



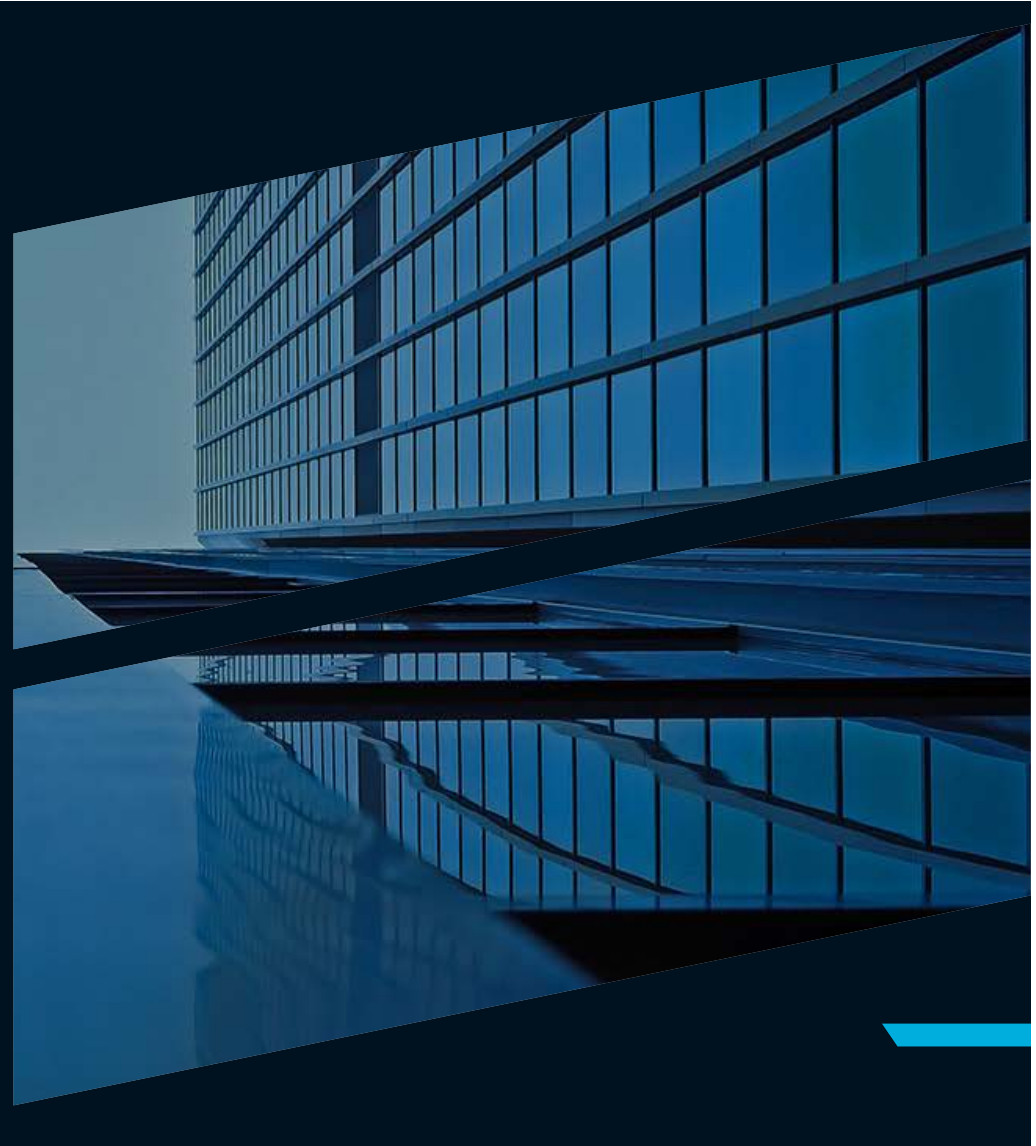
Developing Workforce Relationships and Partners in Education: A Model

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Texas Workforce

- SH **Baby Boomer Retirement**
- SH **Workforce Gap**
- SH **Workforce Cross Training**
- SH **Turn Over of New Hires**





Sam Houston State University

SH Proximity

- SH Houston
- SH Dallas/Fort Worth Metroplex
- SH Austin
- SH San Antonio

SH Recognized Colleges & Degree Programs

SH Faculty/Advancement Appointment

SHSU Students

- SH Proximity
- SH First Generation
- SH Working Student
- SH Financial Need
- SH Work Ethic
- SH Engaged
- SH Humble



Program Objectives

SH Student

- SH Workforce Readiness
- SH Experience/Employment
 - Internship
 - Part-Time
 - Coop
 - Full-Time

SH Industry Partner

- SH Workforce Pipeline
- SH Shortened Training Period
- SH Retention

SH University

- SH Educational Partner
- SH Advancement



Industry Partners

- SH **Quanta Services**
 - SH **Georgia Pacific**
 - SH **MustangCAT**
 - SH **Construction**
 - SH **National**
 - SH **State**
 - SH **Regional**
 - SH **Oil and Gas**
 - SH **Local and Regional Companies**
-



SHSU Engaged Programs

 Accounting

 Human Resources

 Banking

 Computer Science

 Engineering Technology

 Agricultural Sciences



The SHSU Model

**Potential Industry Partner
University / Academic Program**

Identification
Development
Implementation
Maintenance

Identification

SH Potential Industry Partner

SH Identify...

- Workforce Gaps
- Skill Needs/Voids

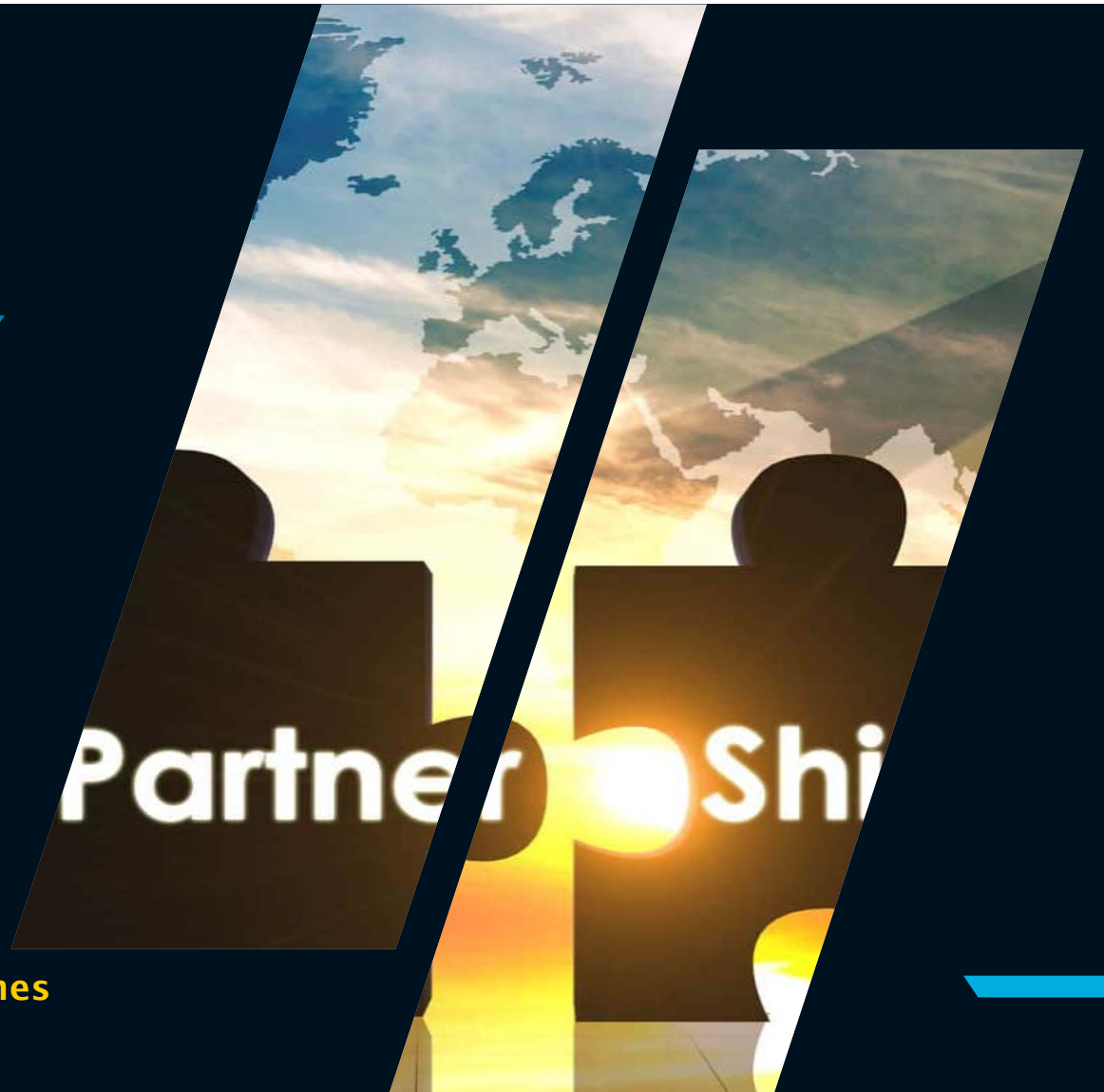
SH Core Values and Culture

SH Internship Preparedness

SH University Personnel

SH Match Maker

- Academic Programs
- Curriculum & Learning Outcomes
- Student Culture



Relationship Development

SH Tours and Visits

- SH Campus
- SH Corporate

SH Meet and Greet

- SH Faculty
- SH Students
- SH Industry Personnel

SH Review of Curriculum & Learning Outcomes

SH Branding and Marketing





Implementation: Academic Program

Curriculum & Learning

Exposure to Industry

Embedded Content

Skill Outcomes

Guest Lecturers from Partner

Field Trips to Partner Sites

Signage

Implementation: Industry Partner

⌘ Time Commitment

- ⌘ Classroom Visits and Lecture
- ⌘ Club and Organization Meetings and Visits
- ⌘ Field Trips and Tours
- ⌘ Boots on the Ground

⌘ Branding and Marketing

- ⌘ Promotion Materials
- ⌘ Signage
- ⌘ Enrich the Learning Environment
- ⌘ Club/Student Sponsorships



Implementation: Industry Partner

SH Planning – Structure – Preparedness

SH Internships

- Timeliness
- Organized and Structured
- Supervisor and Student Match
- Competitive Pay Scale
- Student Housing

SH Employment

- Timeliness
- Incentives
- Coop

BRIDGE
GE
AP





Maintaining the Partnership

University

Communication and Visits

Fulfilling Workforce Needs
Satisfaction...

Faculty vs Industry Partner vs Student

Industry Partner

Communication

Career Fairs

Internship & Position

Challenges

SH Faculty

SH Industry Partner Preparedness

SH Academic Protocol vs Industry Readiness

SH Competition

SH Large vs Small Partners



Program Successes

SH Student

- SH Workforce Awareness
- SH Workforce Experience
- SH Breadth of Knowledge/Skill
- SH Employment
 - Competitiveness
 - Starting Salary
 - Promotion & Advancement

SH Industry Partner

- SH Company Branding & Awareness
- SH Employment Pipeline
- SH Shortened Training Period
- SH Retention of New Employees
- SH Workforce Succession

SH University

- SH Employment Rate
- SH Expanded Partnerships
- SH Success Indicators
 - Graduation Rate
 - Employment after Graduation
 - Enrollment Increases
- SH Advancement
 - Endowments

Partners





**THANK
YOU!**

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