

Partnering Industry and Education for Student Success

Presented by:

Deb Barnett, PhD - Executive Director,
Southern Illinois Now

Kris Noble, BA, IOM - Community
Engagement Specialist, Midland Institute for
Entrepreneurship



Introductions and Overview



Welcome - About Us



DEB BARNETT, PhD
Executive Director
Southern Illinois Now



KRIS NOBLE, BA, IOM
Community Engagement Specialist
Midland Institute for Entrepreneurship

Today's Target

- Big Picture: What We're Doing and Why
- Relevancy and Practical Strategies
- Example of Career Connected Programs
- Key Takeaways and Implementation



Partnering Industry and Education

Industry/Business and Education Partnerships can intentionally address:

- ***Career Pathways:** Too few students have an understanding of what careers are really available to them in many of the career clusters.
- ***Talent Retention:** Partnering Business and Education at a local level allows students to become aware of and better understand the career choices available to them; and the education needed to obtain these career choices.
- ***Essential Skills:** Students have the opportunity to learn from employers how and why essential skill development is critical for employment; regardless of career choice.
- ***Engagement:** Industry/Business partnership allow students to often become more engaged in learning; through tours, conversations, hands on projects/challenges, job shadowing, internships, apprenticeships, volunteer experiences, etc.

A Regional Approach



Leadership Community

Communities with systems in place to drive meaningful and equitable postsecondary attainment.

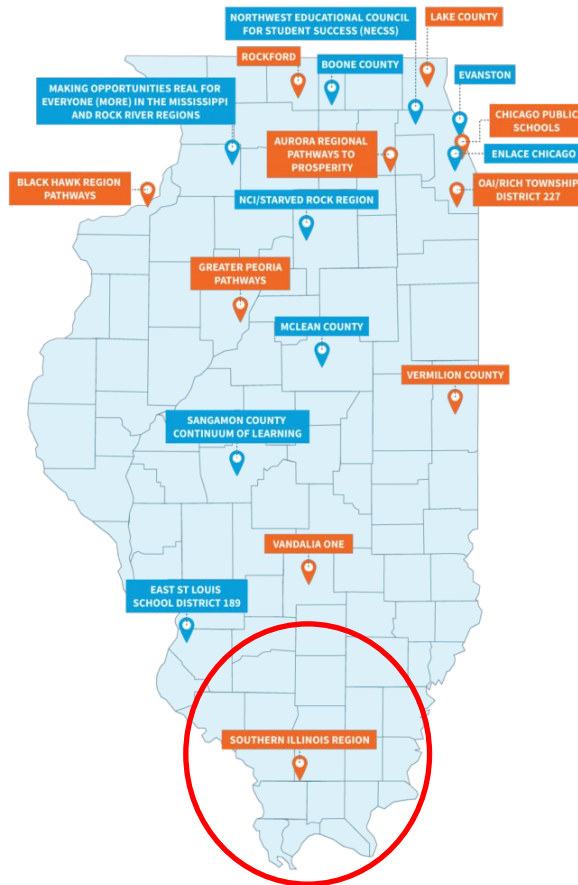
Implement career cluster orientation & postsecondary options workshop for 9th graders.

Identify employers willing to provide career exploration activities for 10th graders

Implement career exploration activity program or “Meet the Employer” Program for 10th graders

Identify employers willing to provide Career Development Experience for 11th & 12th graders

Implement Career Development Experience/Internship



Stakeholder Convening: Asset Mapping

Partnership Challenges

Personnel to meet with and make arrangements. Limited number of businesses with which to partner in the community.

School Districts

- Staffing
- Time to organize
- Distance from businesses

Consistency. Typically, we see single events (career fairs, company visits, etc.) but they are for select students at a certain time. Some type of ongoing access that reaches all students is a challenge.

Partners

- Scheduling
- Lack of information
- Transportation
- Funding

Career Connected Learning





CAREER CONNECTED LEARNING AND ATTENDANCE

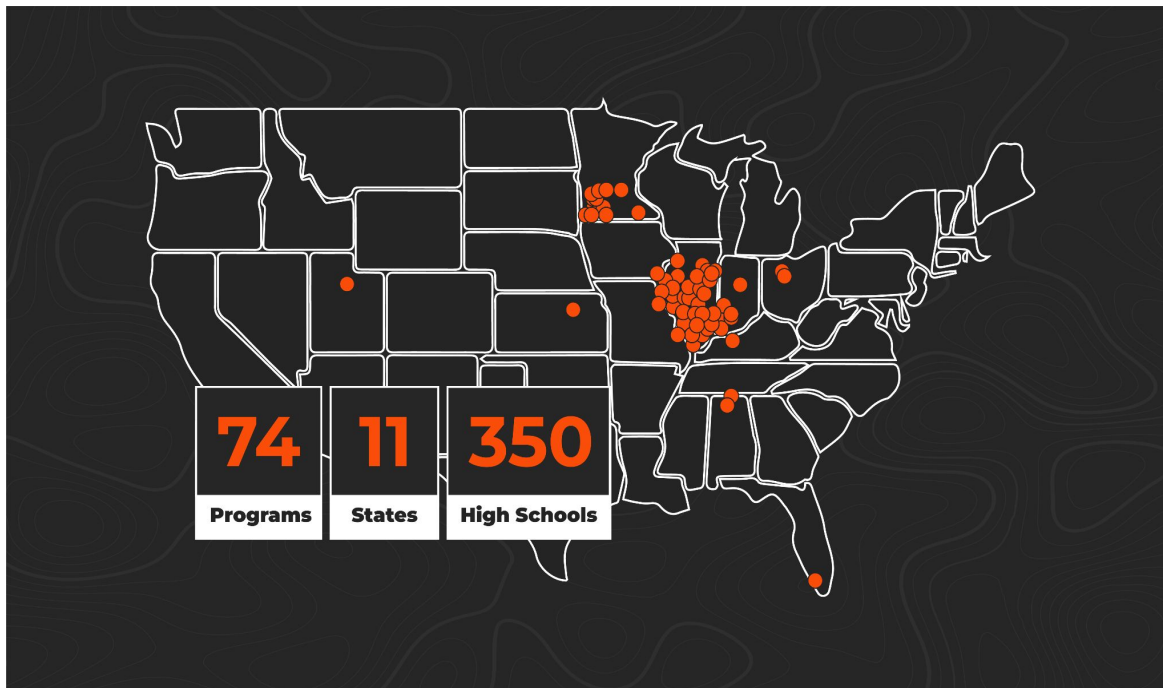
Participation in Career-Connected learning can **promote strong attendance, engagement and academic achievement** by helping student forge direct and durable linkages between what they learn in school and their personal and professional interests and aspirations for their future.

CEO

CREATING ENTREPRENEURIAL
OPPORTUNITIES



CEO Current Programs



What is CEO

- CEO Immerses your high school students in your local business community so they see all of the businesses and other opportunities that exist in their hometowns. This helps them to develop a local professional network of 100 or more business leaders including being personally mentored by one of those business people.
- CEO Instills an entrepreneurial mindset in those students through the creation and operation of real businesses. These are not mere classroom exercises. They are real businesses with real products and / or real services being exchanged for real money. Every CEO student leaves the class with their own operating business.
- CEO Inspires your community's next generation of business and thought leaders. Those students are now invested in your community and see it as a great place to live, work, raise their families and yes, operate their own businesses. CEO helps grow your entrepreneurial ecosystem that produces both economic development and workforce development.

CEO Components

- Community Driven and Community Supported
- No Cost to Students or Schools
- Students Participate in at least 40 Local Business Visits Each Year
- Students meet with at least 40 guest speakers, key community leaders
- Creates a network of 100+ business connections
- Each CEO students is paired with a Business mentor for the school year
- Each CEO class create, organizes, and implements a class business
- Every CEO student creates, organizes and implements an individual business during the school year.
 - Banker Day
 - Pitch Day
 - A Trade Show is held in the Spring to showcase the students' individual businesses
- Program Essentials:
 - Full School Year
 - Juniors and Senior; application process
 - 90 minutes daily
 - 2 credits
 - Graded

MIE works with communities to set up and implement the CEO program; providing a team to support each community, tools, technology, training- for facilitators and board.



What do students say?

[Video: The CEO Experience – Student Perspective](#)



CEO 2023-2024 POST IMPACT REPORT

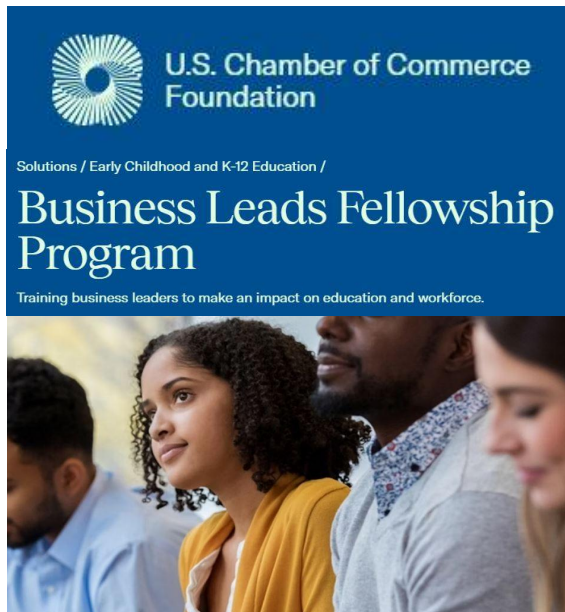
- **64%** indicated they planned to **return to or stay in their area** (up from 62% in the Pre-Impact Survey).
- **45%** of those who did not plan on staying or returning to the community changed their mind and **would now consider returning.**
- **67%** report CEO exposed them to **potential careers**
- **62%** became a **customer of a business** they learned about in CEO & **65% referred** someone to a business
- **79% shared information** from business visits with others
- **59%** thought **“I can see myself working for this company”**
- **85%** gained a **new perspective of the contributions** business make to our community.



Relevance and Strategies



Business Community Engagement



US Chamber of Commerce Foundation

Business Leads Fellowship Program

- Education as a priority for business leaders- worker shortages and lack of skilled workers
- National initiative to engage business/employers with education/students
- Employers wanting to be part of the solution and support for education systems.
- Chambers as a natural partner as their whole purpose is to represent the business community.

A Glimpse Behind the Curtain

Career
Expos

Company
Visits

Shadowing
Internships
Work Study

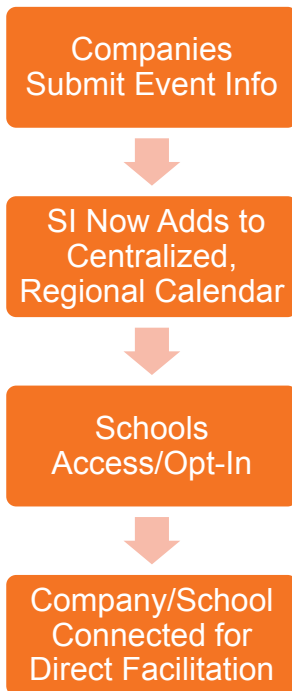
School Districts

- Staffing
- Time to organize
- Distance from businesses

Partners

- Scheduling
- Lack of information

Centralized Regional Collaboration



Friday, January 31, 2025

COMPANY A

123 Main Street, Mt. Vernon

Tour Company A's production plant,
followed by a Q & A with plant management

[School Registry Here](#)

9:00 AM - 11:00 AM

Mt. Vernon

COMPANY B

123 First Street, West Frankfort

Tour Company A's production plant,
followed by a Q & A with plant management

[School Registry Here](#)

10:00 AM - 12:00 AM

West Frankfort

Strategies: Toolkit to Simplify the Process

Career Development Experience Toolkit

Released in 2019, the Career Development Experience Toolkit adheres to the Postsecondary and Workforce Readiness (PWR) Act's framework for College and Career Pathway Endorsements. While these materials adhere to the endorsement framework for public high school students, they serve any organization seeking to provide youth with rigorous work-based learning opportunities. In 2021, EdSystems released a Companion Piece to provide resources to address the needs of stakeholders outside of a traditional high school setting. In 2022, the team released a Facilitation Guide.

Implementation of the toolkit and its accompanying resources should be done with careful consideration of your participants. The practices listed are not exhaustive and are meant to be adaptable to fit the needs of your community.



edsystemsniu.org/career-development-experience-toolkit/

CAREER DEVELOPMENT EXPERIENCE TOOLKIT RESOURCES

Resources and templates to support design and implementation

August 2023

A TEMPLATE FOR CAREER DEVELOPMENT EXPERIENCES

PARTICIPANT ORIENTATION

Complete the following form within the first day/week of a participant's career development experience with your host site. Participants should return completed forms to the managing organization.

Name of Participant: _____
 Name of Host Supervisor: _____
 District or Organization: _____

BACKGROUND & CULTURE	Participant Role	Host Staff Role
History, mission, and values		
Type of business, products, services		
Structure: Department roles and related key staff within		
Structure: Other branches or divisions		
Who is affected by the work (customers)		
How participant will contribute to the host		

A TEMPLATE FOR CAREER DEVELOPMENT EXPERIENCES

HOST SITE REQUEST EMAIL

Managing organizations should already be in communication with a potential host about the career development experience program before sending a host site request email. The template seeks to provide more detailed information for a potential host to make a more informed decision on whether they are able/willing to participate. (Career development experience) may be replaced with the title used for implementation at the managing organization (e.g. internship, cooperative education, remote work, etc).

Managing organization name is committed to investing in our community through engagement with a high-potential youth workforce. We are reaching out to our local community to request (request experience) opportunities for our participants in (applicable program name of managing organization) as pursuing a career pathway in (industry or career interest area).

(experience) is an instrumental in helping young people better develop and inform career interests that they've set. Our participants are able to form networks of industry experts that will continue to influence them throughout their career path.

(experience) is also beneficial for the entire community as it can recruit and promote industry interest early in the local talent pipeline and (experience) provides leadership opportunities for employees to grow in their roles recognition and ability to serve as a model for shaping and supporting local career pathway systems.

participants?
 Grounded here on school (and program) participants are in need of any information to describe previous learning and/or training that they have completed to demonstrate readiness to participate in a career (experience) setting of your?

Key Takeaways



Contact Information



Deb Barnett

director@southernillinoisnow.org

618-353-0100

<https://southernillinoisnow.org/>



Kris Noble

knoble@midlandinstitute.com

815-441-0758

<https://www.discoverceo.com/discoverceo>