Workforce Learning Summit Innovation or Best Practice

Surry Community College

Business and Industry Model

Surry Community College has created a model to meet the needs of business and industry through a consolidated effort that involves the entire college community. A newly created Center for Business and Industry, which is staffed with employees who possess extensive experience within business and industry, serves as the primary contact with companies within Surry and Yadkin Counties. Additionally, this center serves as the primary link to SCC’s instructional programs and career services department who in turn leverage the college’s resources to meet the needs of our business and industry.

DETAILS

Surry Community College was not consistently meeting the business and industry needs located within our service areas. Furthermore, when the college did work with business and industry, there was very little follow-up and/or data compiled to make certain our services were a success. Too often, a company would call looking for potential employees and the college did not possess a mechanism to make certain that the company received an appropriate response. Typically, the college would have no more than two or three Customized Industry Training projects within an academic year. These inefficiencies led to the development of our Center for Business and Industry, which is a centralized and highly coordinated effort that includes the continuing education division, curriculum instruction division, student services division, and the president’s office.

Implementation began in January 2013.

Partner Type(s):
- Business/Industry (direct involvement)
- Economic Development
- Workforce Development Board
- Career Center
- Public Schools

Impact/Outcomes
Through our concentrated efforts, SCC has developed a comprehensive model whereas the college achieved a top five ranking for the number of Customized Industry Training projects in 2013 and 2014. Additionally, the college resurrected our advanced manufacturing/technical programs. Since January 2014, the college has partnered with business and industry to place 20 second-year-students in paid internship positions with the expectation of full-time employment upon completion of his/her degree. The encouraging feature of these internships is our business and industry partners have committed to helping our students complete their degree, certificates, and/or diplomas through the creation of student-friendly work schedules.
Funding Source(s)
Surry Community College used existing state funded positions to create the Center for Business and Industry model. A total of 4 positions were merged into one department. The salaries for these positions total $225,000.

REFLECTIONS

Innovation or Best Practice
Actually, Surry Community College has used existing community college programs to create this model. The innovation/best practice occurs through a total commitment of dedicated individuals who share the common goal of creating jobs for our students while simultaneously advancing/integrating business and industry and the college’s technical programs.

Lessons Learned
It takes a lot of work and effort to successfully create a model that positions a college to truly meet the needs of business and industry. A college must be willing to make tough decisions whenever employees/programs are not willing or capable of meeting the demands of business and industry. Most of the time, a college gets one shot to do it right and as a result must understand that failure is not an option.

Scalability
This model is scalable for any college that employs individuals who truly understand the needs of business and industry. Surry Community College’s greatest resource is our people.

RESOURCES

Workforce Learning Summit Presenters
Dr. David Shockley, President
Dr. George Sappenfield, Vice President of Continuing Education
Sam Brim, Director of Business and Industry Services
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For Further Information
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