



Engaging Business in Support of NGSS

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Strategies: Engaging Business Representatives

Objective: Engage business in support of Next Generation Science Standards (NGSS) adoption and implementation over the long term.

- 1. Determine who among you will be the point person with the business community. This person:**
 - owns the business engagement strategy;
 - has bandwidth to engage business regularly; and
 - is sufficiently responsible for the state's NGSS implementation plan.
- 2. Develop a version of your NGSS implementation plan for business.**
 - Make the case by connecting NGSS to broader workforce development and STEM agendas.
- 3. Create a strategy and timeline for engaging business organizations/leaders.**
 - Highlight key dates for collaboration.

Strategies: Engaging Business Representatives

4. Invest in relationship mapping.

- Determine who knows who and might connect you to business leaders supportive of NGSS.
- Research business organizations/leaders to understand how invested they are in K–12 education and standards in particular.

Identifying Business Representatives

Strategic Questions

- Who might be interested in NGSS and is positioned to represent a company or influential business organization?
- Who has been involved in supporting CCSS math and English language arts/literacy standards? Would that support translate to NGSS?
- Who has an interest in policy/advocacy, or are they mainly supportive of education programs?
- Who has the time and expertise to support NGSS?

Where To Look for Business Representatives



Strategies: Engaging Business Representatives

5. Prepare information packet for business organizations/leaders.

- Make a clear and compelling case for business participation.
- Include NGSS plan that highlights key activities where business might engage.

6. Approach business organizations/leaders and invite them to participate.

- Keep the communication short and direct and do not overwhelm them with information.
- Be clear with your “ask,” including overarching goals, level of time commitment and specific action steps.
- Be prepared to talk a few times and begin a dialogue before confirming their agreement to participate.

Strategies: Engaging Business Representatives

7. Prepare representatives for initial engagement.

- Offer a brief orientation session (e.g., status of NGSS in the state, key players, goals and desired outcomes of first meeting).

8. Develop opportunities for an ongoing dialogue. The goal is to keep business engaged over the long term (5+ years).

- Keep your business engagement strategy up to date and include concrete activities and milestones.
- Invite business representatives to communicate publicly in support of NGSS (e.g., legislative hearings, op-eds, etc.).
- Provide progress updates to show how business engagement is making a difference.
- Check back regularly with representatives to solicit feedback.

Business Coalitions Make a Difference

Examples:

- Offer a forum for representatives from business, education and the community to come together, share perspectives and keep communication lines open.
- Publicly champion NGSS and share progress.
- Support pro-NGSS legislation and/or defend the standards when needed.
- Bring important perspective and outside resources to bear on standards implementation and related policy issues.
- Provide sustainability that transcends term limits and leadership changes.

Effective Business Coalitions

Example: Washington STEM

- Represents a broad coalition of business, education and philanthropic communities
- Includes representatives from corporations, such as Microsoft, Battelle and Boeing
- Helped pave the way for comprehensive STEM legislation, including adoption of NGSS
- Commissioned a public opinion survey to better understand public perceptions of STEM
- Issued a fact sheet and infographic on the growing science and engineering skills gap: “STEM Education = Jobs and Opportunity”

Effective Business Coalitions

Example: The Kentucky Chamber of Commerce and Prichard Committee for Academic Excellence

- Made public education a top strategic priority for 2014
- Led a statewide whistle-stop tour with state commissioner of education to rally support for college and career readiness
- Implementing “Top 20 by 2020” — a statewide campaign to put Kentucky in the highest tier of public education in the nation
- Developed Business Leader Champions for Education — a group of corporate executives and other Kentucky business leaders who speak out for high standards

Effective Business Coalitions

Examples: Iowa

STEM Advisory Council

- Partnership of business, policy and education leaders established by executive order
- Launched a public awareness campaign on STEM education to increase interest for all students

Greater Des Moines Partnership

- Held two Business Summits for Education Reform in conjunction with Iowa Chamber Alliance and Iowa Business Council
 - 1st summit (2013): created a strong, unified business voice and took leadership role in aligning education and workforce goals to foster economic development
 - 2nd summit (2014): created platform with strong language supporting K–12 education reform, STEM and the IA Core