

**State Board of Community Colleges
Strategic Planning Committee**

Held as part of State Board of Community Colleges Planning Meeting
Pitt Community College - Craig F. Goess Student Center, Room 137
October 20, 2016 – 1:30 p.m.

Call to Order

Dr. Darrell Saunders called the meeting of the Strategic Planning Committee to order at approximately 1:35 pm.

Board Members Participating:

Dr. Darrell Saunders
Mr. Bobby Irwin
Mr. Ernest Pearson
Mr. Clark Twiddy
Representative Jimmie Ford

Also Attending:

Linda Weiner
Chreatha Alston
Anne Bacon
Maureen Little
Dr. Matt Meyer
Lyn Austin

Ethics Awareness and Conflicts of Interest

Dr. Darrell Saunders asked Dr. Matt Meyer to read the Ethics Awareness and Conflict of Interest Reminder. He asked the Committee if there were any conflicts or potential conflicts of interest that needed to be identified. Having so requested and hearing none, Dr. Meyer asked that the record reflect that no conflicts of interest or potential conflicts of interest were reported.

Approval of Agenda

Dr. Saunders asked for a motion to approve the meeting agenda and a motion was made by Mr. Clark Twiddy and seconded by Representative Jimmie Ford. The motion was adopted.

Approval of Minutes

Dr. Saunders asked for a motion to approve the minutes of the September 15th meeting and a motion was made by Representative Ford and seconded by Mr. Twiddy to approve the minutes. The motion was adopted.

Feedback on the Planning Meeting

Prior to the discussion of items on the agenda, Ms. Linda Weiner asked the Committee to share their feedback on the Planning Meeting events so far. Board members commented on their appreciation of Pitt Community College's hands-on technical training exposure for Board members via its "Taste of Industry" event that morning. Board members reflected on the quality and enthusiasm of Pitt Community College's staff, as well as strategies that colleges can use to recruit/retain good faculty. The Board members also discussed possible future ideas: academics (if possible to show work being done there), a view on first day registration at a college, activities related to the simulated hospital at CVCC, and where the planning meeting is scheduled to take place next year.

Virginia Workforce Certification Initiative

Dr. Matt Meyer referred to the handout and shared with the Committee what he had learned about Virginia's Workforce Certification Initiative, the Workforce Credentials Grant Fund Program (WCG). Through Virginia's new program, and signed into law by its governor in March 2016, a student only pays one third of their tuition for workforce training leading to a 3rd party credential. Community colleges in Virginia receive reimbursement for the remaining two thirds of the cost from the Commonwealth of Virginia when the student completes the training (one third) and earns the externally-validated workforce credential (one third).

The aim of this initiative in Virginia relate to the Align4NCWorks goals re: demand-driven workforce development and validating skills and competencies via credentials. As Ms. Weiner mentioned, this initiative has drawn the attention of the National Governors Association Workforce Policy Academy.

The Committee asked questions about the initiative, including how the funding mechanism worked and the initial cost. Dr. Meyer answered most questions and, following the meeting, researched the State investment and found it to be a \$20 million to \$12.5 million incentive funding for the colleges and \$7.5 million for marketing of the program.

Joint Strategic Plan/IT Plan

With some context provided by Ms. Weiner, Ms. Anne Bacon provided an update for the Committee on how the Align4NCWorks strategic plan, approved by the board in May 2015, is being used for other planning documents. Ms. Bacon described how the State Budget Director and State Chief Information Officer directed the NC Community College System Office to submit (for the first time) a joint strategic and IT plan. The purpose is to ensure that IT planning is aligned to strategic planning, that the two plans connect, and metrics are identified for success. Ms. Bacon reported that leadership of the NC Community Colleges is taking this request seriously, and staff are putting the finishing touches on the plan, due October 31st. In addition to doing the required alignment between programmatic and IT functions, she reported that leadership/staff were going out of their way to use the joint report to also connect to our legislative agenda/budget requests and other functional tools in the System Office. The goals for the strategic/IT plan are based on Align4NCWorks (condensing of the eight Align4NCWorks goals into four broader goals) and also tie in themes from SuccessNC.

Update on Existing Industry Protocols

Ms. Maureen Little explained that, following the completion in 2015 of the Governor's "1,000 in 100" Initiative (in which 1,000 businesses were visited by workforce partners in 100 days), there was a desire in some communities to continue to collaborate to meet businesses' workforce needs.

Ms. Little convened key economic and workforce development partners (Economic Development Partnership of North Carolina, Department of Commerce/Division of Workforce Solutions, and Workforce Development Boards) in the past year to explore ideas and there was interest in continuing to work together via a set of protocols that could be customized at the local level.

Ms. Little reported how she developed and updated a template document with input from partners, and collaborated with the Chair of the NC Workforce Development Directors Council for a simultaneous distribution in August 2016 of the template to the fifty-eight college's Customized Training directors and the twenty-three Workforce Development Board directors. These local co-leaders are now working on using the templates to develop a plan for serving existing businesses as one unified team, bringing in additional area partners that provide workforce services to employers. The goal is for local teams to develop county plans by January 2017. (Note: protocols for serving business as one team is part of the Align4NCWorks plan.)

Cross-training of Workforce and Economic Development Partners

Ms. Little explained that along with protocols for serving businesses, it is important that partners understand one's roles. For this reason, she has reached out to partners to involve them in the Customized Training staff's new employee orientation. On September 13-14, fifty-four individuals participated, including staff from the Division of Workforce Solutions (Apprenticeship staff as well as Regional Operations Directors), Workforce Development Boards, and the Economic Development Partnership of North Carolina. The aim is for partners to follow suit as we continue to promote team approaches to serving businesses in workforce development.

Input from Committee on Outreach to Industry Associations

Ms. Bacon described that, in response to feedback from industry and the Legislature, the NC Community College System plans to reach out to industry associations in a greater way than before to ensure that we are aligned to their needs, provide information about how we can serve them, and just generally ramp up our connections with industries. She described how a focus was on statewide industry associations which could complement the relationships colleges already have with their local industry. Ms. Bacon asked the Committee questions about how this could be achieved most successfully and committee members offered feedback. For example, committee members advised that initial meetings be more about listening rather than trying to convey what we have to offer. The feedback will be used in planning outreach activities.

A motion was made and seconded to adjourn the meeting. The motion was adopted and the meeting adjourned at approximately 2:50 p.m.

Respectfully submitted,
Ms. Jerrie Farmer
Recording Secretary