



# ***PARTNERSHIP PLAYBOOK PRINCIPLES***

# » West-MEC

West-MEC is a public school district that provides innovative Career and Technical Education (CTE) programs. We prepare students for a bright future through industry-standard equipment, experienced instructors, and credential opportunities.

## EXAMPLES OF WEST-MEC PROGRAMS

Automation & Robotic Systems  
Automotive Tech  
Aviation Maintenance Tech  
Coding  
Dental Assisting  
Electrical Trade Specialty  
Energy & Manufacturing Systems  
General Construction Tech

Hairstyling  
IT Security  
Medical Assisting  
Pharmacy Science  
Physical Therapy  
Veterinary Science  
Water Systems  
Welding Tech

## OUR BOUNDARIES/WHO WE SERVE



**HIGH SCHOOLS**

### MEMBER DISTRICTS

1. Agua Fria Union
2. Buckeye Union
3. Cartwright Elementary
4. Deer Valley Unified
5. Dysart Unified
6. Gila Bend Unified
7. Glendale Union
8. Littleton Elementary
9. Nadaburg Unified
10. Paradise Valley Unified
11. Pendergast Elementary
12. Peoria Unified
13. Saddle Mountain Unified
14. Tolleson Union
15. Wickenburg Unified

### ALSO SERVING

- Charter Schools
- Homeschool
- Online Schools
- Private Schools

## A FASTER WAY FORWARD



# WHO IS IN THE ROOM?

- **Educator**
- **Industry Partner**
- **Administrator**
- **Other**



# BUILDING STRONG INDUSTRY PARTNERSHIPS

## > Partnership Levels

Impression → Engagement → Strategic

## > Collaboration Best Practices

What works & what to avoid

## > Setting Expectations

Clear roles for long-term success



# PARTNERSHIP PRINCIPLES



# AZ WORKFORCE ECOSYSTEM

## EDUCATION

- > K-12
- > **West-MEC (CTEDs)**
- > Community College Systems
- > Private & Post-Secondary University System

## BUSINESS & INDUSTRY

- > Business Direct
- > Chambers of Commerce



## ECONOMIC DEVELOPMENT

- > Municipalities
- > Arizona Commerce Authority

## WORKFORCE DEVELOPMENT

- > Office of Economic Opportunity
- > Arizona@Work

## OTHER CONVENERS

- > Elected Officials
- > AZ Dept. of Education
- > County School Superintendent
- > Non-Profit Groups

# THE HOW

## PARTNERSHIP LEVELS





## IMPRESSION

**High-level conversations about West-MEC's mission and vision**

Ex: Initial meeting with new business in the West Valley or a visit with a legislator



## ENGAGEMENT

**One or more actions in support of West-MEC's mission and vision**

Ex: Joining a program advisory council or participating in mock interviews



## STRATEGIC PARTNERSHIP

**A robust, action-oriented relationship in support of West-MEC's mission and vision that is driven by West-MEC's Partnership Principles.**

Ex: An agreement that accounts for program donations, advisory participation, work based learning opportunities, credit for completion of West-MEC program, and a pathway through a paid apprenticeship and to employment.

# PARTNERSHIP PRINCIPLES

***WHY I HIRE***

▶ West-MEC

# WRAP-UP DISCUSSION



Strong partnerships evolve from impression to strategic  
Each level offers unique benefits & requires commitment

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**What level is your organization at? / Where are most of your partner levels at?**

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**IMPRESSION**

**ENGAGEMENT**

**STRATEGIC PARTNERSHIP**



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# PARTNERSHIP PRINCIPLES

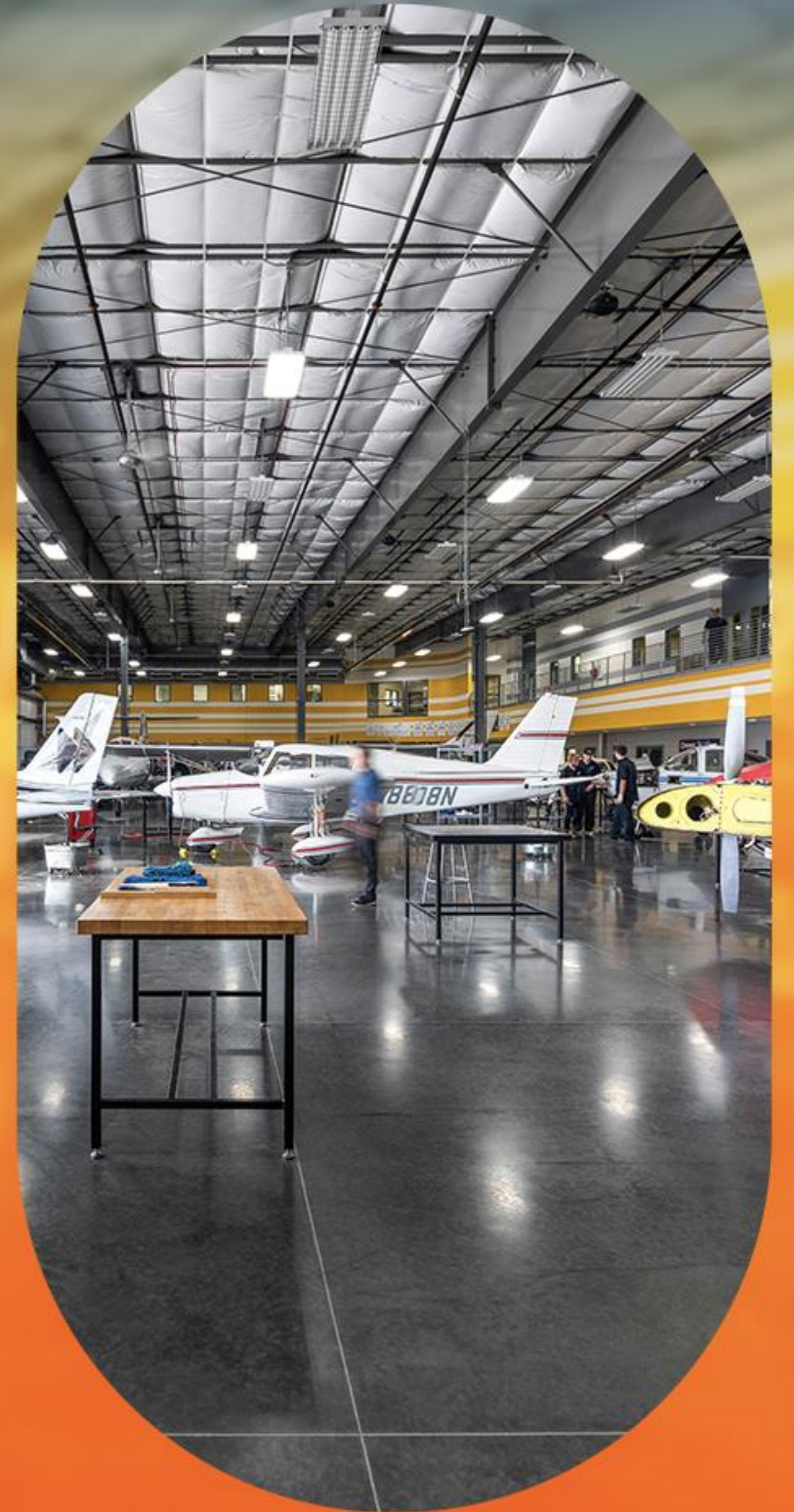
# STRENGTHENING SCHOOL-INDUSTRY COLLABORATION



***STRENGTHENING***  
***SCHOOL-INDUSTRY COLLABORATION***

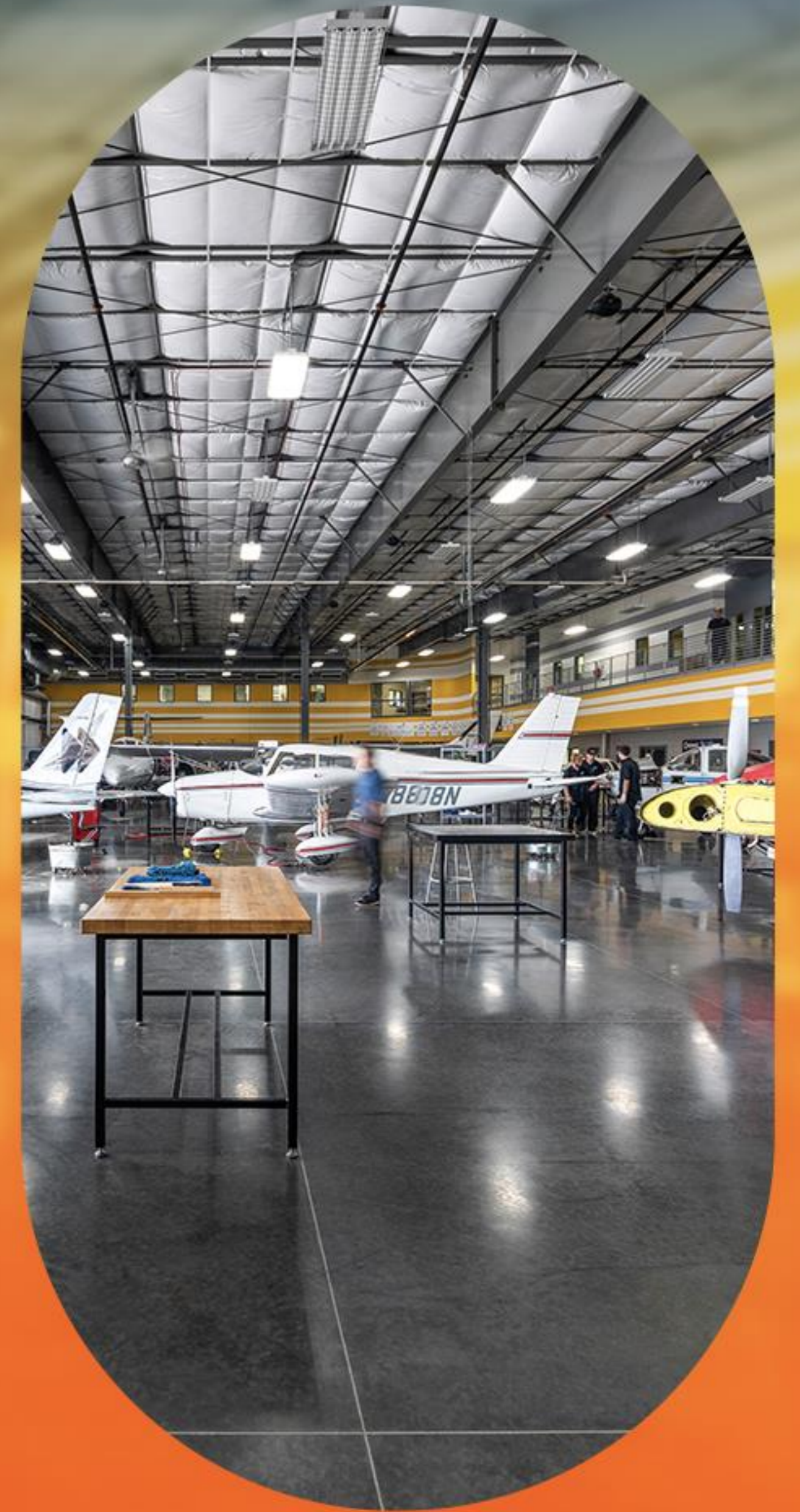


**Identify challenges to  
partnerships**



# ***West-MEC CHALLENGES*** ***SCHOOL-INDUSTRY COLLABORATION***

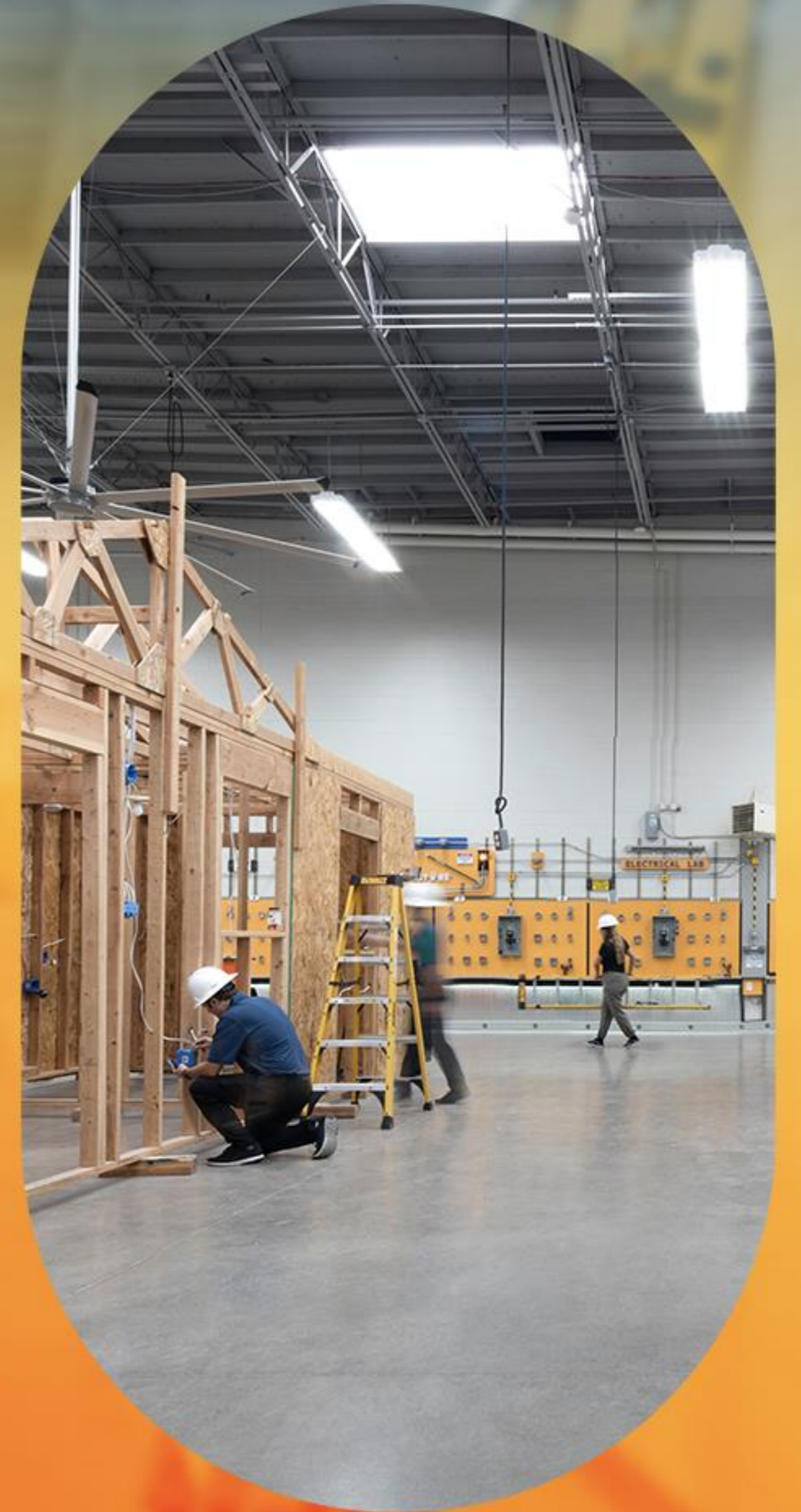
- 1. Inconsistent Communication**
- 2. Unclear Requests**
- 3. Not Tracking Engagement**
- 4. Staff Alignment**
- 5. Forgetting the Student Voice**



***STRENGTHENING***  
***SCHOOL-INDUSTRY COLLABORATION***



**Identify solutions and  
prepare to share**



# ▶ **ACTIVATE YOUR PARTNERSHIP**

## **MAKE YOUR IMPACT**

- ✔ **Join an advisory council**
- ✔ **Provide a workplace tour; sponsor bus fees**
- ✔ **Conduct mock interviews and judging**
- ✔ **Host an instructor externship**
- ✔ **Offer student internships**
- ✔ **Donation to the West-MEC Alliance**

Guest speaker

Informational interview

School-based enterprise feedback

Simulated lab

Service learning project

Job shadow

Pre-apprenticeship

Clinical experience

Mock business project



## **RETURN ON INVESTMENT**

- ▶ **Fast-Track Hiring**  
Connects your company with career-ready talent
- ▶ **Priority Access to Candidates**  
Access student resumes before other employers
- ▶ **Candidate Engagement**  
Organizes custom events to connect you with students

### **Invitations to West-MEC Events**

Ribbon cuttings, networking events, hard hat tours and completion ceremonies

### **Marketing and Promotion**

Naming opportunities, branded programs, website and social media recognition

West-MEC

# PARTNERSHIP IMPACT CYCLE

ONGOING

AUG - OCT

NOV - JAN

FEB - MAY

JUN - JUL

ADVISORY  
COUNCIL

1 hour, 3x a year



INFORMATIONAL  
INTERVIEW

1 hour, 3x a year

SIMULATED  
LAB

2-4 hours

JOB  
SHADOW

8 hours

INSTRUCTOR  
EXTERNSHIP

40 hours



GUEST  
SPEAKER

1 hour

MOCK BUSINESS  
PROJECT

1-3 hours

SCHOOL-BASED  
ENTERPRISE

1 hour

PRE  
APPRENTICESHIP

Hours TBD

CLINICAL  
EXTERNSHIP

40 hours

WORKPLACE  
TOUR

1-2 hours



COMPETITION  
JUDGING

1-3 hours



SERVICE  
LEARNING  
PROJECT

8 hours

MOCK  
INTERVIEWS

2 hours



STUDENT  
INTERNSHIP

40 hours



TAKE  
YOUR  
PIC...



# Do's for Schools - Best Practices

**Prepare students professionally**

**Respect partner time and constraints**

**Provide clear documentation and follow-up**



# Do's for Industry - Best Practices

Communicate expectations clearly

Identify internal champions

Plan for sustainability



# Barriers to Success

Over-promise and under-deliver

Neglect communication channels

Forget to measure and celebrate success



# Measurements to success

Credential attainment

Program completions

Dual enrollment

Passing the Technical Skills Assessment

Employer satisfaction survey

Enrollment demand

Student placement survey



# WRAP-UP DISCUSSION

Strong partnerships require clear communication & realistic expectations  
Both schools & industry play a role in sustainability

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**What's one action you'll take moving forward?**

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# WRAP-UP DISCUSSION

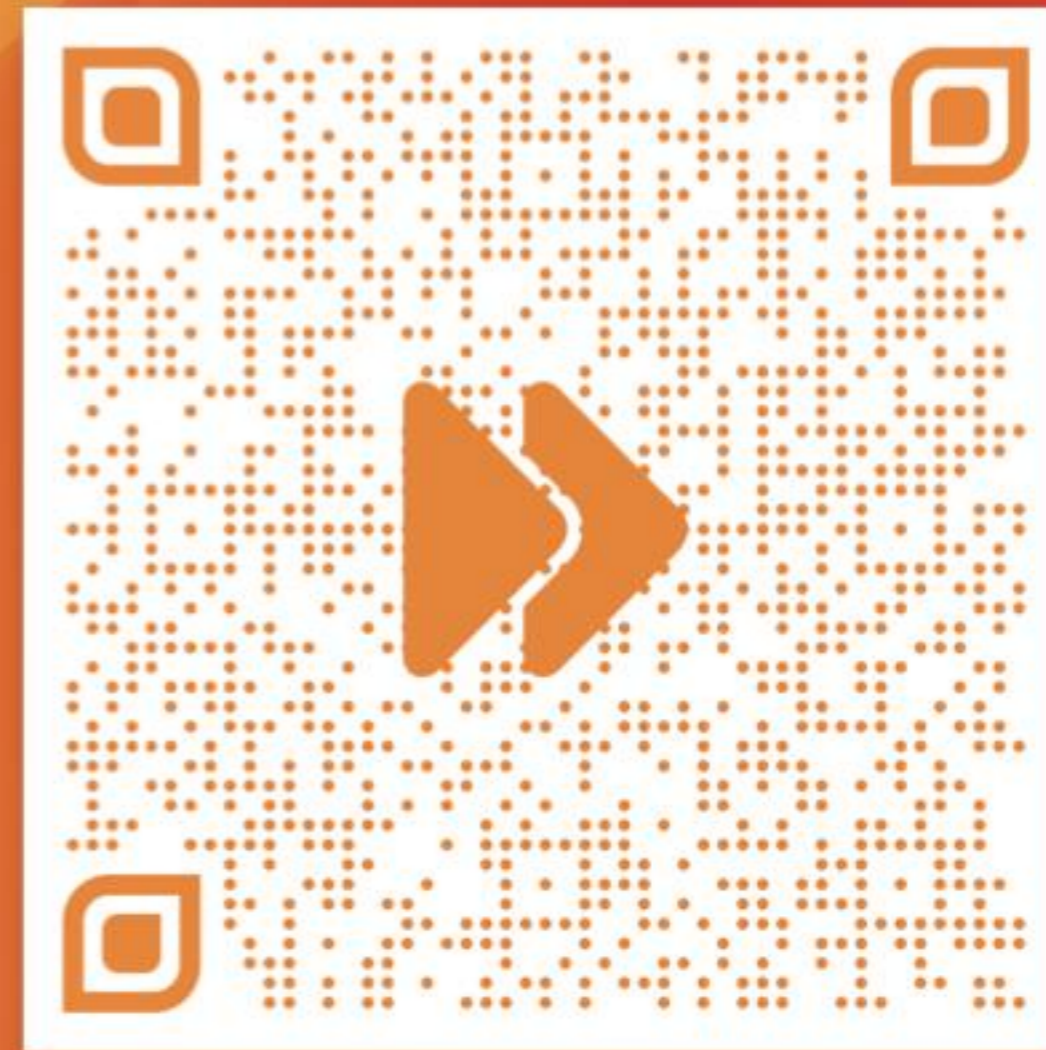


Partnerships thrive with clear expectations & structured communication  
Regular check-ins & defined roles create long-term success

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**What's one expectation you'll implement in your partnerships?**

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**BUILDING INDUSTRY PARTNERSHIPS**  
*A PLAYBOOK FOR EDUCATORS*



» West-MEC

# Q&A

# THANK YOU

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[west-mec.edu](http://west-mec.edu)