



**ROMEIO**  
COMMUNITY  
SCHOOLS

# Maximizing Program Impact Through Business Partnerships



THE ACADEMIES AT  
**ROMEIO**  
HIGH SCHOOL

**R** PRIDE **R** FUTURE **R** WAY

**Natalie Davis, CTE Director, Romeo**  
**Tom Barr, Owner, TK Mold, Romeo**



FORD  
NEXT GENERATION  
LEARNING

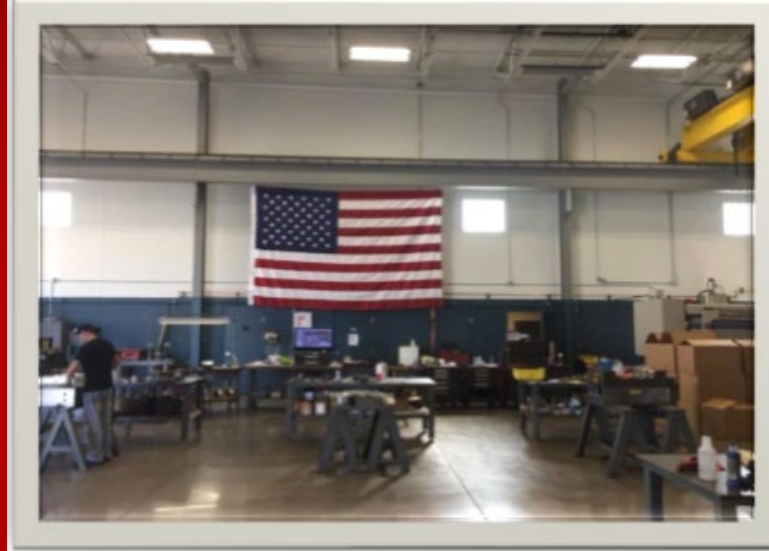


Romeo, Michigan



Planning &  
Economic  
Development

# Tom Barr, Owner of TK Mold in Romeo, MI



## Industries Served

- Aerospace
- Automotive
- Defense
- Medical



# **Our Machine Tool Story**

- **Scenario in Romeo**
- **Advisory Committee role and partnerships developed.**
- **Results:**
- **New Equipment and updated footprint in the shop.**
- **Multiple students employed in local manufacturing facilities.**
- **Teacher and student industry tours.**
- **Increased engagement of business partners with academies.**



## **Step 1-Identify potential business partners**

- **Look at CTE advisory committee rosters. Do you know these professionals?**
- **What careers are parents of your students involved with? Start the conversation with students.**
- **What organizations are in your community? Chamber of Commerce, service organizations.**
- **Who are the largest employers?**
- **Who is your region CEPD? Your county or region can help you make those connections.**



## **Step 2-Develop a plan and identify district needs**

- **Create a list of potential opportunities for business partners (Ex: Work-based learning, new program development, guest speakers, industry tours)**
- **Create a brochure to be given to potential partners with a website link and contact information.**
- **Begin introducing yourself. (Attend community events or knock on doors)**



# Common Themes: Sales and Education

- **It is all about RELATIONSHIPS!**
- **Be real and be honest!**
- **Establish trust; Trust is only built with consistency over time.**



# Business Perspective of School Partnerships

- What is a typical business owner's background?
- Human Resource / Owners
- Workforce development is a national issue, especially skilled trades.
- Students don't know what opportunities are out there, especially outside of going to college.
- Educators know your students and what is a good fit; maybe a student is a good fit for skilled trades.



# Business Perspective of School Partnerships

- Trade associations:

<https://amba.org/>

<https://www.nam.org/>

<https://www.cardinalmanufacturing.org/>





**Transforming education through  
business and community connections.**