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## Some Perspectives on and Examples of Business Education Collaboration for Workforce Development

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# Some Perspectives on and Examples of Business Education Collaboration for Workforce Development

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Presentation to CSG Midwest  
Economic Development, Workforce Development  
& Labor Committee

by

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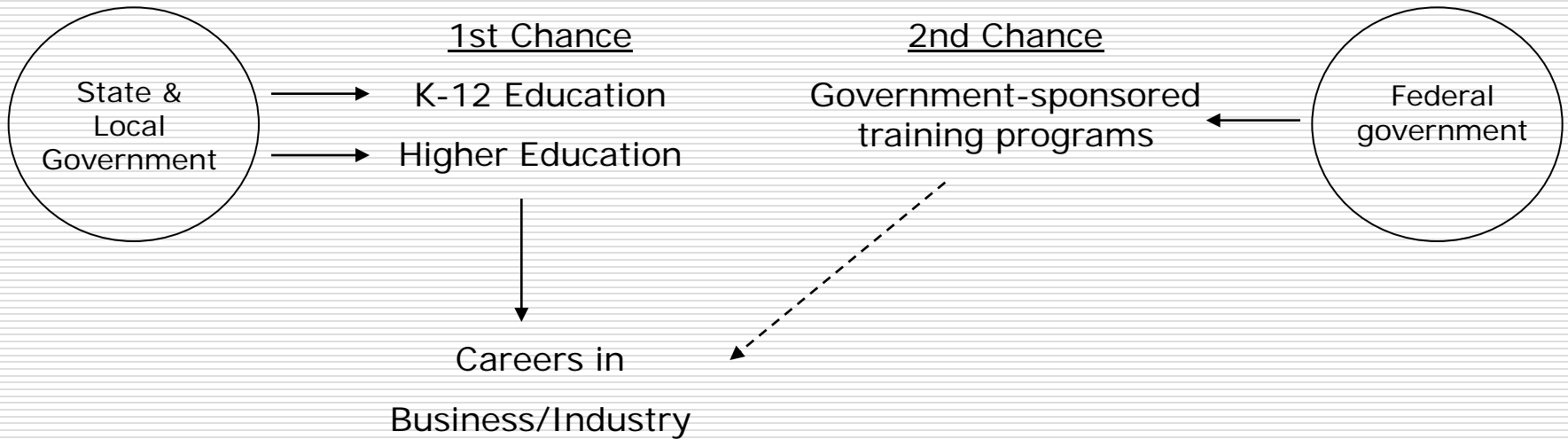
# Outline

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1. Historical Context
2. Collaborative Barriers
3. Examples of Business-Government-Education Collaboration
4. Legislative Recommendations

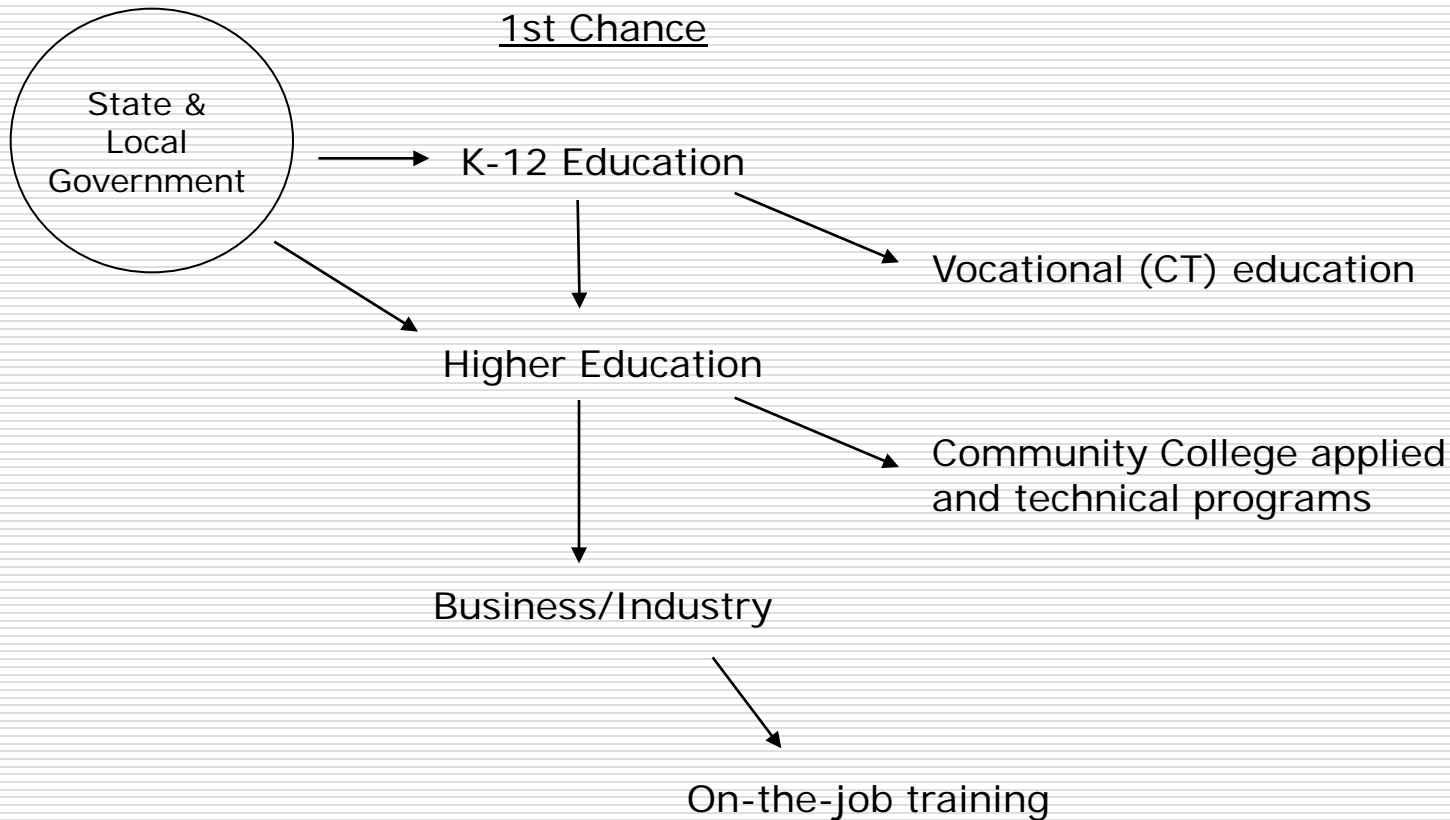
# Historical Development (1): Major Systems

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# Historical Development (2): Workplace Skill Development Subsystems

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# Paradigm Shifters

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1. School-to-Work Opportunity Act (STWOA 1994)
  - legacy: career development is a legitimate activity of K-12 education
2. Brain research (90s)
  - effectiveness of applied learning for majority of students
3. International competitiveness concerns (recessions in 80s, 90s, 00s)
  - worker productivity could be enhanced with business involvement in workforce development
  - federal training programs got broadened eligibility (WIA)
4. Accountability movement (90s)
  - NCLB; new Perkins, etc.
  - driven by; analogous to business/industry QC

# Bottom Line

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- ❑ Education system less “silo-ed”; more collaboration; more “open” to collaboration
- ❑ Larger federal role than historically true

# Barriers to Collaboration

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## 1. Nature of production processes

Education – product is human; therefore cautious, slow-to-change, stimulus-response-feedback means “curriculum” development.

Industry – nimble; able to focus resources to resolve problems; short product cycles that are getting even shorter.

## 2. Logistics of place, time, numbers of individuals involved

## 3. Requires resources and may have little payoff



# Some ~~Best~~ Good Practices to be Encouraged by Policy

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## **1. Voyager Program (Kalamazoo County)**

Description: High school teachers spend a week in business/industry setting during school year or summer; develop lesson plans.

## **2. Massachusetts Workforce Training Grants (also California Employment Training Panel)**

Description: Companies with help of trainers (community colleges or private consultants) compete for training grants – in MA, about \$100K that covers 2 years; funded by surcharges on UI payroll tax; match required.

Brings up issue of Bricks & Mortar vs. Market approach

# Some ~~Best~~ Good Practices to be Encouraged by Policy (Cont'd)

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## **3. Indiana 21<sup>st</sup> Workplace Skills Initiative**

Description: Uses state administration WIA funds to “pilot” training for low-functioning workers (basic literacy, math, ESL); developing a “certificate” (competitive grants).

## **4. Michigan Regional Skills Alliances**

Description: Uses state administrative WIA funds plus a significant grant from Mott Foundation to develop local area sectoral collaborations; lets local area define workforce development priorities.

# Some ~~Best~~ Good Practices to be Encouraged by Policy (Cont'd)

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## **5. University High School (Ferndale, MI)**

Description: Grant-supported public high school whose purpose is to attract relatively disadvantaged youth into automotive sector with high quality, employer-driven, college prep curriculum focused on three aspects of the automotive sector: pre-manufacturing, manufacturing, and post-manufacturing services and marketing.

## **6. School-to-Work Seminar (discontinued)**

Description: Multi-disciplinary class, project-based, heterogenous enrollment (including special ed.). Discontinued for bureaucratic reasons – not in a department, hard to put on transcript, multi-period, students often outside of school.

# Recommendations

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## Funding

- Use competitive grants to encourage collaboration in portfolio of educational support and economic development programs
- (Mainly K-12). Support professional development that involves business/industry

## Accountability (K-12 now; higher-education in future?)

- Include collaboration in school improvement systems
- Fund research on effectiveness of applied learning on test scores

# Recommendations (Cont'd)

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## Curriculum Mandates

- Allow innovation/"out of box" thinking
- Encourage dual enrollment (collaboration within education system)

## SDE and Higher-Education Oversight

- Assure educational/learning content
- Legislative reporting on collaboration effectiveness