

Sage, Laura

Page: Basic Information

Nominator Information

Please provide your information as the nominator of this partnership.

Your Name

Sage, Laura

Email Address

sagel@butlertech.org

Title

Director of workforce Services

Employer

Butler Tech

Phone Number

513-310-9520

Your Relationship to the Partnership?

business partner

The Partners: Business & Industry

Please provide basic information on the business and industry organizations involved in the partnership.

Business/Industry Partner 1

Business/Organization Name

Rhinstahl

Address

1111 Western Row
Mason Ohio 45040 US

Website

<http://www.rhinstahl.com/>

Main Career Clusters within Industry

Manufacturing

Point of Contact

Amy Meyer

Title

Vice President

Email

amy.meyer@rhinstahl.com

Business/Industry Partner 2 (if applicable)**Business/Organization Name****Address****Website****Main Career Clusters within Industry****Point of Contact****Title**

Email

Business/Industry Partner 3 (if applicable)

Business/Organization Name

Address

Website

Main Career Clusters within Industry

Point of Contact

Title

Email

Provide information on any other additional business & industry partners not listed above. Also, please use this opportunity to briefly explain the unique roles of these businesses in the partnership (if there are more than one involved.)

Amy Meyer and Rhinestahl Corporation has led the charge to change the image of manufacturing and skilled trades in Ohio and beyond. With Amy’s leadership, Butler Tech and Rhinestahl have become extremely close collaborative partners to help lead the way to recognizing the importance of Career Technical education and the impact that has on manufacturing and ultimately the United States economy. Amy has inserted herself as a leader in the industry and has become involved in just about every Manufacturing Trade organization to help create a collaborative and joint effort to support the needs of career technical education. She has learned everything can about education, school districts, obstacles to overcome in funding, helping us stay current with industry standards. The charter she has established at Rhinestahl is to create a strong network of all manufacturers to support the needs of students and career technical education. She understands the complex nature of all the working parts and used her leadership skills to bring industry competitors all to the table working together for a greater good – kids. Amy is willing to help in any way to change the perception of career technical education and advance skilled trades careers. No opportunity is too large or small. She has spoken to hundreds of parents, PTAs, superintendents to help convince them of the opportunities that are available in CTE. Rhinestahl has donated financial to support the students in our programs, provided awards to Skills USA Competitions, hosted Manufacturing Days, tours for traditional educators and parents and lobbied legislators for greater support of CTE funding. She has brought companies together to create a capital campaign to renovate and modernize our machining programs to attract future students. She continues to reach out to other areas in the state and across the country to help us “crack the code” of getting more students interested in Career Technical Education and Advanced Manufacturing. She genuinely cares for our students and creates opportunities that are then replicated by other partner companies. Rhinestahl not only stepped up their game to support our students, but has set the expectation to other companies about the importance of collaboration with Career Technical Schools. Rhinestahl and Amy Meyer have become an invaluable partner that is championing Career Technical Education across the state and country.

The Partners: Educational Institutions & Programs

Please provide basic information on the educational institutions and/or programs involved in the partnership.

Education Partner 1

Educational Institution/Program Name

Butler Tech

Address

3603 Hamilton Middletown Road
Hamilton Ohio 45011 US

Website

www.butlertech.org

What type of institution is it? (If a program, where is it offered?)

High School, Other

Point of Contact

Laura Sage

Title

Director of Workforce Services

Email

sagel@butlertech.org

Education Partner 2 (if applicable)

Educational Institution/Program Name

Address

Website

What type of institution is it? (If a program, where is it offered?)

Point of Contact

Title

Email

Education Partner 3 (if applicable)

Educational Institution/Program Name

Address

Website

What type of institution is it? (If a program, where is it offered?)

Point of Contact

Title

Email

Provide information on any other education partners not listed above. Also, please use this opportunity to briefly explain the unique roles of these educational institutions/programs in the partnership (if there are more than one involved.)

Page: Support Information

1. What problem was this partnership developed to solve?

Rhinestahl Corporation, through Amy Meyer's leadership, has led the charge to change the image of manufacturing and skilled trades in Ohio and beyond. They are willing to help in any way to change the perception of career technical education and advance skilled trades careers. This partnership started out by simple monthly meetings between Rhinestahl and Butler Tech. The initial sessions were brainstorming sessions on ways to change the image of manufacturing, thus attracting more talent into career tech education programs and careers. It was at one of these sessions, that Butler Tech coined the phrase "Recruiting the Moms." With Amy's leadership, Butler Tech and Rhinestahl have become extremely close collaborative partners to help lead the way to recognizing the importance of Career Technical education and the impact that has on manufacturing and ultimately the United States economy.

2. What steps were taken to get the partnership started?

Rhinestahl reached out to Butler Tech. They had a few students from Butler Tech working for Rhinestahl and they wanted more. They were very impressed by the skills they possessed and were aware of the shortage of skilled students. Rhinestahl's leaders and supervisors set up monthly meetings with Butler Tech's supervisors, instructors, and Workforce Services and together a comprehensive plan to recruit students to the skilled manufacturing careers. The Vice President at Rhinestahl has led the charge by becoming involved in almost every Manufacturing Trade organization to help create a collaborative and joint effort to support the needs of career technical education. Rhinestahl has learned everything about education, school districts, obstacles to overcome in funding, and help us stay current with industry standards. Rhinestahl's goal is establishing and sustaining this partnership to create a strong network for all manufacturers to support the needs of students and career technical education.

3. Describe how the partnership was designed to support high-quality CTE.

Rhinestahl understands the complex nature of all the working parts and uses Amy Meyer's leadership skills to bring industry competitors to the table to work together for a greater good – supporting high quality career tech education. Amy understands that the outreach has to have many facets to it, if we want to reach the greatest number of students. No opportunity is too large or small. She has spoken to hundreds of parents, PTAs, superintendents to help convince them of the opportunities that are available in CTE. Rhinestahl has actively participated in our Business Advisory Council and has also helped to recruit other members. They have sent their machinist and supervisors to help develop relevant curriculum. Rhinestahl has donated financial support to the students in our programs, provided awards to Skills USA Competitions, hosted Manufacturing Days, tours for traditional educators and parents and lobbied legislators for greater support of CTE funding. They are even funding a Externship Program this summer for non-CTE teachers, to expose them to CTE. They have helped to evaluate facilities and materials. They were the leaders in bringing companies together to create a capital campaign to renovate and modernize our machining programs to attract future students. Amy and Rhinestahl continue to reach out to other areas in the state and across the country to help us “crack the code” of getting more students interested in Career Technical Education and Advanced Manufacturing. They genuinely care for our students and creates opportunities that are then replicated by other partner companies. Rhinestahl not only stepped up their game to support our students, but has set the expectation to other companies about the importance of collaboration with Career Technical Schools. Rhinestahl and Amy Meyer have become an invaluable partner that is championing Career Technical Education across the state and country.

4. What were the results of the partnership? What was innovative about the partnership or its output? How did it benefit students and the community?

There have been several benefits. Thanks to Rhinestahl's efforts and leadership, our incoming Precision Machining class has almost doubled in size, in just one year. Thanks to this collaborative leadership and efforts, Rhinestahl and other companies have donated approximately \$200,000 to update equipment and the look of our Machining Lab. In turn, these donations were a catalyst in receiving an additional \$200,000 from Ohio's Capital Budget Bill. Elected officials were very impressed by the collaboration between career tech and businesses. One of the innovative things about the partnership was taking the "manufacturing career" out to parents (particularly the moms) to market. ButlerTech and Rhinestahl hosted Manufacturing Night at one of the area high school football games. Booths were set up near the entrance to the football stadium. Parents were able to talk with presidents and employees of area manufacturing firms about the opportunities in manufacturing. We even had the game football delivered by one of our career tech drones. In addition, there has been a large media outreach about manufacturing careers. Media came into our manufacturing labs in January when area manufacturers were helping to judge some competitions. These manufacturers were so impressed by the skills of the students, that all seniors were offered jobs when they graduate, with the average salary around \$40,000. This definitely made the news. Another innovative output was that Amy Meyer came to the ACTE National Policy Seminar in March. She visited all of our area elected officials with our Board of Education members. She even spoke up at the Legislative Update session. She received a loud round of applause from career tech staff when she told the legislative aides that businesses do not have 5 years for government to come up with plan. She said businesses need trained employees now. The benefits all CTE.

5. What were the lessons learned during the process of building the partnership? What would you have done differently?

You have to have a committed partnership on both sides. It takes time to build this trust. And if you want to be innovative and make a difference, you have to take chances. No idea is too crazy! Manufacturing Night at a football game was a chance, but we, as a group, were willing to take it. Another lesson is to take your business partners with you to advocate for career tech. Teach them how to be an advocate. They want to do this, but often are not aware of the intricacies of advocacy. When Amy Meyer came back from the National Policy Seminar, her remark was, "Now I get why this so important!" Share your story. Also, explore all ideas. Another lesson is that business and education partners can learn from each other. The only thing I would have done differently would have been to do this sooner!

6. Is this partnership sustainable? How do you anticipate it will change in the coming year(s)?

Yes.it is definitely sustainable because we meet monthly and are constantly making adjustments as the need arises. Change is the only thing that is permanent. We have taken this model and have used this as the framework with several other of our partners. Other companies are willing to use this framework because the have seen how successful it has been with our collaboration with Rhinestahl and Butler Tech. Success breeds success.

I cannot tell you how it will change in the coming years, except that it will change. It HAS to change if we are to be current and relevant. I think the most important thing is to accept that things will change and be willing to adjust for these changes. And always, always, be innovative!

7. How long did it take to create this partnership?

Less than 6 months

8. How large of an investment did the businesses and other partner(s) involved make in this partnership (time and money)?

This year alone, Rhinestahl has donated about \$30,000 in equipment. In addition, they have hosted Manufacturing Day and Parent Night, picking up the tab for food, T-shirts, etc. What had the most impact is their leadership to get other companies to also donate. Thanks to the leadership at Rhinestahl, they have brought companies together to create a capital campaign to renovate and modernize out machining program to attract future students. Thanks to their leadership, we have raised about \$200,000 from businesses and an additional \$200,000 from the Ohio Capital Budget Bill.

9. Would you or an associate be willing to present a session at an ACTE event about this partnership?

Yes