



# Industry Partnerships to the Rescue

Filling the Growing CTE  
Instructor Shortages







2019 – 2022

## Our first National Science Foundation Grant

- ◇ \$276k over three years
- ◇ 4 Rockwell Certification Trainers
- ◇ Instructor Training
- ◇ Academic Collaborations
- ◇ Summer Camps
- ◇ Lab Tech Position



# Cold Call

How to Create and Sustain  
Productive Industry Relationships

<http://www.free-powerpoint-templates-design.com>





# Scenarios

## Tour & Talk 1

Get out there and see the industry in your area in person

## Tailor & Trust 2

Match up your program and your graduates with industries' needs

## Title & Tangle 3

Engage industry leaders in your program and students with industry representatives

## Tantalize & Titillate 4

Do some HR work for your industry supporters and offer them access to your students

## Take & Turn Away 5

Ask for what you need and don't accept what you don't





New!

## National Science Foundation Grant

- ◇ \$464,846 over 3 years
- ◇ Industry adjunct co-teacher model
- ◇ Partial funding for faculty position
- ◇ ELE 246 Industrial Robotics
- ◇ 3 Fanuc Robotics Training Carts
- ◇ Benchtop conveyors
- ◇ Instructor certifications

2022 - 2025





# Workforce Conversation





# 2021 Report from EMSI



# THE DEMOGRAPHIC DROUGHT

How the approaching pandemic\*  
will transform the labor market  
for the rest of our lives



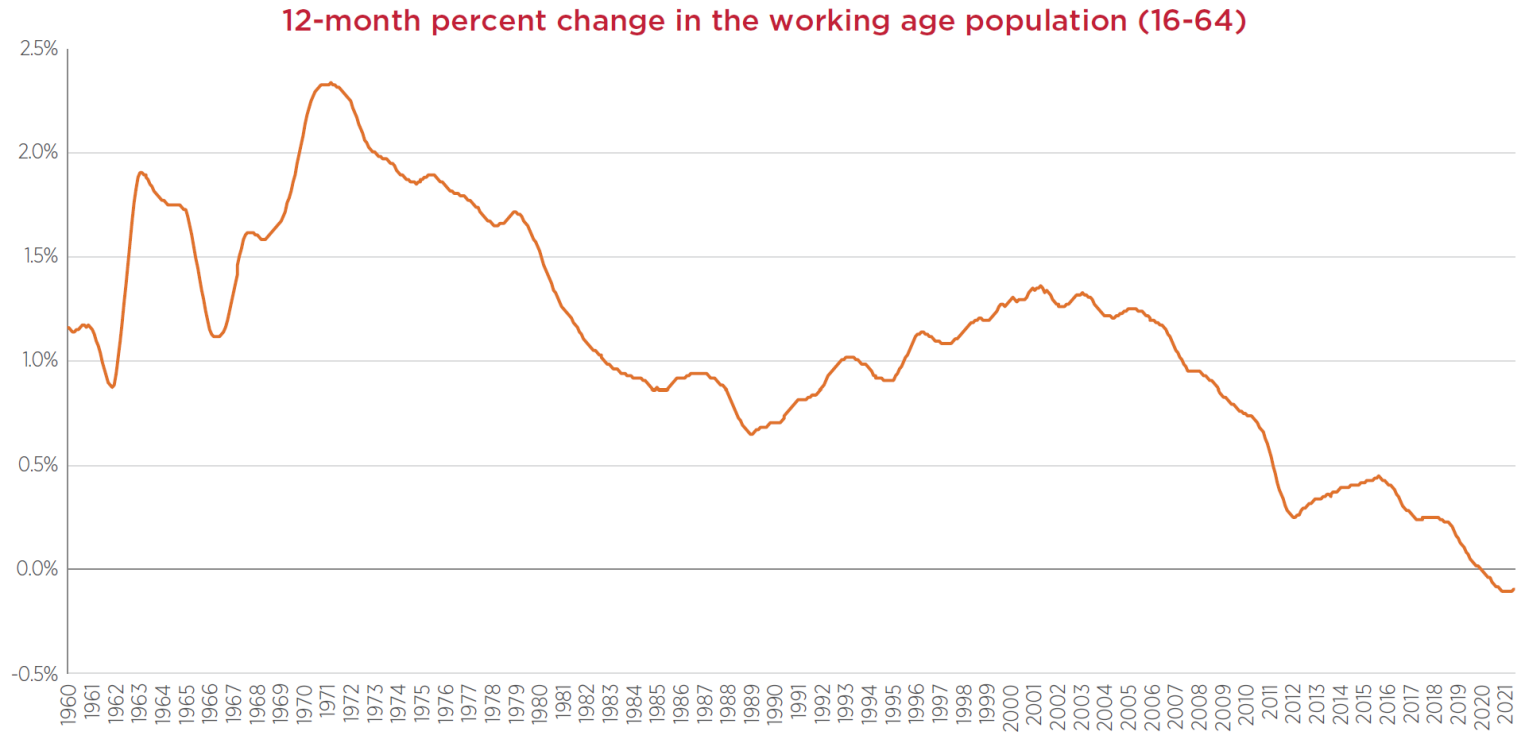


# HELP WANTED

- **Birth rate**
- **Baby Boomer retirement**
- **Millennials are wealthy**
- **Millennials are broke**
- **Childcare costs**
- **Opioid epidemic**
- **Declining immigration**
- **Permanent Covid losses**



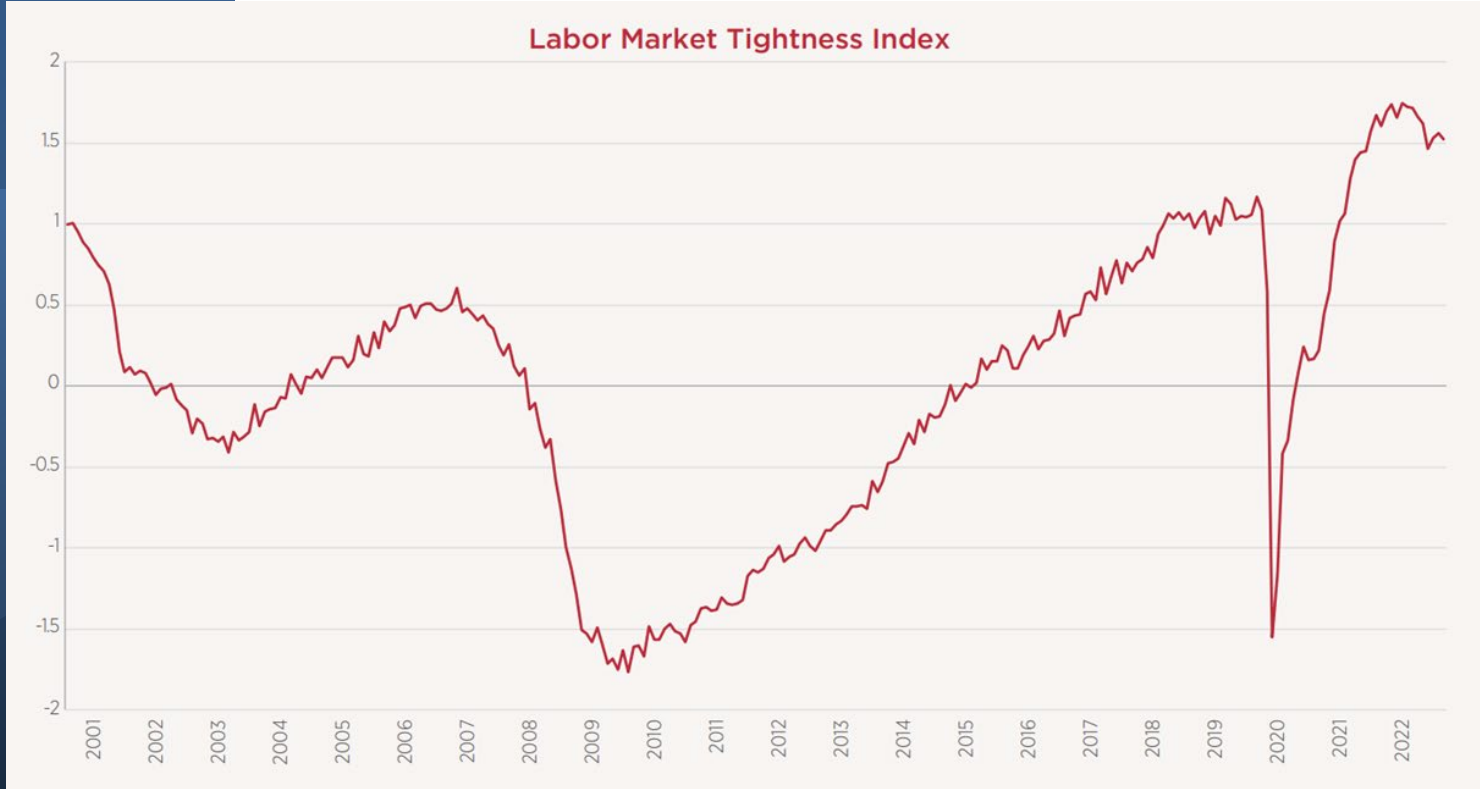
# Immovable Object



Source: US Census and Burning Glass Institute Calculations



# Immovable Object



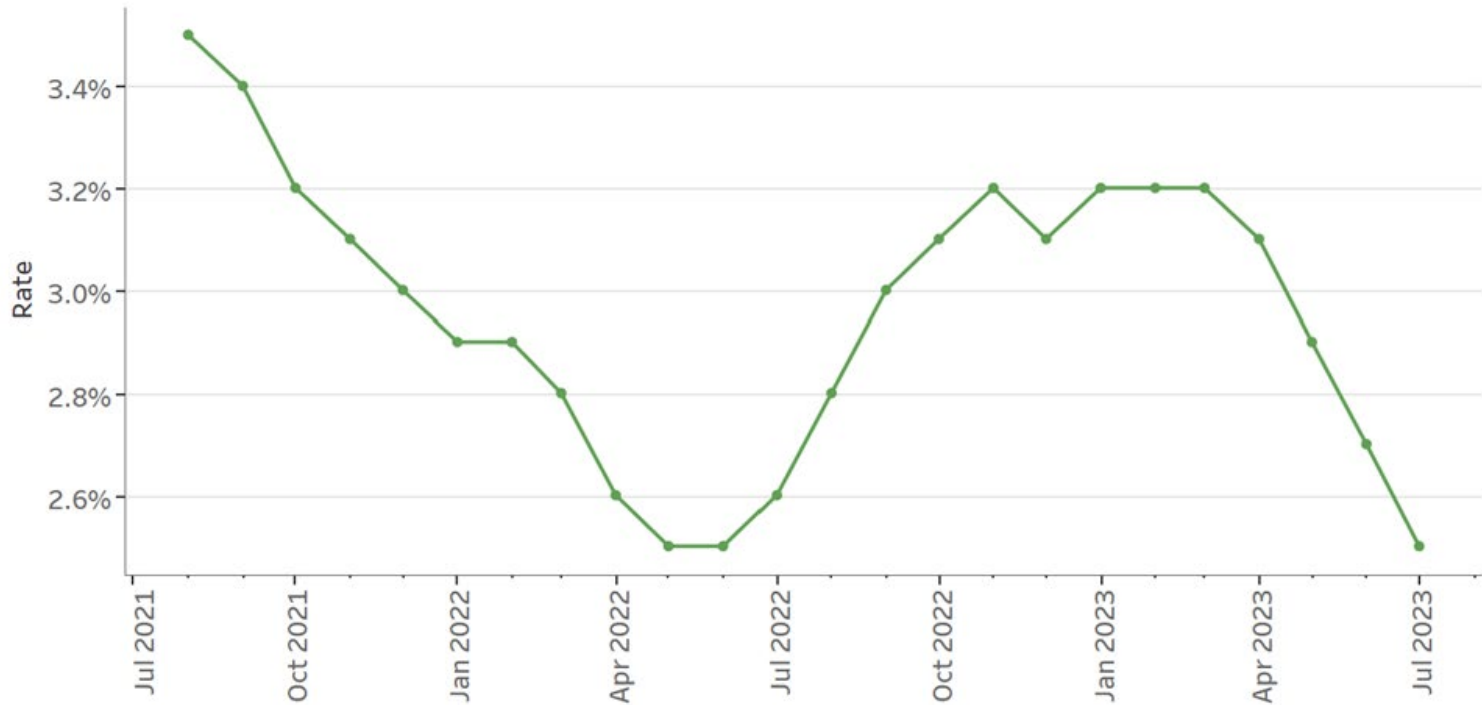
Source: Burning Glass Institute



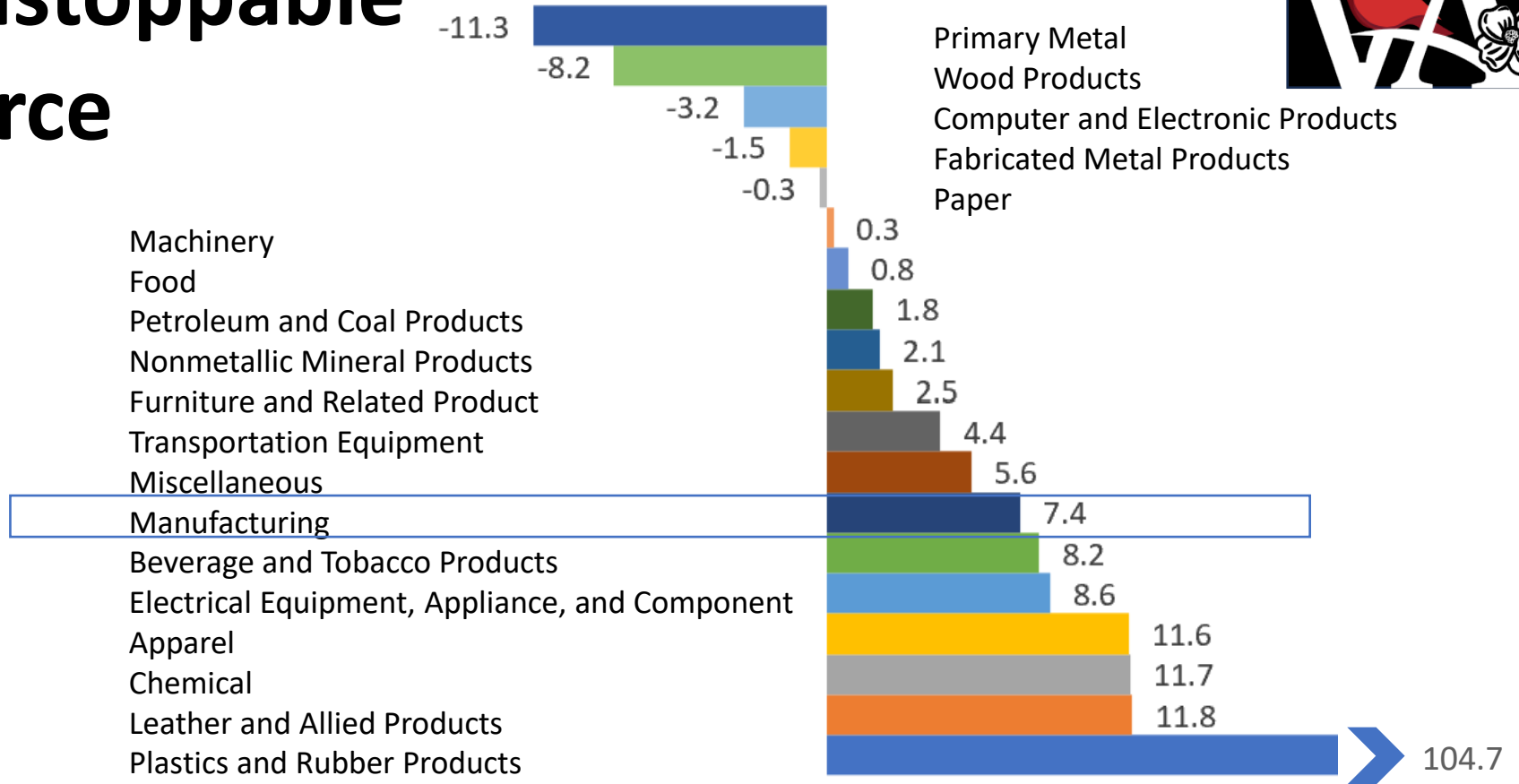
# Immovable Object

## Current Local Area Unemployment Statistics

State: Virginia | Date Range: August 2021 to July 2023



# Unstoppable Force



**Projected % Growth of Virginia Manufacturers 2020 - 2030**

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## US LABOR MARKET OUTLOOK

By Gad Levanon, Chief Economist, The Burning Glass Institute

MARCH 2023



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# Mapping the Opportunities

“To strengthen students’ pathways through postsecondary education and into in-demand careers, employers and colleges must work more closely together.”



100%

involved a **public two-year college**



## Improving Advanced Manufacturing Technician Education Using Industry Partnerships



**Grows industry partnerships by providing insight and access to the local technical workforce**



**Recruits industry adjuncts by creating symbiotic relationships between community college technical programs and employers**



**Strengthens pathways for dual-enrolled students to enter CTE programs and advanced manufacturing employment**



# Two Models

## Traditional Adjunct

- Regular on-boarding process
- Manages all aspects of the course
- Benefits from mentoring on college processes
- Has their company's support

## Co-Teaching Adjunct

- Regular on-boarding process
- Shares teaching responsibilities with a full-time faculty member
- Benefits from mentoring on college processes
- Has their company's support

# Benefits

## For the Adjunct

- Additional income
- Extra stipend from the grant
- Welcome change of pace
- Rewards of teaching
- First access to job-seekers
- Contribution to curricula based on their company's needs

## For the College

- Expands instructor pool
- Stretches full-time faculty course coverage
- Increases employer engagement
- Keeps course content hyper-current
- Improves student experience with course structure & quality continuity



## AdvanceNC

- Website: <https://advancenc.com/>
- Goal: enhance skilled technical workforce and industry partnerships in central NC
- Issue: instructor capacity
- Solution: connect to Marci and her grant & hold Workforce Conversation events in NC

# What's on your mind?

Ask us!



Danny Murphy

<https://www.linkedin.com/in/engineerdan78/>

Marci Gale

<https://www.linkedin.com/in/marci-gale/>



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**INSTAGRAM**

@mechatronicsrocks

@papamurph

Marci Gale

GaleM@centralvirginia.edu

Danny Murphy

MurphyW@centralvirginia.edu

Evelyn Brown

evelyn\_brown@ncsu.edu