Workforce Enhancement through Targeted Outreach to Schools

Spotlighting Career and College 101 Conference
The Problem

- Thousands of jobs lost.
- Displaced workers finished with retraining.
- How do we ensure a steady flow of new workers into the workforce pipeline?
The Solution

- Engage school-aged students in a way we never have before.
- Not just brochures in a guidance office.
- Provide students with knowledge of career training opportunities and options
- Provide hands-on experiences that create memories and stir passions for future achievement.
How Do We Do That?

- Plan campus events with partners to provide relevant content.
- What are industry needs?
- How can we help students be successful? If we can help the schools find that, it will impact our enrollment, retention and completion.
What Kinds of Events?

- Career and College 101 Conference
  400 seniors about to graduate

- Isothermal Science and Technology Expo
  1,000 sixth graders from two counties, interactive program demonstrations and high school students as presenters

- Careers in Construction Day
  300 high school students
There’s More...

- Health Sciences Symposium
  250 students interested in healthcare careers
- New Century Scholars
  68 new seventh-graders inducted each year
- Career Exploration Camp
  About 80 elementary and middle school students
- Jump Start
  75 students moving from middle to high school
College and Career 101 Conference

- Keynote speaker
- Two tracks
- Full day with lunch

“Graduation is a start, not a finish.”
College Track

- College-bound students
  Advising
  Financial Aid
  Student Success Skills
  Avoiding Common Pitfalls
  Advice from students who are finishing their first year in college
Career Track

- Career-bound students
  - Job Seeking Skills including Practice Interviews
  - Finances
  - Short-Term (less than two-year) Training Opportunities
  - Business and Industry Panel
  - Focus on Soft Skills and Teamwork
Conference Partners

- Rutherford County Schools
- Robert and Janice McNair Educational Foundation
- Rutherford County Chamber of Commerce
- State Employees Credit Union
- Appalachian State, Western Carolina and Gardner-Webb
- Valley Fine Foods
- Timken
- Google
Partners in Other Efforts

- Facebook
- Duke Energy
- Trelleborg
- Rutherford Regional Health System
- Polk County Schools
- Thomas Jefferson Classical Academy
- Lake Lure Classical Academy
- Rutherford County Homeschool Association
- And many others
“Providing this conference in collaboration with Rutherford County Schools and Isothermal Community College maximized the impact for our students’ career and college readiness which translates to increased success for their future.”

Monica Lee
McNair Foundation
“We were able to share what kinds of skills and attributes we look for in an employee. We were able to tell them specifically about what kinds of jobs opportunities we have available at Valley Fine Foods. You never know, I hope we hire some of those students one day.”

Scott Webber
Valley Fine Foods
Enrollment Impact

- Student Enrollment from Fall 2009-2013
  - 2618-2369
  - 9.5% Decrease
- High School Student Enrollment 2009-2013
  - 485-744
  - 53.4% Increase
Contact

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