

## **7:30 AM – Networking**

## **8:00 AM - Welcome and Introductions,**

*Amy Meyer, Chairperson, Butler Tech Business Advisory Committee, Vice President, Rhinestahl  
Jon Graft, CEO/Superintendent*

- Moment of Silence in Remembrance of September 11, 2001
- Introductions and naming favorite sports team
- Reviewed Norms

## **8:10 – 8:20 AM – Update on Butler Tech**

- SOA moved and new LeSourdsville campus
- \$10 on 10/10. Money goes towards Tools for Schools. Please make donation and repost.
- CLT (Certified Logistics Technician) and CPT (Certified Production Technician) Certifications through MSSC (Manufacturing Skills Standards Council)
  - Working with superintendents and senior students in their second semester.
- Amy Meyer-VP of Community Development from Rhinestahl provided update on Manufacturing Day (October 5)
  - She is the Chair of the Business Advisory Council
  - She is also Chair of AIMP
  - Manufacturing Day helps students see manufacturing facilities, which then starts their interest in signing up for career tech classes at schools like Butler Tech and eventually fill the abundance of jobs.
  - 45 companies in October are wanting to have students tour their facilities.
  - Struggle is educating parents about the great opportunities in manufacturing career pathways.

## **8:20 PM – Focus on Advocacy**

- Suggested Areas of Advocacy Areas
  - Better Image of Business/Industry
  - Recruiting Quality Employees
  - Develop Pipeline

Attendees broke into groups of 4-5 and discussed ideas of how to introduce/educate students/parents about the variety of career pathways including manufacturing.

Here are ideas the groups came up with:

### **Ideas that take Lots of time and Lots of money**

- Career Ed being a required curriculum
- Required internships for student's junior year during summer. If they are getting paid for the internship, the parents will be even more on board seeing their child succeeding and learning responsibility.
- Butler Tech partner with programmers to create a video game that helps students learn how to collect resources and learn skills that can be applied to real life careers.
- One on one career counseling-ask them "What is your career plan"
- Businesses required to allow parents to visit companies and careers for their kids. It's like a reverse take your kid to work day.
- Mandatory for teachers/counselors to visit sites that offer different career pathways.
  - There are also online courses offered through OACTE to teach about career advising. Megan has had about 70 teachers, counselors, and administrators
  - West Chester-Liberty Chamber Alliance and Cincinnati State are creating a pilot leadership program where Lakota assistant principals go through one day of leadership training each month for 9 months. The hope is to roll this out to teachers in the future as well.
- Engaging Alumni to be the voice for Butler Tech and use them for testimonials.

Issues: money, finding subs, timing around testing, guidance counselors are taught to guide with a focus on getting students to college, which is not always the best path.

### **Ideas that take Lots of time, Little money**

- Mentorship by business leaders to teens like Junior Achievement
  - Ex. Oxford Chamber works with Talawanda Schools to take students to business locations for mentorship
- Make fun video with administrators-like police lip sync videos
  - Students present at the meeting said this would be funny, but not a deciding factor in coming to Butler Tech, so no seeing Jon's dance moves in a video anytime soon.

### Ideas that take Little Time, Little Money

- Window stickers for companies that say "I employ Butler Tech students"
- Testimonial videos of parents telling other parents about the great ways Butler Tech has helped their students.
  - Have parents submit videos to us.
- Maintaining Legislative relationships
- Student idea-Advertisements for Butler Tech on Schoology because all students login there.

Students feedback was they listen to other students first, then business leaders and then teachers.

### Ideas that take Little Time, Lots of money

- Student suggestion-Butler Tech Facebook ads between videos

### Miscellaneous Comments

- Career readiness seal has taken the place of Career Passports and is just getting implemented. There are requirements
- Butler Tech is working on senior only classes, where students don't have to leave their homeschool, but can still take a career focused class. Issue is working around state regulations of other courses.

### Summary and Next Steps

- Before next meeting, Advisory council members have been tasked with sharing information about economic challenges and the importance of career tech that validate or change someone's perception about career tech education.