

**ESC of LAKE ERIE WEST  
BUSINESS ADVISORY COUNCIL (BAC)  
JOINT STATEMENT  
March 1, 2019**



**ESC OF LAKE ERIE WEST  
GOVERNING BOARD:**

**Jeffrey Bunck  
Michael Dansack Jr  
Joan Kuchcinski  
Joe Rutherford  
James Telb  
Superintendent  
Sandra Frisch**



**PARTICIPATING MEMBER SCHOOL  
DISTRICTS:**

**Maumee City Schools  
Superintendent Todd Cramer  
Ottawa Hills Local Schools  
Superintendent Kevin Miller  
Rossford Schools  
Superintendent Dan Creps  
Sylvania Schools  
Superintendent Adam Fineske  
Washington Local Schools  
Superintendent Susan Hayward**

**BAC MEMBERS 2018-2019:**

**Terry Campbell, Owner/President  
Campbell Equipment**

**Brian Dicken, Vice President,  
Advocacy & Public Policy  
Toledo Chamber of Commerce**

**BJ Fischer, Vice President  
Thread Marketing Group**

**Sandra Frisch, Superintendent  
ESC of Lake Erie West**

**Debra Heban, Director, Career & Technical Center  
Washington Local Schools**

**Brian Hughes, Executive Vice President  
Sun Federal Credit Union**

**Ron Matter, Superintendent  
Penta Career Center**

**Holly Newcomer, Vice President –  
Insurance Sales Executive Senior  
Huntington Insurance**

**Patrick Sheehan, President  
DMC Technology Group, Inc**

**Rachel Wixey, President  
Rachel Wixey & Associates**

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**March 1, 2019**

**Meeting Dates:**

August 28, 2018, November 19, 2018, February 11, 2019, May 13, 2019

**Council Plan and implementation Process:**

The first meeting of the ESC of Lake Erie West Business Advisory Council was dedicated to the development of the BAC's Vision, Mission, Goals and Governance of the Council.

**VISION**

To provide meaningful guidance to the ESC of Lake Erie West area educators and develop business and industry partnerships relative to the integration of foundational work/life skills critical to career attainment and success.

**MISSION STATEMENT**

In order to comply with ORC 3313.821, the ESC of Lake Erie West (ESCLEW) will advise aligned school districts and the ESCLEW on changes in the economy and the job market, advocate for the employment skill most critical to business and industry and provide guidance and support to our aligned school districts. This mission will be accomplished by creating a strong collaborative relationship with its school districts, community BAC members and the business and industry community at large.

**GOALS**

1. To provide guidance to area school districts on economic changes and job market challenges and opportunities.
2. To understand and imbed the critical employment/life skills students will need to succeed in business and industry.
3. To create or align curriculum that will introduce and reinforce critical employment skills needed in business and industry on local, regional, state and national levels.
4. To develop relationships between education and business that will provide a sustainable well-trained workforce.

## **Business Advisory Council's Plan and Implementation Progress:**

The BAC has implemented or made progress in the following plan areas:

- Job shadowing
- Mentoring – coordination
- Internship – coordination
- Parent information initiative related to job skills and employment trends
- Professional development for educators, business and industry and labor organizations focusing on collaboration and employment connectivity
- Exposure to industry credentialing programs

## **Summary of Special Activities:**

The ESC of Lake Erie West Business Advisory Council includes a diverse group of focused leaders in business, industry, labor and education. Their areas of expertise are: banking, temporary staffing, technology, marketing, insurance, education, workforce development and alignment, manufacturing and career and technical education. The ESC of Lake Erie West BAC members have become familiar with each member's talents and insights that will advance the goals of the ESC of Lake Erie West BAC throughout our footprint of Lucas and Northern Wood County. The ESC of Lake Erie West BAC members have reviewed and discussed the implications of Ohio's Strategic Plan for Education, the Governor's Plan for Building Ohio's Future and Ohio's updated Pathways to Graduation. Members have also engaged, through focus groups, in the Toledo Regional Chamber of Commerce Skills Gap Analysis Initiative. The focus of this initiative is talent development and preservation of workforce talent through the alignment of education, workforce needs and the local economy in the greater Toledo Region. Presentations were made to the area BAC superintendents highlighting advanced manufacturing opportunities through Northwest State Community College, industry credentialing, TRAIN, a computer-based program designed to pair students with job shadowing, mentors and internships in the greater Toledo region and banking and finance opportunities for students through Sun Federal Credit Union. In February BAC members participated in the Toledo Chamber of Commerce Morning Access Program. This activity created networking opportunities for business, industry and education. The BAC has also focused on the importance of parent information. It is the consensus of the BAC that parent information should inform them of the multiple careers and educational pathways students have access to as they pursue their career aspirations. Additionally, it is the BAC's guidance that parent information should focus on opportunities regarding nontraditional career pathways that may eliminate or reduce educational debt.

[\*Ohio's Strategic Plan for Education\*](#)

[\*Building Ohio's Future Workforce\*](#)

## **MEMBER SCHOOL DISTRICT ACTIVITIES:**

Member school districts are very engaged in strengthening skills- development curriculum and this information has been shared with BAC members through our members of the educational community.

### **MAUMEE EXEMPTED VILLAGE SCHOOLS:**

Maumee City School begins career preparation when students enter kindergarten. Our K-3 buildings utilize the crayons to careers curriculum. The design is to provide students information and interaction with a variety of professionals in all career fields. When students transition to grades 4-5 they are actively involved in a week-long experience whereby they interact with and learn from our partners and community about different professions and qualifications necessary for each field of work. At the middle school level, in addition to general career preparation, students participate in lunch and learn programs throughout the year whereby students can take their lunch to the media center and hear a guest speaker talk about their career and ask questions of the special guests. Students also fill out a questionnaire designed to gauge their fields of interest. At Maumee High School our students are provided with the opportunity to take courses designed to help them refine their career options and at the end of each year we host a career day that attracts over 40 guest speakers to come in and students select at least 3 sessions to attend in addition to hearing a featured speaker who reinforces the importance of "soft skills" as well as invites students to reflect upon their areas of strength and how these align with certain career fields. All this in addition to working with a school counselor who discusses possible career fields and helps students define a path to achieve their goals and prepare them for their future.

### **OTTAWA HILLS LOCAL SCHOOLS:**

Ottawa Hills Schools has established a new course titled *Professional Networking & Communication*. This class is a semester course providing the eligible senior with authentic, real-world career exploration opportunities through OH partner businesses and organizations. Facilitated by both the Business and English departments, this course is project-based learning personalized to each student, incorporating business education and technical communication skills for early workplace awareness and success. As part of the class, students make on-site visits to partnering organizations to explore career paths, industry issues, and post-secondary education and growth possibilities. Current partners who provide opportunities for students to make on-site visits include Great Lakes Marketing, Hylant, Owens-Illinois, Promedica Physicians Cardiology, Touchstone Wealth Partners, and Welltower.

### **ROSSFORD SCHOOLS:**

Rossford has implemented new programming and offerings to expand career awareness throughout the district.

Elementary: As early as preschool and kindergarten, students learn about our "community helpers" through books and classroom visits. At the elementary schools, a SWAT conservationist joined students for "National Read a Book Day" and students learned about jobs in farming and agriculture. Presentations from both an author and storyteller are also planned for the spring of 2019. STEM is offered to all elementary students from kindergarten through fifth grade; connections are created to career possibilities of which students were previously unaware.

Secondary: Eighth graders will travel to Penta in March to explore the options that exist right around the corner. This fall, our district expanded a partnership with First Solar that expands opportunities and offerings for our high school graduates. "Journey to College and Careers" is a favorite course offering for seniors—allowing students to research careers, build resumes, practice interview skills, and

participate in assessments aligned with Ohio Means Jobs. In English class, students recently completed a “16 Personalities” assessment and participated in activities to help inform future plans.

### **SYLVANIA CITY SCHOOLS:**

August 2018 - Career Awareness and Engagement:

Sylvania has a comprehensive career development plan for students in grades 6-12. Beginning in grades 6-8, students participate in information technology and STEM career electives. Within these courses, students conduct a series of career assessments and research to determine career pathways of interest. Our career technical teachers also engage students in activities in the 8th grade year to expose students to career opportunities. 8th graders tour programs, visit career expos to discuss options and interact with career student leaders. During the 9th/10th grade year, students with disabilities participate in a career/skill aptitudes test to gauge interest and skills. All 10th graders participate in career development activities by touring career programs, interacting with professionals in the field, meeting with counselors to discuss career programming options, and engaging in an in-demand jobs discussion. Stakeholders including business/industry leaders, teachers, administrators, and students meet annually to highlight career programming and to provide input for future direction. In addition, we hold advisory meetings for the 15 career programs offered in Sylvania Schools twice a year to gather industry input to improve and sustaining career programming as well as align programs to real world industry demand.

### **WASHINGTON LOCAL SCHOOLS:**

Career Awareness Activities

- Elementary Activities:
  - LEAP – 5<sup>th</sup> grade – partner with our High School Career Tech Engineering Program and 5<sup>th</sup> grade LEAP students to understand careers in the Engineering Industry by tours of labs and our high school students provide engineering activities with the elementary students. We are also going to replicate this with our Digital Graphic Design program in the next few weeks.
  - Provide career exploration activities/lessons monthly to the elementary schools for all grade levels.
  - 6<sup>th</sup> grade – Career Surveys/Interest Inventories using OhioMeansJobs.
- Junior High Schools
  - LEAP – 8<sup>th</sup> grade – partner to incorporate career exploration with all the Career-Technical Education programs.
    - Business and Industry speakers provided by Career Tech programs
    - Tours and Q & A with all CTE programs/students
  - 8<sup>th</sup> Grade Preview Night – students and parents are invited to visit all Career-Technical Education programs as well as meet business/industry partners and area college representatives
  - 7<sup>th</sup> and 8<sup>th</sup> Grade Gateway to Engineering courses offered at the junior high schools
- High School
  - Offer 13 Career & Technical Education programs
  - Offer 2 Senior Only Career & Technical Education programs
  - 9<sup>th</sup> grade – WHS Health Classes
    - The “YouScience” Career Aptitude Survey provided by the Toledo Regional Chamber of Commerce is given through all Health classes.
    - Career Exploration units are also taught in the WHS Health classes.
    - “Virtual Job Shadowing” online career research is given – this was provided through Tech Prep/HSTW
  - 9<sup>th</sup> Grade – Career Connections course (career exploration course) is offered and taught by Career-Technical Education teachers
    - CTE program Tours
    - OhioMeansJobs Interest Inventories

- Curriculum includes: (samples of lessons)
  - Career presentations
  - Education & Training needed for careers
  - How to apply to Colleges and Tech schools
  - Financial Aid
  - Goal planning
  - Exploring Jobs
  - Developing Positive Work Ethic
  - Communicating on the Job
  - Budgets
  - Interviews
- Sophomore Tours – each sophomore must attend a tour of two Career & Technical Education programs. Career Exploration activities are included
- Career & Technical Education Month – February –
  - Promote what CTE is with social media, billboards and a WLS Superintendent Luncheon to honor the top students in the CTE programs at WLS
  - Bulletin Boards for CTE Month at the High School and Junior Highs
- Northwest Ohio SUCCESSBOUND Conference – participating and will have a table to represent the Career & Technical Education offered at Washington Local Schools.

### **Nature of Business Advisory Council’s Advice and Recommendations for Economic and Job Employment Skills and Curriculum:**

The Business Advisory Council has engaged in spirited conversations on the most impactful ways to help young people and their parents explore and understand that there is a continuum of educational pathways that can lead to success during and after high school graduation. Pathways not well traveled or understood by students and their parents were the focus of the dialogue and ultimately communicating this message to parents became one of the goals of the BAC.

### **Nature of Business Advisory Council’s Recommendations:**

The ESC of Lake Erie West Business Advisory Council has recommended that the networking afforded the BAC members should be expanded through increased networking opportunities: inclusion of business, industry, labor organizations and education in community-wide employment and career initiatives for young people. The BAC has proposed the development of information and activities for parents and students that may lead to better guidance and understanding of nontraditional employment and career pathways. Joint advocacy and public policy is a shared goal of the BAC for the future.