Long Term Employer Engagement

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Origins of the Business and Industry Leadership Team Model

- Hired as Dean at Collin College to grow Information Technology (IT) and Engineering Technology (ET) enrollments just after 9/11 in 2001

- Then, the “Dot Com” BUST caused 70-100K workers to be laid off in these industries in North Texas, similar to the nation

- Enrollment declined and continued to decline precipitously

- Dilemma – how to grow enrollments
Our Approach In The Beginning

- Call to action with Community Colleges and Major University in region
  - Face-to-face meetings, discussing our common enrollment decline

- Call to action with over a dozen business leaders in region
  - Phone calls asking for help, not money
  - Focus groups met, discussing their willingness and commitment to design the future

- Talks with the NSF Program Officer
  - Business Advisory Committee (BAC) seen as “rubber stamp” group
  - BILT approach was formulated based on prior work with employers
  - Regional Center proposed and funded
The BILT approach benefits

STUDENTS

FACULTY

BILT MEMBERS
Bare-bones, Essential Elements of Business Engagement Without Regard for Exact BILT Process

- Businesses must co-lead programs
  - Prioritize Knowledge, Skills and Abilities (KSAs) they want graduates to have 12-36 months into the future
  - Predict Labor Market Demand
  - Predict trends

- Faculty must
  - Cross reference KSAs to existing curriculum
  - Update curriculum to address KSAs needed by businesses
  - Provide businesses with feedback regarding implementation
Essential Element – BILT Co-Leadership

- Employers report they are more likely to hire graduates from programs for which they have curricular leadership responsibility.

- Employers will assume this role (and more) if:
  - Their time is respected.
  - There is a method for ensuring that their input is consistently and seriously considered by the faculty members.
  - They consistently receive feedback on their recommendations.
Recommended BILT meetings

- One meeting Face-to-Face Annually to prioritize KSAs (2-6 hours annually)
- 3 other meetings annually, usually web meetings (1-1.5 hours)
  - Employers highlight upcoming industry trends
  - College provides faculty feedback regarding prioritized KSAs
  - Faculty can ask for advice
  - Opportunities for optional involvement are discussed

Estimated 10 hours per year; other opportunities optional and take additional time
Truly More Than an Advisory Council

- Business Advisory Councils often have the connotation of being rubber-stamp groups that merely review curriculum plans in a quick meeting.

- BILT requires employers to LEAD the work.

- The Keys:
  - Say what you want them to do
  - Listen to them carefully
  - Implement everything you possibly can
  - Feedback
From A BILT Leader

Matt Glover

- CTO Le-Vel
- Chair of the National BILT for Networking and Data Communication for National CTC
Differentiators between a business advisory council vs. BILT

**ADVISORY**

- Industry Advised
- Suggested KSA
- Business is suggesting enhancements to curriculum
- Business may not have long-term vested interest in success of programs
- Ignored advice erodes business commitment

**BUSINESS LED**

- Industry Led
- Prioritized KSAs require feedback
- Curriculum is 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 VALUE

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 often business-juried capstone courses)

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

BILT - What is in it for me?

STUDENT

- 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 often business-juried capstone courses)

EMPLOYEE

- 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

BUSINESS LEADER

PROFESSOR
Other Results of an Active BILT

- Guest speakers
- Co-authoring whitepapers
- Evaluation of capstone presentations
- Participation in panels at conferences
- Hiring of graduates
- And more!
Q&A and Other Resources

- BILT resources from the National 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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