

2024 Business Advisory Council Report



Office of Graduate Success

July 2024



**Department of
Education &
Workforce**

Table of Contents

TABLE OF CONTENTS 1

OVERVIEW 2

YEAR IN REVIEW 3

CAREER EXPLORATION 5

WORK-BASED LEARNING 9

INDUSTRY PARTNERSHIPS 12

CONCLUSION 15

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, and skills-based economy. These councils provide relevant industry competencies pertinent to curriculum alignment. Business Advisory Councils throughout the state are helping to strengthen and prepare Ohio's future talent pipeline to compete in today's workforce through these robust relationships.

Since being established in Ohio law in 2013, councils have strengthened linkages with business and education, with emphasis on student development at the forefront. The Ohio Department of Education and Workforce has expanded its support of Business Advisory Councils through award recognition, sharing feedback on plans and initiatives to support students in career preparation, and providing technical assistance. The Department has also established a Business Advisory Council directory, webpage, highlight report, webinars, and an annual Town Hall. As of 2021, Ohio law requires all school districts and educational service centers to have Business Advisory Councils, which was recently amended to include joint vocational schools.

Business Advisory Councils throughout Ohio have established engaging 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 Independent Business, Ohio Farm Bureau, Ohio Manufacturers' Association, Ohio Excels, Ohio Restaurant and Hospitality Alliance, 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 Business-Education Leader Awards for Excellent Business Advisory Councils.

Year in Review

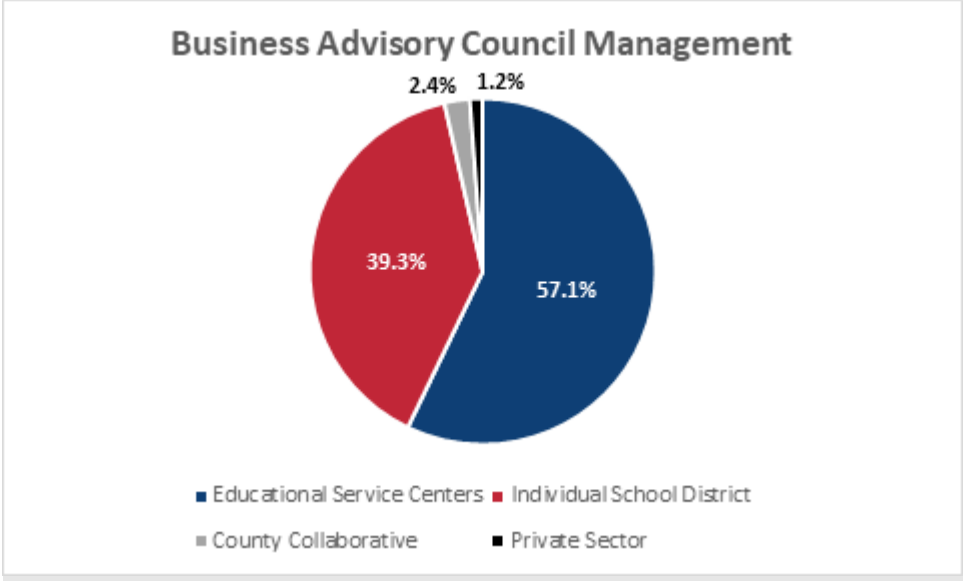
Over the last year, the Ohio Department of Education and Workforce has provided various resources to support the work of Business Advisory Councils throughout the state. In the 2023-2024 school year, the Department collaborated with various districts, Regional Tech Prep Coordinators, educational service centers, and business partners to host webinars, in-person workshops, and conferences. These partners provide pertinent information to strengthen Business Advisory Councils throughout the state.

Business Advisory Councils have built robust partnerships to prepare every student. The quality practices of the Business Advisory Councils were embedded into Each Child On Track, the Office of Education and Workforce's State Systemic Improvement Plan. Implemented through the Office for Exceptional Children, Each Child On Track helps districts increase career awareness and experiential learning for students with disabilities.

The adult options framework has also incorporated Business Advisory Councils to provide career exploration and career planning to students earning their high school diploma. As these students transition to the workforce, the Business Advisory Councils will serve as a conduit to position students for success.

Business Advisory Council Management and Implementation of Quality Practices

FIGURE 1: BUSINESS ADVISORY COUNCIL MANAGEMENT IN 2023-2024



Individual school districts, educational service centers (ESCs), county or regional collaboratives, or certain private entities can manage Business Advisory Councils. This management is responsible for identifying industry partners for the council and coordinating quality practices for Ohio’s students.

As displayed in **Figure 1**, most Business Advisory Councils this year are managed by their ESC (57.1%). The second most common management approach is through individual school districts (39.3%). These two management approaches reflect how most Business Advisory Councils are governed across the state.

FIGURE 2: STATEWIDE IMPLEMENTATION OF QUALITY PRACTICES IN 2023-2024

Statewide Implementation of Quality Practices in School Year 2023-2024	
Development of Professional Skills	87%
Industry Partnerships	77%
Curating Professional Experiences	77%

Business Advisory Councils have continued to improve implementation of quality practices for Ohio’s students. This is the first year that at least 75% of Business Advisory Councils have

detailed plans targeting all three quality practices. The most notable improvement in implementation is found in Curating Professional Experiences.

In the 2022-2023 school year, 70% of Business Advisory Councils detailed plans for curating professional experiences. This year, 7% more councils are curating professional experiences. Increasing implementation of quality practices results in more professional skills, knowledge, and experience for students as they prepare themselves for higher education or the workforce.

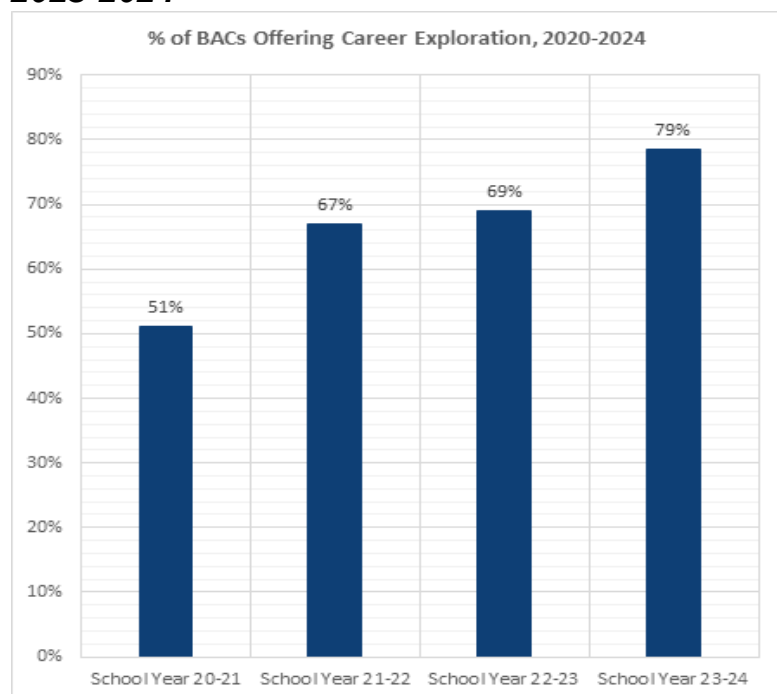
Career Exploration

Ohio's students are being prepared to succeed in and out of the classroom. More Business Advisory Councils have provided career exploration for students. Students are given the opportunity to learn more about careers and competencies required to become skilled in in-demand careers in their regions.

Career exploration activities include, but are not limited to, career fairs, industry tours, hosting speakers, providing learning opportunities, and career presentations. Offering career exploration helps students become more informed about their professional and educational options following high school graduation.

Figure 3 depicts the percentage of Business Advisory Councils offering at least one career exploration opportunity, from the 2020-2021 school year to the 2023-2024 school year.

FIGURE 3: CAREER EXPLORATION FROM SCHOOL YEAR 2020-2021 THROUGH 2023-2024



79% of Business Advisory Councils are providing career exploration experiences for students in the 2023-2024 school year. This reflects the most widespread implementation of career exploration since this guideline was established in the 2020-2021 school year.

This also reflects four years of continually improving implementation of career exploration in Business Advisory Council activities.

FIGURE 4: CAREER EXPLORATION IN SCHOOL YEAR 2023-2024, BY JOBSOHIO REGION

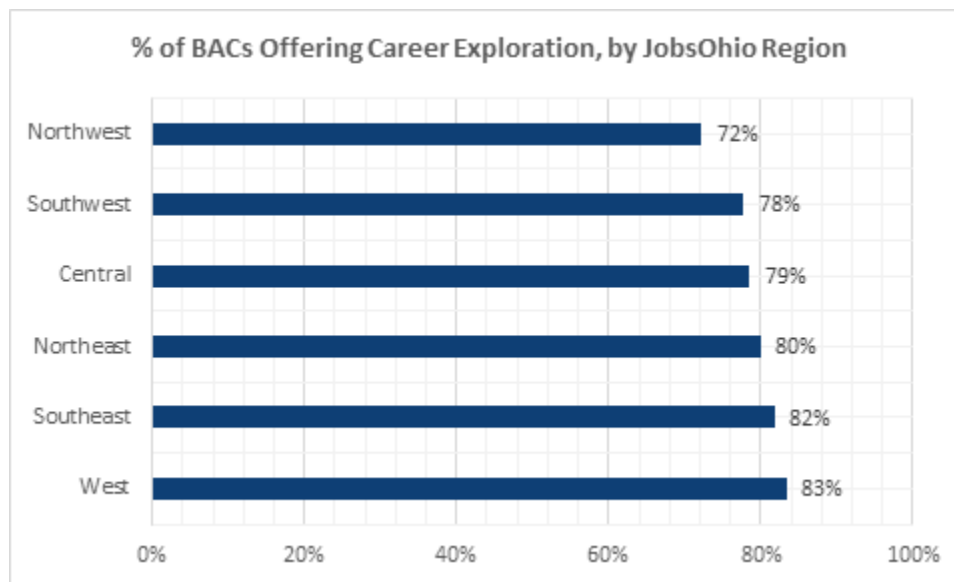


Figure 4 displays the percentage of Business Advisory Councils that are providing career exploration by JobsOhio region. [Like the Business Advisory Council activities reported in the 2022-2023 school year](#), councils in Western Ohio are the most likely to offer career exploration for their students. This year’s data demonstrates a significant increase in career exploration activities in most JobsOhio regions.

The most significant increase in career exploration activities is found in Northeast Ohio, where 30% more Business Advisory Councils provided career exploration opportunities in school year 2023-2024 than in school year 2022-2023. Other notable SY22/23-SY23/24 improvements in offering career exploration are found in Southwest Ohio, with a 14% increase in career exploration, and Central Ohio, with a 9% increase.

FIGURE 5: MOST COMMON TYPES OF CAREER EXPLORATION IN SCHOOL YEAR 2023-2024

	Most Common Types of Career Exploration offered by BACs in SY23-24
Communicating local opportunities through webinars, presentations, speakers, or regular emails	57%
Job/Career Fairs	54%
Developing or utilizing curriculum	54%
Skill enrichment training (e.g., workshops, summer camps)	51%

Business Advisory Councils have continued to enrich and diversify the career exploration opportunities provided to students. Over half of Business Advisory Councils communicate local professional opportunities, coordinate career fairs, utilize skills-based curriculum, and/or facilitate skill enrichment training.

Some career exploration activities have become significantly more common among business advisory councils. Between school year 2022-2023 and school year 2023-2024:

- 20% more Business Advisory Councils are offering Job/Career Fairs.
- 27% more Business Advisory Councils are offering Skill enrichment training.

Below are some examples of quality career exploration opportunities that Business Advisory Councils provided during the 2023-2024 school year:

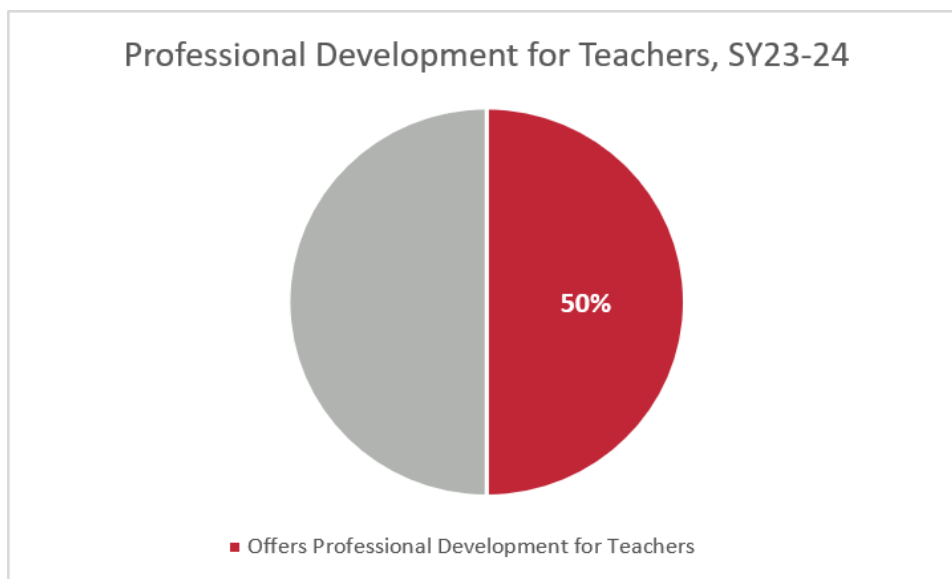
- **Barberton City Schools** collaborated with BAC members to offer Do Your Job courses to students in grades 6-8 and grade 10. These courses teach students soft skills and incorporate feedback from BAC members. In grade 12, students take a final Career Communications Course that was developed with BAC business partners.
- **Montgomery County ESC** paired each of its districts with an industry partner to implement an in-demand career awareness activity for students in grades K-5.
- **Ohio Deaf and Blind Education Services** arranged job shadowing opportunities for students with employees at partner businesses who are deaf/blind. Students also received mentorship opportunities from business partners, such as resume and interviewing skills practice.

Career Exploration for Teachers

In addition to providing career exploration opportunities for students, many Business Advisory Councils also provide these experiences for teachers. Professional development that focuses on career readiness helps educators better prepare their students for future careers.

Teachers can also use what they learn from business and industry partners to make connections to the workforce in their classrooms. By staying up to date on in-demand careers in their regions, educators can help bridge the gap between the workforce’s skillset and local businesses’ needs.

FIGURE 6: PROFESSIONAL DEVELOPMENT FOR TEACHERS IN SCHOOL YEAR 2023-2024



This school year, 50% of Businesses Advisory Councils are providing professional development to teachers. This is a significant increase from the 2022-2023 school year, when only 31% of councils had professional development plans for teachers.

Professional development for teachers includes industry tours, professional skills development, or developing business-educator connections, particularly with businesses from locally significant industries.

Below are some examples of quality professional development experiences that Business Advisory Councils provided for teachers during the 2023-2024 school year:

- **LinkedUp BAC** business partner The Christ Hospital gave over 30 educators in Hamilton, Clermont, and Butler County school districts a tour of their hospital. Educators met employees in different departments and learned about current and future career opportunities for their students.
- **Marion Area Workforce Acceleration Collaborative** organized a six-day-long Teacher Manufacturing Bootcamp over the summer which allowed 25 educators to visit six manufacturing companies in Marion. Educators toured facilities, spoke with employees, and presented how they planned to incorporate what they learned into their lessons for the following school year.

- **Allen County BAC** invited its business partners to present their companies and opportunities to local school officials. Some business partners also offered tours to educators and visited member schools to see what kinds of career activities students complete in the classroom.

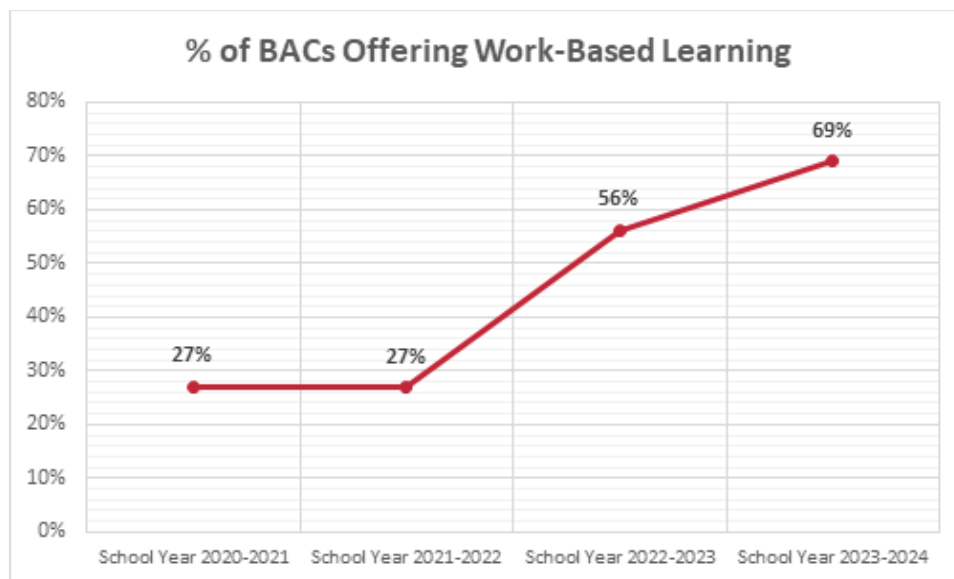
Work-Based Learning

Business Advisory Councils throughout the state have continued to build strong partnerships reflective of talent pipeline needs. Councils are growing partnerships that influence curriculum and provide students with hands-on, work-based learning.

Work-based learning opportunities include internships, apprenticeships, pre-apprenticeships, and job shadowing. Work-based learning provides important professional experience and builds confidence for students exploring the workforce.

Figure 7 displays the percentage of Business Advisory Councils offering at least one of these work-based learning opportunities from the 2020-2021 school year through the 2023-2024 school year.

FIGURE 7: WORK-BASED LEARNING FROM SCHOOL YEAR 2020-2021 THROUGH 2023-2024



69% of Business Advisory Councils are offering at least one work-based learning experience this school year. This is the most widespread implementation of work-based learning since the Department began encouraging work-based learning in the 2020-2021 school year.

Figure 7 also reflects consistent, year-over-year improvement in access to work-based learning opportunities. This includes a 13% increase over the last year, and a 42% increase

over the baseline rate established in school years 2020-2021 and 2021-2022. It is worth noting that, particularly in the 2020-2021 school year, work-based learning was likely more challenging to implement due to the COVID-19 pandemic.

FIGURE 8: WORK-BASED LEARNING IN SCHOOL YEAR 2023-2024, BY JOBSOHIO REGION

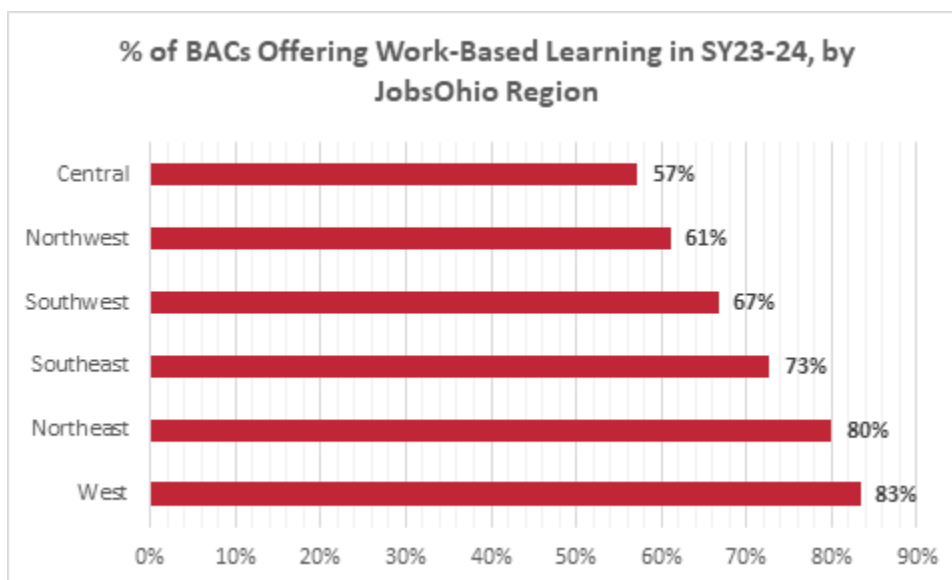


Figure 8 displays the percentage of Business Advisory Councils offering work-based learning opportunities by JobsOhio region. Councils in Western Ohio are the most likely to provide work-based learning opportunities. They were also the most likely to provide these opportunities last year, when 82% of them offered internships, apprenticeships, pre-apprenticeships, and/or job shadowing.

Northeast Ohio’s Business Advisory Councils demonstrated a significant expansion of work-based learning opportunities over the last year. Last year, only 23% of councils in Northeast Ohio reported offering work-based learning opportunities; this rose to 80% of councils this year, a 57% increase. This substantial increase greatly contributed to the 13% overall increase in statewide work-based learning opportunities.

FIGURE 9: MOST COMMON TYPES OF WORK-BASED LEARNING IN SCHOOL YEAR 2023-2024

	Types of Work-Based Learning facilitated by BACs in SY23-24
Internships	52%
Job Shadowing	44%
Apprenticeships/Pre-Apprenticeships	36%

Internship, job shadowing, and apprenticeship/pre-apprenticeship opportunities are being offered to students more than ever before. Internships remain the most common type of work-based learning.

This is the first year that over half of Business Advisory Councils report offering internships to students. This year also marks a significant year-over-year increase in the percentage of Business Advisory Councils offering job shadowing opportunities to students (15% increase).

Below are some examples of quality work-based learning experiences that Business Advisory Councils provided during the 2023-2024 school year:

- Building Bridges to Careers** developed partnerships with Appalachian Ohio Manufacturers’ Coalition, Appalachian Children’s Coalition, and Rural Action to overcome barriers to placing students in internships. Each of these partners funds stipends awarded to students upon successful completion of an internship. This has helped the BAC place 236 students in high-quality internships with 116 different business partners.
- North Point ESC** created the “Intro to Health Careers” program with Fisher-Titus Medical Center, a BAC partner. This program is a paid internship opportunity for students in Huron County school districts interested in health careers. Students in the program develop technical and soft skills, work up to 16 hours per week, and meet Fisher-Titus Medical Center employees during “lunch and learns.”
- Loveland City Schools** created the Loveland Tiger Pathways program. Students apply and interview to be in the program. They then undergo resume building and professional development before starting a 12-16-week-long internship or pre-apprenticeship. Students are also expected to earn the OhioMeansJobs Readiness Seal upon completion of the program.

Industry Partnerships

As Business Advisory Councils continue to implement and integrate the three quality practices, all students will benefit through a 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.

This highlight report tracks the JobsOhio industries, government entities, and higher education represented on Business Advisory Councils throughout the state. **Figure 10** highlights the JobsOhio industries represented on the councils in school year 2023-2024.

FIGURE 10: INDUSTRIES REPRESENTED ON BUSINESS ADVISORY COUNCILS IN SCHOOL YEAR 2023-2024

JobsOhio Industries Represented on SY2023-2024 BACs	
Industry	% of BACs
Government (e.g., economic development, state + local agencies)	82%
Healthcare	70%
Construction	63%
Advanced Manufacturing	62%
Financial Services	61%
Higher Education	58%
Food & Agribusiness	37%
Technology	33%
Energy and Chemicals	20%
Automotive	17%
Hospitality	17%
Logistics & Distribution	15%
Engineering	15%
Aerospace & Aviation	12%
Additive Manufacturing	12%
Insurtech	8%
Cybersecurity	5%
Military & Federal	4%
Gene Therapy	1%
Advanced Mobility	0%

The most common industry represented on Business Advisory Councils this year is Government. This typically entails a local economic development board, city council member, or elected representative sitting on the board to work with JobsOhio industries, which offer most work-based learning opportunities.

Another takeaway from this year's data is that every JobsOhio industry has representation on at least one Business Advisory Council except for Advanced Mobility.

There are a handful of industry representation shifts worth noting. Below are some highlights on major industry representation on Business Advisory Councils compared to last year, school year 2022-2023:

INCREASES

The Construction and Technology sectors gained greater representation on Business Advisory Councils this year. 11% more councils have representatives from each of these JobsOhio industries on their councils than last year.

Aerospace and Aviation also has greater representation on Business Advisory Councils this year. 7% more Business Advisory Councils have representatives from this industry than last year.

SHIFTS

There is an 11% increase in the number of councils including Additive Manufacturing and a 13% decrease in the number of councils including Advanced Manufacturing. This is partially due to a more precise identification of Additive vs. Advanced manufacturing firms on the councils.

STABILITY

Healthcare has remained relatively consistent, with representation on approximately 70% of Business Advisory Councils.

The Financial Services sector has remained consistent with representation on 61% of Business Advisory Councils.

FIGURE 11: MOST COMMON JOBSOHIO INDUSTRIES REPRESENTED ON BACS IN SCHOOL YEAR 2023-2024, BY JOBSOHIO REGION

	Most Common JobsOhio Industry Representation on BACs, by JobsOhio Region					
	Central	Northeast	Northwest	Southeast	Southwest	West
Healthcare	79%	55%	61%	64%	100%	83%
Construction	64%	40%	72%	64%	100%	58%
Advanced Manufacturing	50%	80%	50%	55%	56%	75%
Financial Services	57%	45%	44%	91%	89%	67%
Food & Agribusiness	36%	35%	28%	36%	33%	58%
Technology	21%	45%	11%	18%	89%	33%
Energy and Chemicals	43%	10%	11%	45%	22%	0%
Automotive	36%	20%	6%	18%	11%	8%

Figure 11 displays industry representation for the eight most common JobsOhio industries by JobsOhio region. The industries are listed in descending order, with Healthcare having the most statewide representation, Construction having the second most statewide representation, etc.

FIGURE 12: #1 JOBSOHIO INDUSTRIES REPRESENTED ON BUSINESS ADVISORY COUNCILS IN SCHOOL YEAR 2023-2024, BY JOBSOHIO REGION

#1 Industries in Each JobsOhio Region	
Central	Healthcare (79%)
Northeast	Advanced Manufacturing (80%)
Northwest	Construction (72%)
Southeast	Financial Services (91%)
Southwest	Healthcare and Construction (100%)
West	Healthcare (83%)

Figure 12 shows the top industry that is represented on the most Business Advisory Councils for each JobsOhio region. Healthcare is the industry with the most representation on Business Advisory Councils in three regions: Central, Southwest, and West. Also notable is that the Healthcare and Construction industries are represented on all Business Advisory Councils in the Southwest region.

One additional highlight from this regional analysis is the year-over-year growth in Technology’s representation on Business Advisory Councils in the Northeast, Southeast, Southwest, and West regions since last year.

Below are some examples of quality industry partnerships that Business Advisory Councils established during the 2023-2024 school year:

- **Noble County Schools BAC** has implemented a free period during the regular school day for students in Noble Local Schools called “on-target.” During this free period, students have the option to meet with business partners in groups or one-on-one to discuss career pathways.
- **Southern Ohio ESC** has implemented an online portal called PATHWAYSos with its business partners to allow students and businesses to communicate with each other directly. Businesses can post internship and job opportunities for students on the portal as well.
- **Canal Winchester City Schools** increased its number of business partners by allowing businesses to choose from different “levels” of membership. The most involved level includes internships, mentorship, and site visits, while the least involved requires members to join their career readiness platform and attend occasional speaking engagements and events.

Conclusion

The Ohio Department of Education and Workforce 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.