

MINUTES
STRATEGIC PLANNING COMMITTEE
September 14, 2017 – 1:30 p.m.

COMMITTEE MEMBERS PRESENT:

Clark Twiddy, Chair	Bill McBrayer	Scott Shook
Breeden Blackwell	Ann Whitford	James Rose

Members Absent: Jerry Vaughan, Ernie Pearson

OTHERS IN ATTENDANCE:

Jennifer Haygood	Anne Bacon	Linda Suggs (Gates Fnd.)
Maureen Little	Alexis Lockett	Jeff DeBellis (Commerce)
Elizabeth Grovenstein	Katherine Tamer	Meihui Bodane (Commerce)
Roxanne Newton	John Hauser (Carteret CC)	Geoff Coltrane (Gov's Office)
Bill Schneider	Lyn Austin (NCACCT)	

CALL TO ORDER

Mr. Twiddy called the meeting to order at 1:35 p.m. in the AW North Carolina Conference Room of the Caswell Building.

ROLL CALL

Ms. Tamer took the roll of the Strategic Planning Committee members.

ETHICS STATEMENT

Ms. Whitford read the Ethics Awareness and Conflict of Interest Statement and asked if there were any known conflicts. None were noted.

APPROVAL OF THE AGENDA

Mr. Twiddy asked for a motion to approve the agenda for the September 14, 2017 meeting. Mr. McBrayer moved to approve, Ms. Whitford seconded, and the committee approved the agenda without change.

APPROVAL OF MINUTES

Mr. Twiddy asked for a motion to approve the minutes for the August 17, 2017 meeting. Mr. Shook moved to approve, Mr. McBrayer seconded, and the committee approved the minutes without change.

FOR INFORMATION

Economic Overview and Tools (Attachment PLAN 01)

Jeff DeBellis, the Director of Economic and Policy Analysis from LEAD at Commerce, discussed current economic trends in North Carolina. LEAD (Labor & Economic Analysis Division) works to help organizations and individuals make more informed economic decisions. LEAD's data can aid NCCCS in its strategic plan process.

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Current economic trends to consider: North Carolina's unemployment rate matches the national unemployment rate of 4.8%, but has not completely recovered from the Great Recession in the most rural parts of the state. Job growth is uneven geographically, but also by industry. Middle wage industries have lost over 24,000 jobs since 2008. Before the recession, the highest proportion of jobs in the state were routine manual (blue collar) jobs, now the non-routine cognitive (knowledge) jobs make up the highest portion of our economy. Service jobs are growing as well. Employers are doing more with less since GDP has increased 22% since 1998, but manufacturing employment has decreased by 42% over the same period.

LEAD surveys employers every two years to analyze their needs and identify gaps in the workforce. Nearly all employers provide on-the-job training, 18% reported using Community Colleges to meet skill needs. A lack of work experience and education, certification, or training proved to be the most difficult obstacles for employers in filling positions.

LEAD provides NCCareers.org and the NC Career Clusters Guide to help people make employment decisions. There is a self-assessment, employment projections, and a list of star jobs based on availability and salary. Ms. Little asked if Commerce could link available training at community colleges for each job. Mr. DeBellis explained that Commerce can do that with help from NCCCS. Hopefully this tool can help students identify what they want to study and help student support staff provide timely and accurate career exploration opportunities.

Meihui Bodane discussed the economic and workforce impact of the data LEAD collected. Over ten years, NC's community colleges have taught 3.3 million students who have earned at least \$57.6 billion. The total amount could be larger because LEAD's data does not include students who are working outside of North Carolina or are self-employed. Most students work in educational and health services (43% of all workers in this industry were NCCCS students in the last ten years). The data only includes associate degree recipients, but LEAD is considering including students who exit without obtaining a degree. Currently, LEAD can share the percentage of degree recipients who are employed, and their average wages, after graduation.

My Future NC (P-16 Commission) and Education Cabinet Update (Attachment PLAN 02)

Jennifer Haygood reminded the committee that President Williamson mentioned to the Board that he was working with President Spellings and Superintendent Johnson on a P16 Commission, now called My Future NC. Ms. Haygood shared the group's charter and member list; she is included as a steering committee member. The group hopes to develop a statewide education plan, break down silos between stakeholders, and debate key issues and needs of the state. Two college presidents were invited: Dr. Stelfanie Williams of Vance-Granville CC and Dr. Jeff Cox of Wilkes CC. A kickoff event is tentatively planned for this fall at Davie County Early College on the campus of Davidson County CC.

ERP Planning Update (for Discussion Only)

Jim Parker was not present in the meeting because his office was facilitating eight information and listening sessions with faculty, staff, and students across the state. Eight sessions were

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completed on Tuesday as well. These efforts, along with a recent system-wide survey, will hopefully establish a clear picture of what these stakeholders would like to see in the next ERP system. The next step is to hold process reimagining and redesign sessions to develop an ERP system that helps supports good business practices.

Strategic Planning Update (Attachment PLAN 03)

Anne Bacon updated the committee on the progress of the Strategic Plan. The four theme groups have developed draft goals and objectives, and will meet soon to discuss strategies. In the meantime, a survey was sent to the System Office staff requesting their input on strategies for the plan. The full Board will receive the strategies at the October planning meeting.

Proposed Agenda for State Board Planning Meeting (Attachment PLAN 04)

Ms. Haygood shared the proposed agenda for the October planning meeting which begins on Wednesday, October 18, at Catawba Valley CC. The whole Board will hear Dr. Rebecca Tippet's demography presentation which she shared with the Strategic Planning Committee in August. Mr. Parker will also discuss the importance of the ERP planning project. That afternoon will feature three "Promising Practices from the Great 58," which will highlight innovations from various colleges. When the Board returns in the morning, they will be divided into four groups to discuss the four themes of the strategic plan. By then, the strategic planning teams will have provided draft goals, objectives and strategies for Board members to review and provide feedback. Each group will report back to the entire Board before discussing how these strategies will influence the legislative agenda for the upcoming year.

FOR ACTION

Strategic Planning Charter (Attachment PLAN 05)

Mr. Twiddy asked for a motion to approve the Strategic Planning Charter as presented at the August 17, 2017 meeting. Dr. Blackwell moved to adopt the charter, Ms. Whitford seconded, and the motion passed unanimously.

NEW BUSINESS

Mr. Twiddy thanked President John Hauser of Carteret Community College for attending the Strategic Planning Committee meeting.

ADJOURN

There being no other business, Mr. Twiddy asked for a motion to adjourn. Mr. McBrayer motioned, seconded by Dr. Blackwell and the committee adjourned at 2:49 p.m. following a voice vote.

Respectfully submitted,
Katherine Tamer
Recording Secretary

SBCC
10/20/2017