

Advancing Credentials
THROUGH Career Pathways 



ECMC
Foundation



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



THE BILT FROM THE CHAIRMAN

ADVISORY



BUSINESS LED



Differentiators between a business advisory council vs. BILT

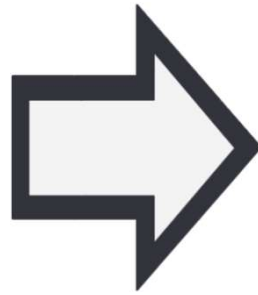
- Industry Advised
 - Suggested KSA
 - Business is suggesting enhancements to curriculum
 - Business may not have long-term vested interest in success of programs
 - Ignored advice erodes business commitment
- Industry Led
 - Prioritized KSAs require feedback
 - Curriculum is recognized by the BILT
 - 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

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 often business-juried 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



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>

- ◎ abeheler@Collin.edu

