

OHIO BUSINESS ALLIANCE FOR HIGHER EDUCATION AND THE ECONOMY

THE BAHEE PRIMER

The Ohio Business Alliance for Higher Education and the Economy (BAHEE) was founded in late 2005 in response to the “foremost” recommendation of the Governor’s Commission on Higher Education & the Economy. The BAHEE is committed to the development and implementation of public policy that helps attract, cultivate, train and produce the next generation of talent to create tomorrow’s innovations and grow the economy in our great state.

An affiliate to the Ohio Business Roundtable (BRT), the BAHEE is a unique and innovative 501 (c)(3) organization driven solely by the private sector. The BAHEE Board of Directors is comprised of 12 of Ohio’s most prominent CEOs who share a passion for education issues. In 2005, the Board adopted the simple, yet compelling goal of doubling the number of baccalaureate degrees awarded in Science, Technology, Engineering and Mathematics (STEM) in Ohio by 2015.

To reach this ambitious goal, the BAHEE maintains a portfolio of following three initiatives:

1. **Access:** Increase the **supply** of students who are interested, curious and prepared to study STEM by creating **STEM schools** and **K-8 STEM Programs of Excellence** and supporting this initiative through the Ohio STEM Learning Network (OSLN).
2. **Success:** Improve the **yield** of STEM degrees by using **quality data** to help policymakers and educators understand the right investments that will help students succeed upon entering the STEM disciplines in college. BAHEE’s **STEM Data “Proof of Concept” Project** represents the first phase of this work.
3. **Business—Higher Education Compact:** Working in conjunction with Chancellor Fingerhut and the University System of Ohio, BAHEE will lead on the following three initiatives:
 - a. Co-ops and Internships (\$250 million)
 - b. Business Satisfaction Tracking Survey
 - c. Comprehensive Marketing Initiative

BAHEE’s major initiatives have clear and specific objectives to ensure a strong return on investment.

The objectives for **STEM schools and K-8 STEM Programs of Excellence** include:

- Amplifying and accelerating relevant STEM learning for every student and enhancing the state-wide environment for STEM teaching excellence;
- Closing the gap between how we live and how we learn in the 21st Century by blending formal schooling with cooperative learning, postsecondary, and informal education; and
- Spreading innovation and serving the greater good by creating a network of STEM schools and STEM Programs of Excellence to share best practices, inform, and assist other developing STEM initiatives.

The objectives for the **STEM Data “Proof of Concept” Project** include:

- Using undergraduate student data to identify the best way to devote higher education resources to increase the number of STEM college graduates in Ohio;
- Identifying key factors to inform and guide future state funding for higher education; and
- Sealing leakages in the undergraduate STEM pipeline, allowing Ohio to dramatically increase its production of STEM baccalaureate degrees.

The objectives for the **Business—Higher Education Compact** include:

- Doubling the current number of college students who participate in **co-ops and internships** from 46,443 students today to 100,000 students by 2017;
- Gauging the extent to which certificates and degrees awarded match industry needs and business leaders’ overall **satisfaction** with the quality and types of graduates produced by Ohio higher education institutions; and
- Launching a sustained and multifaceted higher education **marketing initiative** aimed at increasing Ohio’s college-going rate.

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STATEMENT OF BELIEFS

We, the Board of the Ohio Business Alliance for Higher Education and the Economy, pledge that we will be a catalyst, mediator and advocate for an enhanced and more strategic role for higher education as a significant contributor to the state's economic growth. We are ready to roll up our sleeves and begin working with policymakers, college and university presidents and Ohio's education community to raise the level of educational attainment in our state, foster innovation, and improve the standard of living for all the citizens of Ohio.

As we consider specific initiatives to accomplish this goal (including attention to the 2004 recommendations of the Governor's Commission on Higher Education & the Economy), we think it is instructive to set forth our underlying beliefs as a Board.

Aspirations

1. We believe in the right, power, responsibility and opportunity of every citizen of this great state to maximize their full potential to improve their lives – and education is the key. We believe that the part can never be greater than the whole and that every citizen, community, school, college and university, level of government and business must be engaged in and committed to this endeavor in order for us to succeed.

The Educated Person

2. We believe in the inherent value of “the educated person” who has learned how to acquire, analyze, synthesize, evaluate, understand, and communicate knowledge and information from across a wide range of disciplines, from the humanities, literature, social sciences and the arts to the natural and physical sciences and mathematics – the international “language” of innovation. All of Ohio's colleges and universities must be encouraged and held accountable for advancing this goal.

A Skilled Workforce

3. We believe that Ohio's community colleges and adult career centers play a unique role in partnering with business to improve the capabilities of our workforce and in providing a nurturing environment and low-cost access to higher education for price-sensitive and non-traditional students. While many of our citizens can be productive in certain jobs without a traditional four-year degree, our rapidly changing world requires constant learning and growth by all. Easy-to-navigate articulation and transfer agreements between the two and four-year institutions are critical in assuring a seamless system for those students who pursue their education beyond the associate's degree.

Business Responsibility

4. We believe that business leaders have a special responsibility to be clear about what jobs are available now and in the future for college graduates and the knowledge and skills, attitudes and beliefs, and motivation and behaviors that are necessary to succeed in those jobs. We also acknowledge our responsibility to encourage and support young people and adult learners to pursue higher education and to lend our voice, as the job creators of our economy, in marketing and communicating the importance of higher education, especially to disadvantaged and underrepresented groups in rural and urban parts of our state. Though somewhat trite, we believe there is an elegant simplicity to the phrase “LEARN MORE – EARN MORE.”

World-class Innovation

5. We believe that, as a matter of national security, we must continue to create new knowledge and explore the unknown. Our regional centers of excellence must be grown and developed – but, in the interest in attaining needed world-class quality with the scarce resources we have, we must reduce duplication, make hard choices, and focus on building excellence in a small number of comprehensive research universities. And while we must foster the liberal arts, we must especially redouble our efforts in attracting, cultivating, training and producing the skilled scientists and engineers needed to create tomorrow's innovations.

Systems Alignment

6. We believe in a systems approach to solving problems – and, while we recognize that Ohio does not have a “System” of higher education in the sense that some other states do, we believe that in order to better prepare students for job opportunities, productive citizenship and a lifetime of learning, all of the seemingly disparate elements of our educational enterprise must be aligned from pre-kindergarten through graduate and professional education in order to best implement meaningful systemic change.

Data and Outcomes

7. We believe in focus, getting things done, celebrating success and, then, in getting more things done. We believe that clarity of data, solid metrics, effective cost management and best-in-class practices (wherever they exist in the world) must drive our work. We will keep our eye on outcomes and push ourselves and others to remain focused on one goal: the success of Ohio and the students and citizens we serve.

Compact and Dialogue

8. We believe that all stakeholders genuinely want the best for our students and young people but all too frequently in the public discourse, we tend not to listen very well and we talk past one another. Business can play a constructive role in mediating between higher education leaders and policymakers. Indeed, we wish to go a step beyond and both forge a compact and convene a real dialogue among all three parties – higher education, policymakers and business – the “magic of dialogue” where “we penetrate behind the polite superficialities and defenses in which we habitually armor ourselves ... and listen and respond to one another with authenticity that forges a bond between us.”

Adopted unanimously on December 15, 2005 by the Members of the Board of Directors:

Co-chair: Phillip R. Cox, Chairman, Cincinnati Bell ♦ **Co-chair:** Robert W. Mahoney, Chairman Emeritus, Diebold, Inc. ♦ David L. Brennan, Chairman, Brennan Industrial Group ♦ Gary R. Heminger, President, Marathon Petroleum ♦ David W. Johnson, Chairman and CEO, Summitville Tiles ♦ W.G. Jerry Jurgensen, Chief Executive Officer, Nationwide ♦ Sandra Pianalto, President and CEO, Federal Reserve Bank of Cleveland ♦ Richard W. Pogue, Advisor, Jones Day ♦ George A. Schaefer, Jr., President and CEO, Fifth Third Bancorp ♦ Rajesh K. Soin, Chairman and CEO, Soin International ♦ Thomas A. Waltermire, Vice Chairman, NorTech ♦ John F. Wolfe, Chairman and CEO, Dispatch Printing Company ♦ **Ex-officio:** Richard A. Stoff, President, Ohio Business Roundtable ♦