Central Carolina Community College

Central Carolina Works

Central Carolina (CC) Works is a public-private partnership aimed at increasing enrollment in Career and College Promise, as well as enrollment at CCCC following high school. CCCC raised matching funds from Golden LEAF to place a Central Carolina Community College Advisor in every high school within our three county service area in an effort to increase enrollment in Career and College Promise (CCP) pathways, and ultimately increase the number of regional students choosing to enroll at CCCC upon high school graduation.

DETAILS

When the college learned that only five percent of our region’s high school students were immediately enrolling in CCCC upon graduation, coupled with the fact that participation in CCP pathways was stagnating at 250 participants annually, we knew that a more deliberate plan of action was required. We partnered with community leaders to create a solution that ultimately became CC Works.

Additionally, an increasing proportion of jobs paying above the county average require education beyond a high school diploma. As a result, this issue is also one that can be viewed in terms of economic development and speaks to our region’s ability to retain and attract employers who need highly skilled workers.

The idea was originally presented to Golden LEAF for full funding, but they challenged us with an offer to provide half of the money requested, if we could raise a matching amount within a six month period of time. A private citizen who is extremely civic oriented stepped up, chairing the drive, and the college embarked on a round of presentations throughout the community (individuals and industries). At the end of the six months, not only had we raised the matching amount, but we exceeded it. The funding allowed us to hire seven advisors and a coordinator, provided training for them about CCP pathways, and college offerings. They began working in regional high schools and have already shown value. The number of high school students enrolled in CCP pathways for this academic year is already 200 more than what it was the year prior!

Implementation began in October 2013.

Partner Type(s):
- Business/Industry (direct involvement)
- Economic Development
- Public Schools
- Other: Individual donors

Impact/Outcomes
- Already seeing an increase in participation of high school students in CCP pathways.
Improved relationships and better understanding among high school students, faculty, staff and parents about the opportunities that exist by continuing post-high school education through CCCC.

Additional CCP pathways have been created based on conversations with high school students and staff.

**Funding Source(s)**
Over $800,000 has been raised for Central Carolina Works, which provides funding for advisors and any fees associated with student enrollment in a CCP pathway.

Here’s a list of the organizational donors:

- BB&T
- Boon Edam
- Carolina Meadows
- Caterpillar
- Central Carolina Hospital
- Chatham County
- Chatham County Farm Bureau
- Community Properties
- Coty
- First Bank
- Golden LEAF Foundation
- Harnett County
- Harnett Farm Bureau
- Lee County
- Lee Moore Capital Company
- Montgomery Development Carolina Corp.
- Newland Communities
- Preston Development
- Sanford Contractors
- The Duke Energy Foundation

In addition, there were many individual donors (–list too long to share).

**REFLECTIONS**

**Innovation or Best Practice**
Having a CCCC advisor in EVERY high school within our service area is critical for us to get our message out regarding our value to the region.

The manner in which this was funded was innovative and was made possible by an initial pledge from Golden LEAF.

**Lessons Learned**
Keeping donors constantly updated about the status of the CC Works initiative has been a challenge. We’ve met that challenge by creating a blog that provides monthly updates and
anecdotes from the various high schools that we share with all those who helped to make it happen.

**Scalability**
When there is a community need that touches many areas (workforce development, K-12, economic development) and packaged in a cohesive way with a clear action plan, community partners are willing to come to the table.

As we move forward in addressing other community issues that arise, it is our hope that a similar public/private funding model can be utilized to create solutions that benefit the entire community.

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**RESOURCES**

**Workforce Learning Summit Presenters**
Dr. Phillip Price, CFO  
Dr. Pamela G. Senegal, VP Economic and Community Development  
Central Carolina Community College

**Links**
Project Updates: [https://sites.google.com/a/cccc.edu/central-carolina-works-project-progress/](https://sites.google.com/a/cccc.edu/central-carolina-works-project-progress/)  
Project Overview: [http://www.cccc.edu/ccworks/](http://www.cccc.edu/ccworks/)

**For Further Information**
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