Industry Buy-In Session

Focus: Developing valuable connections with industry

C3BC Annual Conference, 2014
March 27, Biotech Place, NC

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Ivy Tech Community College Bloomington
Bloomington, IN 47404

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Industry Buy-In Session

Focus: Identify useful strategies, common pitfalls, and best practices around developing connections with industry

Format of the Session includes:
- ➢ Present an example - *Ivy Tech connecting with Industry*

- ➢ Communicate *Survey* results

- ➢ Invite discussion with *Q-&-A*

- ➢ Wrap up and Conclusions

Ivy Tech Community College/ Life Sciences Industry Partnership
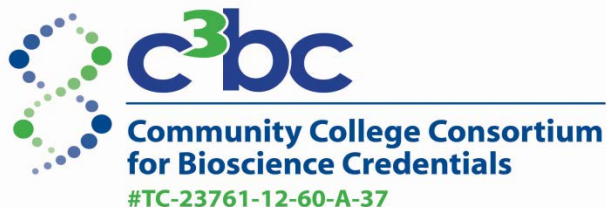
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- CC's are at the crossroads between higher education and the world of work
- Perfect position to meet the needs of local industry
- Strong partnerships needed to train students to gain employment in high wage, high skill jobs.
- Industry are the purchasers of our "product"

c³bc
Community College Consortium for Bioscience Credentials
#TC-23761-12-60-A-37

IVY TECH
COMMUNITY COLLEGE

2004

Ivy Tech Community College – Biotechnology Program Launched

- Funding from the Eli Lilly Company Foundation used to analyze industry skills performed in 2002-2003
- Awarded grants to ITCC, and others, to develop biotechnology training programs
- Ivy Tech participated in series of meetings with Lilly and other life science companies in the region ⟶ biomanufacturing programs developed and implemented in 6 Ivy Tech locations
- NSF grant and industry donations of money and equipment used for further curriculum and program development and equipment purchases.

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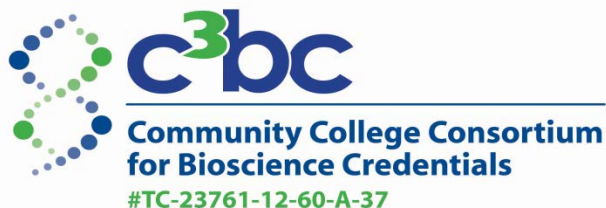
2006

Strategic Skills Initiative grant from the State of Indiana

- Allocated to train displaced workers to fill high wage, high demand positions in the region
- Face-to-face meetings with industry to design introductory certificates in:
  - Biomanufacturing
  - Medical Device Manufacturing
 - 700+ people completed the certificate program

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IVY TECH COMMUNITY COLLEGE

2007-2008

Regulatory Affairs Program Industry Driven

- Program development result of partnership between Ivy Tech and Cook Inc.
- Ivy Tech Bloomington collaborated with Regulatory Affairs employees in industry to develop program at Ivy Tech
  - Five new Regulatory Affairs courses implemented
    - Survey of Regulatory Affairs
    - Food & Drug Law
    - Clinical Trials
    - Risk Management of Drugs & Medical Devices
    - Product Life Cycle
- Relationship with RA professionals has continued to grow
  - Members of Advisory Board
  - Aligning courses with RA Skill Set Standard created under C3BC
  - Course Instructors
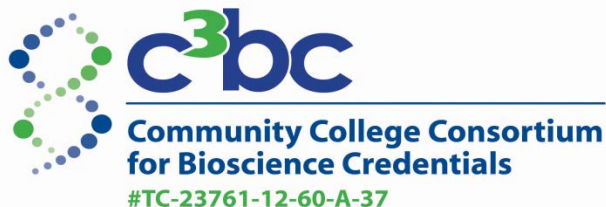
2008
Indiana Center for the Life Sciences

- Partnership between Ivy Tech - Bloomington and Monroe County Government

  - Opened in January 2009

  - Provides training and meeting space for local life science industry current and future employees – free of charge

  - Houses the biotechnology program with 4 state-of-the-art web labs and classrooms

2012-present

DOL TAACCCT Round 2 Awarded to C3BC

- Ivy Tech leads the Medical Device Manufacturing Hub
- Meetings with 20+ local medical device industry employees from five functional areas(Quality, R&D and Engineering, Production, Regulatory Affairs, and Instrumentation & Metrology)
- Industry representatives attended and participated in the two national Medical Device Skill Set Harmonization meetings
- Skill Set Standards Developed and validated by industry

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IVY TECH
COMMUNITY COLLEGE

Future

- Expanding influence by working with industry in a collaboration with K-12 school corporations

- Proposed National Center for Medical Device in Education

- Continued engagement with industry partners to ensure avenue for input and feedback

Essential Ingredients

- Support from upper community college administration

- Trust

- Attention paid to future employer needs

- Willingness to change program offerings according to those needs

Questions?

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Industry Buy-In Session

Focus: Developing valuable connections with industry

Colleges seek these connections because:
➢ Industry is an important *Partner*
  - Participation in advisory boards
  - Alignment of training with the needs of Industry

➢ Industry is an important *Customer*
  - Students enter career pathways with Industry

Industry Buy-In Session

Focus: Developing connections with industry

Outcomes of the Session include:
➢ Raise awareness of *value* in seeking industry input

➢ Share barriers & *best practices* from c3bc experiences
  • Where to begin? Who to contact? Useful resources

➢ Share positive success stories & *perspectives*
  • Where have these connections taken us?

Building Connections with Industry - Perspectives

Barriers/Challenges   Best Practices

Who?

When? How Often?

What?

Why?

How?

Industry Buy-In Survey

Survey Objective: *Solicit* your opinion, *Capture*, and *Share* with the c3bc

Survey Details:
➢ Survey made use of Survey Monkey

➢ 10 questions sent to c3bc Colleges (a # reps / College)

➢ 14 of 22 respondents provided feedback

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On to the *Survey* results …

Question: In your opinion, how important is industry engagement to achieving your program goals?
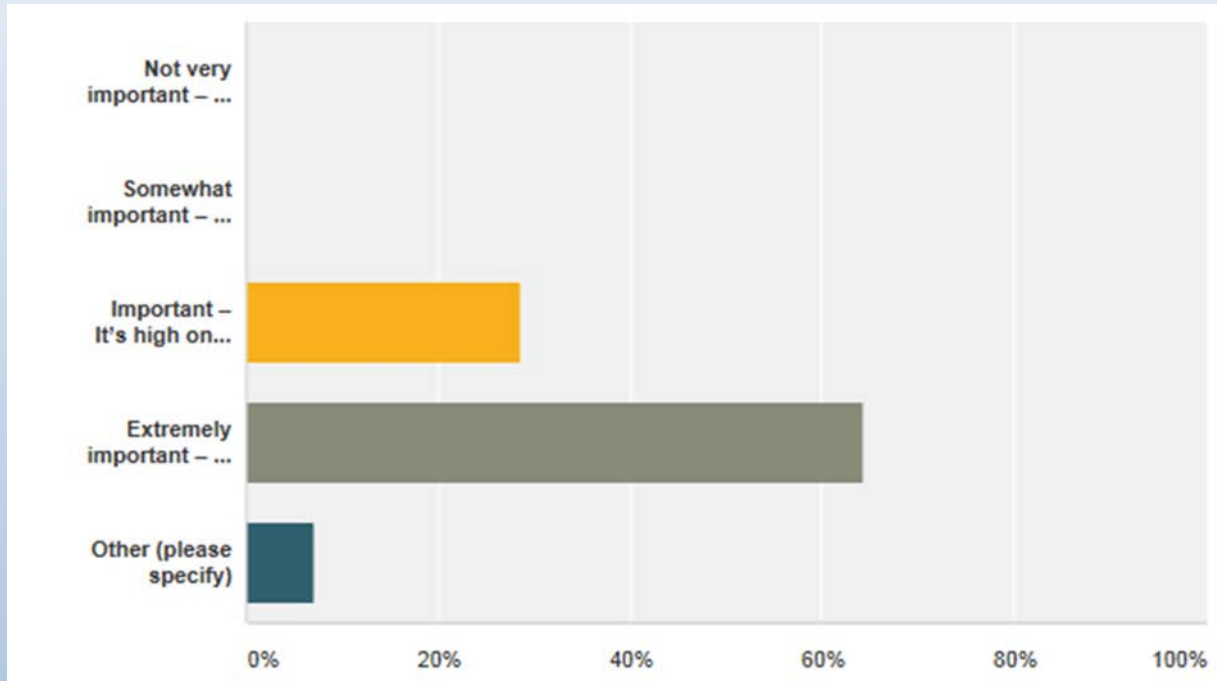
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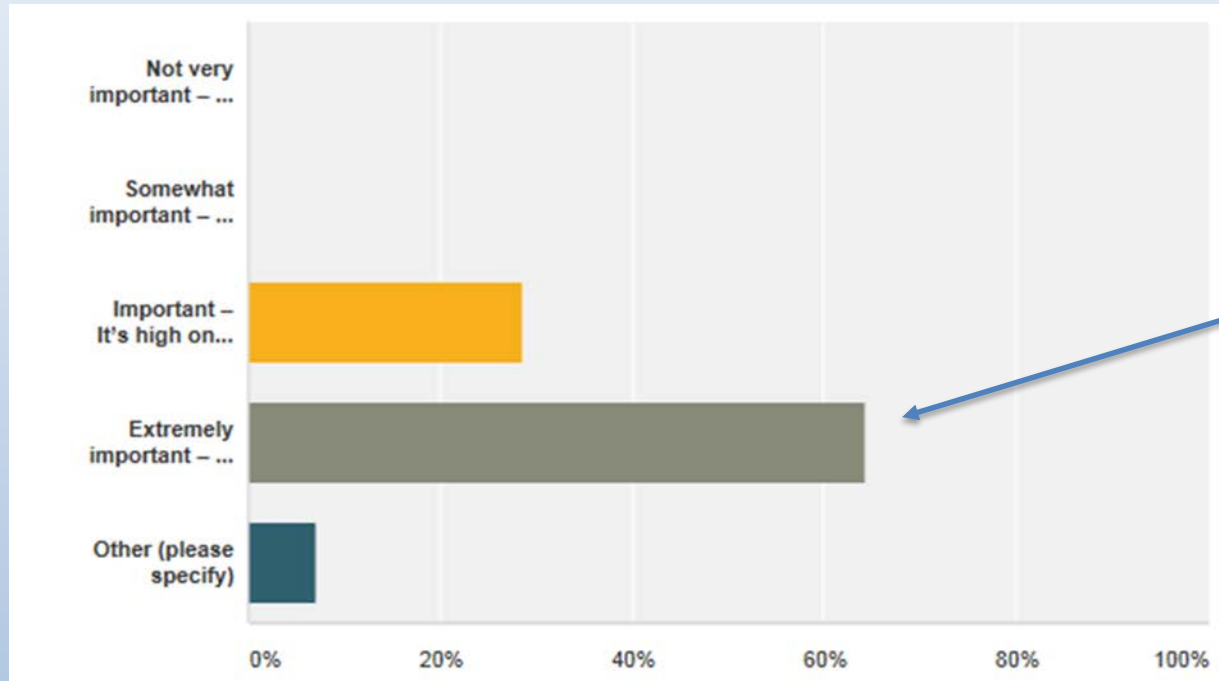
Critical-Why?

Why is engaging Industry so important?

Several Reasons Industry engagement is critical:

➤ Alignment of training with workplace demands

➤ Validation of curriculum, skill standards, & credentials

➤ Participation in advisory boards

➤ Development of career pathways

Survey: In your opinion, please rank order the reasons why engaging industry is so important.

Ranking:
1) Alignment of training with the demands of the workplace
2) Creation and validation of curriculum, skill standards, & credentials
3) Building and development of career pathways

4) Participation of key individuals in advisory board

**Survey: In your opinion, please rank order ways to initiate and maintain positive relationships with industry.**

Ranking:
1) Face to face meetings

2) Email communications ≈ Phone communications

3) Professional events – Local or national meetings / other

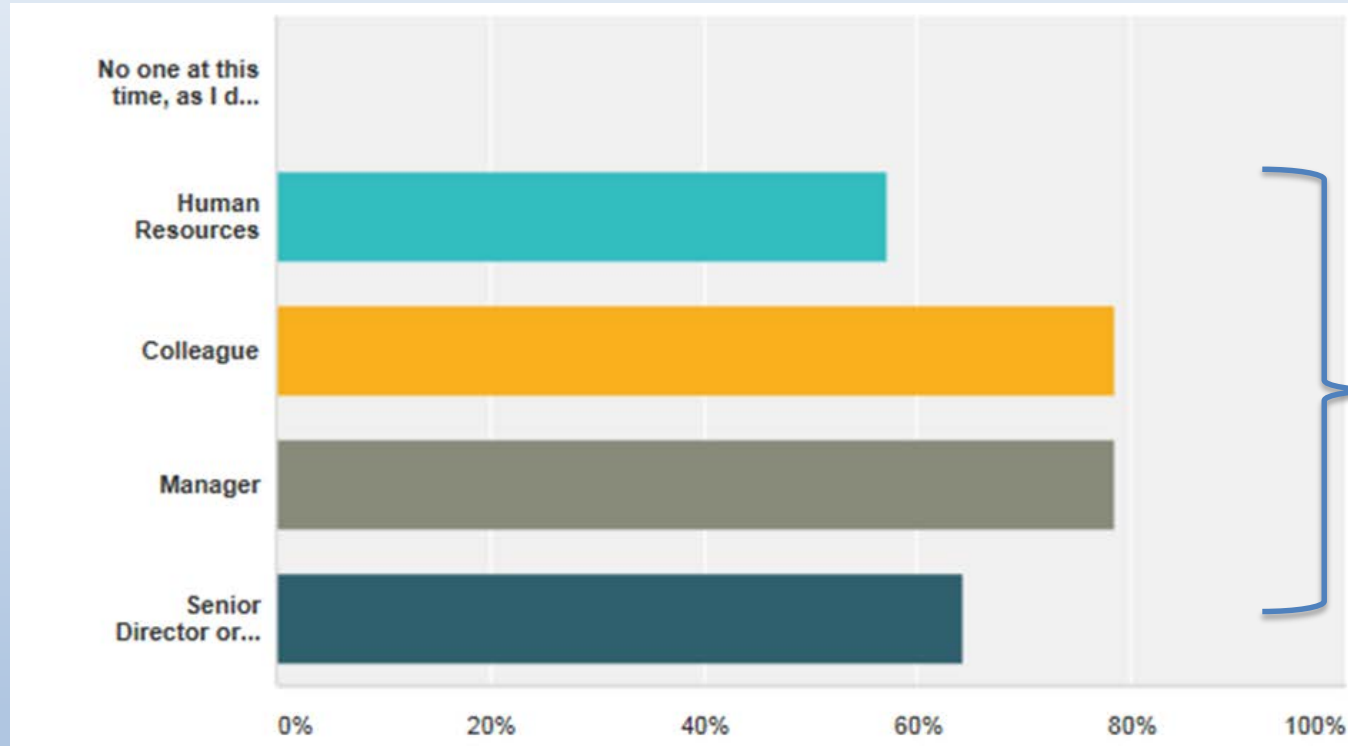4) Virtual meetings – teleconference or videoconference

Survey: Please estimate the frequency of your engagement activities with industry.
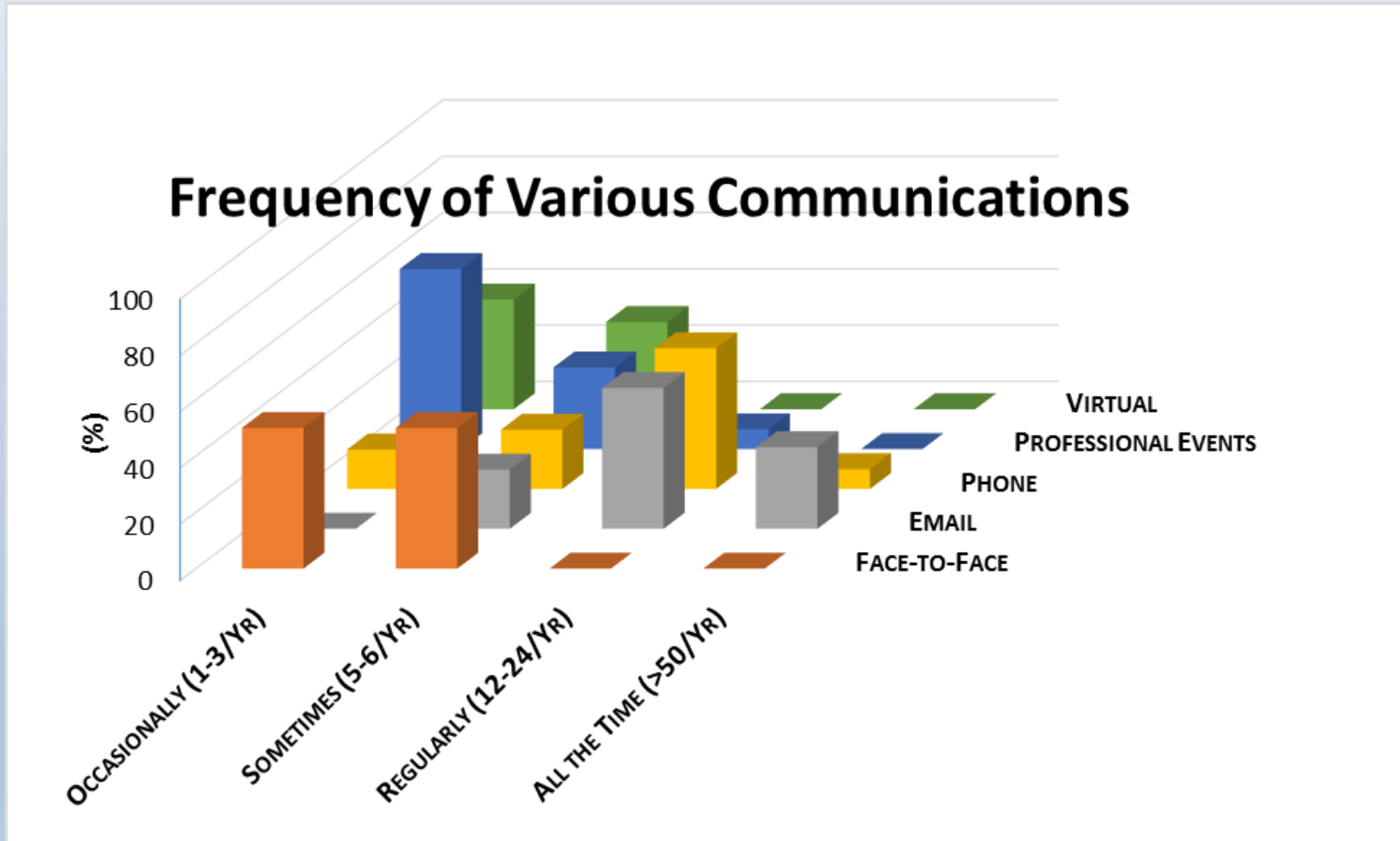
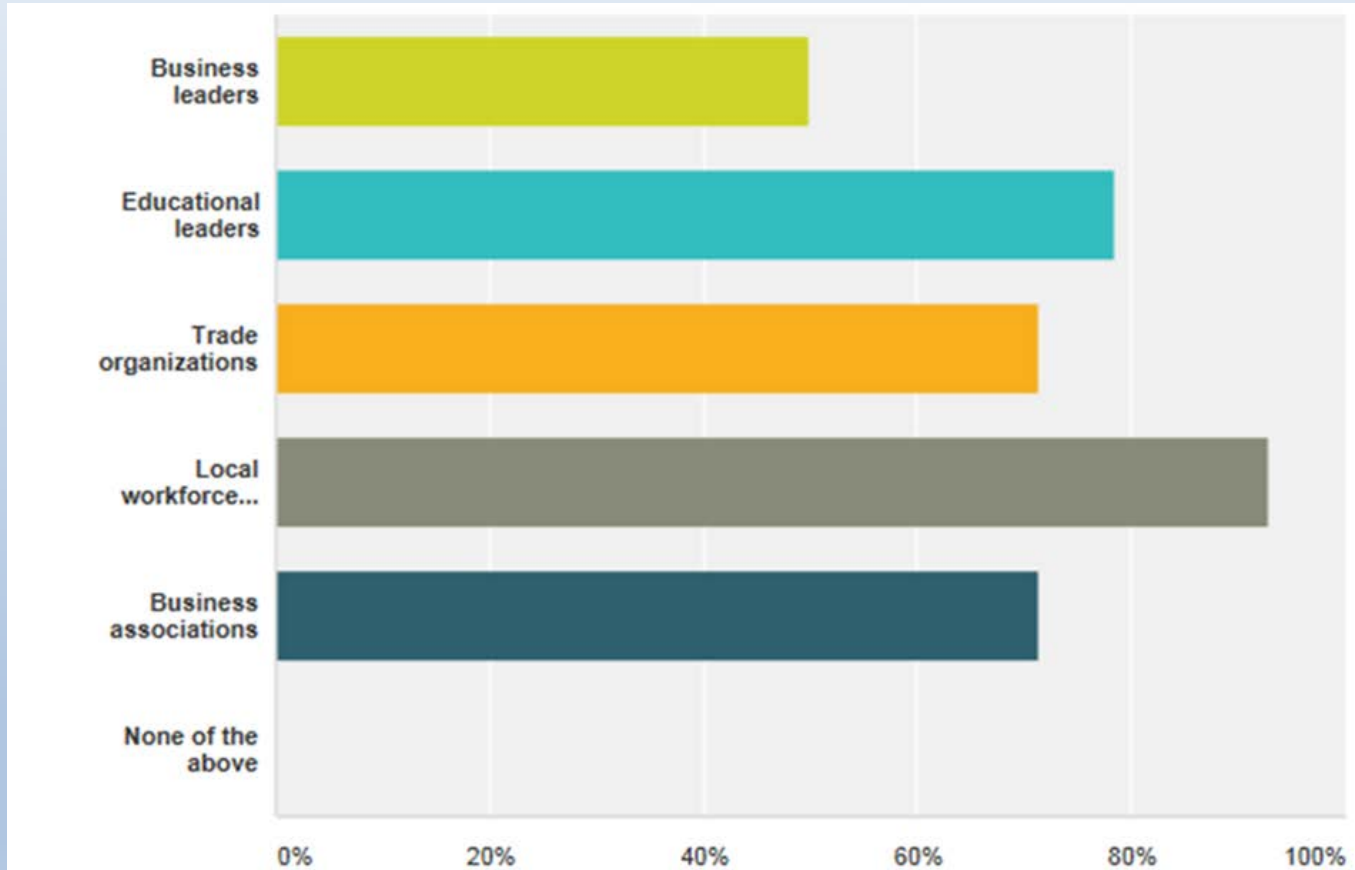# Question: As part of your industry outreach strategy, who have you contacted successfully?
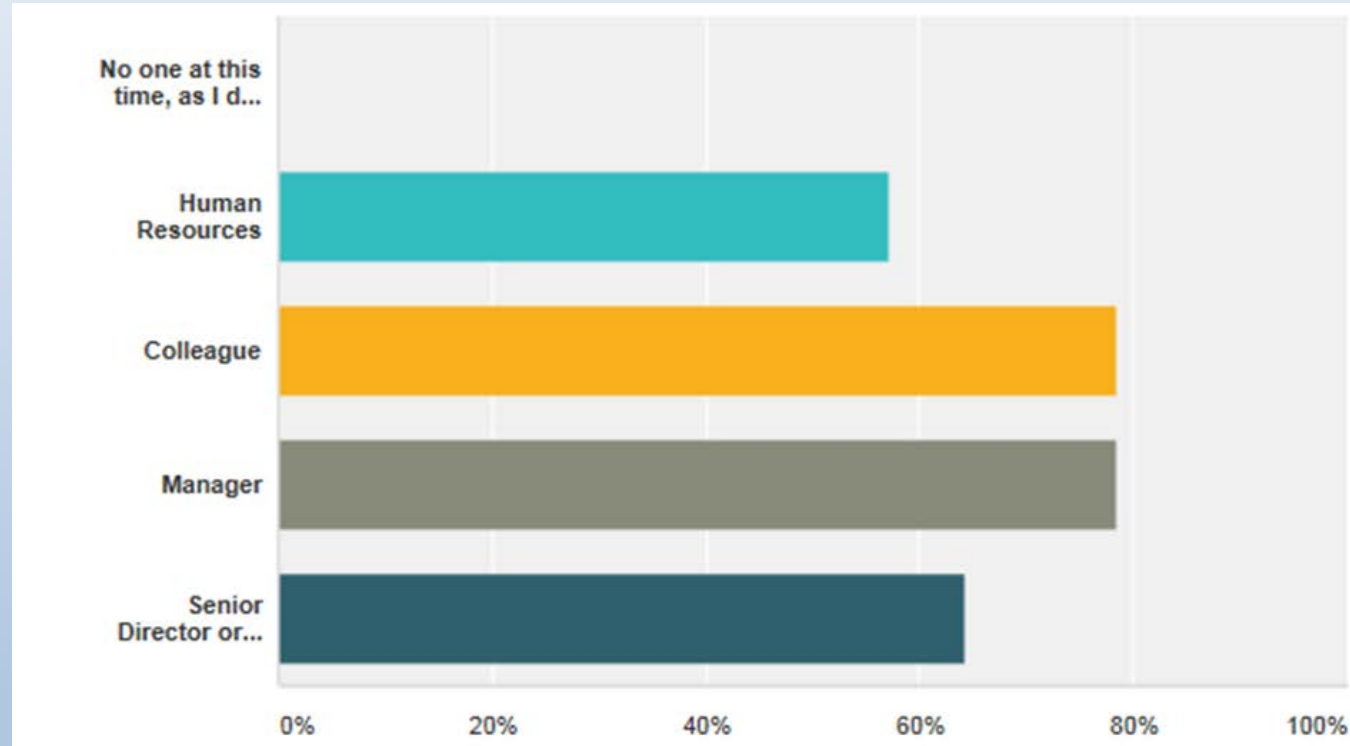
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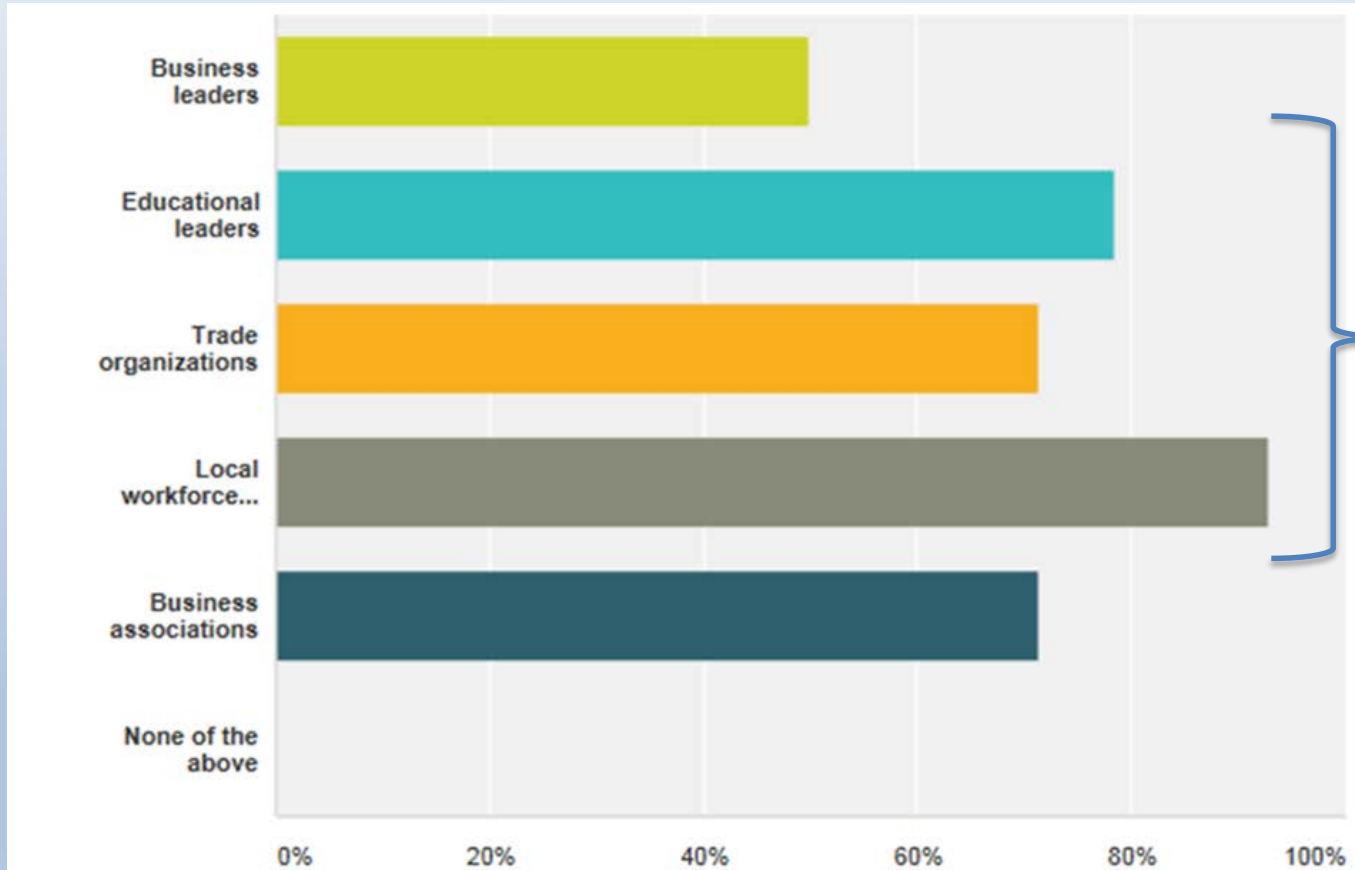

All of the above

Question: What potential partners or other resources are you employing as part of your industry engagement?

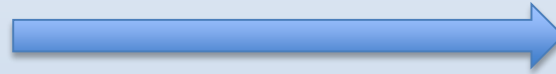# Question: What potential partners or other resources are you employing as part of your industry engagement?

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"Reaching the 'right' people." ⟶ 'Gatekeeper'
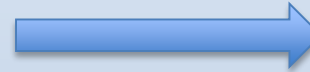
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"Lack of awareness of the skills (of) our graduates ..."   'Highlight Value'

"Getting their *time*."   'Get Personal'

"Industry folks are extremely busy so scheduling meeting *time*s can be difficult."

> 50%

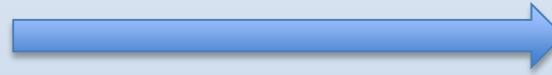"Industry folks are very busy so just getting them to spend enough *time* with us."

"The other is one of trust. ... It takes *time* to build trust between industry and educators."

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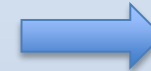Category

"Colleagues and former colleagues…" ⟶ 'Identify Gatekeeper'

Question: In your opinion, what 'Best practices' or 'Lessons learned' would you like to share?

Category

"Respond to their ideas … quickly. Give substance to their ideas."   'Develop Partnerships'
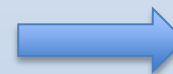
"Use of (business) associations (and trade org's) … like BIO Assoc …   'Partnerships'

… big BIO, Med Dev, Pharma

Question: In your opinion, what 'Best practices' or 'Lessons learned' would you like to share?

Category

"Giving industry a voice in development of the future workforce."   'Provide Value'

"Base training on employer's needs."   'Provide Value'

"…be a solution to the 'skills gap' … (have) with employees."   'Provide Value'

"…engage industry … through student internships.
   (Provide) something in it for them: good employees."   'Provide Value'

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"Have AB meetings (in the morning)… attendance is better."   ➡   **'Provide Breakfast'**

Question: In your opinion, what 'Best practices' or 'Lessons learned' would you like to share?

All Category

"(Identify) Colleagues and former colleagues…" "Presidents, Deans…"	'Identify Gatekeeper'
"Respond to their ideas … quickly. Give substance to their ideas."	'Develop Partnerships'
"Giving industry a voice in development of the future workforce."	'Provide Value'
"Base training on employer's needs." "Offer CRO services."	'Provide Value'
"…be a solution to the 'skills gap' … (have) with employees."	'Provide Value'
"…engage industry … through student internships … good employees."	'Provide Value'
"…be persistent" … "(be) consistent."	'Build Long Term' / 'Build Alignment'

Building Connections with Industry - Perspectives

Barriers/Challenges

Buy-In / Shared Vision

Select a Point Person

Increase % success

Cost in time and effort

Maintain alignment

Best Practices

Set objectives to address ***Need***

Identify ***Gatekeepers***

Establish strong ***Communication***

Develop 'personal' ***Relationships***

Foster long term ***Partnerships***

SloanReview.MIT.edu 2010

Resources: in support of the Industry-Buy In Session ...

10 tips for creating effective Advisory Board
http://www.stengelsolutions.com/tips19.htm

Coalition of states Bioscience Institutes
http://www.csbinstitutes.org/

Ohio's bioworkforce page
http://www.bioohioworkforce.org/

www.bio.org

Regional Bioworkforces or Chamber-of-Commerce links

Questions?

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On to the Q-&-A …