Developing Workforce Relationships and Partners in Education: A Model

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Texas Workforce

- Baby Boomer Retirement
- Workforce Gap
- Workforce Cross Training
- Turn Over of New Hires
Sam Houston State University

Proximity
- Houston
- Dallas/Fort Worth Metro-Plex
- Austin
- San Antonio

Recognized Colleges & Degree Programs

Faculty/Advancement Appointment
SHSU Students

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

**Student**
- Workforce Readiness
- Experience/Employment
  - Internship
  - Part-Time
  - Coop
  - Full-Time

**University**
- Educational Partner
- Advancement

**Industry Partner**
- Workforce Pipeline
- Shortened Training Period
- Retention
Industry Partners

- Quanta Services
- Georgia Pacific
- MustangCAT
- Construction
  - National
  - State
  - Regional
- Oil and Gas
- 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

Potential Industry Partner
- Identify...
  - Workforce Gaps
  - Skill Needs/Voids
- Core Values and Culture
- Internship Preparedness

University Personnel
- Match Maker
  - Academic Programs
  - Curriculum & Learning Outcomes
  - Student Culture
Relationship Development

- Tours and Visits
  - Campus
  - Corporate
- Meet and Greet
  - Faculty
  - Students
  - Industry Personnel
- Review of Curriculum & Learning Outcomes
- Branding and Marketing
Implementation: Academic Program

Curriculum & Learning
- Exposure to Industry
- Embedded Content
- Skill Outcomes
- Guest Lecturers from Partner
- Field Trips to Partner Sights
- 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

Planning – Structure – Preparedness

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

- Employment
  - Timeliness
  - Incentives
  - Coop
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

- Faculty
- Industry Partner Preparedness
- Academic Protocol vs Industry Readiness
- Competition
- Large vs Small Partners
Program Successes

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

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

**Industry Partner**
- Company Branding & Awareness
- Employment Pipeline
- Shortened Training Period
- Retention of New Employees
- Workforce Succession
THANK YOU!

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