

**Regional Industry Tours for College and Career Technology Center Career Services Administrators**



Gautier Steel

Better known by the abbreviated title, "Industry Tours," this program's goal is three-fold: To better connect with companies in the region; To generate jobs and internships for students; And to get creative about other ways to make connections that make people more career ready and better prepared to fill jobs in the area.

According to Larry Brugh, lead program facilitator and Dean of Career Services and Workforce Development at Pennsylvania Highlands Community College, Industry Tours started in 2014, bringing together Career Services Administrators from regional career technology centers, two-year and four-year colleges to collaborate with employers committed to hiring local students for jobs and

internships. Participants tour job sites and engage in roundtable discussions, getting in depth with businesses about what is possible for internships, and thinking out of the box to provide opportunities for students. Companies are forthcoming with their resources to build relationships, and participants learn about their hiring processes, facilitating better access for prospective employees. Industry Tours creates opportunities to sit face to face with employers and ask them what skills are most important to them and what skills are lacking, and then act on that information in designing curricula and experiences for students. This flow of information from industry to the colleges and career centers is vital to achieving the shared goal of participating businesses and career services administrators: to make students more career ready and better prepared to fill jobs in the area.

Feedback from Participants

"The industry tours have allowed schools and businesses to join together to meet each other's needs. The tours provide direct access and first-hand knowledge of opportunities within our community. We are then able to provide this information to our students while helping area businesses to continue prospering."

Nicole Dawn Zernick, Greater Altoona Career and Technology Center

"The tours provide a great opportunity to learn about all of the opportunities available to our students. This information helps keep them in the area."

Kimberly Shook, University of Pittsburgh – Johnstown

"Employers want top talent but also want to minimize costs if possible. Hosting a tour may lead to future interns or employment. It also offers participating companies like New Pig the opportunity to clarify its views on what kind of character, skills and behaviors they look for in a potential employee. We find this exchange increases our brand exposure in the community, increasing our chances of finding high quality employees. It's a true win-win."

Karen Maul, Vice President – Human Resources, New Pig



Career services administrators from Penn Highlands Community College, Juniata College, Penn State/Altoona, Saint Francis University, Mount Aloysius College, Pitt-Johnstown and the Career Tech Centers from Blair, Bedford, Cambria, Huntingdon and Somerset Counties touring SCI-Huntingdon



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