

ESC of Central Ohio Business Advisory Council



Speakers



Tom Poole, Director Talent Acquisition, Wexner Medical Center



Chris Svec, Co-Founder BridgED



Christy Bertolo, Co-Founder BridgED



Todd Meyer, COO Olentangy Schools



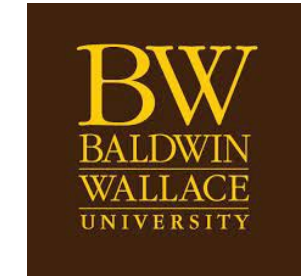
Introductions

- **UNITE** – an Ohio State portfolio company using an Ohio State technology. Focused on solutions to help higher education work more effectively with companies.
- **BridgED** – UNITE’s sister company focusing on corporate partnerships within K-12. Specializing in **activation** and **integration** of corporate partners into school districts.

Partners



NU CONNECTIONS





Why BridgED?

Olentangy Landscape (Todd Meyer, Olentangy Schools)

- 90% of students go on to post-secondary
- 33% of students do not obtain a four-year degree within six years
- Expand community involvement and partnerships
- Create awareness with students, parents and staff
- Pathways for students
- More resources for students, staff, and parents
- Positioning students for success

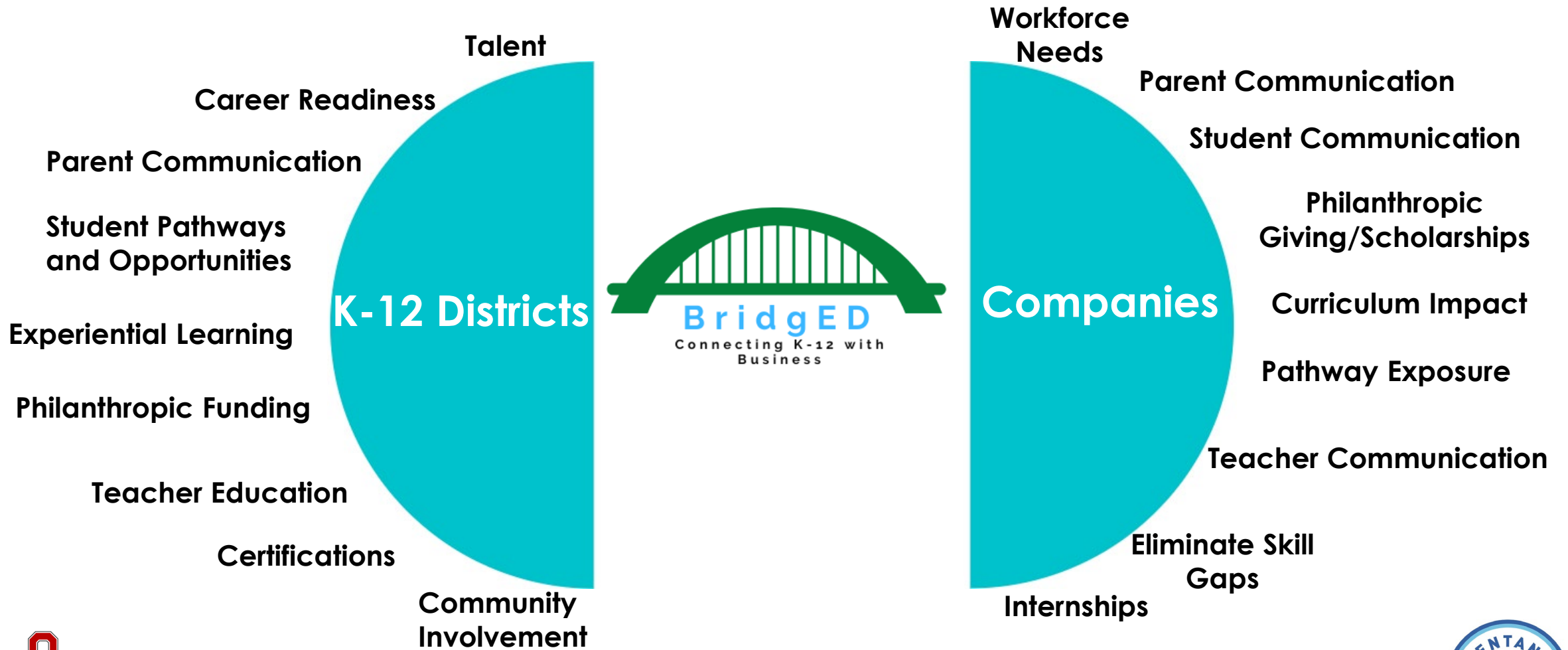


Why BridgED?

Workforce challenges (Tom Poole, OSU Wexner Medical Center)

- Tremendous amount of growth
- Aging workforce
- Labor participation rate
- Not enough people to fill current jobs
- Lack of awareness of healthcare roles

The BridgED Model



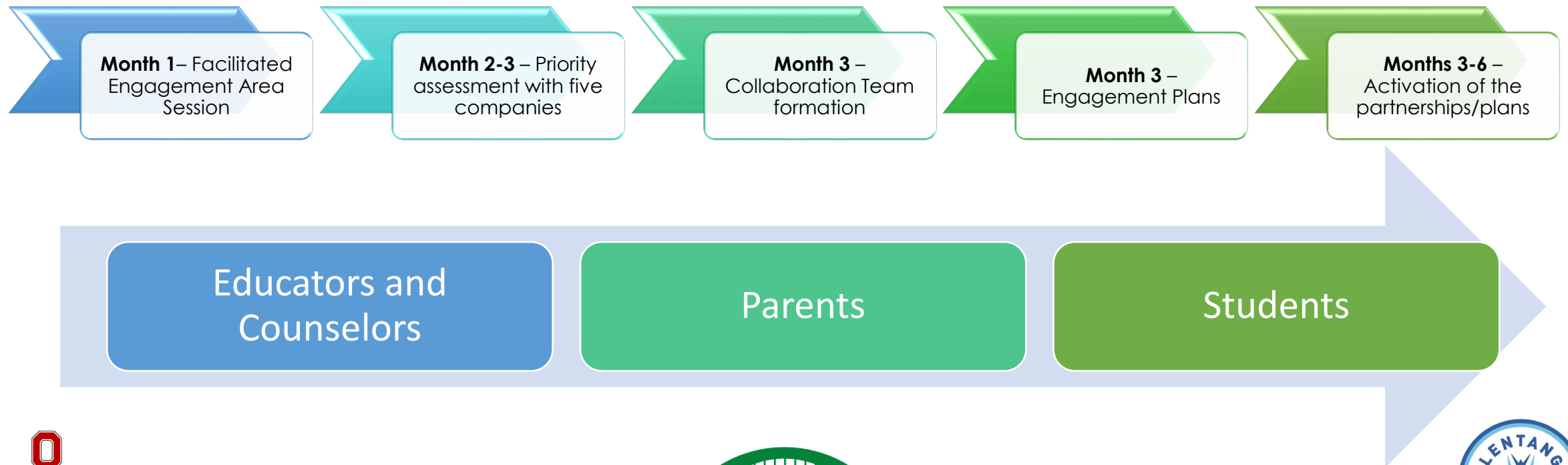


How Does BridgED Work?

- BridgED is the **turn-key, activation team** managing the relationship with a process driven method
- BridgED is **Bridge** connecting companies with K-12 districts
 - Company identification
 - Implementation of a proprietary process
 - Facilitate and manage relationships
- Metrics
 - **Opportunities** to the district for student, teachers and parents
 - **Awareness, Access and Understanding** of career paths and opportunities
 - **Community involvement**

Case Study – Olentangy Schools

Pilot Project Timeline and Communication Strategy



Case Study – Olentangy Schools

Facilitated Engagement Area Session



Case Study – Olentangy Schools

Five Companies – Priority Assessment



THE OHIO STATE
UNIVERSITY

WEXNER MEDICAL CENTER



JPMORGAN CHASE & Co.



WORTHINGTON
INDUSTRIES

HONDA

The Power of Dreams



THE OHIO STATE
UNIVERSITY
WEXNER MEDICAL CENTER





Case Study – Olentangy Schools

Collaboration Teams and Engagement Plans

- Collaboration Teams
 - Principals
 - Counselors
 - Select Building Leadership (Mentorship, STEM, etc.)
- Engagement Plans
 - Company Overview
 - Current Situation
 - Priorities
 - Win-win opportunities



Case Study – Olentangy Schools

Activation and Execution

- Monthly Meetings
 - Companies <> BridgED
 - Principals <> BridgED
 - OLSD Project Leads <> BridgED
- Action Plan
 - Opportunity
 - Current State and Projected Impact
 - Who is Responsible and Accountable
 - Next Steps



Olentangy Schools Results

Awareness, Access and Understanding Opportunities to OLSD

Business Program Integration

Teacher Externships

Convocation

JPMCs Breakthrough

Parent Communication

Professional Development Day

Business Advisory Council Representative

Career Days at each HS

DECA Participation

Live Surgery Career Pathways

Student Communication

Student Newspaper/Reporting

Parent Academy

Manufacturing Day

College Credit Plus Pathways

Robotics Club

Classroom Speaking

Get to Know the Medical Industry Club

Teacher Collaboration Hours

Olentangy Schools Results

Students, Parents and Teachers Impacted



Olentangy Schools Results

Students, Parents and Teachers Impacted



Olentangy Schools Results

Students, Parents and Teachers Impacted



The State of the Central Ohio Workforce

A SESSION FEATURING FIVE OF CENTRAL OHIO'S TOP EMPLOYERS

In this eye-opening panel discussion, these companies will share how our workforce is changing (the Intel effect), emerging trends, and the skills necessary for the job market our students (and parents) will be facing, in lieu of, during and after college. The session will highlight the pathways to the jobs of today and tomorrow, potential opportunities for Olentangy students, and how Olentangy Schools is preparing students to flourish in our changing economy.

PANELISTS

- Tom Poole, The Ohio State University Wexner Medical Center
- Lisa Divine, Worthington Industries
- Jeffrey Lyttle, JPMorgan Chase
- Evan Benjamin, Honda Motor Company
- Eric Bull, Eiford Construction

MODERATOR

- Christy Bertolo, Founder, BridgED

Olentangy: BridgED

BridgED is an activation team built to "bridge the gap" between K-12 and the business community. BridgED was built by corporate engagement professionals in academia to solve the fundamental challenges of helping companies and districts work together.

The impact is workforce development, internships and hiring, philanthropic giving (scholarships), and ultimately, student success and defining paths forward.



OCTOBER 19
7-8:30 P.M.
Berlin High School Theater
3140 Berlin Station Road
Delaware, OH 43015



What's Next: BridgED - OLSD

- Continued management of corporate partnerships
- Adding new companies
 - Demand – from OLSD and companies
 - A portfolio of 15 total partners
 - A variety of industries
- Sustainability - hiring a full time OLSD employee
 - Mentorship
 - On-boarding
 - Warm hand-offs



How BridgED Can Help Your District

- BridgED can partner more districts who want to do this work
 - Are corporate partnerships a priority?
 - Is community engagement a priority?
 - Do your teachers need support for this work?
- Six-month launch of a corporate engagement initiative
- 12-month program



Thank You

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