

# BUILDING STRONGER SCHOOLS AND COMMUNITIES

Growing Your BAC



Champaign County

**Business Advisory Council**

*Empowering Minds. Fueling Futures.*

Ryan Berry, Christina Flowers and Sarah Shepherd





# CHAMPAIGN COUNTY BAC ORIGINS

- Prior to the 2021-2022 SY, the BAC was checking boxes and there was a desire to revamp and engage with the business community as mindsets were shifting to 3Es instead of “college for all”
- Two schools in our county created Student Success Roles. BUT communications between school and businesses was not streamlined.
- Our BSL was hired at the end of the 21/22 SY after selecting just the right person for the job - Chris!





## Day-to-Day

- Ohio Grad Plan
- Career Ed. & Awareness
- Planning 3Es Events
- Business Tours
- Trip facilitation
- At-Risk Student Intervention
- Alternative Pathway Attainment

STUDENT SUCCESS  
LIAISON



# HOW THE ROLE OF BSL CHANGED THE GAME

CHRIS STARTED AS THE CHAMPAIGN  
COUNTY BUSINESS AND SCHOOL LIAISON  
FOR THE 2022-2023 SCHOOL YEAR

BSL directly communicates with Businesses and  
brings their parameters for engagement with  
schools to life.

BSL distributes shadowing, internship, and hiring  
information to schools.

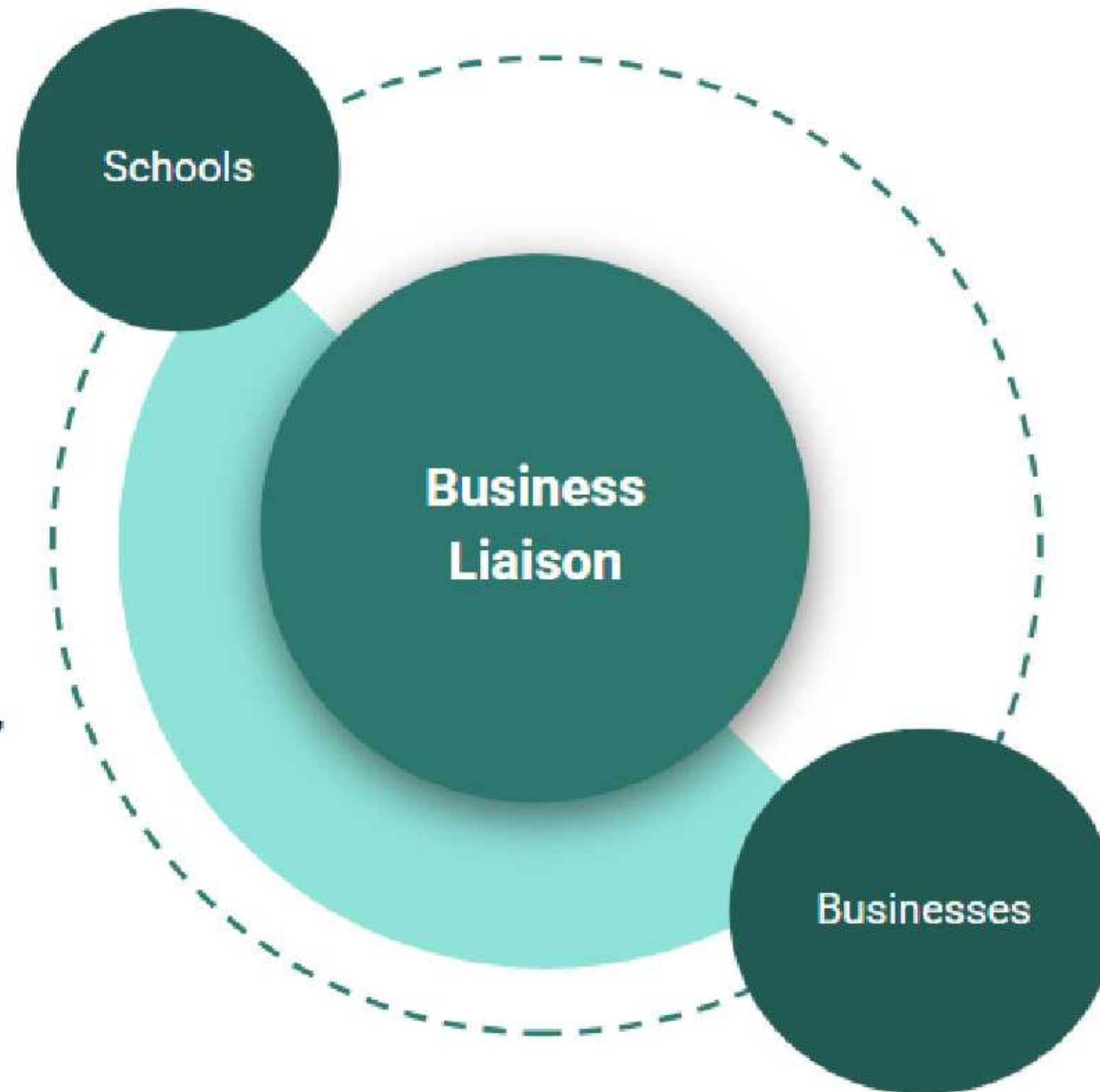
BSL facilitates connections so that schools can  
bring in guest speakers, find event volunteers, etc.  
to schools.





# Needs/Opportunities

- 500+ students preparing for workforce
- Identify business needs/employment gaps and fill with upcoming grads
- Increase local employment (“Live, Work, Play”)



- Increase talent pool
- Bridge employer skill gap(s)
- Increase local employment

# Complete a needs assessment. What are the community needs?

## School SWOT Analysis

### Strengths



- All districts now require financial literacy
- All districts use the YouScience career and aptitude assessment
- Most districts offer career fairs
- The number of career tech classes being offered is increasing
- State legislation is beginning to emphasize career tech and employability skills
- Students are more aware of the opportunities within the county
- Credentials are being taught at places other than OHP
- Students are identifying career paths if they are not going to college
- Developed partnerships with businesses for training

### Weaknesses



- Districts have limited work release options
- Career education is not yet built/embedded into core curriculum

### Opportunities



- Virtual field trips
- Provide more career pathways and partnerships
- OHP students present career focused lessons to K-8 students
- Career signing day for all districts
- Work with Sinclair & Clark state as a sponsor for business
- IRC's
- CCP
- SOCHE
- CODE/D2S Grants
- Businesses "training the trainer" (STNA's)
- Military Visits

### Threats



- Asking too much of businesses
- Capacity limits in career ed classes
- Core teachers are hesitant to release students for career opportunities
- Conflicts with work based learning
- "Lots of talk from businesses, but no action"
- Parents misunderstanding of trade jobs, career ed, and the military
- Students not having a drivers license/transportation issues
- Businesses are unable to hire students under 18
- Healthcare volunteers can't begin until age 16
- Consistency of bus availability
- Not enough credentialed teachers



# Business SWOT Analysis

## Strengths



- Competitive Wages
- On-the-job training & tuition reimbursement
- Prior experience not necessary
- Many businesses pride themselves on their "Family environment"
- Flexible Scheduling
- Many businesses hire at 16 (Some at 14)
- More job focused field trips
- Ohio Means Jobs and fast lane offer trainings to businesses for employees
- Work with community colleges for apprenticeships
- No shortage of jobs
- BAC meetings are valuable
- Businesses feel heard by the county and schools.

## Weaknesses



- Employees lack employability skills
- Lack of instructors that offer STNA training
- Confusion over the amount of agencies within the county (Chamber, CEP, BAC, Manufacturers council, and Business school liaison.)
- Some businesses don't "Play well in the sandbox" and operate as if they are on their own island.

## Opportunities



- Businesses are willing to look outside of the box to work with students (Flexible hours, training, etc).
- There is opportunity for growth within most businesses
- Businesses are highly interested in partnering with schools
- Students are being made aware of opportunities in the county

## Threats



- Location leaves a small labor pool
- Employee retention
- Staying competitive in the market
- Management can be set in their ways
- Lack of housing
- Transportation/Car pooling
- Age requirements/rules
- Business fatigue (Being asked to do too much)
- The younger generation follows a new type of leadership

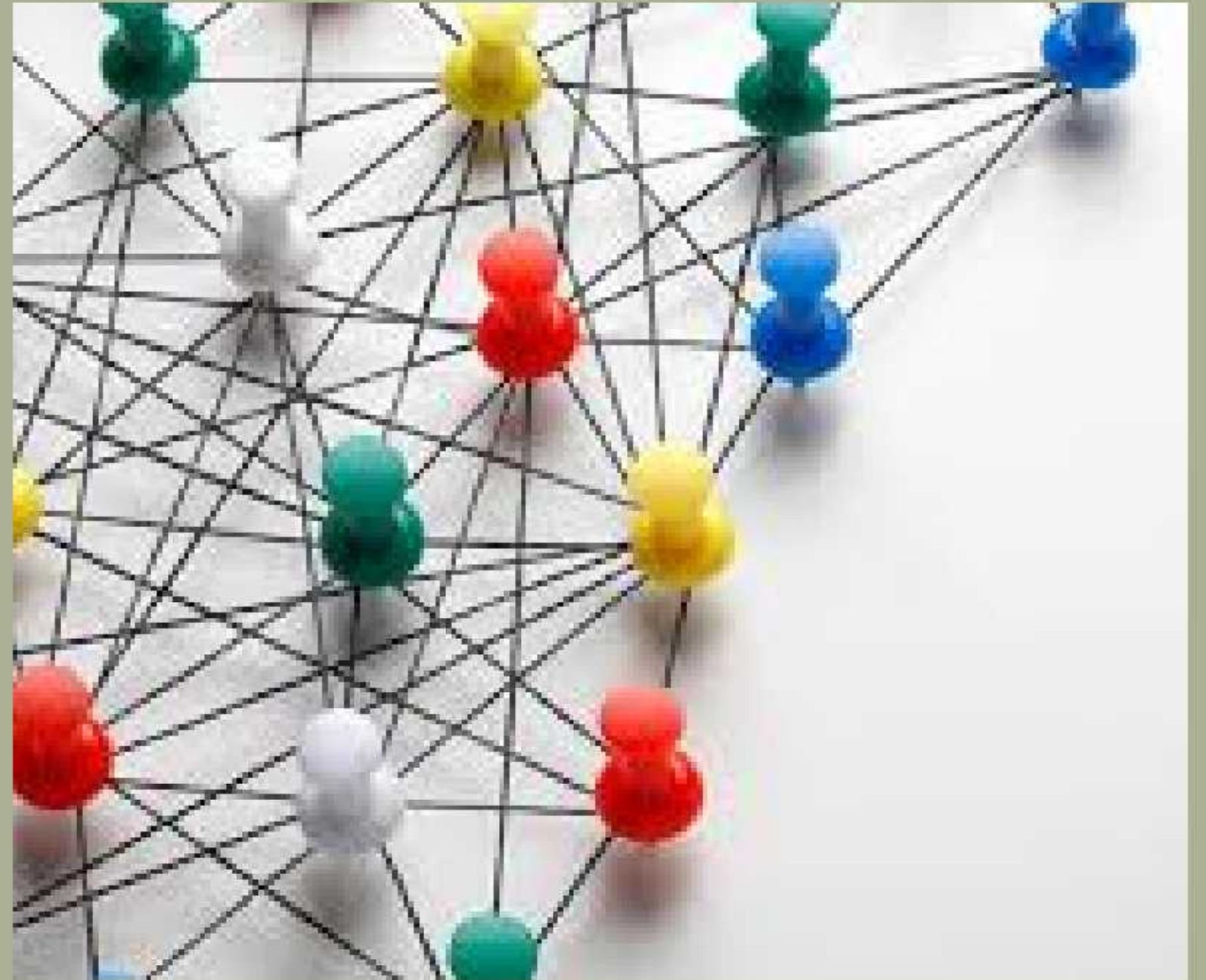
Listen to feedback from all entities.



## Tips

- Build relationships.
- Make connections.
- Know your community.
- Reach out to other counties.
- Attend state meetings.
- Follow legislation.
- Be an advocate.
- Hold meetings at BAC member schools and businesses.
- Brag about your BAC!

## Connecting the Dots





# MEETING FRAMEWORK

## 1 REMINDER OF BAC PURPOSE

Begin each meeting with a reminder of the 3 goals - Develop Professional Skills for Future Careers, Build Partnerships and Coordinate Experiences.

## 3 GENERAL INFORMATION

Legislative updates  
Upcoming events  
Ways to partner

## 2 SPOTLIGHTS

- Introductions
- Business, School and Community Spotlights

## 4 SUBGROUPS

- Prepare guidance in advance of what to discuss and information to record
- Wrap-up with each subgroup reporting to the whole group and sharing next steps



Champaign County

**Business Advisory Council**

*Empowering Minds. Fueling Futures.*



# BAC FROM A BUSINESS PERSPECTIVE







ENTREPRENEUR  
CLUB

Stressed Out



The Podcast



# STUDENT LEADERSHIP CHAMPAIGN COUNTY





# WHAT'S AHEAD...

- CONTINUED FOCUS ON OUR MISSION STATEMENT

Add belief statements to support the mission

- MORE SUBGROUP WORK DURING BAC MEETINGS

Schedule work sessions outside of BAC meetings if needed

- INTERNSHIPS/MENTORSHIPS

Grow our existing internship program  
Create a mentor program

- BSL TO MEET WITH BUSINESS AND SCHOOLS AGAIN

Complete a new needs assessment



# QUESTIONS/ DISCUSSION

## Contact us:

**Christina Flowers -**  
**[christina.flowers@mccesc.org](mailto:christina.flowers@mccesc.org)**

**Sarah Shepherd -** **[shepherds@mcburg.org](mailto:shepherds@mcburg.org)**

**Ryan Berry -** **[ryan@berrydigitalsolutions.com](mailto:ryan@berrydigitalsolutions.com)**

