Internships, residencies and hiring
- Access to a broader employment network
- Co-ownership of courses, certificates, and degrees
Purpose for Involving Business?

- Specifically, **why** do you want businesses to be involved in your work?
How To Recruit Business Partners?

Specifically, how do you recruit businesses to be involved in your work?
What Will Business Partners Do?

- Specifically, what do you want them to do?
Business Engagement?

- **What** is business engagement, and what does it mean to have it?
WIIFM for Business?

- What makes a business partner want to participate in helping in your work, and what keeps them involved?
Balancing Your Business Team?

- What about balancing your business team? Do you do that, and how do you do it if you do?
What Results Can Be Expected?

- What are some of the results of active business engagement?
Results of Active Business Engagement

- Curriculum aligned to produce workforce-ready grads
- Involvement in recruitment events
- Professional development for faculty
- Provide internships for students; externships for faculty
- Provide business mentoring
- Guest speakers
- Co-author whitepapers
- Evaluate capstone presentations
- Participate in panels at conferences
- Hire graduates
Use draft Letter and Script

- **Target those you want**
  - Technical front line technicians
  - Technical execs, especially futurists
  - Some HR representatives, but not the only reps for a company

- **For each targeted business**
  - Determine minimum and Optional expectations
  - Draft letter and/or script
TO BUILD AN ENGAGED BILT

Be specific with respect to what you want from the businesses you contact

SHARE YOUR VISION

Emphasize WIN-WIN for the member

May talk with assistant
Collin is lead for the National Center of Excellence for Convergence Technology (NSF sponsored)

The Convergence College Network is open to institutions that want to share in a Community of Practice to further IT and Communications Technician Education.

For more information look under Education Resources:
http://www.connectedtech.org
Collin is lead for the Centers Collaborative for Technical Assistance (NSF sponsored)

October 13 webinar on Business Engagement, 3 pm Eastern

Other 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
abeheleer@collin.edu