

Create New Roads to Training by Partnering with Local Business Owners

Moderator: Susan F. Schulz, Ed.D. Schulz School Advisors
susan@susanfschulz.com

Panel:

Brad Kuykendell, Western Technical College
Brad Kuykendall bkuykendall@westerntech.edu

Robin Matusow, M.Ed, Disability Educational Consultants
Robin Matusow <robin@pieceofcakebakers.com>

David Heiman, The Refrigeration School/ StrataTech Education Group

'David Heiman' <david.heiman@rsi.edu>

Summary It's time for a new way of planning for career schools to train students for current jobs and new jobs that are developing locally and worldwide. COVID is also teaching the importance of thinking in new ways. To continue being successful during any challenging time school owners can benefit by collaborating with workplace decision makers. This presentation focuses on ways to train students “on the job” in addition to the standard classroom and online virtual methods.

Presentation Goals: Susan

To provide strategies to align with workplace decision makers who can hire your graduates.

To benefit from increased enrollment, placement, and student success by working with local employers.

To share your questions and learn from our answers.

Overview – Susan

Many interesting and innovative changes have been happening in our sector. They can be customized for every type of career school and keep school owners focused on the concept of change.

School owners I talk with shared what they are doing differently since the start of COVID.

An HVAC school has such strong relationships with local companies. Students have jobs lined up when they graduate.

In some instances trucking companies are buying their own CDL schools to assure they have drivers trained to meet the needs of each company.

Some school owners are involving companies on a day-by-day basis to be sure their curriculum meets workplace needs.

And one school owner with multiple locations says he won't do that because it doesn't make the state licensing boards happy! I won't mention his name!!!!

Susan introduces each presenter and topics

Susan introduces Brad

Brad Kuykendall works as Chief Executive Officer of Western Technical College and currently serves as Board Chair of Career Education Colleges and Universities (CECU) in Washington D.C. Brad will tell us about how the curriculum for Western Tech's programs are enhanced through strategic partnerships to meet local, regional, and national employment demands.

Brad presents

Susan introduces Robin

Robin has a very unique student base – people with Autism. Ideally it will inspire you to serve this market too, since there is a need in every community. And it will give you ideas for your other student populations.

Robin presents

Susan introduces David Heiman David Heiman talks about how his school works with companies like Amazon and Coolray. Classes range from fundamentals of electricity and refrigeration, residential and commercial wiring, advanced troubleshooting, Variable Refrigerant Flow systems, Zoning, new construction, HVAC installation, replacement, package and split system installation and more. Workers might be enrolled at his school or not.

David presents

1 minute: Susan introduces next round of presentation topics

School owners I've talked with report new relationships they are developing with employers and how employers are increasingly involved in Program Advisory Committees. They also talk about students who don't want to return to the classroom and how Student Services staff have developed new approaches to retain students and get them to graduation. We will also hear their opinions re synchronistic and asynchronistic classrooms. Based on these brief presentations what do you think you see that will be different and create a new norm.

5 minutes: Brad

5 minutes: Robin

5 minutes: David Heiman

2 minutes: Susan

Questions and answers and summary