



Benefits of Education and Business Partnerships

In today's economy, it is critical that all Ohioans are equipped with the knowledge and skills they need to succeed in future learning, careers and life. To that end, parents, educators and the business community want to prepare all Ohio students for successful career paths, including college degrees, industry credentials, apprenticeships, military enlistment or a combination of these.

Businesses are important partners in shaping educational experiences for Ohio's students. These partnerships are vital to developing the future talent businesses need for Ohio's competitive edge, economic growth, sustainability and development. For additional information on "Bridging Ohio's workforce gap," visit the [Ohio Attainment Coalition's Statewide Plan](#).

It's no secret that good business and education partnerships result in benefits for students — but what makes a good partnership? What's in it for businesses? What can businesses do?

What makes a good, mutually beneficial partnership?¹²

Good partnerships are built on a foundation of trust, communication and a collective, agreed-upon direction. Good partnerships:

- Build trust among collaborators;
- Establish effective methods of communication that happen often;
- Develop learning opportunities and benefits for ALL partners;
- Identify opportunities for change;
- Seek support and involvement from partners;
- Mobilize people and resources to create changes;
- Formally recognize the contributions of partners; and
- Develop a vision of long-term change with quantifiable goals.

"Will, a freshman at Warren H.S. surprised all with his interest and perseverance in problem-solving to make this machine work."

CEO Linn Yost. Micro Machine Works

Good partnership pays dividends for all parties involved. Harvard Business School research found that companies with more corporate social responsibility practices outperform their counterparts over the long term, both in terms of stock market and accounting performance.³

What can businesses gain from educational partnerships?

- **Creating an image of corporate social responsibility** – By engaging students, businesses demonstrate how they are paying it forward by investing in future leaders in their own communities. [Learn about Ohio Health is creating an image of corporate responsibility through their engagement with local schools!](#)
- **Developing a talent pipeline** – Companies have the unique ability to help future talent learn about positions available within the organization. By engaging students in training and apprenticeship opportunities at an earlier age, companies can begin to build their future talent pipelines, which leads to employee retention and lower training costs in the long run. [See how Local 219 Plumbers and Pipefitters Union developed their talent in partnership with North High School.](#)
- **New perspectives** – Students bring a different perspective and can contribute to the team with proper guidance. The tradeoff is developing new, innovative ways of doing things. [See how a student at Piqua was an asset in contributing to a local employer, "Harmony Systems."](#)
- **Tax benefits** – Businesses can write off donations to schools, including time invested through mentorship, donations of equipment or training. [See qualifying education deductions.](#)

¹ NCREL, Chapter 1: Building Collaborative Partnerships, U.S. Department of Education, April 1996 [2] Archived 2008-05-16 at the [Wayback Machine](#)

² Nhscholars.org, URL: http://www.nhscholars.org/School-Business%20How_to_Guide.pdf.

³ Eccles, Robert G., Ioannis Ioannou, and George Serafeim. "The Impact of Corporate Sustainability on Organizational Processes and Performance." *Management Science* 60, no. 11 (November 2014): 2835–2857.

- **Students with skills** – By creating work-based learning, mentorships, internships and other career-connected experiences for students, businesses gain a generation that is on the forefront of technological advancements, with great professional and technical skills. These students can be an asset to solving problems and thinking outside of the box. [See how a Firestone High School senior gained architecture experience through mentorship.](#)
- **Influencing local curriculum** – Businesses can have an influence on what is taught in schools to help ensure that students are learning skills that are valuable in the workplace. [Ottawa County Business Advisory Council influences curriculum.](#)
- **Advertisement** – Businesses that support local schools often are acknowledged by the school as a sponsor. This advertisement at school events, publications or social media can increase your reach. [See how Toledo Schools acknowledges its sponsors.](#)
- **Strong schools create a positive community for your business** – Employees want to work in a community where they feel connected and where they want to send their kids to school. [See how Ohio Health is providing opportunities for students in Marion.](#)

What contributions can businesses make to schools?

- **Participate in early career awareness and exploration opportunities** – Students begin forming thoughts about their futures early! Companies can help even elementary students know what careers are out there in many ways — hosting a “take your child to work day,” offering schools company branded materials for distribution or attending a career day at the school are all ways to get career opportunities in front of students.
- **Connecting students with valuable mentors** – Through guidance, students can learn many skills through modeled behavior. Mentorships help improve social-emotional learning, academic skills and improved attendance. Some mentors may even be great tutors! [See how Canton City is connecting students to mentors!](#)
- **Providing work-based learning opportunities** – Paid or unpaid positions provide students with opportunities to develop insight into future career choices and supplement classroom learning. [Learn about Van Wert High School’s CEO program.](#)
- **Conducting mock interviews** – Valuable exposure and necessary feedback prepare students as they seek employment in the workforce.
- **Guest speakers** – Volunteer to speak to students about careers within your industry, company or personal career path.
- **Hosting job shadowing opportunities** – Companies can organize opportunities for students to shadow employees to enhance career exploration and awareness of the nature of the business and job.
- **Promoting the OhioMeansJobs-Readiness Seal** – Companies can encourage attainment of the OhioMeansJobs-Readiness Seal, a formal designation students can earn on their high school diplomas and transcripts indicating they have the personal strengths, strong work ethic and professional experience that businesses need. [See how AEP is partnering with schools to help students earn the OMJ Readiness Seal.](#)
- **Participate in Ohio’s In-Demand Jobs Week** – In-Demand Jobs Week is a statewide celebration of jobs, industries and skills that are in-demand in Ohio. It occurs during the first full week in May. This is an opportunity for businesses to partner with schools to focus on exposing students to jobs that are in demand and may be hard to fill vacancies. [See past In-Demand Jobs Week events.](#)

How can businesses get involved?

Every school district and educational service center is required to have a Business Advisory Council. For a complete list of councils and contact information, visit the [Ohio Department of Education’s Business Advisory Councils webpage.](#)