

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

A Guide for Strengthening Industry Commitment for
Technical Programs

KSA Invitation Script Template and Tips

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

****Note that e-mail and mail recruitment pieces MUST be followed up with phone**

We at (your college name) need your help to align our (program name) curriculum with employer need. Our BILT model provides a structured voting process to efficiently collect and evaluate feedback from industry experts like you.

We invite you to join us on (date and time and place and duration) to participate in our annual KSA (knowledge, skills, and abilities) validation meeting. As a group, employers at this meeting will prioritize and rank entry-level skills and discuss the results. That is, what do you believe companies will need in a new hire over the next few years? This meeting creates an actionable list faculty can use to enhance existing courses or develop innovative new courses – the goal is to make sure curriculum aligns with employer recommendations. While we prefer in-person attendance for better discussion, you're also welcome to participate remotely. Please RSVP by (date) to (person name), (email), (phone).

We hope you'll consider joining us. Your involvement is essential to our success in getting students the jobs they need and getting businesses like yours the pipeline of future workers you need.

TIPS:

1. Customize the above template to your college and program, adding in your college logo on email or printed letters. Invitations should go out no later than 3 weeks prior to the meeting and must have RSVP contact information. Plan to follow up via phone 2 weeks and then 1 week prior to the meeting for those who have not RSVP'd.
2. Avoid trying to cover more than the KSA analysis in this one meeting.
3. Remember, BILT need to focus on a single program, not on a whole division such as IT or Manufacturing.