It Takes a Village: How Business Alliances are Making a Difference in Wake County Schools

Presented by:
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About the Presenters

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  • 18 years in college admissions and college counseling
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  • 16 years in college admissions and college counseling
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What We Will Be Discussing

Wake County

Background on Business Alliances

Two Different Models
  NERBA
  Panther Creek

Reflections
Welcome to Wake County, NC

**Wake County Schools**

- 113 Elementary Schools
- 36 Middle Schools
- 29 High Schools
- 160,429 students
- 88.5% Graduation Rate (2016-17)
- 70% attend 2 or 4 year colleges

**Wake County Industry**
A Little Bit of History

School to Career Initiative
  Business Alliances
  Career Academy Advisory Boards
  Career Advisory Teams

The 4 Cs
  Collaborate
  Communicate
  Critical Thinking
  Creativity

Goal
By 2020, WCPSS will annually graduate at least 95% of its students ready for productive citizenship as well as higher education or a career.
22 Years Later...

49 Business Alliances
  41 School Alliances
  8 Combined Alliances

600+ Business Members

Thousands of business partners
  Serving as volunteers

County-Wide Events
  Great Explorations
  Xtreme Beginnings
  WRAL Job Shadowing Day
  Design Blitz
  Reality of Money
By the Numbers

220,081 Middle and High School Students in STC activities
15,242 Volunteers Involved in STC activities
Panther Creek High School Business Alliance
Industry – School Partnerships

Why are educational experiences with industry important for student growth and success?

- Reinforces that classroom topics relate to real world issues and solutions
- Professionals from industry are seen as experts and their advice has greater weight than a teacher or parent
- Students gain accurate information for career options
- Provides motivation for students to persevere and to excel because they can see a possible future
- May provide a connection for employment opportunities
Industry – School Partnerships

Why do business partners engage with schools?

- Employees are provided with meaningful opportunities to connect and give back
- Increased brand visibility to students, educators, and parents
- Partnering with schools is a great way to show local community support
- A company can improve its workforce pipeline
Business Alliance

- A group of professionals who have agreed to provide ongoing support for “work based learning events” to a school or program within the school. These individuals volunteer for events and help to recruit other volunteers when needed.
- The structure can vary but normally there is a board chair who is from the business sector and a school leader who could be a career development coordinator or counselor. Sometimes committee chairs are needed to oversee events.
- The group can either meet monthly or quarterly or as needed
Shared Leadership

- A school based leader such as a Career Development Coordinator is Vital. This person organizes events and communicates with board members.

- Remember that you are partnering with adults who have talents and skills worthy of their positions in business, government or education.

- The committee members must take ownership of committees and events, and educators must allow them to spread their wings and fly!

- Board meetings are working meetings. Institute meeting protocols to avoid venting sessions or grandstanding.

- Always be transparent, forthright, honest, & diplomatic.
Recruiting Members

- Individuals or businesses with ties to the school, Alumni, Parents, local businesses that provide services to the students and their families
- Local businesses with an employment need.
- Large businesses that may not be local but who may have regional representatives
- Those who care, are passionate about your school and those willing to make a commitment on some level for altruistic reasons.
- Professionals from universities, education companies, YMCA, and armed forces
NAF Academy Model
Panther Creek Events

- **Business-student networking session.** Students were given instructions before starting and then interacted with professionals to learn about their career and their background.
- **Personal Branding workshop.** Students learned from a marketing professional about how to represent themselves in person and online (social media).
- **Interview Preparation workshop.** Shared how to answer interview questions and the keys to appropriate body language.
- **Innovation workshops.** Students attend a day-long event on a Saturday where they learn about entrepreneurship and formulate their own business idea. Professionals provide feedback on their ideas.
- **Cat’s Den.** Students in an Entrepreneurship class pitch their business idea to a panel of professionals.
Panther Creek Business Alliance
Members (sample)

- Corporate
  - First Citizens Bank
  - Abundant Marketing
  - NetApp

- Non-Profit/Education
  - YMCA
  - NC State University
  - NC DECA
“Dare to Brand” Personal Branding
Leadership Support/Social Media

Meet the Teacher Night: 2nd Semester - January 26, 2017

After-school and athletic events are canceled Jan. 6

2017 Cat's Den
Thank you judges!
District “Outstanding Volunteer Awards”
Northeastern Regional Business Alliance - NERBA

- Currently 8 High Schools and Middle Schools in Wake Forest, NC
  - The 4 Cs (Collaborate, Communicate, Critical Thinking, Creativity)
- 20 Dedicated Members/150 Business and Community Leaders
- Northeastern Regional Youth Leadership Conference
  - Sixth Annual Event in March 2018
- Wake Forest Youth Connect
  - Third Annual Event in December 2017
Northeastern Regional Youth Leadership Conference

- Community engagement options – students will collaborate with Wake Forest community members of professional and volunteer organizations, develop connections and share opportunities with their school communities.
- Connections to school, community and peers – students will communicate with career professionals during Mentor Lunch session.
- Work-Based Learning - Students will engage in professional development sessions including (College Success, Networking 101, How to Effectively Run a Meeting, and 7 plays for SUCCES) and utilize critical thinking skills important in the working world.
- Growth in leadership through business/community connections – students will be exposed to the utilization of creativity in leadership positions throughout the conference.
Northeastern Regional Youth Leadership Conference

- Student-Led, Mentor-Guided
- Opening Remarks from the Mayor and Successful Alumni
- Sessions
  - College Success
  - Networking 101
  - How to Effectively Run a Meeting
  - 7 Plays for SUCCESS
- Lunch Mentorship
- Leadership and Community Service Clubs Expo (includes High School, College and Community Participants)
Opening Ceremony and Greeting from Mayor
Leadership & Community Service Expo
Northeastern Regional Youth Connect

- Connections to community and clearer understanding of the town of Wake Forest and its functions – students will collaborate with career professionals during sessions at downtown Wake Forest sites
- Community engagement options – students will communicate Wake Forest opportunities to their school communities
- Work-Based Learning - students complete career assessment prior to participation, and utilize critical thinking while meeting with town professionals regarding Job Shadowing/Internships/Advisory board opportunities
- Growth in leadership through business/community connections – students will be exposed to the utilization of creativity in leadership positions
Northeastern Regional Youth Connect

- NERBA membership will create a Work-Based Learning Event for Youth
  - Town Management & City Planning at Town Hall
  - Economic Development at The Cotton Company
  - STEM at Wake Forest Electric
  - The Arts at The Renaissance Community Theatre
STEM at Wake Electric
Reflections
Benefits for the Students
When Starting From Scratch

Support
- Community
- Principals
- Core teachers

Time
- Meetings
- Consideration for school staff and BA members

Leadership
- From the business community

Turnover
Where Do I Go From Here?

Develop a vision for the Business Advisory Council

Recruit a “Champion” to assist in establishing the Council

Hold recruitment events and recruit members

Plan the first meeting

Hold the first meeting

Cultivate and sustain an effective Council
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