

**Muskingum Valley Business Advisory Council  
Joint Statement  
March 1, 2022**

In April 2018, the Muskingum Valley Business Advisory Council (MVBAC) was created to provide a forum to network and build relationships among education, business, and community leaders. The MVBAC mission is to provide an opportunity for school districts, business, and community leaders to discuss employer needs across six Ohio counties (Coshocton, Morgan, Muskingum, Noble, Perry, and Tuscarawas), identify strategies and skills to assist students in exploring their career paths and encourage collaboration while building relationships among council partners. Also, in April 2018, the MVBAC Steering Committee convened and included representatives from local school districts, regional organizations and MVESC leadership and staff. They meet quarterly to plan, set MVBAC agendas, approve bylaws and recruit additional members to serve on the steering committee and council. During the 2022-2023 school year, the MVBAC Steering Committee is scheduled to meet November 15, 2022, February 14, 2023, April 18, 2023, and June 13, 2023.

The MVBAC consists of school district representatives, area agency partners, such as Job and Family Services, Ohio Means Jobs, and Chamber of Commerce, and business leaders representing a wide variety of industries, including small businesses and large national corporations.

The 2022-2023 MVBAC plan was developed with input from 14 districts and 2 career centers aligned to the MVBAC to support and invest in the future of students by collaborating with education, business, and community leaders. School districts aligned to the MVBAC include Coshocton City, Coshocton County Career Center, Ridgewood Local, River View Local, Morgan Local, East Muskingum Local, Franklin Local, Maysville Local, Mid-East Career and Technology Centers, Caldwell Exempted Village, West Muskingum Local, Crooksville Exempted Village, New Lexington, Northern Local, and Newcomerstown Exempted Village. The plan was finalized in July 2022. Muskingum Valley Educational Service Center serves as the lead agency in the convening of the Business Advisory Council and Business Advisory Steering Committee.

The MVBAC plan goals align with the Ohio Department of Education (ODE), Each Child Our Future strategic plan, August 2018. Goal One of the plan, which is "Ohio will increase annually the percent of high school graduates who, one year after graduation, are enrolled in a post-high

school experience, serving in the military, earning a living wage or engaged in meaningful vocation.” (ODE, 2018).

Complementing the ODE plan is the Ohio Attainment Goal 2025, (Lumina Foundation: A Stronger Nation, 2016), which states that by 2025, 65 percent of Ohioans, age 25-64, will have a degree, certificate, or other postsecondary workforce credentials of value in the workplace. Ohio is at 49.5 percent and ranks 33rd in the nation. The council will work to increase the percentage of high school graduates ready to pursue one of the three E’s: Employed, Enlisted or Enrolled in college. To work toward this goal, the MVBAC will assume these roles listed below. The MVBAC will be the forum for examining the needs of students and the future workforce. Some of the key roles will include, but not be limited to:

- Enlist business help and guidance to better understand needs and align efforts
- Produce a “Future Ready” workforce for economic growth and development
- Produce educational pathways relevant to employer needs
- Create opportunities for externships, internships, and mentorships

Employability skills are taught and reinforced throughout our member school districts through a variety of curriculums and methods. Makerspaces, tech and STEM camps, student ambassador programs, and direct career-technical education provide opportunities for students K-12 to gain exposure to employment skills and pathways. Some districts offer a daily advisory session to focus on soft skills and character strengths, as well as implementation of the 3R rubric in each of our districts, aimed at creating a Ready, Responsible, and Respectable graduate as they enter the next phase of their futures.

Participating MVBAC districts will once again be implementing the “Real World Problem Scenario” funded by the Martha Holden Jennings Foundation and administered by Building Bridges 2 Careers in Marietta. This K-12 curriculum is free for districts and consists of scenarios developed through collaboration between teachers and partnering business representatives. The MVBAC is excited to continue this program. It will create stronger educator/business relationships and strengthen community and career connected learning in our region. The MVBAC Steering Committee will continue to spotlight innovative educators and business practices related to career connected learning, as well as an economic indicator spotlight. These updates will be provided by workforce and economic development partners. The MVBAC uses state and local data to identify trends and changes in our regional economy and job market. Ohio Labor Market reports, Workforce Development and Job and Family Service reports provide state data. We also use local county data from chambers of commerce and

economic development boards to understand in-demand jobs and future areas of employment possibility and economic growth.

The working relationship among business, labor and education is critical to “moving the needle” on the percentage of graduates ready for the workforce in 2025. The MVBAC provides a venue for moving forward in addressing the needs and concerns of our districts and employers and the goals in the BAC (Business Advisory Council) plan. Communication among all council partners will happen through steering committee and BAC members, who represent education, business and labor, as well as economic development groups (Ohio Means Jobs, Chambers of Commerce) and collaborative councils (AOP-20), and the newly formed consortium between the OVESC (Ohio Valley Educational Service Center), ECOESC (East Central Ohio Educational Service Center), and MVESC is creating a STEM Ecosystem to allow all students within the region to access quality STEM curriculum. In the 2022-2023 school year, the MVBAC will be working more closely with Building Bridges 2 Careers and joining a network of economic and workforce development collaborators through BB2C Summit and Workshop opportunities. Connections are already being made that are directly impacting MVBAC districts and employer access to students, including job shadowing, mentoring, field trips, and other community connected learning.

Additionally, the MVBAC Coordinator will be launching an outreach campaign with regional industry leaders to attract more large-scale employers to participate in meetings and student opportunities. Research through the Ohio Office of Research has been conducted to discover each county’s leading employers. Employers not already engaged with MVBAC will be targeted through a marketing campaign to join our efforts and recognize their role in “Talent Lives Here.”

Additionally, MVESC will be working in collaboration with OVESC to eliminate the first barrier to workforce development, a valid driver’s license. Now more than ever students are not obtaining a driver’s license due in large part to cost and access. In cooperation with county DJFS and the two ESC’s we are placing driver’s education back in the school systems where it belongs and affording all students the opportunity to get their license, one industry recognized credential point, and thus opening doors otherwise cut off to students for internship, externship, job shadowing, and mentoring activities in our Appalachian region.

Lastly, the MVBAC will create a directory of appropriate contacts within each participating industry/business for educators to make connections with to schedule community and career connected learning (i.e. scheduling guest speakers and field trips, coordinating mentoring and job shadowing opportunities, hosting mock interview, and taking the BAC on the road to area businesses willing to host. When collectively we work toward a common goal of All Roads Lead to a J.O.B. we all win!