



**UNIVERSITY OF
GEORGIA**

**Carl Vinson
Institute of Government**

Business & Industry Partnerships

Connecting Students to Opportunities

Introductions



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Learning Objectives

1. Employer Perspectives
2. Thinking Regionally
3. Creating Deep Partnerships
4. The Role of Education in Economic Development



Employer Perspectives



The Triple Win

Effective and deep partnerships with business can create triple win:

- ✓ Win for students
- ✓ Win for teachers
- ✓ Win for business partners



The Language of Business

Goal: Mutual Understanding

Avenues of Access

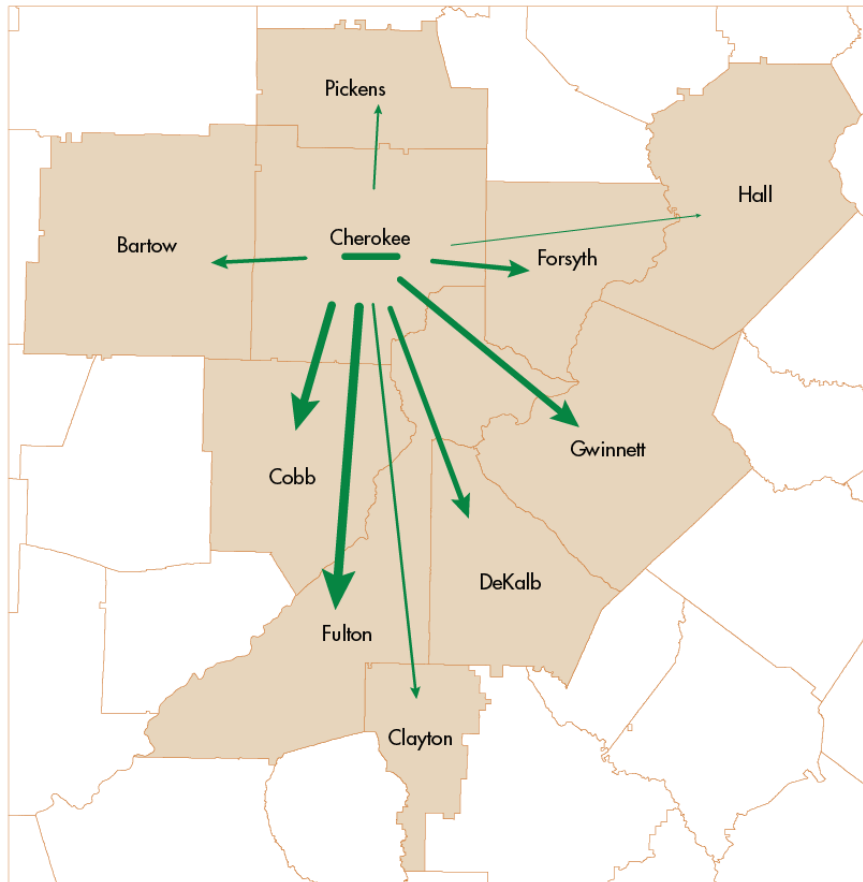


Who is on point for
your district, CTAE
department, or
school?

DO NOT CROSS



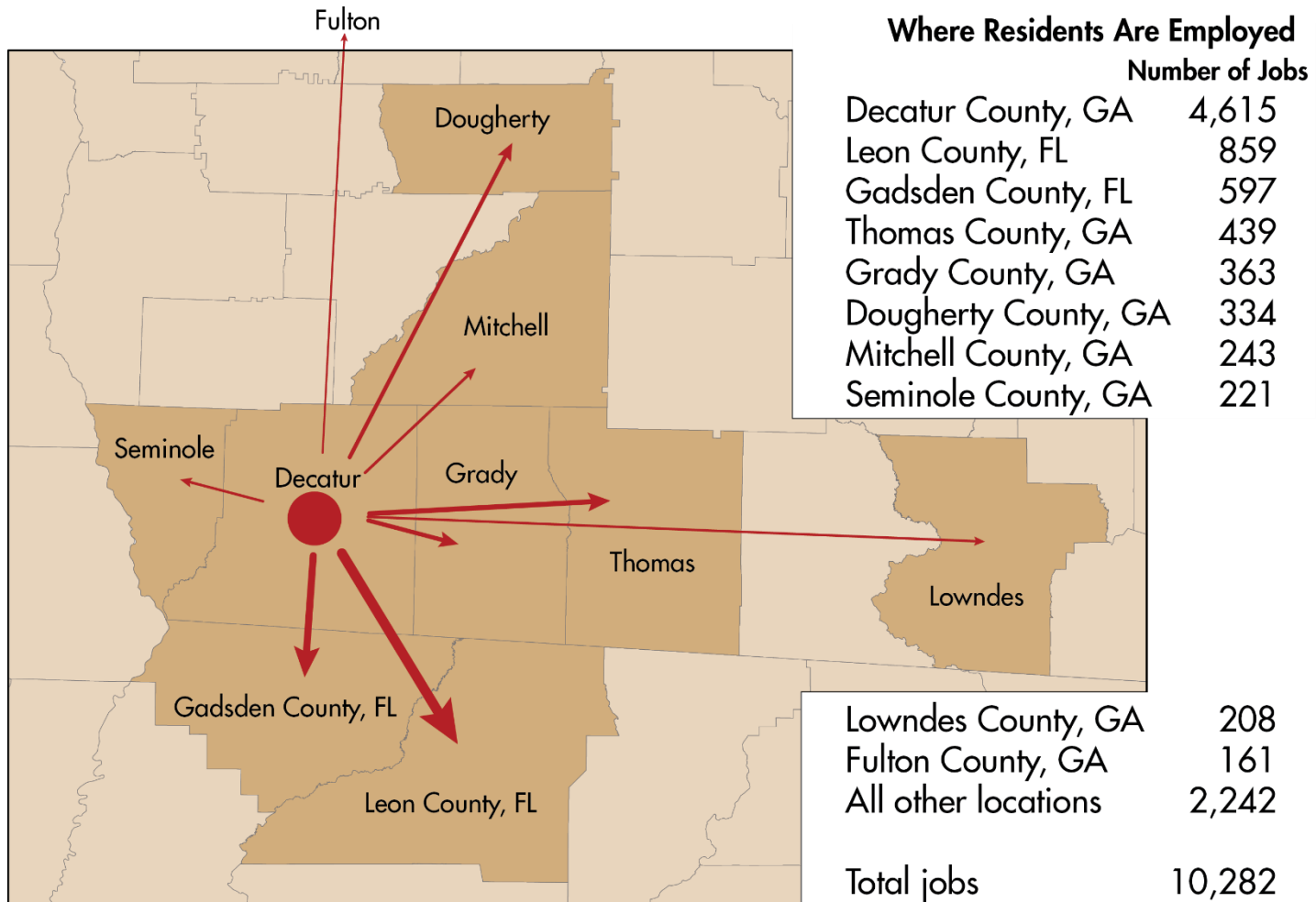
Cherokee County Out-Commute



79% of Cherokee County residents work outside the county each day

Workplaces	Count	Share
Total primary jobs	95,616	100.0%
Fulton County	24,293	25.4%
Cobb County	22,617	23.7%
Cherokee County	20,150	21.1%
Gwinnett County	5,906	6.2%
DeKalb County	4,820	5.0%
Forsyth County	4,141	4.3%
Bartow County	1,505	1.6%
Clayton County	828	0.9%
Pickens County	808	0.8%
Hall County	548	0.6%
All other locations	10,000	10.50%

Decatur County Top 10 Commuting Destinations



Thinking Regionally

How can working as a region be an effective strategy for business engagement and advisory committees?

Return on Investment

Sponsors	Partners
Donate once to meet an emergent need (e.g., Skills USA funding)	Sponsor CTSO competitions each year
Provide money for breakfast at a CTSO meeting	Hire two WBL students and a teacher externship
Attend and listen at advisory committee meetings	Take a leadership role in advisory committee and recruit industry peers to participate
Participate in a mock interview day	Lead ongoing employability skills training with students
Donate funds for a CTSO banquet ceremony	Sponsor equipment upgrades for CTAE lab that align with current industry needs

How do you move
your partners to
sponsors?

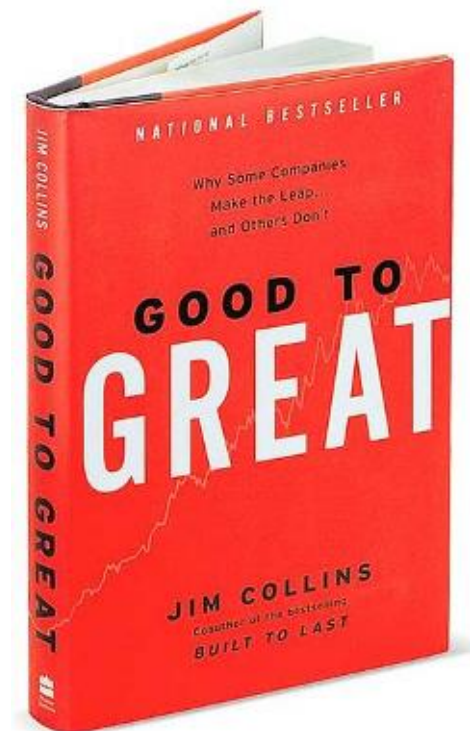
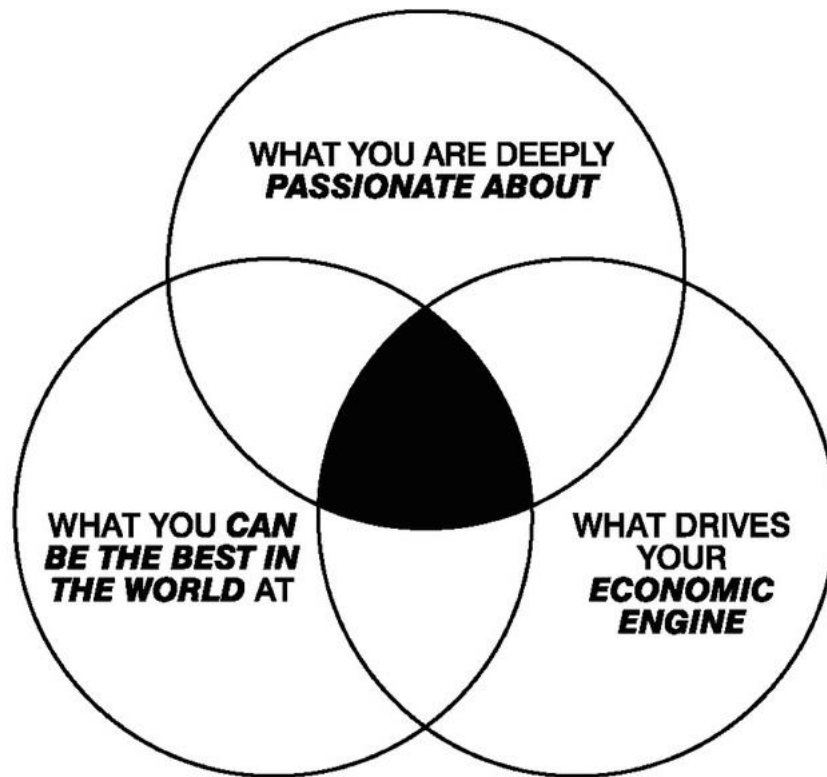
A vibrant celebration scene with a large crowd of people, many holding up colorful balloons (red, blue, yellow, purple, orange). The air is filled with falling gold confetti. In the background, there are strings of lights and more balloons. The overall atmosphere is festive and joyful.

**Celebrate Success &
Investment**

what's
in it for
ME?



Understanding Motivation: The Hedgehog Principle



Activity

First Who, Then What



Driving Forces

	Business	K-12 Education	Economic Development
Goal	Generate Revenue & Maximize Profits	Graduate students	Recruit and retain industry
Funding	Sales Revenue	Local & State Tax Dollars	Local Tax Dollars
Language	Language of Business	Language of Education	Language of Business
Metrics	Profit/Loss Sales Revenue Balance Sheet Margins	College and Career Ready Performance Index, High School Graduation Rate	Jobs created, Jobs Retained, Capital Investment
Accountable to	Owners/Investors/Shareholders	School Board	Board and Elected Officials

Note: These are generalizations and differ by community/organization

The Roles of Education

STEM

Teaching
knowledge

Support local
economic
development

Building strong
citizens

Preparing students for
careers and post-
secondary education

IEP

**Instilling values
and character**



Application

Questions



Thanks!

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