

Beyond School-Based Businesses:

Cultivating Your Community Connections

Today's Presentation

- Overview: how can you connect with your business community via school-based business? And why bring businesses into school?
- 4J's South Eugene High School: current projects
- Share: how are you building relationships in your community?
- Brainstorm: how else could you involve local businesses in your school?

About Us

- Jesse Berkey, Oregon Youth Transition Program (YTP)
 - Technical Assistant Provider
 - Former VRC - Oregon, Indiana
 - Business Owner
- Joshua Gramley, Transition Specialist
 - Manager, student-run business
 - Previously, job developer

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The “How To” Guide (Resource by National Technical Assistance Center on Transition - NTACT)

https://www.transitionta.org/sites/default/files/Partnership_Guide.pdf

National Technical Assistance Center on Transition (2015). A Guide to Developing Collaborative School-Community-Business Partnerships. Richard Luecking, Ann Deschamps, Ruth Allison, Jacque Hyatt, and Christy Stuart.

Cultivating Community Connections: Why?

- School not always as aware of how business community works, and vice versa
- YTP is one bridge between school and work worlds...but finding good ways to help them mingle naturally is even better
- School-based businesses are a perfect place to create conversation between the two, and start cultivating relationships
- School-based businesses create community; consider that community your garden, and help it grow!

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Job development perspective:

- It's all about relationships
- Cold-calling vs. the more “organic” opportunities that grow from cultivating community
- Pre-ETS and/or school based businesses = a great way to get a foot in the door!

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Business perspective:

- High school = a great time to invest in fresh talent
 - Industries facing labor shortages are especially motivated by this
- School-based businesses & CTE programs produce students with proven skills

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Student perspective:

- Improved work-readiness skill
- Improved self-esteem
- Emerging leadership skills

South Eugene High School

Here's what's working:

- Adult volunteer supervisors in school-based business
 - Natural opportunity for students to learn via conversations about volunteers' "day jobs"
 - Become part of student's "network"--great source of job connections and references
- Creating internal partnerships (in school)
 - CTE in Business and Marketing collaboration: classes + school based business

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- External partnerships with local Small Business Development Center
 - Classes, free advising--existing community resource
 - Bringing SBDC into school enriches our curriculum...
 - ...While exposing students to something they can access independently in the future
 - SBDC eager to invest in students
 - SBDC well-connected to former business clients, too--so lots of bang for our networking buck
 - Entrepreneurs have great ideas! Enlist them.

South Eugene High School - Future Plans

- Reach out to local business owners, give tours
- Explore ways to stay on business owners' radar
 - Social media: harnessing its power for good!
 - YouTube channel & Instagram
 - Invite business owners to speak about their business at lunch meetings
 - Consult as a resource for reviewing resumes
 - Invite to participate in mock interviews
 - Cater events? Possibilities are endless!
- Goal: become the place employers want to check first when they need to hire

Let's hear your thoughts!

- What's worked for you?
- Where can you see potential for collaboration, either
 - In your school, or
 - By connecting your school-based business to the greater community?
- What potential barriers do you see? How could you overcome them?