

IMPLEMENTING THE BUSINESS AND INDUSTRY LEADERSHIP TEAM (BILT) MODEL OF BUSINESS ENGAGEMENT

A Guide for Strengthening Industry Commitment for
Technical Programs

Orientation Script Template and Tips

Script template for use in telephone, printed letter, or email contact

We at (your college name) want to align a program in (program name) with employer demand in our area, and we are adopting the Business & Industry Leadership Team (BILT) Model for our advisory council. The BILT is a proven model that puts area employers in a co-leadership role for our programs.

We invite (business rep name or their company) to become part of our BILT team to guide our curriculum so that the knowledge and skills of our graduates better-align with your needs for job candidates.

Could you join us for a virtual orientation session on (date) to learn more about our BILT and how your participation may be beneficial? We will meet no more than an hour.

TIPS:

1. Customize the above template to your college and program. If printing or emailing your message, be sure to include your college's logo.
2. Avoid giving a lot of extra information. It is tempting to tell employers about all that you want them to do, and doing so can scare them off. Starting by just getting them to attend the orientation meeting via virtual meeting is an easy ask.
3. Remember, BILT must focus on a single program, not on a whole division such as IT or Manufacturing.