

Building a Strategic Employer Engagement Plan

Jeff King, EdD | UCO

Center for Excellence in
Transformative Teaching & Learning

IMS Global Summit on Digital Credentials

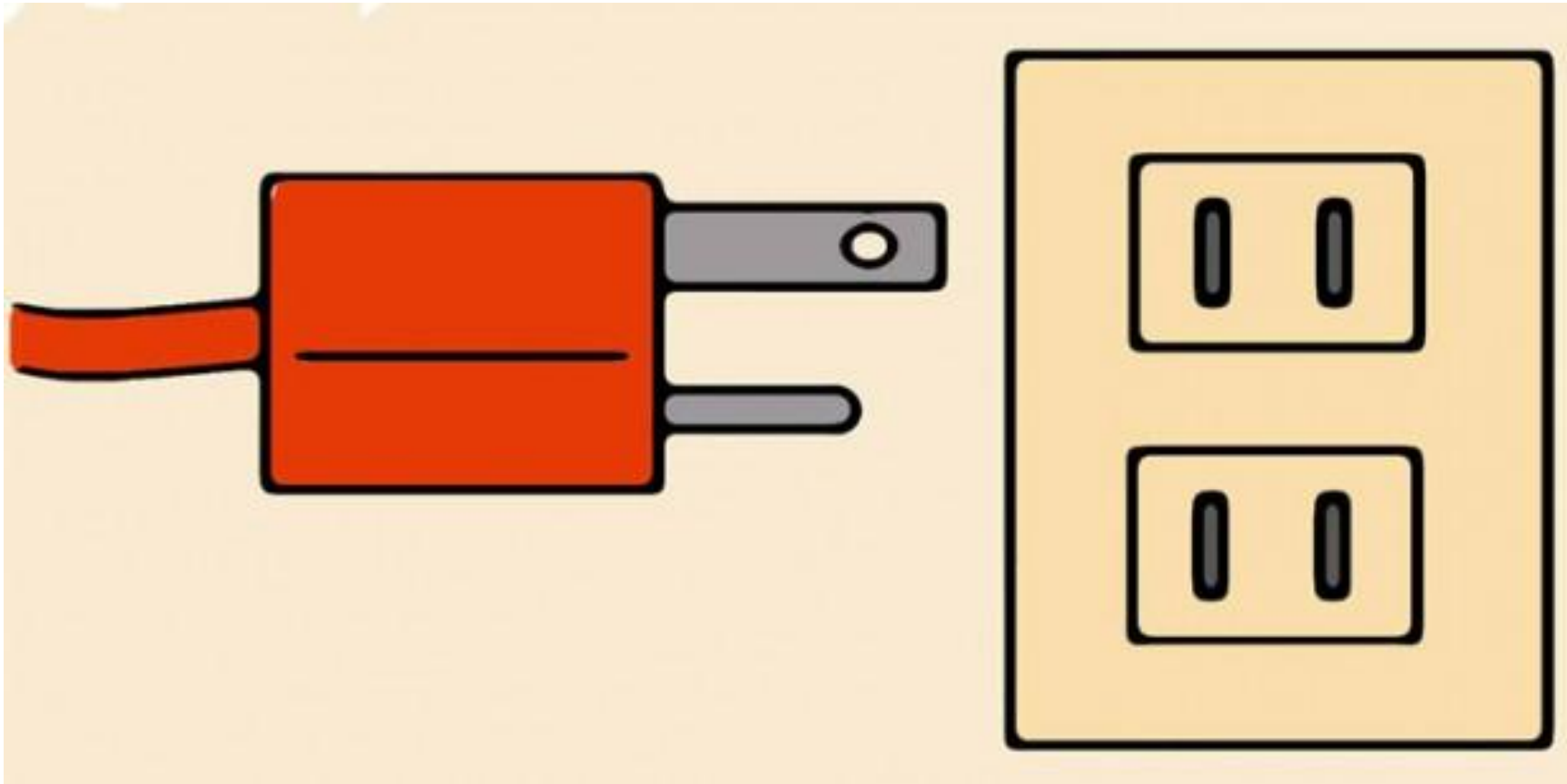
Arizona State Univ | February 2018

WHY?

WHY?

3 Reasons . . .

#1



#2



#3

Workforce Development ↑	Lose / Win	Win / Win
	Lose / Lose	Win / Lose
		→ Social Good

#3

Grads prepared with
triple-bottom-line
skills & motivation

Workforce
Development

Lose / Win

Win / Win

Lose / Lose

Win / Lose

Social Good

#3



GREED AND CORPORATE FAILURE

THE LESSONS FROM RECENT DISASTERS

#3

Workforce
Development



Lose / Win

Win / Win

Lose / Lose

Win / Lose

Social Good



#3

Workforce
Development



Lose / Win	Win / Win
Lose / Lose	Win / Lose



Social Good

Ivory Tower Syndrome

HOW?

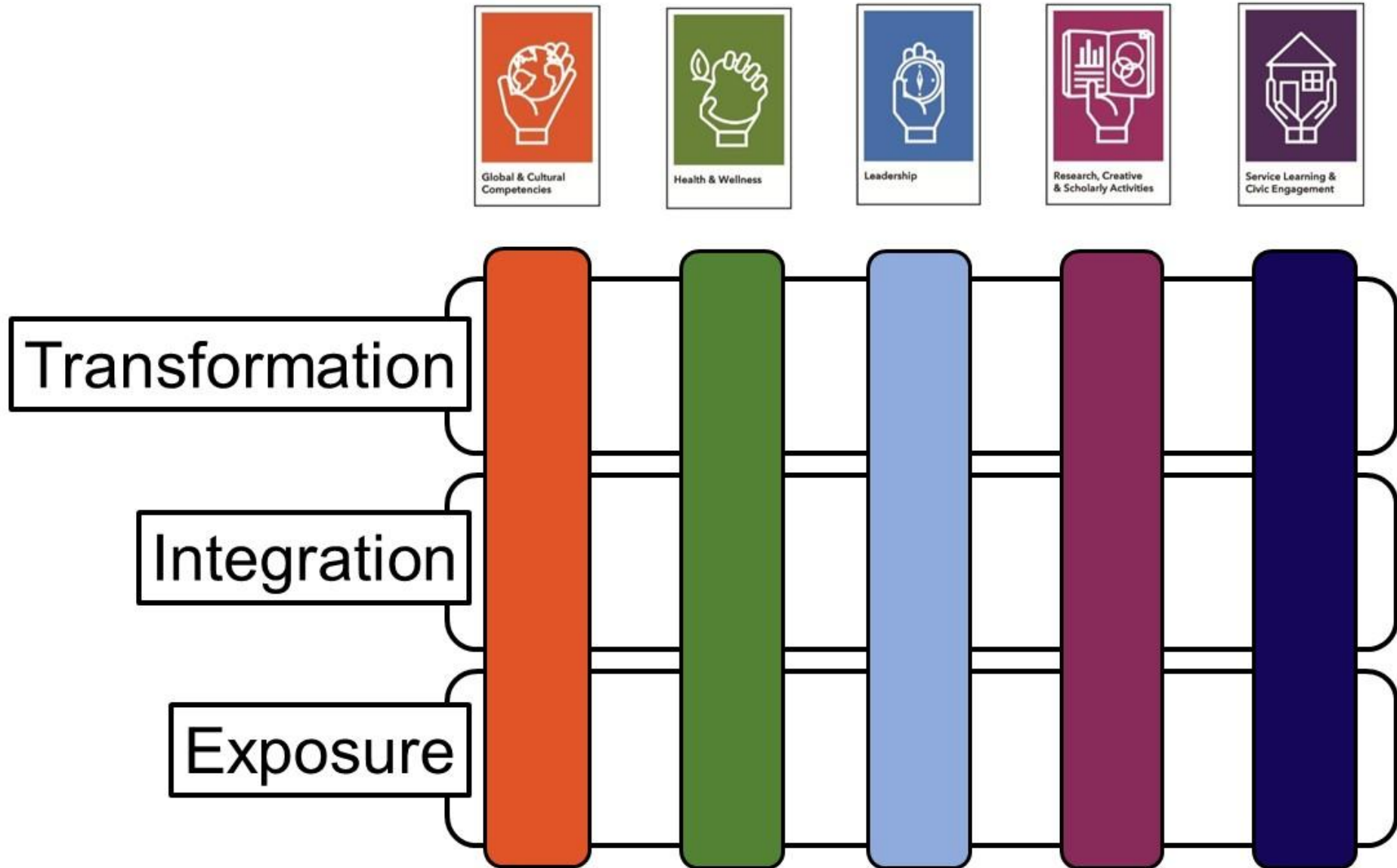
HOW?

3 Strategies . . .

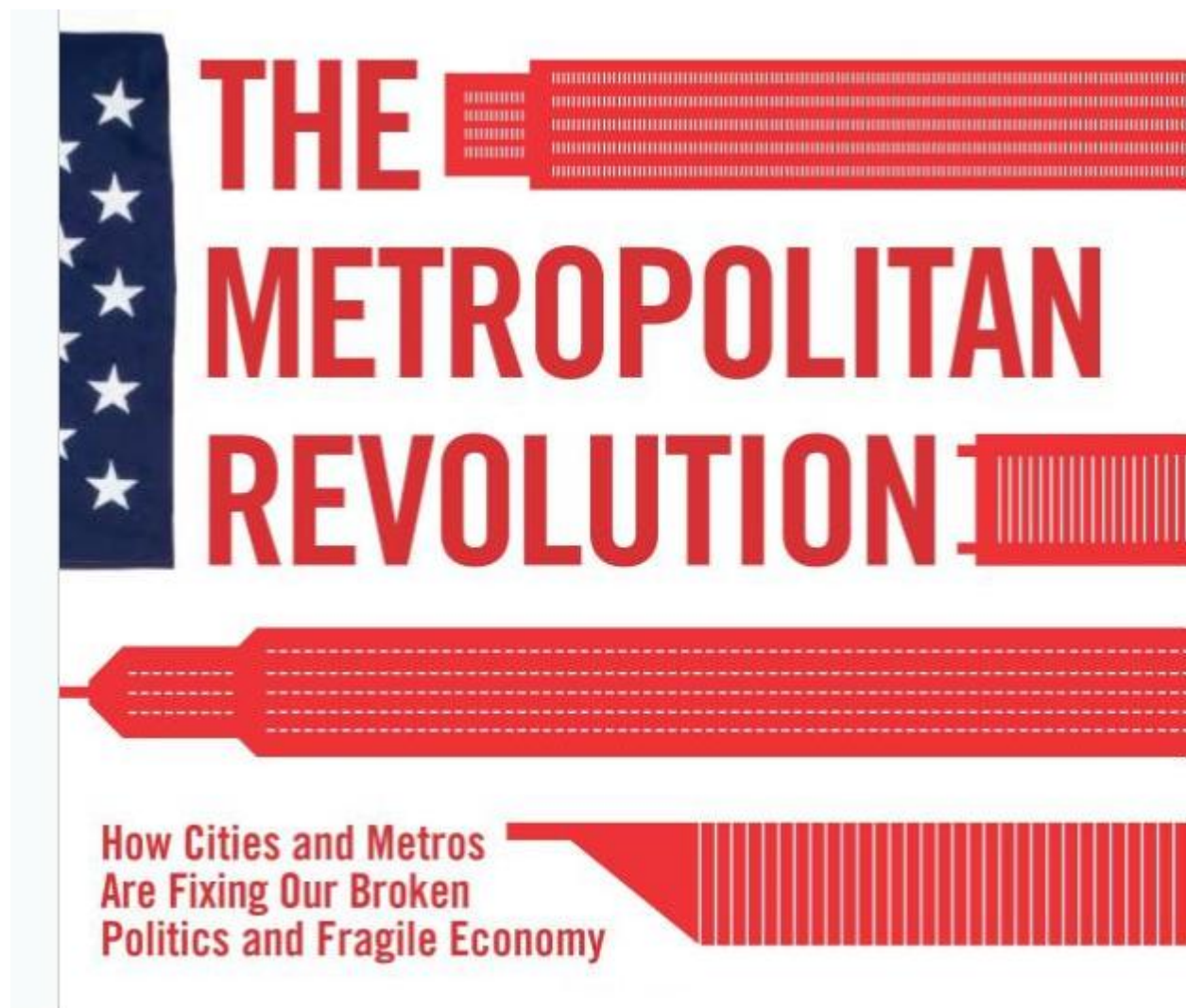
#1

Evidence-based Credentialing

STLR Achievement Badge Levels



#2 The Metropolitan Revolution



**BRUCE KATZ &
JENNIFER BRADLEY**

#3

Multi-Workforce Sector Advisory Board to the Institution (not just program advisory boards working with individual programs)

**STLR
Employer
Advisory
Board**

Institution-wide
Focus on
Preparing
Grads Who Are
Workforce-
Ready

All Workforce
Sectors
Represented
on the
Advisory
Board

“

The reflection is what brings the deep learning. We know that doesn't always happen, but that's the ideal.

Michael True, Internship Center
Messiah College, Mechanicsburg, PA

”

A large, multi-story brick building with a modern design, featuring large windows and a prominent entrance. The building is surrounded by green lawns and young trees. The sky is clear and blue.

STLR

STUDENT TRANSFORMATIVE LEARNING RECORD

www.uco.edu/stlr

Jeff King, EdD | jking47@uco.edu | www.uco.edu/stlr



UNIVERSITY OF CENTRAL OKLAHOMA