



**FOR IMMEDIATE RELEASE**

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## **Media 1 Hosts Educators for Skills4Success Workshop Continues Partnership with OAISD for Workplace Relevancy**

GRAND HAVEN, Michigan, October 24, 2011 — Once again, Media 1 is helping educators prepare students as the next generation workforce. Media 1 recently hosted two-dozen local teachers for a half-day Skills4Success seminar about how communication skills drive success in the modern workplace.

The event was the first of several planned by the Ottawa Area Intermediate School District (OAISD) to give educators the chance to explore the 21<sup>st</sup> Century skills outlined in the Skills4Success Framework. Previously this summer, Media 1 participated in the pilot Educators Working for Relevancy Program (also in partnership with OAISD) by hosting an English and Literature teacher from Spring Lake High School.

“We were thrilled to be able to once again partner with the ISD and host this teacher workshop for the development of our future workforce,” said Chris Willis, Media 1 CEO. Willis presented scenarios to the group demonstrating how employees in various roles use communication skills at the Grand Haven-based consultancy. Examples included leading face-to-face and virtual (global) meetings, assessing client needs and reporting project progress, contract negotiations, and marketing using social media. Communication skills have always played an important role in business success, but the pace of the communication and the technology used will continue to evolve.

“Communications skills—both in our office and in our work with clients—are intertwined with critical thinking and technology skills,” Willis said. “In a small business like ours where everyone has to wear multiple hats, communication touches everything we do in all of our roles. Media 1 recognizes the importance of helping cultivate that ability in our future employees, and get students connected to real-world experiences.”

In the coming months, educators from each of the local districts will participate in additional Skills4Success workshops aimed at helping them learn and think about the 21<sup>st</sup> Century soft skills students need in order to be successful in college and a career, according to OAISD officials. Besides communication, the Skills4Success Framework focuses on technology literacy, collaboration and global thinking, critical thinking and problem solving, flexibility and adaptability, ethical citizenship, and personal accountability. These skills are considered cornerstones by OAISD for student success for college and careers. All are skills used in daily operations at Media 1, noted Willis.

“It’s important for educators to learn about the importance of these skills in their many forms in business and what employees do,” said Jason Pasatta, OAISD Development Director for Career and Technical Education. “Once they understand what those skills look like today, teachers can go back and create a descriptive, grade-band scale for that skill and know when a student is proficient or advanced.”

Pasatta continued, “We are very pleased to have a local business like Media 1 continue to open its doors and host an event like this to give educators a glimpse into the real world.”

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### **About Media 1**

Media 1 is expert in integrating people, technology, and performance to drive Human Capital Improvement. We help Human Resources (HR) build on their existing ecosystem to enhance employee engagement and accelerate time to productivity. With a focus on Onboarding and Leadership Development, our work is based on proven performance factors. We specialize in using Microsoft SharePoint™ technologies to support integrated learning and talent management.

Contact us to learn how.

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### **About Skills4Success**

The Skills4Success Framework outlines skill sets identified and defined by Ottawa area business, education, civic, and community leaders through a series of open forums, dialog, and feedback. Skills4Success describes the 21<sup>st</sup> Century skills students need in order to be successful in college and a career and is one component of a broader College and Career Preparation Initiative within the Ottawa Area Intermediate School District (OAISD)—which assists local school districts in ensuring that all students are prepared through flexible and networked resources and programs. It serves all students within the OAISD in promoting their passions, career aspirations, and academic achievement in collaboration with local school districts, employers, community organizations, colleges/universities, and state and local government.

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### **About Ottawa Area Intermediate School District**

The Ottawa Area ISD works collaboratively with schools and communities to meet the educational needs of students in the Ottawa area. By pooling resources and providing services regionally, the OAISD provides important programs and services to eleven local K-12 school districts and all charter, parochial and private schools in the most cost-effective ways possible. Together, OAISD and its local districts determine the services needed to improve student achievement, serve children's individual needs, develop teachers' expertise, and connect with our communities. The organization is committed to providing quality services in special education, career and technical education, and instructional services for general education. For more information, visit [www.oaisd.org](http://www.oaisd.org).

### **About Educators Working for Relevancy Program (EWR)**

EWR is one component of a broader College and Career Preparation Initiative. The Initiative assists local school districts in ensuring that all students are prepared for both college and a career through flexible and networked resources and programs. It serves all students within the Ottawa Area Intermediate School District (OAISD) in promoting their passions, career aspirations, and academic achievement in collaboration with local school districts, employers, community organizations, colleges/universities, and state and local government.

For more information about EWR, please refer to the OAISD press release at:

[http://www.oaisd.org/downloads/\\_news\\_/p16ao9kma71uo4e8c1ivq1ruspbo1\\_20110928\\_111540\\_1.pdf](http://www.oaisd.org/downloads/_news_/p16ao9kma71uo4e8c1ivq1ruspbo1_20110928_111540_1.pdf)

Also, refer to The Grand Haven Tribune article/photo:

<http://www.grandhaventribune.com/content/first-educators-working-relevancy-class-graduates>

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