

Twinsburg City School District
Business Advisory Council (BAC) Meeting
Tuesday, March 19, 2019
Maplewood Senior Assisted Living Center, 2463 Sussex Blvd.,
Twinsburg ~ 8:00 a.m.

Meeting Minutes

In Attendance: Rob Felber (Board Member), Matt Cellura (Board Member), Kathi Powers (TCSD), Chad Welker (TCSD), Norm Potter (TCSD), Allison Chance (Twinsburg Library), Melissa Mertes (Mad About Marketing), Michelle Willmott (VMS), Steve Schiopota (Heritage One Resources LLC)

Meeting was called to order at 8:00 a.m.

Welcome to Maplewood Senior Assisted Living Center. Brief description of services provided at the Center and meeting rooms available to the community.

Superintendent Kathi Powers welcomed those in attendance.

Minutes from the January 29, 2019 meeting were approved.

Update from the Board Members – Matt Cellura & Rob Felber

- Thank you to all those that supported the Blue Ribbon Schools' Pancake Breakfast – it was very successful. Great to see the participation from Board members, staff and Chamber members.
- May 7th the renewal levy will be on the ballot. FAQ's are on a separate website www.twinsburglevy.org
- Summer projects will be a focus at the school district.
- Strategic plan development is moving forward – this has been a community effort; plans will be finalized and brought to the Board in the next few months; has been a long and detailed project between staff, administration and the community.
- Spring sports are well under way.

Discussion and feedback from group of Swagelok and Hattie Larlham Programs:

- Both are fantastic programs.
- Important to know how these programs will impact workforce development as well as parent education.
- Swagelok appears to be our closest partner, geographically as well as having a 2+ year established program.
- Would like to see a timeline on how the programs can be introduced, how they would impact and benefit *The Academy*, not just with manufacturing but what other areas within Swagelok could be opened up (marketing, supply chain, etc.).

- Kathi provided an update on some of the work that has been going on behind the scenes with Wickliffe and Chardon schools. Wickliffe has a very significant workforce development initiative already underway. Lincoln Electric is in their backyard and they are partnered with Swagelok through Magnet. Kathi and Norm have met with both districts' Superintendents and the next step is going to be a meeting with legislators on April 9th. Twinsburg's two legislators, Kristina Roegner and Casey Weinstein and the legislators that represent Wickliffe and Chardon schools will be invited. The purpose behind the meeting will be to inform them of the workforce development efforts underway in these school districts and to seek funding in the budget bill to support the programs as it is obvious that the districts have the opportunities for the students but one of the problems is the lack of funding for things such as transportation. A report from the meeting will be presented at the next Business Advisory Council meeting.
- Magnet is the link between school districts and manufacturing. There is also a need for a link with medical and IT fields. Twinsburg began conversations with Magnet about a year and a half ago. At that time Twinsburg was not quite ready to get involved. Twinsburg was already doing some of the work that Magnet wanted to do for Twinsburg.
- Magnet lines up the businesses and gets the kids to the right programs. They do a lot of the background work to make sure that there is a fit between the student and the business. They will make sure that these positions are paid over the two years that students are participating and that there are benefits within the program such as training and development of the student through the process. Not all students are accepted into Magnet. Wickliffe raves about the work they do; appears that it is time to revisit the conversations and see where they are at and how they can benefit Twinsburg.
- Wickliffe is small but they have 70% of students out in the workforce their Junior and Senior year. This not only benefits the kids out in the workforce but also benefits the kids that are still in the classroom with reduced class sizes and being able to dive deeper into the curriculum with those students.
- Magnet helps set up scheduling of the students within the workplace; possibilities are after school or during school.
- Twinsburg originally wanted to get all kids involved but there has to be an interview process, etc. which is what Magnet does.
- Magnet also helps with the transportation and funding piece; possibly covering all transportation costs. Magnet has a separate bus which is funded by Magnet and Swagelok
- Magnet is an independent non-profit; not a part of Swagelok.
- There is a new representative at Magnet since the original talks; will try to have the new representative talk at the next meeting to answer any further questions the committee has.
- Students with disabilities have the least amount of choices so Hattie Larlham is a good option for these students and seems like a great opportunity to get them involved now.
- Norm will meet with Hattie Larlham, Swagelok and Magnet and try to finalize and get the ball rolling.

- Suggestion was made to meeting with Matt Socrates at THS who works directly with students with disabilities and need transitional skills, and Laura Hebert as well as Hattie Larlham to gather ideas and thoughts on how this might work with some of our students.
- Norm met with Conxus to try to address the other areas besides manufacturing that could play the part of Magnet for medical, IT, accounting, etc. fields. They do not currently have anything set up but they are looking at how they can help us.

Young Entrepreneur Program:

- Norm had a meeting with the Young Entrepreneur Institute. They are a non-profit group out of University School (located in Shaker Heights and Hunting Valley). They offer a free program to kids that seem to fit our model.
- The program is designed to get kids to start thinking about entrepreneurship at an early age; start with kids as young as Kindergarten.
- The program could be a part of the curriculum as well as after school, or a summer camp, etc.; the program is flexible. The program is designed to be brought to the district which would be ideal for Twinsburg students.
- They are in a couple different schools in the area. Their website is: <https://www.us.edu/academics/young-entrepreneur-institute>
- Wickliffe starts discussing careers at Grade 4; they have a career development piece in their curriculum; key is to get kids to think about the next 10 years; providing opportunities to think about the future; engaging kids early in career development can help kids save money later on when they are at that college age; not direct them, just give them opportunities.
- Dodge has an Invention Week which not only focuses on the invention piece but also looks at the marketing piece; we see this program as fitting into that piece
- Norm will get information; bring back to group for deeper discussion
- Introduction to Business class at THS seems to fit into this model as well.

Discussion of Meet, Mingle and Mentor event:

- Mentors and mentees will come into the room and break down into groups.
- Direction will come from Norm; mentors will not have to plan a lot beforehand.
- The key is to meet and communicate with adults; goal is to have mentors look at students as possible future employees; if they see a student as a quality candidate, what can take place to build that relationship. From the student aspect; goal is for them to make a connection with a mentor that can provide the guidance for their future education.
- Hoping to find a natural fit between mentors and mentees; will not have any pre-matched groups.
- 1st rotation: how to present yourself in an interview; what do you look for as a business owner; what should students be ready for
- 2nd rotation: kids will bring in resumes and show them to the mentors to get constructive feedback
- 3rd rotation: actual interview questions will be asked to mentees

- Trying to get kids attached to an adult.
- Norm is overseeing and directing the entire process.
- At the end there will be a debriefing period and opportunity to mingle.
- Entire event should last about an hour.
- There are around 20 kids that will be invited that, based on their involvement with *The Academy* who are ready for this. Four students have already confirmed.
- Belinda will be contacted to assist with contacting the students.

Polo Shirts, Business Cards:

- Last year, 11 kids received polo shirts for putting in a certain amount of hours or attending certain events; this year we have potentially 42 kids that are on track to receive shirts based on meeting that same criteria.
- Thinking about how to fund the cost of the shirts?? Looking for possible sponsors??
- Thought is to give business cards to the nine (9) students that received polos last year.

Update on Internships:

- List of businesses that have said they will be willing to accept interns:
 - Cleveland Clinic; very competitive but have had internships open for everybody for years; nothing is fine tuned for Twinsburg but they have internships
 - Compass Computers; have taken kids in the past and willing to do again; can only take one (1)
 - Crown Composites; wants to have an intern but doesn't know if they have enough work; willing to split one with another company
 - Greater Cleveland Sports Commission; has opening for one (1)
 - Hattie Larlham; Norm will be working with them for special needs students
 - Northeast Ohio Regional Sewer District; will take one (1) student exclusive to Twinsburg; person that will oversee the student is in charge of automation of water treatment
- Companies that have jobs right now: City of Twinsburg (various summer jobs)
- How can students learn about these opportunities beyond the newsletter that is currently being sent out?? Students don't know how to get that first job – can companies come out and meet with students?? Job Fair??
- Companies want to work with students but struggling on how to run a program with students. There is a gap between the job fair and actually running a program in their business with students. Need a roadmap; guidelines, handbook something on how the program might work.
- Kids can learn soft skills and some very important skills from that first job that will make them excellent candidates for the higher level jobs later on, i.e. showing up for work on time; take directions from a supervisor. This first job can also let kids know what jobs they do not want to do in their future.

- Kathi will contact Belinda and ask her to develop the Job Fair idea for this spring for underclassmen at Twinsburg High School. Suggested to start around 2:15 or 2:30 and to also contact Megann Eberhart at the Chamber for connections to some of the local businesses. Also contact the General Manager from Liberty Ford as they mentioned they have openings and would be looking to hire.

Discussion on Teacher Involvement:

- THS teachers are getting involved.

Twin Talks:

- April's Twin Talk will be with Allison Chance from the Twinsburg Library.
- Open invitation to the May 8th Twin Talk at 7:00 p.m. – speaker is no longer with the company who was to present. Norm will be making the presentation and be presenting job market data. There will be a celebration at the conclusion and time to mingle.

Summer Camps:

- Norm will present information about the Summer Camps to the Board of Education for approval.
- No cost to Board at this point for any of the camps. Some funds may be needed for supplies for the Solutions Camp; Norm will be looking for sponsorships to cover the costs.

❖ Very appreciative of the valuable input from group.

Meeting was adjourned at 9:00 a.m.

Approved, April 30, 2019