

Business Advisory Council

2021-2022 Highlight Report



MARCH 2022

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Overview

Business Advisory Councils were established to build strong partnerships between business and education. These partnerships support K-12 schools in preparing students and educators to meet the demands of a growing, vibrant, skills-based economy by providing relevant industry competencies pertinent to curriculum alignment. These councils are helping to strengthen Ohio's future talent pipeline through these robust relationships.

These partnerships were initially established in Ohio law in 2013 and have expanded to strengthen linkages with business and education with emphasis on student development at the forefront. As displayed in Figure 1 below, the Ohio Department of Education has strengthened its support of Business Advisory Councils through award recognition, collecting plans from Business Advisory Councils, establishing a Business Advisory Council directory, webpage, highlights report, webinars, annual town hall and technical assistance. In 2021, [Ohio Law](#) requiring all school districts and educational service centers to have Business Advisory Councils was amended to now include joint vocational schools.

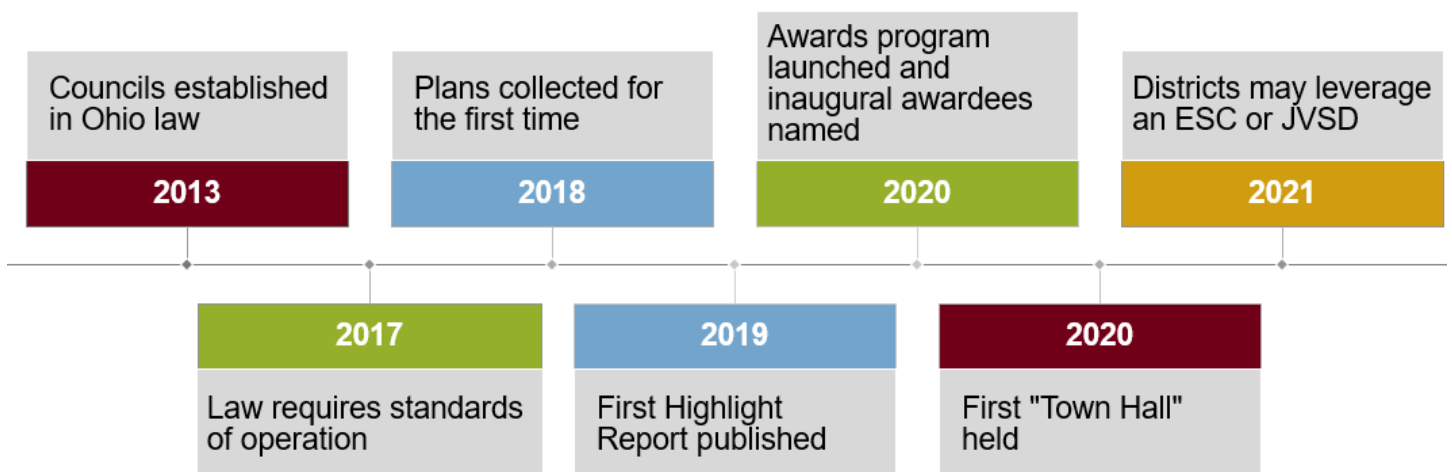


Figure 1: Since Business Advisory Councils were established in 2013, the Department has provided these supporting activities.

Business Advisory Councils throughout Ohio have established vigorous partnerships to demonstrate the three quality practices: Develop Professional Skills for the Future; Build Partnerships; and Coordinate Experiences. Councils have raised the level of engagement between industry and education to provide meaningful opportunities for students.

The Department continues to partner with the Ohio Chamber of Commerce, Ohio chapter of the National Federation of Independence Business, Ohio Farm Bureau, Ohio Manufacturers' Association, Ohio Excels, Ohio Restaurant Association and Ohio Council of Retail Merchants. These industry leaders have played a crucial role in providing relevant, workforce-targeted feedback to the Department and Business Advisory Councils through webinars, SuccessBound events and Excellent Business Advisory Council awards.

Year in Review

This was a year of growth and level setting for Business Advisory Councils. In 2021, the Department continued to support and uplift the work of Business Advisory Councils through webinars, technical assistance, open office hours and more.

On March 2, 2021, the Inaugural Business-Education Leader Awards for Excellent Business Advisory Councils were announced by Superintendent of Public Instruction Paolo DeMaria and Lt. Gov. Jon Husted. These application-based awards were developed with input from the previously mentioned business partners. Awards are scored based on implementation of the three quality practices that govern the operations of Business Advisory Councils. These dedicated business partners recognize and value the impact of Business Advisory Councils to prepare students with relevant skills for future career successes and the benefit of growing Ohio's skilled talent pipeline.

The inaugural awards recognized 10 three-star rated Business Advisory Councils:

- Building Bridges to Careers;
- Educational Service Center of Central Ohio;
- Educational Service Center of Northeast Ohio;
- Marion Area Acceleration Collaborative;
- Montgomery County Educational Service Center;
- Muskingum Valley Educational Service Center;
- Noble Local School District;
- North Point Educational Service Center;
- Piqua Local Schools Business Advisory Council;
- Tri-County Educational Service Center.

Two four-star rated councils were recognized:

- Cincinnati Public Schools Business Advisory Council;
- Columbiana County Business Advisory Council.

Two councils were recognized for exceptional implementation of the quality practices and received "Excellence" designations:

- Cincinnati Public Schools Business Advisory Council was awarded "Excellence in Coordinating Career Development Experiences";
- Columbiana County Business Advisory Council was awarded "Excellence in Developing Professional Skills for Future Careers" and "Excellence in Building Partnerships."

In May, Business Advisory Councils had the opportunity to apply to be host sites for the [High School Tech Internship Pilot](#). This pilot was developed through a cross-agency collaboration with the Ohio Department of Development and placed 70 high school students in paid internships in in-demand professions in information technology.

The following Business Advisory Councils participated as pilot sites:

- Educational Service Center of Central Ohio Business Advisory Council;
- Columbiana County Schools Business Advisory Council;
- Building Bridges to Careers Network;
- Lawrence County Educational Service Center Business Advisory Council;
- Cincinnati Public Schools Business Advisory Council.

The Department hosted a webinar to promote promising practices by award recipients in July 2021 through the SuccessBound Summer Learning Series. "Exemplar Business Advisory Councils, Best Practices from Three- and Four-Star Councils." This webinar was well attended and brought councils together to share successes and network.

In August 2021, the Department hosted the second [Business Advisory Council Town Hall](#). This webinar was facilitated by the business partners and award scorers. They provided valuable insight on the scoring process, expectations and shared opportunities for growth with council leaders.

In December 2021, the Department released the "[Benefits of Education and Business Partnerships](#)" resource document. This document showcases some of the benefits of business and education partnerships and provides guidance on how businesses can engage with local Business Advisory Councils to enhance experiential learning for students.

2021-2022 Business Advisory Council Plans Report

In September 2021, the Department received 110 plans as required by districts. The quality of plans continues to improve, with emphasis on implementation of the quality practices prescribed for the operations of Business Advisory Councils. Overall, there were improvements in programming for middle schoolers, educator professional development and industry tours, family engagement, experiential learning and data-driven decision-making.

Early Grade Career Awareness and Exploration

Of plans submitted for the 2021-2022 School year, 12% of plans included programming for career exposure and exploration in elementary schools. This number continues to increase. Below are some examples submitted by Business Advisory Councils this year:

- **Darke County Educational Service Center Business Advisory Council** hosted a five-day camp for seventh and eighth grade students. Students learn teamwork, communications, problem-solving, troubleshooting, continuous improvement, perseverance and employability skills. This camp is supported by the council's business partners, Jafe, Ramco, Whirlpool and Midmark.
- **Mercer County Educational Service Center** provided career coaching for undecided seniors. Students experience industry tours in the sophomore year. Early awareness activities include career show and tell in the first grade.
- **East Central Ohio Educational Service Center Business Advisory Council** hosted virtual job showing experiences for all middle school students in careers they are interested in.

Career Exploration Activities

Of plans submitted, there has been a 15% increase in career exploration activities for students over last year as shown in Figure 2. Business Advisory Councils throughout the state continue to engage students in career exploration opportunities through job shadowing, virtual and in-person industry tours, speakers bureaus and enrichment camps.

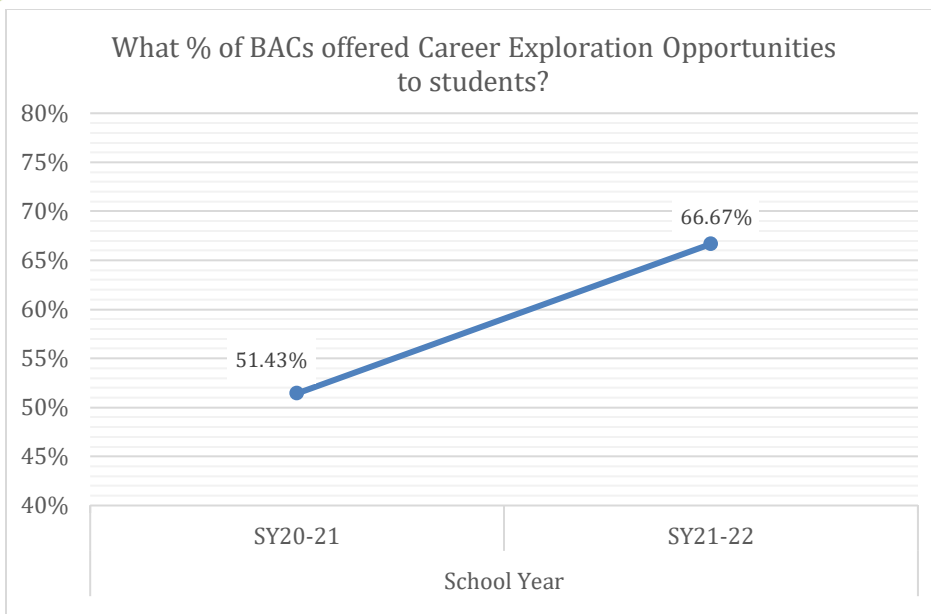


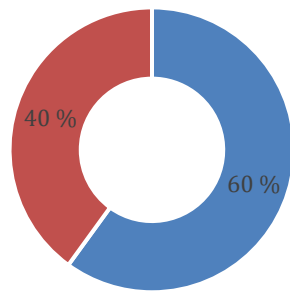
Figure 2

Below are some examples submitted by Business Advisory Councils highlighting career exploration activities for students:

- **Building Bridges to Careers** offered virtual discovery days to help expose students to various career paths. Over the past year, this council organized 148 job shadowing experiences and 488 mentoring hours for students through business and community organizations.
- **Cuyahoga Falls City Schools** hosted career speakers from various industries in all buildings. Career nights for seniors and juniors helped students learn about careers that align with their interests.
- **Educational Service Center of Eastern Ohio** provided career exploration bus tours to students in grades 7-12 and helped organize professional lunch and learn events. The council also offers LifeSkills training to foster career planning, especially for high-risk youth.

Career-based Professional Development and Industry Tours

Business Advisory Councils have recognized the need to provide career-based professional development and industry tours to connect educators with the needs of current industries. Teachers now are able to take the knowledge and skills attained back to the classroom to prepare students for in-demand careers with competencies needed to address workforce needs. As shown in Figure 3, 40% of submitted Business Advisory Council Plans highlighted career-based professional development and industry tour activities.

40% Teacher Professional
Development/Tours

■ No Teacher Involvement ■ Teacher Involvement

Figure 3

Below are some examples submitted by Business Advisory Councils highlighting career-based professional development and industry tours:

- **Licking County Educational Service Center Business Advisory Council** provided externships that allowed educators to participate in summer learning experiences where they were immersed in Licking County businesses. Educators complete two assignments that support student engagement.
- **Lorain County Educational Service Center Business Advisory Council** hosted educator tours in the manufacturing, IT and health care industries.

Types of Learning Opportunities Offered to Students

Career exploration remains a vital component of the [Career Connections Framework](#). The continuum from career awareness and exploration to work-based learning gives students opportunities to show competency and develop needed skills for future careers. Work-based learning improves students' probabilities of being hired due to having career-related experiences. Figure 4 shows three types of learning activities offered by Business Advisory Councils.

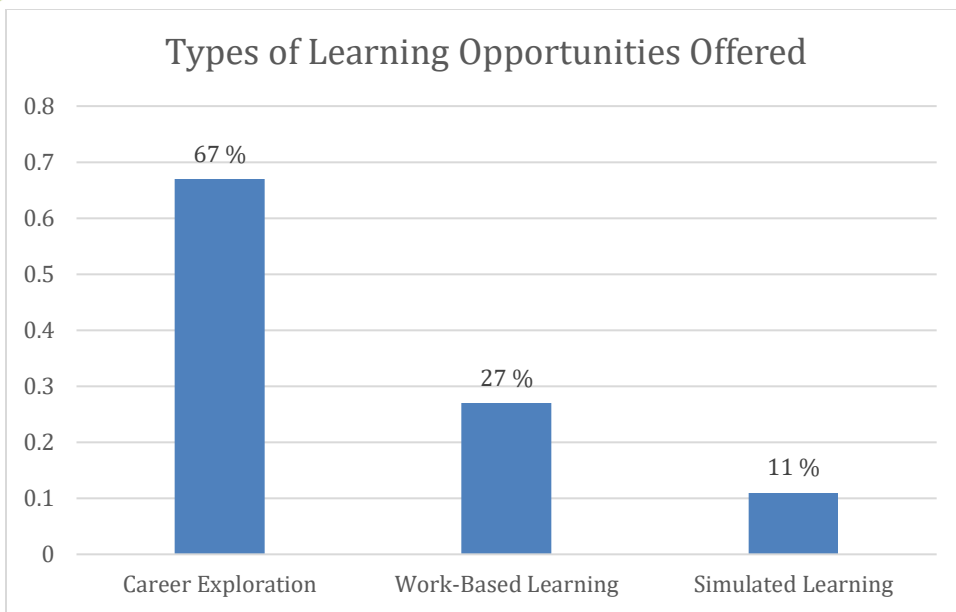


Figure 4

Highlights showing the various types of learning activities Business Advisory Councils provided include:

- **Educational Service Center of Central Ohio** was selected as a pilot site for the High School Tech Internship program. In the last school year, 134 students participated in pre-apprenticeships and apprenticeships.
- **Columbiana Educational Service Center** participated as a pilot site in the High School Tech Internship, with 600 students participating in work-based learning.

Parent and Family Engagement

Of the 110 Business Advisory Council plans submitted, several mentioned parent and family engagement. Parent involvement is critical in helping students choose future careers. Since career choice has a direct impact on the socio-economic status of a family and community, parent buy-in and awareness is necessary.

The following are examples of family engagement activities provided by Business Advisory Councils:

- **Educational Service Center of Lake Erie West** provided information to parents on postsecondary options and has formed a parent advisory committee.
- **Loveland City Schools** hosted virtual career presentations for parents to expose them to various industry sectors.

Industry Representation on Business Advisory Councils

As Business Advisory Councils continue to implement and integrate the three quality practices, all students will benefit through challenging curriculum that is focused on integrating academic content with real-world problems. Ohio's economic future depends on students developing the skills and competencies necessary in its growing vibrant economy. There is a need for strengthened partnerships now more than ever to prepare students for critical in-demand occupations.

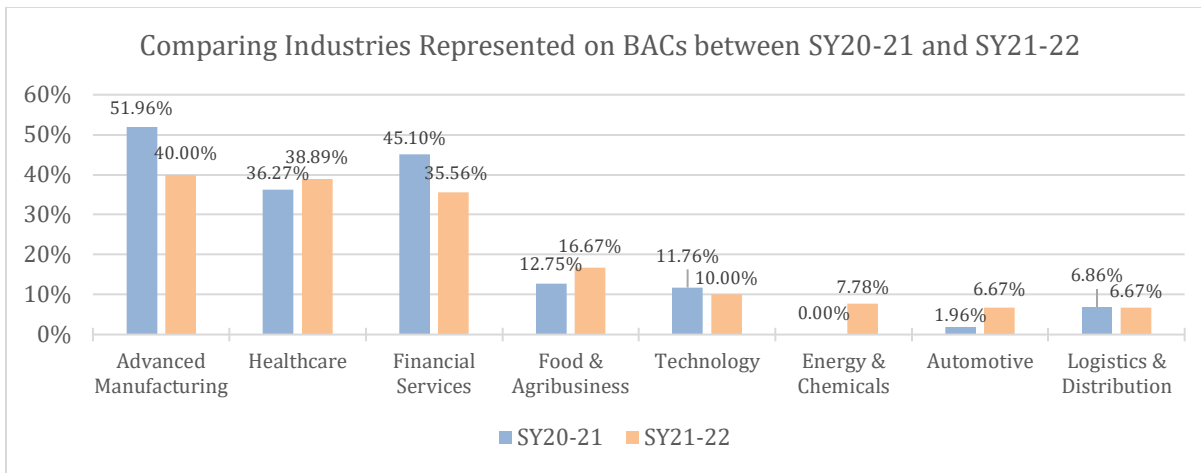


Figure 5

Of plans submitted, some of the prevalent industry representation on councils include Advanced Manufacturing, Health Care and Financial Services as shown in Figure 5. These industries remain in high demand in Ohio. There is a need for increased representation on councils to reflect some of the industries that are expanding in Ohio, including opportunities in broadband and information technology positions.

As councils increase data utilization to help students focus on in-demand occupations, they must focus on growing partnerships to provide students with relevant career exposure. It also is important for councils to continue collecting data to set goals and monitor successes and opportunities.

Conclusion

The Department remains committed to providing resources, technical assistance and opportunities for students through partnerships. Business Advisory Councils continue to focus on building a skilled talent pipeline and strengthening linkages between industry professionals and educators. Ohio’s students are positioned for success through these partnerships, which not only advise curriculum development but provide work-based learning opportunities for students.