

Developing Community Partnerships

Embracing the Possibilities through the
Development Process...





Matt Peregoy, Sullivan C-2 School District

- Technology/Engineering and Industrial Arts Educator (2 years)
- English Language Arts Educator (5 years)
- Commercial and Residential Flooring and Paint Subcontractor GM (6 years)
- Retail Hardware Company and Industrial Supply Manager (5 years)
- Non-profit Business Executive (2 years)
- Small Business Owner (20 years)
- Author



Defining the Advisory Committee

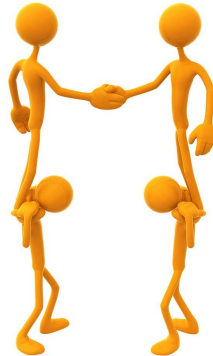
What it is...

Made up of industry professionals

Innovative and forward thinking

School/Industry partnership

A working board of men and women



What it is NOT...

Detached group of individuals

Driven by personal agendas

Curriculum writers

Sitting in name only



Start with the BIG PICTURE...

What's the Mission?

Every advisory committee needs a published mission statement that is available for all members to use as a guide for future development opportunities.

A mission is a 1-2 sentence statement of the philosophy and purpose of the advisory group.

Mission statements should be clear and concise as to the focus of the group.



Mission Statement Example

SHS Industry Advisory Committee Mission Statement:

It is the mission of the Sullivan Career and Technical Advisory Committee to create a working partnership between area industry professionals and the school district within the educational scope of district career and technical education that will enhance the student's understanding and opportunity within selected curricular pathways during their postsecondary career and educational pursuits.



**Now Start
with the
Basics...
Processes
Take Time
and Hard
Work!**

Anything worth doing is worth doing right - your process should be based on your district's individual needs and current circumstances.

Not every district has the same needs or challenges - beware of canned programs, they can hurt more than help.

Be willing to invest the time and energy it takes to build a fantastic advisory committee, it is going to take some heavy lifting.



What does this process look like?

1. **Create a Team of Invested Educators** - Keep it small enough to get something accomplished and make sure there is administrative support for the long haul.
2. **Mission Creation** - This is where you want to go in the long term.
3. **Department Analysis** - Realistic analysis of where the department stands today.
4. **Needs Assessment** - Realistic determination of what the department needs to meet the goals of the mission.
5. **Determine Industry Areas of Focus** - At this point, you are looking only at those clusters you currently support.
6. **Define Roles on Committee and Develop Job Descriptions** - These will be beneficial during the recruitment stage of your process.
7. **Develop 3-5 Year Plan** - This provides the committee with direction as well as legitimacy among career professionals.
8. **Develop Evaluation Tools and Schedule** - Good gut feelings are supported by good data.

1. Create a Team of Invested Educators



- Members selected should be representative of the various curricular clusters present in the district.
- Members selected should be innovative and big picture minded. It is one thing to be objectively critical, it is another to be negatively critical.
- Team dynamics are important. Make sure your team can function as such.
- Administrative presence should be considered. You will need administrative support beyond just a nod of good luck.
- Counselors should be consulted as needed. Post-secondary pursuits are part of their job too.
- Make sure each person on the team has a job that reflects individual strengths.



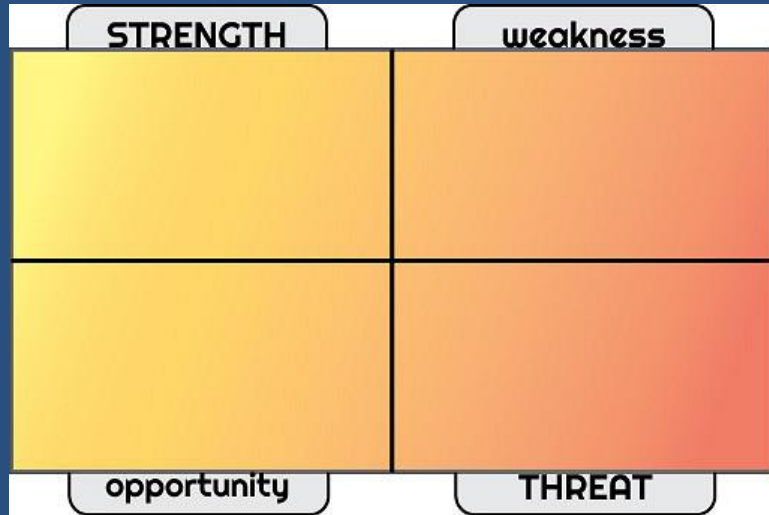
2. Create the Mission of Your Advisory Committee.



- Think of where you want your kids to end up at the end of their journey through high school.
- Be specific and create the statement with concision.
- This statement will determine what does or does not fit with your plan for developing community partners.
- Limit the statement to a sentence or two.



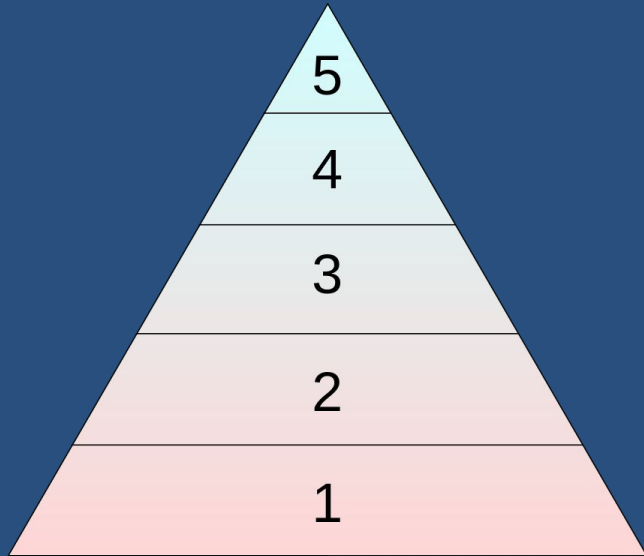
3. Department Analysis



- Perform a SWOT analysis of your current department (strengths, weaknesses, opportunities, and threats).
- Honesty and self reflection is imperative for success.
- You need to know where you are right now, not where you wish you were or where you think you are going.



4. Perform a Needs Assessment



- What is needed in order to transform weakness and threat into strength and opportunity?
- Consider physical needs such as space or equipment.
- Consider support needs such as program or finances.
- Create solid rationale for your needs
- These needs will be used to help determine what community partners you should recruit.
- Remember, we are here and now still. What do you need to take your current CTE department its greatest potential?





5. Determine Industry Areas of Focus...



- This is where the rubber begins to meet the road. Again, you are trying to make what your department currently has meet greater potential.
- Support the clusters and pathways that are currently available in your district.
- All six clusters may or may not be represented in your district and it is likely that all pathways aren't represented, that's okay.
- In which clusters are you really good and which need help?
- Are there any areas that don't make sense to support?



6. Define Committee Roles and Develop Job Descriptions...



- Now is the time to start considering recruits that fit the roles you need to fill.
- Think in terms of tasks that will need to be accomplished in order to create a successful committee.
- There are canned roles and descriptions available that don't fit your needs. Don't waste recruitment capital on those positions.
- You may have multiple positions that are the same role, that's okay. For instance each cluster may need a "student relations liaison" whose job it is to bridge the communication gap between the child and the industry.
- Be specific with your expectations of each role created. Your recruits will want to know exactly what they are getting into.



7. Develop a 3-5 Year Business Plan...



- Now that you know the short term, you can begin to look a little farther out.
- As you develop this plan, try not to make any of it too reliant on any single staff member.
- Depending on where your department is in this process, you may want to include committee members as you build the plan.
- Either way, at some point, you will need to make your committee members a part of the planning process.
- Most of your recruits are in business and will appreciate the forethought you are using to help take your department to greater levels.
- Recruit, recruit, recruit!!





8. Develop Evaluation Tools and Schedule...



- Gut feelings and emotion can't be allowed to run the program or the process.
- Self-evaluation results in usable data that proves the gut feeling either right or wrong.
- Evaluate your progress on a regular basis.
- Include the committee members who are a part of that role in the evaluation, they are a part of your business now.
- Publish a written schedule of evaluations to your team. Knowing the schedule allows team members to plan for success or shows the team weaknesses in individuals.
- Regardless, evaluation is what supports your plan and the path you are on or tells you that it is time to make a change.
- The 3-5 year plan is not written in stone.



**Now that you
have the bigger
picture in
mind, let's drill
down....**



Now let's move onto something a bit more fun...



...you don't want or need just a warm body!

Prospecting for Community Partners... Where Can They be Found?

- Existing Advisory Members
- Chamber of Commerce
- Community Agencies
- Local Industry
- Teacher Connections
- Community Groups (Rotary, Business League, Etc.)
- City Departments



Miners Prospecting



Community Partners: There are 3 T's for which to look.

The 3 T's of Stewardship

Time: You will be asking your partners to invest their time into your programs. Time is the most valuable resource most of your partners possess. Be sure that you aren't wasting it.

Talent: You will be asking your partners to help fill specific roles. Make sure that your potential partner's talents compliment the role you are asking them to fill.

Treasure: Some have a lot of it and some have a little of it. Make sure you are aware of any financial implications that may be associated with the role you are trying to fill.

Not every person possesses all 3 T's, that's okay but you need to match your needs with what your potential partner has to offer in order to find success!

The Ask...

Now that you have roles that you know need to be filled and you have job descriptions in place explaining those roles, it's time to ask those who have been identified as prospects for your community partnership advisory committee. Here are a few thoughts to keep in mind when preparing to ask for help.

- Know exactly what you are asking for, try not to leave it open-ended.
 - Be specific in the commitment you are seeking.
 - Make sure the right person makes the ask.
 - Partners share in responsibility. Create dialogue that fosters shared responsibility between the district and the community.
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We got `em, now what do we do?



Implement your plan...

- Start with a Fall Community Partnership Advisory Committee Meeting.
- Explain the big picture to all the members, new and old.
- Give a tour of the facilities.
- Share the Career Technical Education calendar with the committee. Highlight areas of committee involvement such as career fairs, industry related field trips, etc.
- Highlight student activities groups such as DECA, FFA, TSA, FCCLA, etc.
- Include students in the proceedings.





Building Community Partnerships...

Final Thoughts!

- Avoid the “Ivory Tower Mentality” that can seep into the process.
- Size of your committee really doesn’t matter as long as everyone has a job.
- Always, always demonstrate need.
- Follow through on commitments.
- Don’t oversell your position or your product.
- Be patient and humble.
- Be business minded. If you can’t, find someone on your team who can.

WELCOME



**Career
Education
Advisory
Committee
Members**



Join Us... SULLIVAN HIGH SCHOOL CAREER FAIR

Wednesday,
March 14, 2018
8:00 AM - 10:45 AM
SHS Commons



SAVE THE DATE

WHY PARTICIPATE:

- Highlight the many career opportunities in the local area
- Share your career journey
- Describe a typical workday
- Share the education requirements or training necessary
- Provide students with a reliable link to the real world with hands on expertise
- Create a relationship with academics and future educational and occupational opportunities
- Explore careers that allow entry with various levels of training and education
- Allow students to explore career opportunities they may not have considered before

FOR MORE INFORMATION OR RESERVE YOUR SPOT PLEASE CONTACT

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Questions??



Thank You!!

This presentation and associated information/resources can be found at

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