



# Business Advisory Council Joint Statement 2020-21

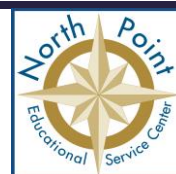
## North Point Educational Service Center

[www.npesc.org](http://www.npesc.org)

@NorthPoint ESC

419-627-3900

4918 Milan Rd, Sandusky 44870



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# NPESC'S BUSINESS ADVISORY COUNCIL

## Membership

The Business Advisory Council (BAC) of the North Point Educational Service Center (NPESC) was established in the fall of 2018. The BAC's Steering Committee is comprised of twelve leaders representing education, business and the economic sectors of each county in the NPESC service region of Erie, Huron, Ottawa and Sandusky counties.

## Meeting Dates

NPESC's BAC has met this school year on the following dates: September 30, 2020 (Annual Meeting) and December 17, 2020. The next meeting is scheduled for March 17, 2021.

NPESC's Annual BAC Plan and minutes of each meeting can be found at the following link: <https://npesc.socs.net/vnews/display.v/ART/5bbe47943d9e7>

## Partnering School Districts

*Erie County:* Edison Local, EHOVE Career Center, Huron City, Kelleys Island, Margareta Local, Perkins Local, Sandusky Central Catholic, Sandusky City, Vermilion Local

*Huron County:* Bellevue City, Monroeville Local, New London Local, Norwalk Catholic, Norwalk City, South Central Local, Western Reserve Local, Willard City

*Ottawa County:* Danbury Local, Genoa Area Local, Middle Bass Island, North Bass Island, Port Clinton City, Put-in-Bay Local

*Sandusky County:* Clyde-Green Springs Exempted Village, Fremont City, Gibsonburg Exempted Village, Lakota Local, Woodmore Local

**The mission of the North Point Educational Service Center Business Advisory Council is to engage the business and education communities to understand and support the educational and employment needs within the service region of Erie, Huron, Ottawa and Sandusky Counties.**

## Getting the Work Done: Sub-Committee Structure

The NPESC BAC is maximizing impact by operating unique activities and initiatives organized and managed by sub-committees in each county. Each sub-committee is made up of key business leaders, school personnel, economic directors, and other community-based partners unique to each county.

[Click here to access NPESC's 2020-21 Strategies and County Committee Action Steps](#)

# B.A.C. OF ERIE COUNTY

## Membership

Administrators from all school districts in Erie County, Directors from Erie County Economic Development Corporation and forty-eight community and business partners are part of the Erie County BAC. A Steering Committee of this large group has been identified made up of school superintendents (8 public, 1 parochial, and 1 joint vocational), key business leaders, and government & community-based partners. The Steering Committee has an elected Chairman and Vice Chairman.

## Meeting Dates (Past 12 Months):

- April 7, 2020 via Zoom
- May 18, 2020 via Zoom
- June 8, 2020 via Zoom
- December 1, 2020 via Zoom
- January 19, 2021 via Zoom

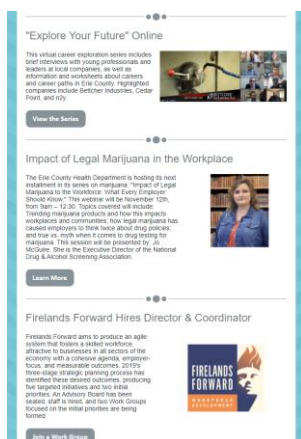


**Mission Statement:** Cultivating relationships and enhancing connections between the business and education communities to understand ongoing opportunities and implement support strategies.

**Why Statement:** To empower businesses, students, and communities so their futures can thrive together.

## Specific Activities Conducted (Past 12 Months):

- Revisited and voted to maintain the following three priorities:
  - Awareness campaign to promote the OhioMeansJobs (OMJ) Readiness Seal;
  - Improve communications and create awareness for the BAC;
  - Provide teacher professional development opportunities.
- Created an electronic newsletter and distributed and disseminated to the large group on Oct 20,2020 to maintain communications. Link to the newsletter: <https://conta.cc/3jfWrT3>



- Created “Explore Your Future” Program found here: <https://bit.ly/exploreyourfutureeriecounty> The program has had 305 views from September 2020 to date.

### Explore Your Future – Erie County

The BAC is a collaborative effort of 48 local academic, business, and community partners that aims to empower businesses, students, and communities so their futures can thrive together. In response to the COVID-19 Pandemic and to support school from home, the BAC brings you Explore Your Future (EYF). With instruction or self-guided, students should work through the videos, worksheets, articles, and more below to dive into this local industry and company.

**Step 1: Explore the Company – Bettcher Industries, Inc. in Birmingham, Ohio**  **BETTCHER**<sup>®</sup> Industries, Inc. Bettcher Industries is a manufacturer of novel products for food processing, foodservice, and industrial markets. They are a distinguished member of the Northeast Ohio manufacturing community for 75 years. Learn more at [their website](#).

Join our webinar to hear from individuals in many departments and positions across Bettcher Industries including:

Ryan Bixler, Human Resources	Carina Weed, Environmental Health & Safety Co-Op
Ed Steele, VP of Operations	Rosario Palmiero, Designer-Production Engineering
Kevin Turton, Machinist	Joel Hall, Senior Manager-Production Engineering

Don't forget to [sign the attendance log](#) once you've viewed the video.

#### Step 2: Explore the Industry - Manufacturing

Review some of The Manufacturing Institute's [Facts on Manufacturing](#). What are 3 facts you were surprised by? Did your perception of manufacturing change after learning these facts and why?

Industry 4.0 describes the evolution of manufacturing to including new technology such as [smart manufacturing](#) and [additive manufacturing](#). Research these topics. What interests or skills do you have that could be used in these applications?

#### Step 3: Explore the Skills

VP of Operations, Ed Steele emphasized the importance of soft skills for long-term success in a manufacturing career. Watch [this video](#) for a better understanding of what soft skills are. Then reflect on your communication skills with [this activity](#).

Learn more about Bettcher Industries & the Manufacturing Industry today  
View Explore Your Future featuring Bettcher Industries

- The first Erie County Teacher Business Boot Camp was scheduled for June 2020. This program being canceled due to Covid-19. The BAC is moving ahead and planning for the program in August 2021. Teachers will be selected to tour six businesses representing manufacturing, tourism and healthcare industries in the county. Teachers will create a culminating project to summarize their experience and share how the information gleaned from the tours will transform their experiences with students in their classrooms. The BAC has applied for grants from Wightman-Wieber Foundation and Erie County Community Foundation to support this summer's Boot Camp.

# B.A.C. OF HURON COUNTY

## Membership

Administrators from all school districts in Huron County, Directors from Huron County Economic Development and Norwalk Economic Development Council, and many community and business partners are part of the Huron County BAC. A Steering Committee has been established made up of school superintendents (7 public, 1 parochial, and 1 joint vocational), business leaders and community-based partners. The council has two elected co-chairpersons. The fiscal agent for this sub-committee is the Norwalk Economic Development Council.

## Meeting Dates (Past 12 Months):

- April 29, 2020 via Zoom
- January 11, 2021 via Zoom
- February 8, 2021 via Zoom

**The mission of the Huron County Business Advisory Council is to engage the business and education communities to understand and support the educational and employment needs within our county, while partnering with local and regional governmental entities and community leaders to ignite students to develop better futures for themselves and their communities.**

## Specific Activities Conducted (Past 12 Months):

- The FYRE Starter program was created in 2019 for youth ages 14-24 to highlight financial literacy and workplace skills. The class is taken as part of a summer program connected to Huron County Job and Family Services. In 2020, a total of 55 students participated in the FYRE STARTER program. All students completed Edge Factor workplace skills including the lessons and quizzes and the online Financial Literacy program. At the end of the program, they had a one on one meeting with the Norwalk Economic Directors to create a plan for next steps. (job shadowing, college advice, etc.) [Click here for access to some of the FYRE STARTER resources used in the program.](#)



- A virtual Senior Career Fair is being planned for Spring 2021
- A Teacher Business Boot Camp was scheduled for summer 2020 but due to COVID-19, this event was cancelled.



# B.A.C. OF OTTAWA COUNTY

## Membership

The Ottawa County Business Advisory Council (BAC) was established in the summer of 2014 as a means for business leaders and K-12 educational leaders to partner together to understand and support employment needs within Ottawa County. The council became a sub-committee of NPESC's BAC in 2018. Members of the Ottawa County BAC consist of representatives from education (superintendents and principals), business leaders for Ottawa County's leading industry sectors and local community partners like the Ottawa County Improvement Corporation (OCIC) and United Way in Ottawa County.

The council has elected officers (President, Vice President, Treasurer and Secretary). The Ottawa County Improvement Corporation is the fiscal agent for this council.

## Meeting Dates (Past 12 Months):

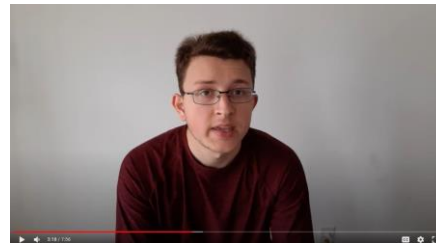
- April 3, 2020 – in person
- June 5, 2020 – via zoom
- August 14, 2020 – in person and via zoom
- October 2, 2020 – via zoom
- December 4, 2020 – via zoom
- February 2, 2021 – via zoom



**OTTAWA COUNTY**  
Business Advisory Council

## Specific Activities Conducted (Past 12 Months):

- High School Junior and Senior students have an opportunity to earn high school credits for participating in the **Career Engagement Opportunity (CEO) Internship Program**. The CEO Internship program provides students with a pathway between school and work. Students develop entry level skills in a specific occupation, practice career management, and prepare for employment all while earning high school credit. A total of 45 students have participated in the CEO program since 2016. Students gave virtual presentations via Google Docs or YouTube to the OC BAC as they could not meet in person. There are currently 28 students enrolled in the 2020/2021 CEO internship program, which is the largest number of applicants the OC BAC has received out of any school year.



- 12 high school seniors completed the first year of the **Ottawa County Skilled Trades Academy (OC STA)** during the 2019/2020 school year. While the end of the 2019/2020 school year wasn't what was planned for these students, they were still



able to work virtually and take the Manufacturing Skill Standards Council (MSSC) Certified Production Technician (CPT) exams and assessments.

## OTTAWA COUNTY SKILLED TRADES ACADEMY



The BAC held an Open House on September 17, 2020 for high school seniors who were selected to participate in the second year of the OC STA. However, for the 2020/2021 school year, deciding whether OC STA was going to happen was no easy task. School districts had closed their doors earlier in the year and our previous Program Instructor announced he was stepping down. Northwest State Community College representatives met with a small BAC group and began putting a plan in place. Educators and business representatives of the BAC embraced the new concept and made the decision to move forward with its implementation. The 2020/2021 OC STA includes virtual classroom instruction from Northwest State Community College's Core Manufacturing & Logistics Skills (CMLS) Program curriculum and in-person hands-on lab activities in the designated workshop area that will prepare students to take the Manufacturing Skill Standards Council (MSSC) Certified Production Technician (CPT) exams and assessments.



- Under the OC BAC, the “Ottawa County: It’s All Here” initiative is to remind high school students and alumni that they can build their future here in Ottawa County. The campaign officially kicked off in September 2018 with the help of area juniors and seniors who assisted in designing the website: [www.ocitsallhere.com](http://www.ocitsallhere.com).

# Ottawa Co.

## IT'S ALL HERE

In October 2019, Faith Trombley was brought on as OCIC's intern through the OC BAC to help assist with the "Ottawa County: It's All Here" campaign. Faith was accepted into Wittenberg University to major in Journalism. To help her gain a different perspective and approach to the world of Journalism, Faith met with local employers including Lake Erie Shores & Islands and WPCR/WPIB Radio just before quarantine protocols were announced due to the pandemic.

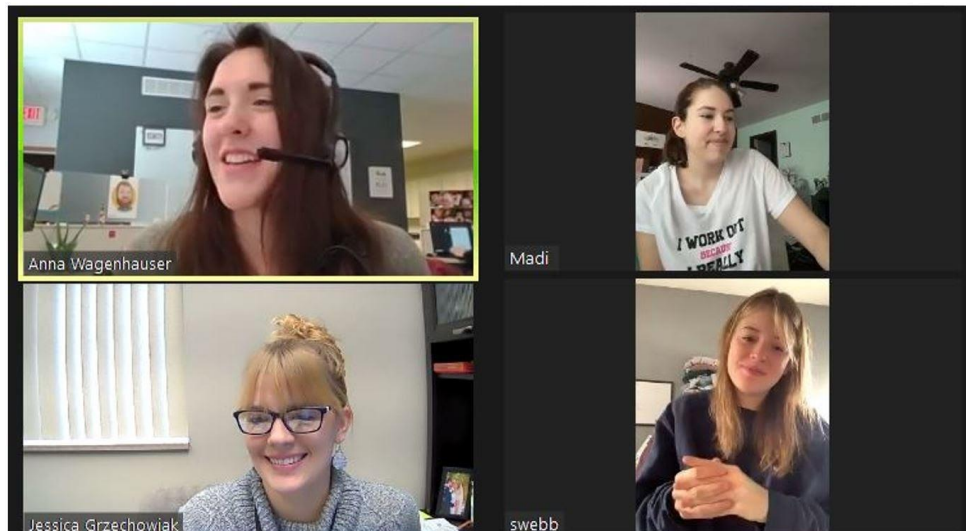


REAL-WORLD EXPERIENCE: REFLECTIONS ON THE OCIC MEDIA & MARKETING INTERNSHIP

March 26, 2020 Ottawa County Careers  
by Faith Trombley, Media and Marketing Intern



- The OCIC continued the internship but named it the **Marketing and Communications Internship** to focus more on marketing the "Ottawa County: It's All Here" brand and teaching skills in key career areas including content writing, marketing, and social media projects to build on career interests in communications, entrepreneurship, digital marketing, and other creative fields. The OCIC brought on two interns in November 2020.



Visit [www.ocic.biz/ocbac](http://www.ocic.biz/ocbac) for more information on the Ottawa County BAC.

# B.A.C. OF SANDUSKY COUNTY

## Membership

This council has an active membership made up of school superintendents (6 public, 1 parochial, and 1 joint vocational), school personnel, key business leaders from a variety of industry sectors, many community partners (Sandusky County Chamber of Commerce, DJFS, Sandusky County Economic Development Corp - SCEDC), and the President of Terra Community College.

## Steering Committee Meeting Dates (Past 12 Months):

- May 5, 2020 via Zoom
- August 4, 2020 via Zoom
- November 3, 2020 via Zoom
- February 2, 2021 via Zoom

## Specific Activities Conducted (Past 12 Months):

- The “THINK Sandusky County” High School Senior Job Fair was scheduled for March 26, 2020 but due to Covid-19 the event was canceled. However, companies provided their job openings and those openings were shared with the 2020 graduating senior class. Because the pandemic is still amongst us, in 2021, the BAC has spent time planning its’ first ever virtual job fair for the 2021 graduating seniors. This event will take place in April 2021 and will include at least two other county BAC’s and their school districts.
- In March and April of 2020 graduating seniors were scheduled to go on bus tours to various industries throughout Sandusky County. Manufacturing, construction, health care and agriculture were amongst the industries that the students were going to visit. Due to the pandemic, the bus tours were canceled. The BAC will revisit conducting the bus tours in the spring of 2022.
- The second year of the Sandusky County Teacher Manufacturing Boot Camp was scheduled for June 2020. This program being canceled was another casualty of Covid-19. The BAC will be forging ahead and planning for the return of the program in June 2021. A total of 24 teachers will be selected to tour six manufacturing companies in the county and create a culminating project to summarize their experience and share how the information gleaned from the tours will transform their experiences with students in their classrooms.
- The “THINK Sandusky County” Manufacturing Career Showcase was scheduled to be held on October 2, 2020 but had to be cancelled due to continued COVID-19 restrictions. In the past all freshman from five Sandusky County School districts and two private schools attended. In lieu of holding the in-person event, three manufacturers have been selected to video showcase their business and job opportunities. These videos will be shown to the freshmen classes in the spring of 2021. The Showcase is expected to return in its former glory in October 2021.

- The Sandusky County Chamber of Commerce continued on with the REACH Program. This program is a partnership that includes having various businesses going into the classrooms of every school district's 4th or 5th grade classroom monthly to teach the students about the world of work. Over 9,000 students have participated in this program since its inception in 2003. Over 45 classrooms in 15 schools are being "reached" by instructors from 33 businesses!
- The Sandusky County BAC has continued to look at ways to implement job shadowing opportunities in conjunction with the You Science assessment. This will be a major focus moving forward with the BAC. Currently four school districts in the county are utilizing the You Science Career Aptitude and Interest Instrument.

## **COUNCIL'S ADVICE AND RECOMMENDATIONS**

### **The nature of the council's advice and recommendations on needed employment skills and curriculum development to instill those skills:**

Based on the recommendation of the BAC's, schools across all four counties are focusing their efforts on the soft skills indicated on the Ohio Means Jobs Readiness Seal based on the advice of the regional businesses and manufacturers. Schools are implementing the 15 job readiness skills into their curriculums across each county. Each school is implementing the soft skill lessons in a way that is sustainable for their individual school districts. In addition, students at every high school have the opportunity to earn the Ohio Means Jobs Readiness Seal.

### **The nature of the council's advice and recommendations on economic and job market changes and the types of employment in which future jobs are most likely to be available:**

The Economic Director(s) of each county is a key leader of the sub-committee for the BAC. All Economic Directors also serve as council board members on NPESC BAC. The directors provide regular updates about county initiatives, the employment rates of the county and workforce needs and trends. Currently in each of the four counties, skill trades, manufacturing and healthcare remain as "in demand" industry sectors.

### **The nature of the council's advice and suggestions for developing working relationships among businesses, labor organizations and educational personnel:**

The councils of each county have solid representation from the business community and educational personnel in order to develop relationships among these stakeholders. Additionally, local community partners are key members of each council. Some of these community partners include: Chambers of Commerce, Economic Development Corporations, United Way, Job & Family Services and County Commissioners. These strong partnerships, focused meetings with clear agendas and common goals are the glue which is providing avenues for business and educational leaders to increase communication, identify contacts, and build opportunities for students.



As noted on the [Summary of NPESC's Regional Strategies and Action Steps by County](#), our BAC has over 100 active partners representing education, business, higher education, government and community-based entities. These partners are invited to: participate in meetings of the county-based committees; review follow-up documentation and meeting materials; participate in activities hosted by a county committee; and/or receive social media blasts sent out by the county economic directors highlighting the important work of the BAC. An open invitation for additional partners is advertised on each county's BAC website, as well as the NPESC website encouraging others to become involved in the work of the BAC.

Several members of the Erie and Huron County BAC Committees are also involved with the work of Firelands Partnership and [Firelands Forward](#). The [Firelands Partnership](#) is a business driven initiative dedicated to advancing economic competitiveness and quality of life in the Firelands region.

Two members of the Firelands Forward staff are active members on both Erie and Huron County's BAC Committees. This partnership reduces duplication of efforts and keeps all stakeholders involved in important initiatives of both groups.

Similarly, there are several members of the Four County Group for Collaborative Growth (4CG) who are also members of the BAC committees in Huron, Ottawa and Sandusky counties.

The 4CG was a collaboration created by Economic Development and Workforce Development professionals in Huron, Ottawa, Sandusky and Seneca Counties. It is a combined effort to provide local leaders with a strategy to address issues being tracked in the workforce.

As a result of the partnership between the BAC, Firelands Forward, and the 4CG Groups, all resources created will be shared throughout the counties in our region and the duplication of any efforts is eliminated.