



# HOW SCHOOLS CAN PARTNER WITH BUSINESSES

## SuccessBound and Business Advisory Councils

SuccessBound celebrates and promotes useful and effective business-school relationships that create opportunities for Ohio's students to have workplace experiences and earn credentials, engage with mentors, and learn skills and technical competencies they can use in their career journeys. Business advisory councils can serve as important partners to inform curriculum development and provide real-world applications to what students learn in school.

Ohio recognizes the importance of these councils and established a law (Ohio Revised Code 3313.82) that requires every school district and educational service center to have a business advisory council. The Ohio General Assembly also enacted ORC 3313.821 (as part of Am. Sub HB 49), which directs the superintendent of public instruction, in consultation with the Governor's Executive Workforce Board, to develop standards for the operation of business advisory councils established by the boards of education of school districts or the governing boards of educational service centers throughout the state. For the purpose of SuccessBound partnerships, districts may consider creating subcommittees that are more targeted and focused on building pathways for students in specific industries or with specific companies.

Workforce development and readiness is a major task for public schools, and a business advisory council can serve many important roles in establishing alignment between school and work, including:

- Advising school districts about the job market and potential opportunities in various regions in Ohio. OhioMeansJob K-12 has a tool to research regional in-demand industries;
- Advocating for skills critical for employment and informing the development of curriculum to develop those skills;
- Serving as liaisons between schools and labor organizations.

**In Ohio, 55 of the 88 counties have decreased in population. Education and economic partnerships are vital in stabilizing population numbers and attracting people back home. Around the state, schools and businesses are partnering in this effort.**

*Here's an example...* In partnership with Pioneer Career and Technology Center and the North Central State College Crawford Success Center, Bucyrus High School will offer a senior only State Tested Nursing Assistance (STNA) program starting in the fall of 2018. This credential program will be housed in the high school's STNA lab and will be a semester-long blocked class with space for eight to ten student each semester.

This partnership is part of The Crawford Partnership for Education and Economic Development's strategy called Crawford 2020 to stem population decline.

"We realized if we wanted something different, we had to do something different. We realized we had to start with high school." Gary Frankhouse, executive and economic development director, Crawford Partnership for Education and Economic Development.

In addition to providing high school students with the opportunity to learn valuable skills and industry-recognized credentials, the partnership had a shared mission of making college more accessible and affordable to the community. College attainment prior to opening the North Central State College Crawford Success Center was 10.5%. After the opening in 2015, college attainment is at 12.7%.

This increase is significant because increased post-secondary attainment has a positive impact on the economy. Crawford Partnership for Education and Economic Development finds that even a single percentage point increase in the population earning a post-secondary degree will result in as much as \$5 million in economic impact for the broader community.

Further, education attainment helps individuals and families succeed. For example, in Crawford County, the median household income with postsecondary attainment is \$29,000 higher than those without post-secondary attainment.



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## How to Establish a Business Advisory Council

School districts should begin by researching key regional industries. After researching the key industries in the community, schools can decide which industries should be represented on their district-level business advisory councils. Some pathways may benefit from industry-specific pathway advisory groups as well. Then, they need to decide to establish one larger business advisory council with various industries represented or smaller, targeted subgroups focused on one industry area. In either case, the council should establish bylaws to direct its collaborative work. Details on bylaws can be found at the end of this section.

Superintendents can invite businesses to engage in the council by contacting the human resources departments of local businesses. Because districts and educational service centers already are required to have business advisory councils, superintendents also may choose to use their current council members to help recruit potential members for more targeted councils to create pathways and programs for students. While the general business council can inform schools about the industry needs, a more targeted group can establish key partnerships that offer mentoring opportunities, workplace experiences, internships and other relationships that directly involve working with students.

### The first meeting with a business advisory council should have the following agenda items:

1. Discussion of the workforce needs and any skills gaps from the business members.
2. Discussion of current programming and student opportunities that are designed to build workforce readiness.
3. Brainstorming session on potential ways the company can provide workplace experiences for students. These may include mentoring or internship opportunities, the development of a career pathway or curriculum designed to place students at the company or other opportunities for students to engage in authentic learning opportunities that can lead them to future employment or postsecondary training.

Ohio law requires business advisory councils to meet quarterly, but a subgroup dedicated to designing pathways should expect to meet more often. During the first few meetings, the council should establish an action plan for developing meaningful partnerships between companies and the school. **This plan should clearly identify the following:**

- The workplace and 21st century skills the school will develop;
- Programming to prepare students for entry-level work immediately after graduation;
- Programming to prepare students for postsecondary training required for employment;
- Each partner's role in executing programming;
- A timeline for adoption of new practices.

## Get Started! Steps to integrate a program in a school

1. Identify student interest and pair interest to in-demand jobs.
2. Target certain student populations and tailor programs to their needs. Use Career Connections to prepare students at all ages for their futures.
3. Offer pathways and opportunities for students to earn industry-recognized credentials while still in high school.
4. Communicate dual credit opportunities early and often.
5. Establish or consult your business advisory council.
6. Visit local businesses to explore community assets and needs.
7. Make the transition to post-high school work and school seamless.



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## Schools can invite businesses to contribute to building career and postsecondary readiness through the following

**Job fairs or conferences:** The school may choose to host an event where business representatives and employees from a number of local companies share information about job opportunities and required skills.

**Job fairs or conferences:** Companies can participate in community and school events where business representatives and employees from a number of local companies share information about job opportunities and required skills.

**Job shadowing:** Companies can organize opportunities for students to shadow employees to enhance career exploration and awareness of the nature of the business and job.

**Work-based learning opportunities for students:** Companies can organize opportunities for students to work at their businesses, so they can fully understand the expectations of the jobs and types of work people engage in. These opportunities can include unpaid or paid work; including full time, part-time or summer employment.

**Apprenticeships:** Companies can offer paid or unpaid apprenticeships where students work alongside more experienced employees to gain valuable skills and knowledge through hands-on learning.

**Class visits and career days:** Business professionals could visit classrooms to speak to students about their companies. Business professionals could participate in career days to teach students about potential career opportunities in their industries.

**Signing day celebration:** Companies can host a signing day celebration for students who are hired. Family, friends, educators and community members can attend to learn more about the business and the work the student will do.

**Promote 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.

**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. Community leaders statewide are encouraged to partner to plan engaging events and activities that will inspire excitement and awareness among students and job seekers.

**Participate in Ohio's Manufacturing Day:** Manufacturing Day usually takes place in October and is a celebration of manufacturing across Ohio. During this annual event, companies open their doors to their communities to showcase the many career opportunities available through modern manufacturing.

**Mentoring and tutoring programs:** Employers can provide opportunities for employees to serve as mentors and tutors to students, helping improve academic skills as well as social, emotional, and workplace and employability skills. This mentor experience should align to the OhioMeansJobs-Readiness Seal.

**Career advising and exploration:** Schools can connect students to Career Connections and OhioMeansJobs K-12, where they can access a suite of tools and services to help them plan for their futures.

**Participating in SuccessBound conferences:** Businesses can attend SuccessBound conferences and other conferences aimed at promoting work-based learning and school-business partnerships. These are excellent networking and marketing opportunities.

**Joining your P-16 council:** [Ohio's preschool-16 councils](#) establish uniform statewide standards in mathematics, science, reading and writing that each student in a state institution of higher education must meet to be considered remediation-free. Contribute your perspective and insights to this work. Your voice is important and valuable.

**Promoting student commitment to being drug free:** Together, schools and businesses can raise awareness about the dangers of drug and alcohol use and how using drugs or alcohol can affect future job opportunities. They can develop drug-free agreements that reward students for maintaining healthy lifestyles.



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**Informing curriculum design and development:** Business advisory council members can review curriculum materials for technical content accuracy, identify knowledge or skills competency levels and performance standards, help districts secure instructional materials, donate equipment or space for specialized training, build pathways to postsecondary programs and support schools seeking STEM designation.

**Field trips:** School administrators, teachers and students could take field trips to local businesses to learn about companies in their communities.

**Engaging educators:** Businesses can help teachers define how curriculum is relevant in the workplace by providing teachers and other district personnel with information and experiences relative to the businesses in the community. It could include activities like teacher tours of business facilities or educators meeting with professionals from local businesses.

The advisory council also can work collaboratively with districts to create a marketing plan to connect families to information about in-demand careers and to engage postsecondary and workforce development organizations to become active members in developing a strong workforce pipeline.

A strong community supports both education and workforce development. It has opportunities available to ensure it grows its own future. SuccessBound communities strive to achieve strong ties between schools, workforce development agencies, businesses and postsecondary institutions. A business advisory council is a key driver to establishing and fostering this collaboration. It can help a district turn an idea into action.

**A note on bylaws:** *Bylaws detail the purpose of the business advisory council, identify a protocol for recruiting and selecting members and define the processes for scheduling meetings, setting agendas and recording decisions. Because business advisory councils are subject to Ohio's "Sunshine Laws," members should be informed that all meeting records and meetings are open and available to the public. Keeping careful and accurate records is required*

