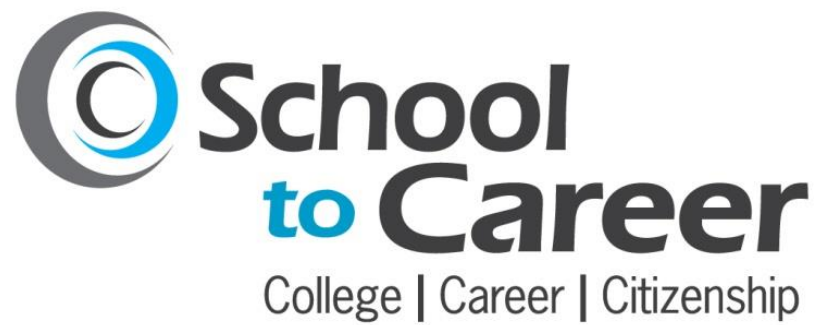


Business Alliance Handbook Guide



School-to-Career (STC)

Preparing students to be college, career, and citizenship ready!

School-to-Career prepares every student to make knowledgeable career choices through academic rigor and work-based learning experiences. STC links the business community to WCPSS students in order to prepare them to make informed career choices. As a result students graduate college, career and citizenship ready.

The Career Development Coordinators work within STC to infuse relevant and realistic experiences into classroom curriculum.

Local businesses making a difference in education

The mission of school- based business alliances is to link the resources from the community stakeholders to enhance the School-to-Career transition of every student, as they become responsible and productive citizens.

Business Alliances provide students with opportunities for:

- Career exploration and development
- Work-based-learning experiences
- Learning the value of school and academics as preparation for career development

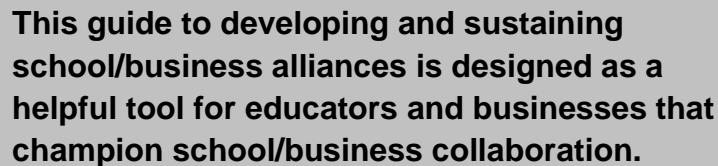
The business alliance is a collaborative partnership between business leaders throughout the community and educators at our area middle schools and high schools. The mission of the business alliance is to provide support and workplace realities for teachers and students and to be catalysts for engaging business and community organizations to prepare all students to be career focused and globally competitive. The career and life expertise of business leaders provides students with the relevancy between education and future careers. School- based business alliances typically meet on a monthly basis to develop action steps towards meeting the goals aligned with the School Improvement Plan.

Career-based alliance activities include:

Career fairs	Guest speaking
Practice job interviews	Field trips/site tours
Job Shadow Day	Internship
Business ethics discussion	Resume reviews

In addition to direct participation, the networking ability of our business leaders allows the alliance initiative to tap an extensive resource of talented individuals to which students would not other have access.

The immediate result of this partnership is to help prepare every student to make responsible, productive career choices, by assisting with school-based and work-based activities. The end result is preparing students for a career of their choice, ultimately benefiting the employers within the community.



This guide to developing and sustaining school/business alliances is designed as a helpful tool for educators and businesses that champion school/business collaboration.

What is a School/Business Alliance?

A collaboration of business, community, and school leaders committed to educating each student to be a responsible and productive citizen who can effectively manage future challenges.

What are typical School/Business Alliance activities?

- Business spotlight
- Career Connections (monthly round table career conversations/based on clusters)
- Career Fairs
- Mentors
- Speakers Bureau
- Dual Enrollment Day
- Senior Event
- Job Shadowing
- National Engineering Week
- Truck Fair
- Internships
- Leadership Series-Chamber
- Job Readiness
- Employability skills
- Parents Open House
- Friday Fairs
- Mock Interviews/Resumes
- Herb Gardens (example) support garden way (curriculum)

- Interdisciplinary integration and classroom integration b/w CTE and core subjects
- Attend staff meetings (needs of teachers and how B.A. can support teachers)
- CTSO Leadership Conference
- Business Alliance members judge CTSO competitions
- Arrange for college and business tours
- Protector Exams
- Xtreme Beginnings/Great Xplorations...Countywide Events
- Mini Job Fairs (cluster specifics at times)
- Summer Job Series (how to get a summer job presentation)
- Career Portfolio (assessments, resumes, examples of work, profiles)
- Financial Literacy (workshop)
- Career & College Ready (presentation in classroom)
- Online mentors (F4K)
- Externships (teacher's short term work experiences)
- 21st Century Skills Workshops
- School Breakfast at beginnings of year showing teachers Business Alliance sponsorship
- Middle School students tour Wake Tech
- Teacher tours to Businesses
- Quarterly Summits (Administration, parents, teachers, Business Alliance, students).... hot issues topics driven by school

What is the difference between a School/Business Alliance and a Partnership?

Alliance	Partner
Long-term commitment	Support short-term projects
Meet regularly with the Alliance membership	Do not attend regular meetings

What makes a successful School/Business Alliance?

- Strong CDC. School contact person
- Strong Business Alliance Chair (business person)/Business Alliance Chair engaged and willing to lead and push
- Support from Principal, WCPSS, CTE
- Diverse Business Alliance (different types of businesses)
- Student members
- Opportunity for B.A. to be engaged with students based on student needs

- Participate in strategic plan
- Everyone understands they are key contributors
- Relationships are key
- Alliance has a Business Alliance Strategic Plan
- School Improvement Plan focused on Business Alliance Plan
- Action oriented
- Strong communication amongst members
- Strong relationships with Chamber of Commerce's
- ROI for businesses (employees/advertisements, etc.)
- Whatever communication is developed needs to be spread (social media)
- PTSA (Parent Support) Representative from the PTSA each year to sit on Business Alliance
- Effective meeting structure
- Have businesses tied to school program areas, driven by CTE
- B.A. members need to feel like they are contributing and fit in. Finding their niches
- Focus on School Improvement Plan
- Have a speakers bureau
- Members: at least 6 – 8 active Business Alliance members at each meeting
- The Business Alliance is a win-win for both
- CDC understands Business for recruiting a member

How do you recruit members?

- Look at programs at your school and recruit from there
- Members recruit members
- Have a process to recruit
- Tap into parents (parent survey)
- Look at Alliance goals to identify members
- Cold calling
- Networking events (Chambers, Rotary, Associations)

How do you create an action-oriented alliance?

- Have Alliance members walk away with a do list that is meaningful, tangible and effective
- B.A. needs to be a part of the developing B.A. Strategic Plan and how to do that. Businesses want meaningful involvement
- CDC's need training in how to involve Businesses with education

How do you start or rejuvenate and alliance?

- Target businesses that align with your school's programs
- All parties look at School Improvement Plan and educate B.A. about the SIP. Have resources for all participants
- Talk to Principal about his/her vision
- Develop yearly outline, plan of work, strategic plan, etc.
- Evaluation/reflection
- "What's In It For Me" and assess throughout the year
- Passionate Chair Person
- Regional Chair on the front end and ongoing
- Contact with Regional Chair to start/rejuvenate or restart B.A.

How do you keep members involved?

- Make members feel they are contribute
- Invite them to work on a project
- Relationship building
- Help people find their niches and utilizing their talents
- Connecting to the school improvement plans
- Help people understand the B.A. is a networking within the business' organization too
- Invite B.A. to school events
- Set up a culture for collaboration b/w businesses and school
- Ask the B.A. members what they hope to get from the B.A. (early on)
- Hold meetings within time structure. Set the meeting schedule at beginnings of year
- Have a structure with flexibility

What are the roles of the Chairperson?

- Meet CDC/Principal to discuss school vision and look at the School Improvement Plan and how it works with the Business Alliance's Strategic Plan
- Recruit new members
- Lead effective meetings. Has to be goal oriented and have regular goal reviews
- Chair should be invited to school staff meetings from time to time
- Business Alliance members develop relationship with educators through the leadership of the Chair
- Follow up on action items
- At meetings allow time for all members to participate and speak up

- Develop relationship with other school groups such as PTSA, etc.
- Utilizing Business Alliance members effectively – asking for assistance; example: don't ask for pencils, binders and tennis balls
- Chair needs to take ownership. The Chair is the communicator to the business community

What are the skills students' needs in order to compete in a global economy?

- Continuing education beyond high school
- Redefining education (lifelong learning)
- Communication skills (both oral and written)
- Application (being able to apply what you have learned)
- Business ethics and business etiquette
- Leadership development
- Team player
- How to network/relationship building
- Problem solving/critical thinking
- Listen skills

School-Career Council

School-to-Career (STC) efforts in Wake County are supported by a School-to-Career Council. The all volunteer School-to-Career Council seeks to support School-to-Career efforts at the system level by leveraging human resources to provide maximum benefit at the central office and policy levels and to encourage the development of successful school practices.

School-to-Career Council responsibilities include developing work-based learning opportunities for students, communicating the STC message, and overseeing the continuous improvement process to insure quality public education for all students.

The mission of the Wake County School-to-Career Council is to prepare every student to make knowledgeable career choices through academic rigor and work-based learning experiences. This requires a systematic, comprehensive, community-wide effort.

The Council is comprised of members of agencies, organizations, and businesses that

have a vested interest in the development of Wake County's youth and believe in the mission of the Council.

The Wake County School-to-Career Council is divided into six work teams or committees. Each of these teams meets independently, is chaired by a business leader, and reports to the full council. A Leadership Team coordinates the work of the Council.

School-to-Career Council Organizational Chart

