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# USING BUSINESS FEEDBACK TO ALIGN CURRICULUM AND STAY ON THE CUTTING EDGE



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## EDUCATION/BUSINESS MISMATCH

**96 percent** of college and university chief academic officers said they are extremely or somewhat confident in their institution's ability to prepare students for success in the workforce

just **11 percent** of business leaders strongly agree today's college graduates have the skills and competencies that their business needs.

John M. Eger, "Business and Education Executives Just Don't See Eye to Eye",  
Huffington Post, 04/12/2014 originally presented by John Colburn, Director,  
Skills for America's Future, Aspen Institute 01/20/15

# National Convergence Technology Center

National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College:

- 2004 forward, first as a regional, now just renewed as national
- Community of Practice with 60+ college and university partners
- Primarily in the area of networking infrastructure/mobility/data communications
- Developed to address the downturn in IT in the early 2000's
- Designed with lock-step with regional and now national business to ensure employment for graduates
- Sponsors major professional development events

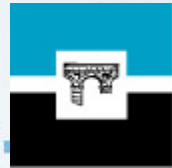


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## CTC Partners



El Centro College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT



**COLLIN  
COLLEGE**

**UNT** UNIVERSITY OF NORTH TEXAS™  
Discover the power of ideas.



FLORIDA  
STATE COLLEGE  
at Jacksonville™



**Fox Valley**  
TECHNICAL COLLEGE  
*Knowledge That Works*



GEORGIA  
SOUTHERN  
UNIVERSITY



LONE STAR  
COLLEGE



**SINCLAIR**  
COLLEGE

# THE TYPICAL BUSINESS ADVISORY COUNCIL

- Might meet 1 or 2 times per year, sometimes the only time the reps are on campus
- May have a mixed level of knowledge in membership and people who are not at the right level to really help with your program
- Advises regarding a program, sometimes just reviewing rather than leading; maybe even rubber-stamping
- BAC members often find their time split between colleges because each college has its own council
- May result in programs that produce graduates that are not tightly aligned with business need



# SUGGESTED ENGAGED BILT MODEL

Business and Industry **Leadership** Team (BILT)

Regional Council (ours is both national and local) advising multiple colleges

Meets **quarterly**, not 1-2 times per year

Right people on the council

- ✓ High-level **technical** executives
- ✓ First line managers
- ✓ Technicians
- ✓ HR representatives as long as they are not the sole reps for a company



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# MORE THAN AN ADVISORY COUNCIL

- Businesses LEAD the work and are part of the leadership team

Appropriate name is Business & Industry Leadership Team (BILT) – *Leadership*, not *Advisory*



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# BASIC MODEL FOR BILT MEETINGS

Meets 4 x per year, 1 face to face, 3 x via webinar

Less than quarterly can mean “out of sight, out of mind”



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# ONE FACE-TO-FACE MEETING ANNUALLY

Curriculum aligned based on solid business-driven process originated in the U. S. Air Force

- Modified DACUM to identify Knowledge, Skills, and Abilities needed from graduates (4-6 hr. process)
- Faculty determine how to address KSAs through curriculum by cross-referencing desired KSAs to existing courses and developing new modules or courses to fill gaps



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## THREE VIRTUAL MEETINGS ANNUALLY

- ◎ Trends identified to get ahead of curricular changes
- ◎ Informal forecast of future employee need
- ◎ Program review for multiple colleges (certificates/degrees)
- ◎ Review/approval of major grant activities/progress
- ◎ Other topics as appropriate



# Questions For The Panel

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# Resources

- ◎ BILT Resources from the Convergence Technology Center:  
<http://connectedtech.org>
- ◎ Webinars on employer engagement/related topics -  
Centers Collaborative for Technical Assistance:  
<http://www.atecenters.org/ccta>

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