



# REGIONAL CAREER EDUCATION CAMPAIGN

## CRC Stakeholder Professional Development Series

Building Transformational Relationships with Business & Industry

January 24, 2018  
1:00 – 2:00 pm

Register at:  
<https://bit.ly/2zOolv9>



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## Building Transformational Relationships with Business & Industry

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How are CRC college members currently conducting employer engagement? As part of the Find It. Be It. campaign development, Business U's analysis reveals key areas of opportunities for CRC colleges that want to expand employer reach. In this session, Business U sets up foundational concepts that support CRC stakeholders in developing effective employer engagement strategies by understanding the differences between transactional and transformational relationship building approaches and why it's important to know where each fits when fostering sustainable employer champions within your community college. Participants will use Business U's accredited self-assessment tool to identify current business engagement behaviors and practices and explore how national models have expanded employer engagement by 5X baseline by leveraging cross-agency approaches to create champions.

### Learning Outcomes:

#### Participants will understand:

- how to self-identify transactional and transformational business engagement behaviors
- supply and demand engagement approaches
- the need to differentiate a "business" from an "employer"
- how to create long-term community college employer champions
- the differences between customer-focus and customer-centric workforce development strategies

### Audiences - CRC Regional Stakeholders

- CTE Deans
- CTE Faculty
- Public Information Officers
- Career Center Staff
- Career Counselors

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