



SHELTON STATE

COMMUNITY COLLEGE



Corporate Partnerships

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Corporate Partnerships

- Corporate partnerships provide a wide range of services to help both students and employers reach their potential.
- Understanding the relationships between industry and academia as well as the potential for mutually-rewarding synergy is critical to corporate partnerships.
- Partnerships typically support the College's mission.

Corporate Partnerships- Presentation Objectives

- Explore the ways in which corporations can leverage their resources through relationships with institutions of higher education.
- Explore how to develop and implement training programs that will accommodate current and future workforce needs.

Benefits – The College

- Increased enrollment
- Potential for increased retention/completion goals
- Improved job placement rates
- Developed and validated curriculum
- Flexibility to expand curricula and programs as the needs of the workforce evolve
- Donations of equipment and materials
- Solidified academic reputation
- Increased public relations

Benefits – The Corporate Partner

- Educated/trained pipeline to meet local labor-market needs
- Flexible scheduling
- Creation of learning cohorts
- Opportunity to promote long-term community relations

Benefits – The Student

- Tuition assistance
- Experience
- Cohort experience
- College resources- dedicated advising, tutoring, disability services, student services, and programming

Successful Partnerships

- Define roles and expectations clearly.
- Communicate.
- Ensure students obtain the learning outcomes articulated by the industry.
- Understand the current and future talent development needs.

Corporate Partnership Formation

- Identify needs.
- Identify and select education partner(s).
- Appoint a single point of contact through which the relationship can be established.
- Develop curriculum and certification.
- Create metrics.
- Evaluate criteria.
- Implement.

Corporate Partnerships-Soft Skills

- The Alabama Community College System Chancellor Mark Heinrich said the System frequently hears complaints about the poor workplace skills of young workers today. In fact, research shows that 85% of workers who lose their job do so because their “soft skills” don’t measure up.
- “You may just expect that a young person will grow up and know how to shake hands, but that’s not always the case,” Heinrich said. “Not everyone understands that you need to show up on time, how to dress appropriately for the job or how to get along with others at work.”
- ACCS is taking steps to help students develop the values and interpersonal skills required not only to get a job but also to succeed in their careers.

Human Relations

- **PSY 276 – Human Relations (3 Hours)**

This course focuses on readings, inter-and intrapersonal experiences, individual testing, employer visits, and open discussions. Its goal is to assist the student in making a successful transition from the classroom to the world of work.

Corporate Partnerships

The future economic success of Alabama depends upon our ability to continue to provide a world-class workforce by developing a pool of highly-skilled workers who possess a comprehensive set of skills, including the essential workplace skills.

Corporate Partnership Examples

- Hunt Refining Company
- BF Goodrich
- Mercedes-Benz
- Nucor
- Druid City Hospital System
- Westervelt Lumber
- Alabama Power