

## **CCESC Business Advisory Council (BAC)**

### ***Purpose of the CCESC Business Advisory Council***

BAC fosters cooperation among schools, businesses, and the communities they serve to ensure the work of educators aligns with the needs of businesses. Outcomes of this cooperative effort include but are not limited to raising awareness of educators about the local labor market, promoting work-based experiences within businesses, and helping students prepare for successful learning and employment opportunities.

### **Roles of BAC:**

1. To advise school districts on changes in the economy and job market and the areas in which future jobs are most likely available;
2. To advocate for employment skills most critical to businesses and industry and the development of curriculum to teach these skills; and
3. To aid and support school districts by offering suggestions for developing a working relationship among businesses and educators.

### **Objectives:**

The Business Advisory Council will offer insights for students' career needs and future financial issues that may impact Clermont County. This process may include, but not be limited to, the following activities:

- Share information about workplace behaviors and skills needed for student success in future careers.
- Explore opportunities for internships or activities to support academic experiences.
- Identify potential academic and financial questions and issues from the communities.
- Review 5-year Budget Plan for school districts, with detailed examination of current biennial budget.
- Monitor state education funding and pending legislative action.
- Communicate with the public about academic and finance issues.

### **Goals:**

The goals of the Clermont County Educational Service Center Business Advisory Council are to:

- Represent the commercial and educational interests of the districts aligned to it;
- Foster dynamic on-going communication;
- Strengthen the relationship between business and education;
- Share with its member communities the school budget process;
- Encourage cost-saving initiatives while maintaining a high standard of educational excellence;
- Explore ways to increase funding to schools;
- Enhance the quality of life in Clermont County.

### BAC Membership:

The Council will be comprised of up to nine members of the Executive Committee of the Clermont Chamber of Commerce Foundation Work Readiness Initiative, subject to approval by the CCESC Governing Board in accordance with a Memorandum of Understanding (MOU) between the two parties, included with this plan as Exhibit ONE. The Council will work closely with the Superintendent and Treasurer. Council members will serve three-year terms, which may be renewed for additional terms at the discretion of the Council. Terms begin on July 1st and run through June 30th of each year. New members selected to fill unexpired terms may complete the unexpired term and serve for additional terms. There are currently no term limits. The Superintendent and/or Treasurer may recommend to the Governing Board to remove a Council Member at any time. New members will be selected by the Council. The goal is to have a diverse group of individuals from the local business community comprise the Council. Members must be available to attend meetings as scheduled.

### BAC Officers:

For the newly constituted Council stipulated in the aforementioned MOU, the initial President will be appointed by the CCESC superintendent. Thereafter, a Business Advisory Council President will be elected each year. The President is elected annually at the May or June meeting and is voted on by the Council members.

### ***BAC Responsibility***

The Council will make reports to the ESC Governing Board as necessary and assess the adequacy of the Council annually and recommend proposed changes to the Board for approval. The ESC superintendent will make reports to the districts represented by the Council in fulfillment of all terms stipulated in formal agreements between the districts and the ESC and pursuant to responsibilities articulated in ORC 3313.821.

Among Council's primary responsibilities is creation, oversight, and annual adjustments to a Business Advisory Council plan designed to advance the goals and objectives of the BAC within the context of its roles and purpose.

## **CCESC Business Advisory Council (BAC) PLAN**

### ***Meeting Schedule***

The BAC will meet jointly with the Governing Board of CCESC on the following dates through calendar year 2019:

September 20, 2018

December 20, 2018

February 21, 2019

May 16, 2019

August 15, 2019

November 21, 2019

Additional meetings of the BAC or subcommittees will be scheduled as determined appropriate or necessary by the majority of BAC membership.

### ***Job Market and Employability Data Analysis***

Baseline information and environmental context for the work of the BAC was established and subsequently reexamined with data gathered from employers and community members through three different predominant efforts.

First, The UC Economics Center for Education and Research prepared a Clermont County Education Survey overview for the Economic Development Corporation of Clermont County in June, 2009. This survey was itself an extension of the Center's 2008 study that identified target industries to facilitate business development in the county. The 2009 survey sought to identify a strategic direction for the county's efforts to improve its economic vitality, including improving the workforce through collaboration between and commitments from business, government, and education leaders, combined with public support.

Second, in 2014, the Clermont Chamber of Commerce, Duke Energy, and Community Building Institute, which was a partnership between Xavier University and United Way, explored economic development and quality of life issues to create new priorities for future growth and development throughout Clermont County. This exploration involved over 500 "community conversations" and feedback on goals from almost 600 community members through workshops and surveys. The result was emergence of a clear set of values and themes important to Clermont County residents and businesses, which were ultimately articulated in the form of 23 goals in a format known as Agenda for the Future. Of those 23 goals, seven of them pertained directly to economic opportunity and lifelong learning. The strong focus on

economic growth and education affirmed the importance of the business sector and educators joining forces to create meaningful learning experiences that more effectively prepared the workforce of tomorrow.

Third, in 2017, The Workforce Investment Board representing Clermont County issued findings and recommendations on workforce development transformation. The findings were derived from the input of 26 employers across the region, and included the need to do three things: improve soft skills, enhance communication between employers and training institutions, and remove personal and social employment barriers for prospective workforce members. Among the report's recommendations was the need for greater collaboration between employers and service providers including schools that would transform the relationship from a feeder system to a partnership. Another meaningful recommendation was intensive reconditioning of prospective employees lacking soft skills that required ongoing mentoring and coaching to address the root causes of the deficits.

To continue the data stream that has informed the goals and activities of the CCESC BAC, a scope of work has been developed for an update of the 2009 research performed by the UC Economics Center. Key issues of this proposed project include identification of industries driving the county's economy, focus of future economic development efforts, and means by which the community can foster workforce development. Outcomes of this study should include insights on workforce trends and steps necessary for alignment of workforce needs and workforce programs, such as those facilitated by the CCESC's BAC.

### ***Identification of Business Community Needs***

Beginning in School Year 2012-2013 and occurring concurrently with the final two aforementioned reports, key members of the Clermont County business community approached leadership of the county's education sector and shared experiential and anecdotal information that supported the collective goals, findings, values, and recommendations identified in the reports. From the conversations that ensued was born the Work Readiness Initiative, a collaborative effort of business and community leaders who partner with educators to prepare students to be work ready through signature programs pursuant to the outcomes, tasks, and activities that follow.

### ***Description of Events, Activities, and Programs***

One-To-One Mentoring – Volunteers devote “one-to-one” time to mentor individual students at least once each month during the school year to help students build capacity to overcome barriers to their learning and future employment prospects and to work with students on understanding the importance of soft skills and helping students strengthen those skills. All districts in the county utilize this program, which last year served 127 students and involved volunteers from 78 different public and private companies from Clermont County and its surrounding area.

Work Readiness Skills Program – A team of volunteers present a 6-10 week Work Readiness Skills Program at participating county high schools, focused on the skills employers have identified as lacking in new hires. Weekly one-hour lessons contain large and small group discussions centered on accountability, dependability, interviewing skills, resume building, mock interviews, respect, appearance, initiative, and attitude. Four districts utilized this program, benefiting from the participation of twenty-nine volunteers who worked with a total of 289 students.

Career Mentoring – Also known as speed mentoring, volunteer business professionals and community leaders participate in small group mentoring sessions in various career fields in a fast-paced session that allows both mentors and students to share ideas and aspirations, as well as mentors imparting lessons from their own personal experiences related to formal preparation and soft skills necessary to compete and succeed in their work field. Last year, 11 of these events were held in Clermont County high schools that involved 250 mentors and 1,398 student participants.

Job Shadowing and Internships – Clermont County high school students who have identified a career of interest or a career path associated with a particular company will job shadow assigned employees or work under the supervision of an employee. The students will be assigned tasks to gain meaningful experience and will learn about the company's vision and culture, as well as gaining a better understanding of how the company fits in the marketplace. Last year, 165 students participated from six different school districts and shadowed or interned at six different companies.

Business Leadership Teams (BLT) – Created in every district in the county, the BLT for each district allows for deeper involvement of business members at an even more local level and enables each district to tailor its activities around career exploration, business connections, employment information, curriculum development, and publicity. Along with greater volume of the activities previously listed and/or participation of students at the middle school level as well as high school, BLT's can engage business and community leaders as classroom presenters and guest speakers, connect with organizations for career-oriented field trips, solicit activities from the county's Coalition for Safe and Drug-free Clermont County to underscore the importance of being drug-free in the workplace, partner with the county's Family and Children First Council to address mental health issues, and showcase local business leaders and educators each year in a culminating Partnership Celebration attended annually by over 300 community members. As an example, last year six BLT's utilized guest speakers or presenters from the local business sector from 17 different companies on a total of 20 occasions and spoke to hundreds of students.

### ***In Summary***

As a means of fulfilling its responsibilities, the CCESC BAC does not only solicit input from businesses on its work and designed activities, it also actively engages the county's business leaders and community members in the development of authentic, relevant, meaningful career preparation experiences for students and also relies heavily on their participation in the activities.

Each of the past three school years, the CCESC BAC members working through the Work Readiness Initiative have orchestrated participation of over 400 volunteers in 48 or more activities that involved between 1,500 and 2,200 students. Moving forward, BAC will continue most of its current work, making adjustments in accordance with directions from BLT's, and will focus of the following additional enhancements to strengthen the academic aspects of its efforts, raise awareness of its work, and provide even more meaningful experiences for students:

1. Continue reviewing employment data from OhioMeansJobs, the Chamber of Commerce and other sources to increase focus on high-demand job areas.
2. Increase the number of job shadowing and internship opportunities with goals of experiences for at least 10% of high school juniors and 25% of high school seniors by conclusion of school year 2019-2020.
3. Issue recommendations for more comprehensive integration of workforce concepts into academic areas and/or increase participation in work readiness skills programming by school year 2018-2019.
4. Explore opportunities to establish new programs in coordination with each community's school leadership and business leadership teams.
5. Improve community awareness of activities and programs by promotion in news media and on social media platforms.
6. Create more connections between schools and business/community contacts.
7. Coordinate with Clermont County officials to promote the dynamic relationship between schools and business as a reason to locate or grow a business in Clermont County.
8. Increase number of middle school programs so that one or more activities are offered in at least 30% of the schools by school year 2018-2019.
9. Identify long-term outcomes to achieve in the next 2-4 years that provide evidence of the plan's efficacy and produce tangible benefits for the students and employers.

The Governing Board of CCESC and its Business Advisory Council will issue a joint statement no later than March 1 of each subsequent year to report progress on the work described and delineated herein, implementation of activities under the purview of the BAC, and advice and recommendations made to educators and businesses related to improving work and career readiness for all students.

## **ADDENDUM to CCESC Business Advisory Council (BAC) PLAN**

### ***Districts Supported by CCESC's Business Advisory Council Plan***

The Clermont County Educational Service Center and the following districts aligned to it have entered into BAC Representation Agreements by resolution of each governing board, recognizing the CCESC Business Advisory Council will represent the interests and responsibilities of each district pursuant to ORC 3313.821, effective FY 2018:

Batavia Local School District

Bethel-Tate Local School District

Clermont Northeastern Local School District

Felicity-Franklin Local School District

Williamsburg Local School District

Agreements pertaining to the ESC's support of each district listed are attached to this addendum.