

The Career Technical Education ‘Rosetta Stone’

A tool for working with business, industry and education

This document is intended to assist with the communication and understanding of each partnering entity. The factors and interpretations are based on observation and are generalizations of each culture. This document is not intended to be used for instruction, rather as a tool to assist in the facilitation of communication and partnership between education and business/industry sectors for the betterment of economic and workforce development priorities.

Education Culture	Factor	Business/Industry Culture
Improving society	Mission/Purpose	Provide goods and services in a profitable manner to customers
1 – 3 years to implement	Implementation Timeline	1 - 9 months to implement
August – June	Calendar Year	January – December
During contract period (August – June) During plan period, lunch break, or after school hours (before 8 AM or after 3:30 PM)	Communication	12 - 24 hours a day 5 – 7 days a week
Trained educators: understand how people learn Supply of future workforce	Commodity	Experienced qualified professionals in all sectors
Quality professional development for educators Teacher externships – experience in the business world Understanding of work-based expectations	Needs	Qualified workforce Knowledge that time and resource investment is paying off (ROI)
Space: after school, summers, evenings, weekends Qualified educators/trainers Immediate access to future workforce	Resources	Experience with continuous development models Trial and Error culture Incubators of innovation
Taxpayers/Parents: <ul style="list-style-type: none"> • “you’re not going to try that on my child” • “it worked for me, why change” • “if it’s not broke, don’t fix it” 	Constraints	Shareholders: <ul style="list-style-type: none"> • “what can it hurt?” • “maintain profitability”
Federal Rules and Regulations Working with Minors (18 and younger) Information/security Teacher certification Criminal background checks ‘seat time’ requirements	Legal Issues	Liability Litigation Workman’s compensation Government regulation
Department of Education Unions School Boards Parents Community members	Supports	Customers Employees Boards/Stockholders Small business organizations Chambers of commerce Dept of Economic Development Dept of Labor

Working with business may be too prescribed for students	Concerns	Not enough workers in the pipeline to meet future needs
Program de-jour		Spending too much employee time on non-profitable projects and programs
Property Taxes Government Programs/Grants Bonds	Revenue	Saleable product or service, market establishes price
“No Child Left Behind”	Quote	“Time is Money, so let’s make some money”
To discuss ideas and/or topics Come to consensus	Purpose of Meetings	To make decisions which cause action
