

Eric Larson

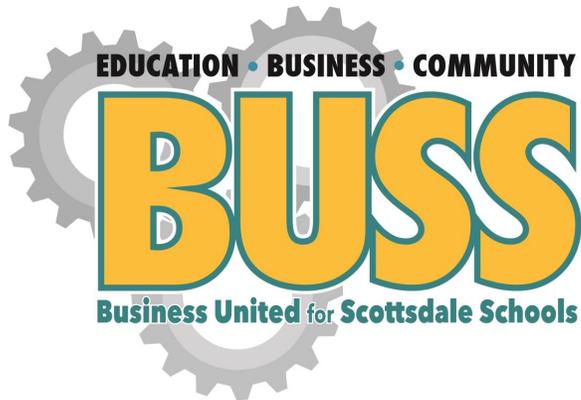
President, Business United for Scottsdale Schools

Julie Brassell

Executive Director, Business United for Scottsdale Schools

A Business-to-Education Partnership Program

Where the strength of Scottsdale's schools can be enhanced through collaborative relationships with the business community.



BUSINESS

Time
Talent
Treasure

CAREER PATHS FOR STUDENTS

Workforce Development
Strategies

A Unique Collaboration



501.c.3



Private Business
and Industry



Our Mission

A program that embraces pre-Kindergarten through higher education to create workforce development strategies that attract, develop and retain the very best students, teachers and workforce

STRENGTHEN OUR SCHOOLS



BETTER WORKFORCE

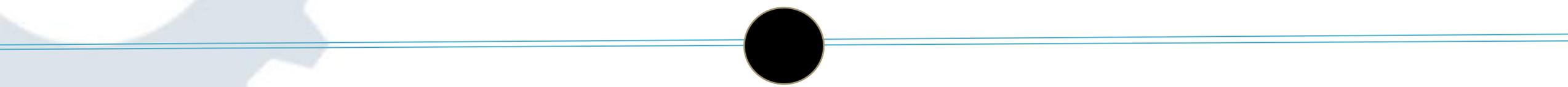


**ENHANCED ECONOMIC
DEVELOPMENT**



Cultivate, Develop, and Retain Talent

Grow and attract quality firms and jobs



Benefits—*What's in it for me?*

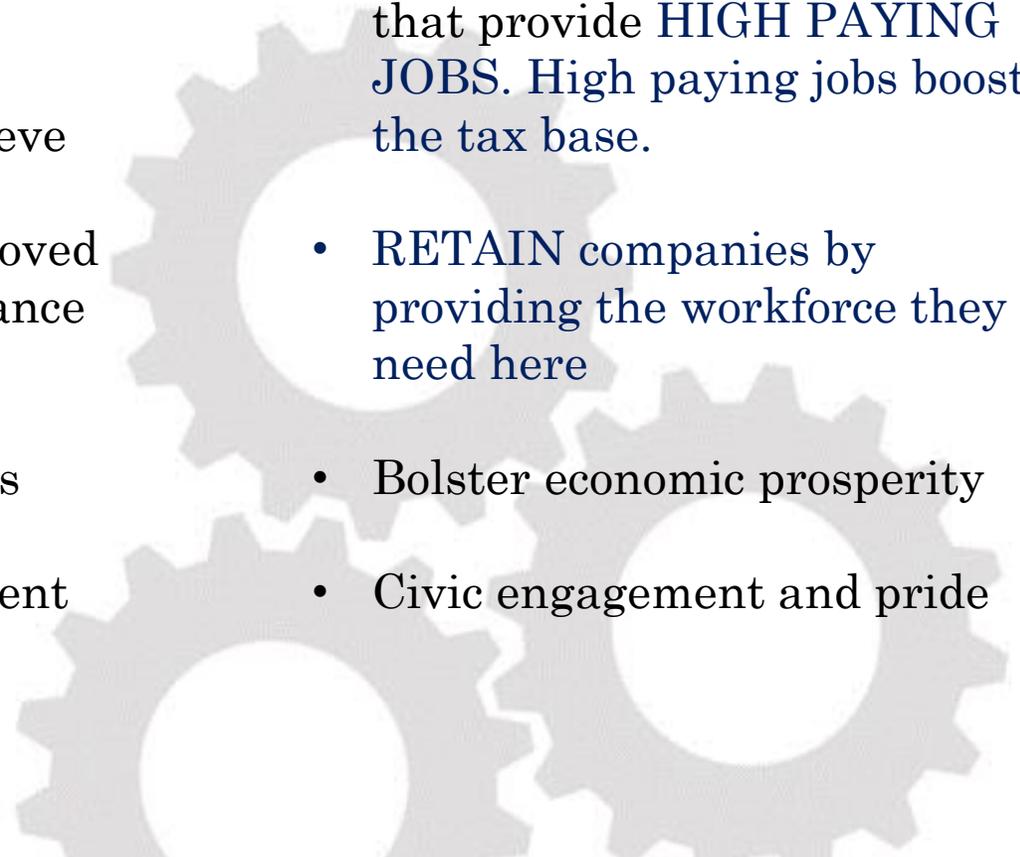
BUSINESS

- **IMPROVED WORKFORCE:** Enhance the economic well being of Arizona
- **CURRENT EMPLOYEE BENEFITS:** Opportunities to develop leadership skills and have a direct influence on generating a well prepared workforce
- **NETWORKING OPPORTUNITIES:** at BUSS think tank events
- **RECOGNITION:** Positive exposure with students, school staff and community

EDUCATION

- Career role models to emulate
- Motivation to achieve
- Demonstrate improved academic performance
- Display real-world application of skills
- Student Achievement

SCOTTSDALE

- **ATTRACT** new companies that provide **HIGH PAYING JOBS**. High paying jobs boost the tax base.
 - **RETAIN** companies by providing the workforce they need here
 - Bolster economic prosperity
 - Civic engagement and pride
- 

I want to bring my company to Arizona...What do site selectors see?



Why two companies skipped Phoenix and chose another city for 3,000 jobs

Aug 13, 2015, 2:35pm MST Updated: Aug 14, 2015, 2:16pm MST

Arizona's poor reputation on education cost the Phoenix region thousands of high-paying jobs as a company that recently expanded chose not to come to the Valley.

ARIZONA AS A STATE



High School Graduation Rate **43rd** in the nation
AZ 75.1%
US 81.4%

National Center for Education Statistics 2015

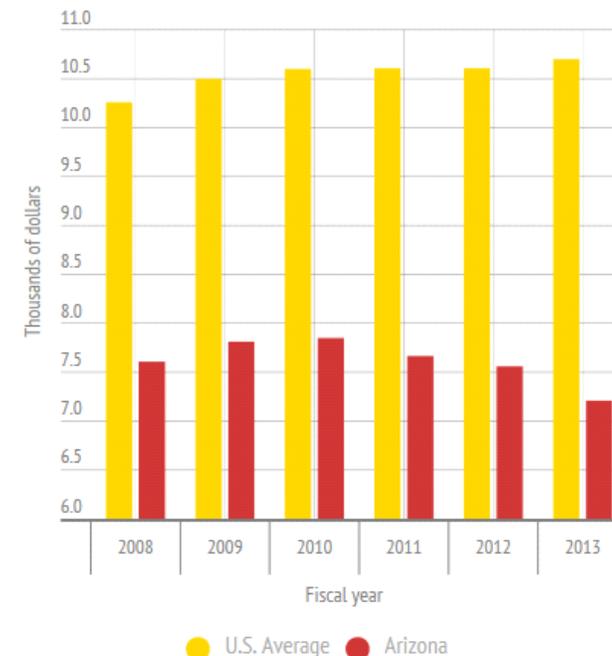
Only 46.5% of Arizona's public high school graduates are eligible for admission to the state's universities

U.S. Board of Regents 2015

49th Arizona's ranking in the percentage of children going to preschool

Anne E. Casey Foundation, Kids Count Data Book 2014

School spending per pupil, U.S. vs Arizona



49th in the nation for per pupil spending

Arizona Republic 6/4/15



Education in Scottsdale



Scottsdale Unified School District

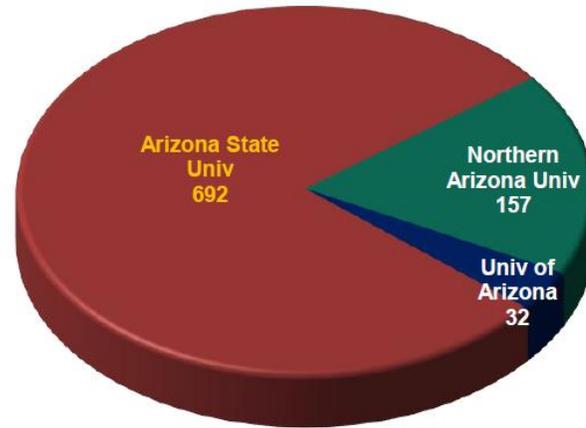
High School Graduation Rate **90%**
92% go on to college
AZ 75.1%
US 81.4%

Outperforming the **STATE** in percentage of students passing **AIMS** across all grade levels and content areas.

2014-15, four SUSD students earned **perfect scores** on the ACT and two scored perfect SAT tests. Top 50 by SAT Scores

Source SUSD 2015

Bachelor's Degree Recipients by University
N = 881



High School Dual Enrollment/Concurrent SCC
12.3%

Scottsdale Community College

SCC in the **TOP 10 COMMUNITY COLLEGES** in the US in 2015 by Smart Asset Study

2,200 Awarded degrees and certificates 2015

85% of Community College Students remain in AZ throughout their working lives

Average **class size** 21 Students

37% First Generation College Students

Source SCC Fact Book 2015

Highly Rated Education in Scottsdale



- **Bestschools.org** named Cherokee Elementary School the 13th best elementary school in the nation
- Top performing high school students in our International Baccalaureate (IB) and Advance Placement (AP) programs are attending an impressive list of Colleges and Universities around the country
- Three SUSD high schools have been recognized and ranked top in the Nation by Newsweek Magazine 2015



Are these top performing students then able to find the high paying jobs and move back here to Arizona?

Guiding Principles

BUSS listens to what business is looking for in developing the future workforce.

- Promote **education in Scottsdale** as a pipeline and a magnet for economic prosperity
- Build community collaboration and partnerships
- Promote diversity and inclusivity
- Seek innovative, systemic and sustainable solutions
- Communicate consistent and aligned messages regarding the importance of education

***BECAUSE TODAY'S STUDENTS ARE TOMORROW'S
WORKFORCE WE NEED TO HELP THEM
SUCCEED***



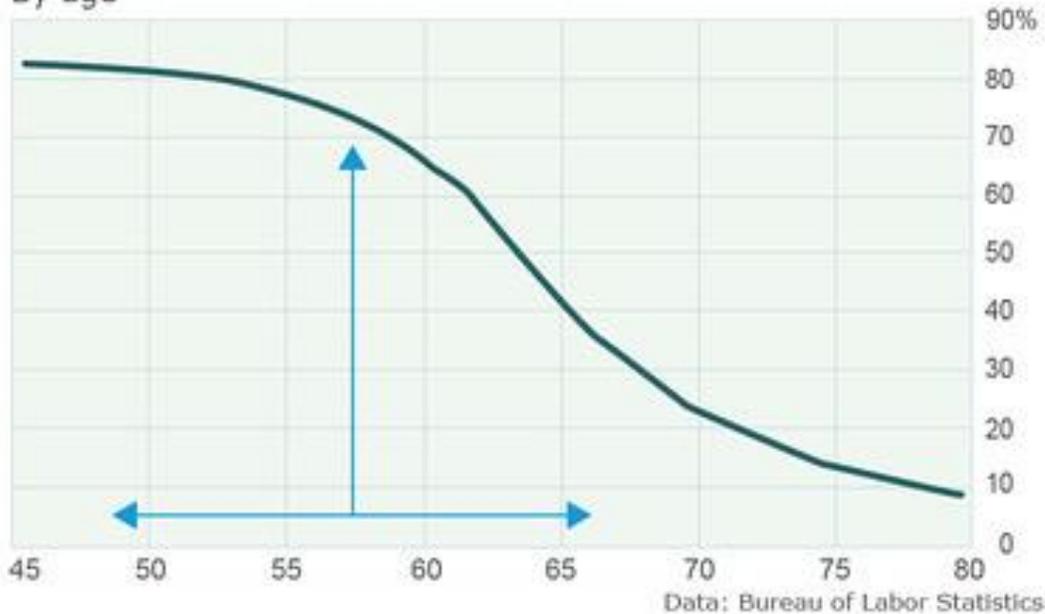
Importance of Education and Workforce

Labor report: Worker shortage begins as baby boomers retire

By LISA BAUMANN - Associated Press - Monday, August 31, 2015

Labor force participation rate

By age



68% of all jobs in Arizona will require **postsecondary education or training by 2020**

2014 Georgetown University Center for Education and Workforce

37% of Arizona's adults (ages 25-64) have an **associates degree or higher**

Postsecondary Analytics, 2015

23% of Arizona Students do NOT graduate from **high school with their class**

Arizona Department of Education, Graduation Rate Report 2013



How many students are we serving?

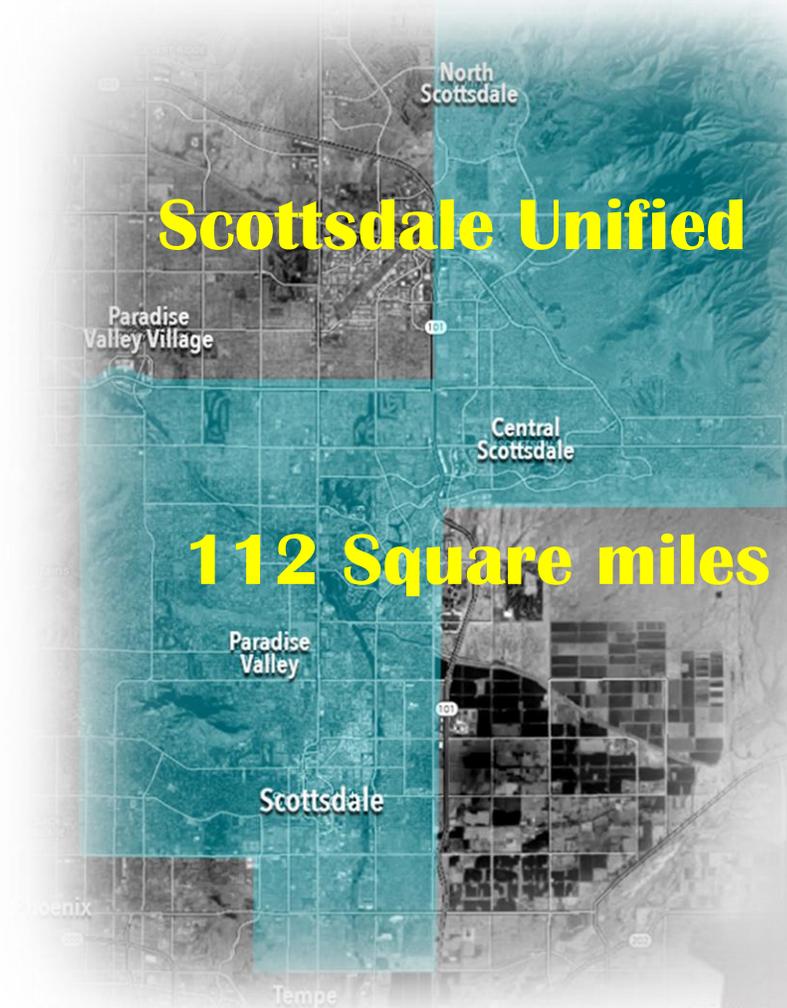
Scottsdale Unified School District (SUSD)

24,395 students

2,994 employees, 99% of the teachers are certified and highly qualified

10 of the 30 SUSD schools are **Title 1**

(students qualify for free or reduced lunch program)



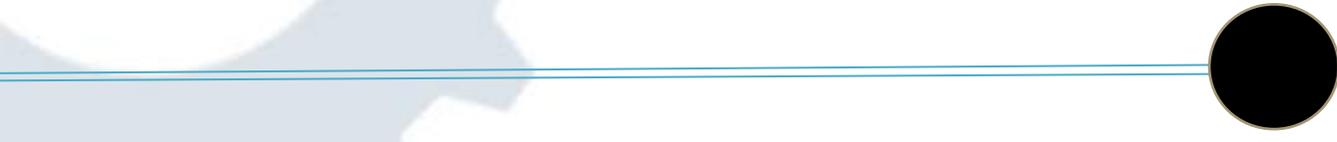
Scottsdale Community College (SCC)

9,498 Students

Average student age 26

67% of 611 SCC faculty have master's degrees, 28% have doctorate degrees

79.1% of SCC students come from Scottsdale, Phoenix, Mesa and Tempe



Ways for Business to share their knowledge

People

Provide TIME for employees to volunteer in the schools of their choice. Serve as volunteer, **MENTOR**, tutor, chaperone, or guest speaker. Conduct school or community beautification projects. Participate in various school events like health fairs, school carnivals, science fairs. Provide employment, **INTERNSHIPS**, or job-shadowing opportunities.

Financial

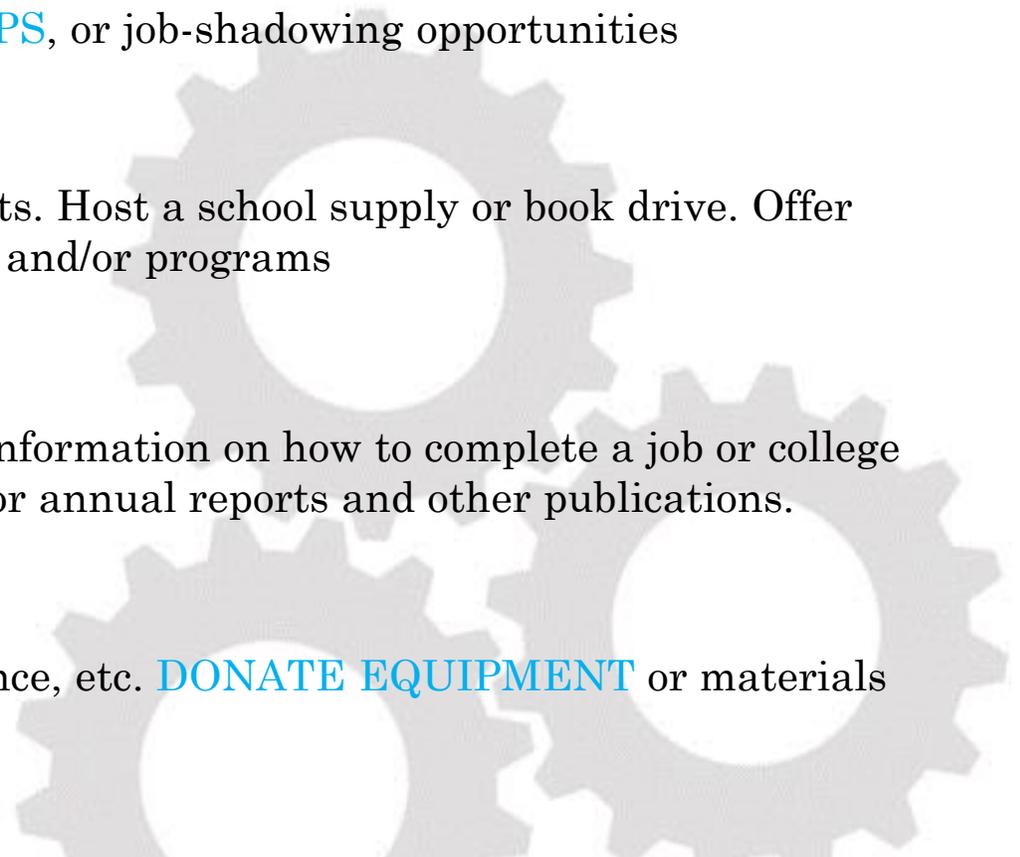
Provide **FINANCIAL CONTRIBUTIONS**. Sponsor field trips for students. Host a school supply or book drive. Offer scholarship opportunities for students/teachers. Sponsor district events and/or programs.

Experience

Provide **FIELD TRIPS** to your company. Provide mock interviews and information on how to complete a job or college application, or résumé. Allow students to design holiday cards, covers for annual reports and other publications.

Other Types of Contributions (In-Kind)

Provide incentives to students for achievement, good behavior, attendance, etc. **DONATE EQUIPMENT** or materials for classroom use.



The HOW-BUSS Education to Career Pathways

Inputs

- PK-5 Students
- 6-8 Students
- 9-12 Students
- HS Certifications
- Post Secondary College

P-20 Process

- Some of the Unique Programs
- Pre-Kindergarten Readiness
- STEAM Academy
- 21st Century Learning
- STEM
- Early College & Career Readiness
- Applied Nursing

5 Career Pathways

- Bioscience & Healthcare
- Financial Services
- Technology Application Development & Internet Solutions
- Engineering & Innovation
- Hospitality, Tourism & International Business

Careers in the Industry

Insert **MORE Companies here:**

Honor Health
Cisco
Google
Avnet
T-Gen
Immedia
Intel
Lifetouch
C&S Companies

1-Bioscience and Healthcare

K-12 UNIQUE PROGRAMS AND CLASSES

Saguaro High:
Skilled Nursing (*hospital-like classroom*)
Bio-Technology

Arcadia High:
Bio-Technology

Chaparral High:
Sports Medicine

Desert Mountain High School:
Science Olympiad

SOL Classes (Online Learning School):
Forensic Science

Navajo Elementary:
STEAM Academy

Arcadia Neighborhood Learning Center:
STEAM & Robotics

Mohave Middle School:
Robotics

Cocopah Middle School:
STEM

Mountainside Middle School
Science Olympiad

HIGHER EDUCATION PROGRAMS, CERTIFICATES & DEGREES

Associates in Applied Science Degrees:

- Nursing

Certificates of Completion:

- Nurse Assisting
- Practical Nursing
- Nutrition
- Fitness and Wellness
- Forensic Science
- Computer Information Systems Technologies (CIS)

COMPANIES DIRECTLY INVOLVED

- Honor Health/SUSD

POTENTIAL PARTNERS:

CVS Health, Magellan, Mayo Clinic, Theranos, McKesson, Grand Canyon University

DESIRED FUTURE OUTCOMES AND NEEDS:

GCU STEM Pathway and Scholarship Program, Crime Forensics Lab, Computers & more RAM Nursing Certification for HS, expand existing



2-Financial Services

K-12 UNIQUE PROGRAMS AND CLASSES

Saguaro High:

Math and Science Academy

Coronado High:

Jobs for Arizona Graduates (JAG)

SOL Classes (Online Learning School):

Financial Math-Personal & Family

Integrated Mathematics

Algebra, Calculus, Trigonometry

Mohave Middle School:

Math for Success

Cheyenne Middle School:

Saxon Mathematics Program

Cherokee Elementary School:

Math Specialists Gifted

Redfield Elementary, Hopi Elementary, Desert

Canyon Middle School, Ingleside Middle School,

Mohave Middle Schools:

Comprehensive Gifted Program

HIGHER EDUCATION PROGRAMS, CERTIFICATES & DEGREES

Associates in Applied Science Degrees:

- Bookkeeping

“Set to Transfer” Business & Management
Algebra, Geometry, Calculus and other Higher
Math Classes

SCC Accounting and Statistics Learning Center
Available only to SCC Students in Accounting
Classes



COMPANIES DIRECTLY INVOLVED

CBS Radio/SCC

Make-a-Wish Foundation/SCC

POTENTIAL PARTNERS:

*Vanguard, Voya, Quicken Loans,
Scottsdale Insurance, Nautilus, RBC*

DESIRED FUTURE OUTCOMES AND NEEDS:

*Help students understand what these
careers do, “Career Trip” sponsor to
Employer. Expand on Existing, Possible
Real Estate Program*

3-Technology Application Development & Internet Solutions

K-12 UNIQUE PROGRAMS AND CLASSES

Chaparral High:

Computer Programming/Software
Development (Video Game Design)

AP Computer Science

Desert Mountain High:

Video Game Design

Arcadia High:

Graphic Design

3-D Design AP

SOL (Online Learning School):

AP Computer Science

Copper Ridge Middle School

Mobile Technology

Bring Your Own Technology (BYOT)

All Middle Schools:

Hour of Coding Program

3D Printer

HIGHER EDUCATION PROGRAMS, CERTIFICATES & DEGREES

Networking Lab (*SCC is only MCC college with Self Contained Networking Lab that allows students to release and contain viruses on it's own server, providing real-world IT experience*)

Computer Information Systems Technologies (CIS)

- 5 Associates in Applied Science Degrees
- 8 Certificates of Completion
- Programming and System Analysis

CIS boosts IT acumen, employment prospects



In a world where technology is the motor driving the business world, Scottsdale Community College's Computer Information Systems department is doing its part to train students to fill those needed and available IT jobs.

These entry-level jobs are often the first step to a rewarding career in a burgeoning industry.

CIS alums have gone on to become programmers, Linux administrators, software

developers, web developers, web designers, computer bench and field technicians, database administrators and a host of other IT related jobs.

COMPANIES DIRECTLY INVOLVED

- Cisco Systems (*Network Academy in progress SUSD with SCC*)
- Immedia (*BYOT system with Copper Ridge*)
- Cox Communications (*Smart Tools for School*)

POTENTIAL PARTNERS:

SAP, Orion, JDA Software, Early Warning Systems, GoDaddy, Sogenti, Axosoft, Paypal

DESIRED FUTURE OUTCOMES AND NEEDS:

Expand coding at all middle schools, Creation of a Tech Shop or Digital Den Co Working Space partnership between SUSD, SCC and Business Community.

4-Engineering and Innovations

K-12 UNIQUE PROGRAMS AND CLASSES

Arcadia High:

Robotics

Chaparral High:

Engineering and Architectural Design

Robotics

SOL (Online Learning School):

Economics/Free Enterprise

Navajo Elementary:

STEAM Academy

Arcadia Neighborhood Learning Center:

STEAM & Robotics

Mohave Middle School:

Robotics (program won State, went to national and won awards at World Robotics Championships)

Cocopah Middle School

STEM

Mountainside Middle School

Discovering STEM

Desert Mountain High School:

Hosting national Robotics Competition 2016

HIGHER EDUCATION PROGRAMS, CERTIFICATES & DEGREES

SCC Robotics Club (SCC works with and mentors SUSD programs and has been recognized nationally in competitions)

Dual Enrollment and Transfer Classes:
Engineering Design, Astro-Physics, Physics

3D Printer for use by SCC Engineering Students



COMPANIES DIRECTLY INVOLVED

POTENTIAL PARTNERS:

SAP, Orion, JDA Software, Early Warning Systems, GoDaddy, Sogenti, Axosoft, Paypal

DESIRED FUTURE OUTCOMES AND NEEDS:

Robotics Lab material/instruction needs, field trip and regional completions sponsorship

5-Hospitality, Tourism and International Business

K-12

UNIQUE PROGRAMS AND
CLASSES

Chaparral High:
Culinary Arts (Demonstration Kitchen)
Marketing, Management and Entrepreneurship
Desert Mountain High:
International Baccalaureate (IB)
Japanese
Mandarin Chinese (AP/IB)
SOL (Online Learning School):
Mandarin Chinese I/II/Honors
Hospitality & Tourism
Mohave Middle School:
Foreign Language Immersion
Ingleside Middle School:
French/Spanish/Mandarin Chinese
Cocopah Middle School:
French/Spanish/Mandarin Chinese
Desert Canyon Middle School :
Spanish
Mountainside Middle School:
French/Spanish/Mandarin Chinese
Sequoia Elementary School:
World Language Program

HIGHER EDUCATION

PROGRAMS, CERTIFICATES &
DEGREES

Hospitality and Tourism Associate in Applied
Science Degrees

- Tourism Development and Management
- Hotel Management
- Restaurant Management
- Golf Management
- Spa and Wellness Center Management

Culinary Arts Program

Accredited by American Culinary Federation

- State of the Art facility with 10,000sf of fully equipped teaching kitchens
- Operation of two dining facilities which serve as classroom labs where students prepare, and serve the food



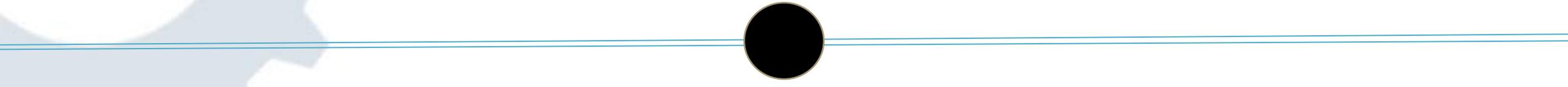
COMPANIES DIRECTLY
INVOLVED

POTENTIAL PARTNERS:

Fox Restaurants, Fender, Harkins, Salt River Talking Stick, Marriott, Viad, City of Scottsdale office of Tourism

DESIRED FUTURE OUTCOMES AND NEEDS:

Expand world language all middle and high schools, Internships and experience with the resort industry and large event productions



Specify where your tax-deductible contribution goes & BUSS Tiered Deliverables and Measurables

People

BUSS provides TIME TRACKING for employees that volunteer in the schools of their choice, served as volunteer, **MENTORED**, tutored, chaperoned, or spoke as a guest speaker. Conducted school or community beautification projects. Participate in various school events like health fairs, school carnivals, science fairs. Provided employment, **INTERNSHIPS**, or job-shadowing opportunities

Financial

BUSSS develops a set of annual performance metrics to measure organizational success and outcomes for your provided **FINANCIAL CONTRIBUTIONS**. Sponsored field trips for students. Hosted school supply or book drive. Offered scholarship opportunities for students/teachers.

Experience

Provide time tracking for the **FIELD TRIPS** to your company. Tracking of your time for provided mock interviews and information on how to complete a job or college application, or résumé.

Other Types of Contributions (In-Kind)

Provide receipts and tracking for your incentives to students for achievement, good behavior, attendance, etc. **DONATED EQUIPMENT** or materials for classroom use.

First Step–Scholar/Business Leader Dinners

Replicate the program between Social Venture Partners/Camelback High School

Small group of the most engaged and accomplished high school scholars paired with business and community leaders



- Create authentic relationships
- Intentional conversations
- Share your story, what you overcame
- What clicked for you, in academics, family, community
- Importance of perseverance in your career
- For business enlighten them on the capability of these students
- Make meaningful connections

The turnaround story: Better high school graduation rates and improved student performance

Scottsdale Schools are involved with the COMMUNITY



SUSD, the City of Scottsdale and United Food Bank Partner to Provide Food for Families

Over fall break held Oct. 12 – Oct. 16, Scottsdale Unified School District (SUSD), the City of Scottsdale and United Food Bank partnered to provide 300 meal packages distributed to 216 families.



Computers for Kids:
Service Learning In Action

Computer Information Systems (CIS) at SCC is Dedicated to our community

Each year 60 students from Supai Middle School receive computers donated by Scottsdale Rotary and refurbished by SCC/CIS student volunteers as part of an ongoing program, since 2005 more than 350 students and their families have received free computers through this program

The Next Step



Give us your **SUPPORT!**

Send the message to the community that strengthening Scottsdale Schools provides a better workforce and boosts the overall economy



Thank you

True joy comes when you inspire, encourage and guide someone else on a path that benefits him or her.

- Zig Ziglar



For information on how to become part of the BUSS Community please contact:

Julie Brassell

Executive Director

BUSS-Business United for Scottsdale Schools

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