



Connects students, parents and educators to career opportunities through business partnerships, training and resources.

## Donor Spotlight:



Special thanks to **Palmetto Health** for the recent contribution of \$50,000 to **Midlands Education and Business Alliance (MEBA)**. This generous donation will help MEBA continue the many programs and services that benefit so many throughout the Midlands -- from students to educators to adult learners to employers and employees -- creating a better community for all.

“MEBA is a fabulous investment,” explains **Val Richardson**, Palmetto Health’s Workforce Development Manager. “It is a phenomenal connector, bringing key stakeholders around the same table to enhance education and workforce opportunities for the community as a whole. Through our partnership with MEBA, we are able to align our student outreach efforts and build a pipeline of future health professionals. From education field studies to career events and informational resources like the *Be A Part Of* brochure series, MEBA brings everyone together to make an amazing difference.”

Palmetto Health is a recognized leader in providing a wide range of comprehensive health care services. From caring for the smallest and most ill infants in two Level 3 neonatal intensive care units (NICU) to specialized geriatric programs and services, Palmetto Health leads the way in caring for the people of South Carolina. The latest technology and treatment protocols go hand-in-hand with quality patient care.

Palmetto Health is composed of five outstanding hospitals — Palmetto Health Richland, Palmetto Health Baptist, Palmetto Health Heart Hospital, and Palmetto Health Children’s Hospital in Columbia and, in a joint venture with Greenville Hospital System, Baptist Easley Hospital in Pickens County. ■

*Be sure to check out the Donor Spotlight featuring Lexington Medical Center in next month’s issue of eConnections.*

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## *Donate Today!*

To find out how you can support MEBA [click here](#).



# MEBA and Midlands REC

## Celebrate Personal Pathways to Success

On February 9, 2010, MEBA and the Midlands REC hosted a legislative reception to spotlight the current



*Representative Chip Huggins and Barbara Willm.*

and future achievements of the **Education and Economic Development Act (EEDA)**, legislation signed into law in May 2005 and designed to give South Carolina students and adults the education tools they need to build

prosperous, successful future. Now known as **Personal Pathways to Success**, the initiative provides educational and career planning resources that bring together all South Carolinians -- students, parents, educators, adult job seekers and employers. The result is a stronger workforce and economy to help build a bigger and brighter future for South Carolina.

The event was held at the Meridian Building and began with a welcome by **Barbara Willm**, Chair of the Midlands Regional Education Center Advisory Board and Vice President of Community Relations for **Lexington Medical Center**. Attendees were then encouraged to visit stations showcasing five key areas of *Personal Pathways* and related successes including:

### Business Connections

✓ With data collected through Individual Graduation Plans (IGP), the business community can easily view students' career cluster interests. When gaps exist between student interest and workforce demand, business and education leaders work together to inform students and parents of potential career opportunities.

✓ Through Connect 2 Business, a web-based career planning tool, employers are able to connect to local

students and adult job seekers, providing job shadowing and internship opportunities while creating awareness of career opportunities and workforce needs. Currently, nearly 800 businesses statewide are enrolled in the Connect 2 Business solution.

✓ MEBA's 12 alliances provide vehicles for more than 150 business partners representing 125 Midlands businesses to be actively and meaningfully engaged in education.

### Curriculum and Guidance

✓ During the 2008-2009, 97% of 8th, 9th and 10th grade students completed an Individual Graduation Plan. Guided by their guidance personnel, these students chose a cluster of study aligned with their career goals and planned courses to complete a major by graduation.

✓ MEBA's Educator Field Studies Series provides an average of 12 field studies each year allowing Midlands educators to experience various industries and careers firsthand, making curriculum more relevant and strengthening the connection between the classroom and workplace. Already this year, MEBA has hosted 7 field studies for more than 225 educators.

### At-Risk Programs

✓ At-Risk programs have been implemented in every high school in the state. In 2009, 32,623



*Jim Reynolds, Representative Leon Howard, and Dr. Marshall (Sonny) White.*

students were enrolled in these programs with an 86% success rate in keeping high-risk students in school and moving to the next grade.

✓ Parent involvement is a major factor in keeping students in school and ensuring academic success. Parent

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# An Inside Look at Manufacturing

MEBA's **Manufacturing Alliance** hosted the Manufacturing Educator Field Study on February 3, 2010, for nearly 20 participants. The event began at **Midlands**



*Ed Koehne of Midlands Technical College talks with educators about the College's state-of-the-art Precision Machining facility.*

**Technical College Northeast Campus** with registration and refreshments. **Lisa Call**, MEBA's Chief Operating Officer, welcomed attendees, and **Karen Owens** of the **Silver**

**Crescent Foundation** presented on "Manufacturing in South Carolina." **Ed Koehne**, Director of Manufacturing Operations at **Midlands Technical College**, led the group on a tour of Midlands Tech's Precision Machine facility and spoke about education requirements and career opportunities in the manufacturing industry.

Participants then boarded a bus and traveled to **Tyson Prepared Foods** where **Tiffaney Conrad**, Human Resources Director, led them on a tour and talked about necessary work skills, training, career possibilities and corporate culture. Following a lunch sponsored by MEBA, the group made a final stop at **Michelin** where **Harold Cecil**, Maintenance Supervisor, led a tour of the facility and spoke about potential careers and the manufacturing industry.

MEBA's Educator Field Study Series provides a great opportunity for Midlands educators to get a firsthand look at various career clusters and opportunities in the region. This information is transferred to the students, making curriculum more relevant and meaningful. Four additional field studies are scheduled for the year: Transportation - February 24; Information & Technology - March 2; Architecture & Construction - March 12; and Law, Public Safety, Corrections & Security - April 28. For more information and to register, please visit MEBA's Web site at [www.mebasc.com/educators/development.php](http://www.mebasc.com/educators/development.php). ■

## UPCOMING EVENTS

### GCDF Professional Development Workshop

February 25, 2010, 9:00 - 11:00 am  
MTC Airport Campus, AC 115

### College Goal Sunday

Saturday, February 27, 2010  
\*See page 4 for more details.

### Information & Technology Educator Field Study

March 2, 2010

### Arts Alliance

March 2, 2010, 11:30 am - 1:00 pm  
EdVenture

### Information & Technology Alliance

March 3, 2010, 11:30 am - 1:00 pm  
DP Professionals

### Curriculum Alignment Committee

March 4, 2010, 9:30 - 11:30 am  
Department of Juvenile Justice

### Executive Committee

March 12, 2010, 7:45 - 9:00 am  
MTC Bellline Campus, Executive Conference Room

### Architecture & Construction Educator Field Study

March 12, 2010

### Career Connections Committee

March 12, 2010, 11:30 am - 1:00 p.m.  
MTC Airport Campus, AC 115

### Transportation, Distribution & Logistics Alliance

March 23, 2010, 9:00 - 10:30 am  
Heyward Career & Technology Center

### Entrepreneurship Workshop

April 19, 2010, 8:30 am - 12:30 pm  
MTC Airport Campus, Auditorium

### Contextual Teaching & Learning Workshop

June 22, 2010, 8:30 am - 3:30 pm  
MTC Airport Campus, AC Room 143  
[Click here for registration information](#)

## DEVELOPING LEADERS:

### RICHLAND NORTHEAST'S LEADERSHIP 100

MEBA's **Lisa Call**, along with Richland Northeast Career Specialist **Kim Sanders**, is helping to coordinate a pilot program for students at **Richland Northeast High** designed to develop future leaders. The program, Leadership 100, is the brain child of **Lynn Washington**, convergence media director and model United Nations advisor at Richland Northeast High, and **Robert Dozier**, a member of MEBA's Board of Directors and president of **CoastalStates Bank**, and focuses on career awareness, economic development and government in the Midlands. Involved students attend monthly learning sessions, participate in a 40-hour internship during the summer and complete a civics project during their senior year.

On Saturday, February 6, 2010, the students attended the program's inaugural meeting and heard a presentation by **Sara Lloyd** about her career path.

Sara's story of moving to New York City to find a job but ultimately finding her true career back in South Carolina highlighted the program's goal to encourage the Midlands' best and brightest students to consider the Midlands as the perfect destination for their career aspirations.

With the successful start of Leadership 100 at Richland Northeast High, MEBA hopes to expand the program to other schools in the future. ■



*Students participate in a team building activity.*



## College Goal Sunday is Saturday, February 27!

Get the help you need -- to get the money for college. Good grades aren't the only way to get money for college. Most financial aid is based on need — and the first step to qualifying for that money is to complete the FAFSA (Free Application for Federal Student Aid). College Goal Sunday was created to offer students and their families free help completing the FAFSA. Financial aid experts are available at a College Goal Sunday event in your area, so sign up today and get started on the road to college.

You should attend College Goal Sunday if you:

- ▷ are a high school senior who is considering education after graduation.
- ▷ have already graduated and are considering furthering your education.
- ▷ are the parent or legal guardian of a child who needs financial assistance.

Please plan to attend one of the following College Sunday events being held in the Midlands on Saturday, February 27, 2010. The **Midlands REC** is assisting with these two events. Learn more at [www.collegegoalsundaysc.org](http://www.collegegoalsundaysc.org).

#### **Midlands Technical College Airport Campus**

Contact Sinitra Johnson at 822-6702

#### **Richland County Public Library, Main Branch**

Contact Violette Hunter at 777-5093

Event begins at 9:00 a.m

## VIRTUAL JOB SHADOWS BRING CAREERS TO LIFE

**Microburst Learning** hopes you will take advantage of free virtual job shadows currently available online. These virtual job shadows allow students to experience the world of work without ever leaving the classroom. Educators can have students go through the job shadows individually or as a group. New virtual job shadows are being premiered throughout the month including Plumber, HVAC, Electrician and Chemical Operator. Coming soon are virtual job shadows for Carpentry, IT Project Manager, IT Developer, Security Analyst, End Client Support, Animator and Lab Technician. Plans are also underway to develop virtual job shadows for Pipe Fitter, Welder and Wind Energy Engineer.

To get started, visit <http://virtualjobs.microburstlessons.com>, and create a user account. Once you have created a user account, log in and select the cluster of interest link on the left and then enroll in the virtual job shadow of your choice. ■

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## SCANA TO OFFER STUDENT TOURS

SCANA is providing a limited number of spring 2010 high school student company tour opportunities for the Science, Technology, Engineering & Math, and the Information Technology clusters of study. Participation is available on a first come, first serve basis. At least one chaperone from the school in attendance must accompany each tour group. For questions or registration information, please call MEBA's Lisa Call at 732.5258. ■

## Midlands Career Events

Career Fairs help connect students to careers and employers to potential employees. See how you can get involved in these upcoming Midlands Career Fairs.

### **Eau Claire High School Career & College Expo**

February 25, 2010

Contact Stephanie Harrison at 735-7600 ext. 2518, or SHARRISON@richlandone.org

### **Dutch Fork High School Parent University**

February 25, 2010, 5:00 - 7:00 pm

Contact Kim Neely at 476-3349 or kneely@lex5.k12.sc.us

### **Chapin Middle School Career Fair**

February 26, 2010, 8:00 - 11:00 am

Contact Katie Yeoman at 345-1466 ext 164 or kyeoman@lex5.k12.sc.us.

### **Fairfield Central High School Career Fair**

March 4, 2010, 9:00 am - 1:00 pm

Contact Stacey Gray Feaster at 635-1441 x60214 or sgfeaster@fairfield.k12.sc.us

### **Carolina Springs Middle School Career Fair**

March 11, 2010, 7:50 - 10:30 am

Contact Anedra Kelson at 821-4909

### **Webber Elementary School Career Day**

April 1, 2010

Contact Thera Leonard at 353-4005 or tkinsler-leonard@richlandone.org

### **Watkins-Nance Elementary Career Fair**

April 21 or 22, 2010

Contact Mickey Richard at 733-4321

### **Richland One Career Celebration**

April 24, 2010

Contact David Prigge at 735-3332 or dprigge@richlandone.org

For information on how to hold a successful career fair, check out MEBA's career fair "How To" guide online at [www.mebasc.com/resources](http://www.mebasc.com/resources). ■

# Ridge View Educators Experience the World of Work

On January 15, 2010, with students having the day off, 130 **Ridge View High School** educators stepped outside of the classroom and into the world of work. Working with career specialists **Ann Holland** and **Heather Kelly**, MEBA's **Lisa Call** helped organize a



*Educator participants listen to presenters at Palmetto Baptist.*

special field study for these Midlands teachers taking them on site tours to six different businesses and treating the group to lunch. The field study was designed to give teachers an up

close look at the real world their students will enter when they graduate.

Participating educators were divided into three groups, with each group making stops at two local businesses. The first group travelled to **Palmetto Baptist Hospital** where they saw jobs related to rehabilitation services and the Neonatal Intensive Care Unit. This group also visited **SCANA** where they learned about the many job opportunities available when providing power to our state.

The second group saw the inner workings of **Providence Hospital Northeast, Providence Hospital Downtown** and **FN Manufacturing**. Teachers were able to view a working hospital laboratory, see a heart-catheter operation room and even fire M16 weapons.

The third group visited with senior citizens at **Agape** and checked out behind-the-scene jobs at **Riverbanks Zoo**, where the educators quickly learned there are many more careers available at the zoo -- marketing,

human resources and retail -- other than those that involve working with animals.

Even with six different business locations, a few common career themes emerged from the day:

- Students need to focus on soft-skills such as punctuality, proper attire and teamwork, when at the workplace.
- Every subject taught in school relates to a future career.
- Unconventional jobs exist in every workplace, such as information systems at a hospital and art design at the zoo.

MEBA was proud to partner with Ridge View High School to make the field study such a great success. In addition connecting the educators with six important Midlands businesses, MEBA was pleased to sponsor lunch, distribute resource bags full of important information, provide certificates to all participants, and staff the site visits.



*Educators get up close to a baby hedgehog at Riverbanks Zoo.*

“It was a great day for MEBA and for the participating educators,” said Lisa Call, MEBA’s Chief Operating Officer. “It is always our pleasure to partner with groups such as Ridge View High School to help make curriculum more relevant and strengthen the connection between education and business.” ■

## Career Corner

Congratulations to the following state winners of the **National Career Development Association's 2010 Poetry and Poster Contest** from the Midlands:

### Matthew Manley

Lexington Career & Technology Center  
Lexington School District One  
3rd Place: Poster Category 2 Senior Division  
School Coordinator: Michelle Cooper

### Summer Rogers

Lake Murray Elementary  
Lexington School District One  
2nd Place: Poetry Intermediate Division  
School Coordinator: Jennifer Adams

### Tez English

Crossroads Middle  
Lexington Richland School District Five  
3rd Place: Poster, Category 2 Open Adult Division  
School Coordinator: Brandi Canfield ■

## Your Child Is Job #1: Be A Superhero!

by Kay Barlow

Kay Barlow, MEBA's Community and Parent Education Director and resident superhero, offers the following tips on how to be the superhero in your child's life.

- ♥ Approach the day with humor and a smile.
- ♥ Spend time, not money on your child.
- ♥ Listen with love.
- ♥ Never promise what you cannot deliver.
- ♥ Be the person you want your child to be.
- ♥ Admit your mistakes, and explain to your child that everyone makes mistakes.
- ♥ See parenthood as an opportunity.
- ♥ Be free with hugs for every child of any age.
- ♥ Discipline with firmness and gentleness.
- ♥ Say "I love you" each day and "I like you" at least that often. ■

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participation in IGP planning sessions is at 72% across the state.

✓ MEBA's *Your Child Is Job #1* program is a partnership with local businesses to provide informative sessions to parents at their place of work on topics such as The Tests Your Child Takes, Internet Safety and Communicating with Your Child.

### Adult Learning

✓ Kuder Journey is a free, web-based tool that helps adults effectively plan for a career, make a career change and keep careers on track.

### Colleges and Universities

✓ 12,000 high school students across the state are enrolled in dual credit courses which provide a seamless transition to two- and four-year colleges.

Special thanks to **Ben Arnold Beverages** for providing wine for the event. ■



[www.mebasc.com](http://www.mebasc.com)

Midlands Education and Business Alliance does not discriminate on the basis of race, color, national origin, sex or disability in its programs and activities.

EConnections is an electronic publication of Midlands Education and Business Alliance. For more information, please contact Ashley Thomas at [ashleythomas@mebasc.com](mailto:ashleythomas@mebasc.com).