STATE BOARD OF COMMUNITY COLLEGES
Align4NCWorks Information Update

Align4NC Works Strategic Plan Goals

GOAL #1: Increase and sustain employer engagement as part of an integrated, customer centered workforce system.
GOAL #2: Connect students to quality careers and employers to quality employees.
GOAL #3: Ensure education and training address and validate skill and competency needs and attainment.
GOAL #4: Expand work-based learning opportunities.
GOAL #5: Improve career awareness and mapping.
GOAL #6: Increase opportunities for college access while keeping education and training affordable.
GOAL #7: Promote demand-driven and data informed decision making and evaluation to more effectively meet workforce customer needs and enhance system accountability.
GOAL #8: Strengthen the foundations of success for workforce development.

Boots on the Ground Teams

East Team Actions:
- Welding Pre-Hire (Employer Engagement, Validating Skills & Competencies Goals) has been scheduled for February 4th & 5th. Pitt Community College (PCC) and Beaufort have begun advertising.
- Instructors in Industry (Teachers in Manufacturing) Pilot – currently looking to schedule two days in Summer to connect public school teachers and community college instructors to local industry. Will not be as in depth as the Teachers@Work program. Will include lab & manufacturing equipment work at community college and then industry job shadowing.
- Apprenticeship – Looking to regionalize an approach to engaging industry regarding apprenticeship. Very early in the process.

West Team Actions:
- Created a team of Public School Career and Technical Education (CTE) directors and community college business & industry staff (including curriculum faculty) to develop Career Pathways that lead to good wage jobs in the region. Currently developing a baseline of data to help guide the approach including current statistics on the region’s education attainment, hot jobs, current education pathways and enrollment, and available Work-based Learning opportunities.
- Extreme STEM (Science, Technology, Engineering, Mathematics) Tours – Expanded the model to the High Country Region, which now joins Brunswick and Burke Counties as areas that have modeled Catawba Valley’s Education Matters Extreme STEM Tours.

Collective Impact Teams

Work-based Learning, Competencies, and Credentials Team Actions:
- Developed a statewide definition for Work-based Learning that will be presented to Project Management Team for adoption (Work-based Learning provides learners with hands-on skill-based training opportunities set in the workplace or work-related environment in order to foster skills aligned with employer needs.).
- Developed a graphic displaying the range of various types of Work-based Learning.
- Several team members participate on the national Workforce Credentials Coalition (Matt Meyer, Margaret Roberton, Pamela Senegal), which is working on methods to track attainment of third-party credentials.

SBCC
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Data, People, Protocols and Policy (DP3) Team Actions:
- Analysis of the data sources, career tools and protocols used by workforce partners –
  - Analyzed occupational data from two popular data sources and noted discrepancies.
    Currently considering whether using one data source vs. another could lead to a different
    program planning or career choice.
  - Analyzed which data sources were cited in college requests to the State Board of Community
    Colleges to add programs on their campuses. Plans next to map out how community colleges
    use data and employer engagement in program decision making.
  - Reviewed a recent career tools survey.
- Collecting and analyzing agency performance measures to better understand how measures encourage
  agencies and educational institutions to move in the same direction and where they could cause
  partners to diverge. The team may consider ways to buttress performance measures with incentives
  for collaboration.
- Sub-teams are being established to address other plan action items, such as creating a system of best
  practices; professional development to reinforce collaboration; etc.

Employer Engagement and Talent Connections Team Actions:
- Team members have done exploratory work for a Customer Relations Management system.
- Team members have worked with NCWorks partners on a listing of workforce services for
  employers.
- System office staff met twice with the Human Resource Development (HRD) Advisory Board on
  HRD/NCWorks Career Center collaboration and collaboration strategies. HRD Advisory Board
  members have been tasked with reporting to system office staff in mid-January with information for
  the Employer Engagement and Talent Connections Team.
- Team members from Customized Training and NCWorks Career Centers have met at a state level to
  identify protocols for business engagement with new industry clients. From this meeting, regional
  meetings have occurred to gain input from local community colleges, workforce development boards
  and career centers.
- Team members representing community colleges, workforce development boards and career centers
  met with textile industries in the Piedmont Triad to identify opportunities for connecting
  students/people to careers within this industry cluster. Discussion focused on recruitment, screening
  and training.
  - Action: Ensure that all companies are registered in NCWorks Online
  - Action: Develop a marketing campaign to address textile industry image
  - Action: Develop a pre-hire certification for specific positions
  - Action: Develop an apprenticeship program for advanced positions

Career Awareness and College Access Team Actions (Align Goals 5 & 6)
- Hot Topics: Career pathways, career coaches, uniform data sources/usage, industry engagement and
  career development facilitation training
- Team members reached agreement on the need for:
  - The use of consistent data source for all workforce and education partners so we are using the
    same definitions, same data, same information in our conversations and in our efforts.
  - Agreement that we need to continue to work with Commerce, Workforce Boards and
    community colleges to identify a one-source option.
  - **Action:** Discussions are going on among several groups to try to narrow down the
    best data solution. NC Commerce’s Labor and Economic Analysis Division (LEAD) has
    convened state-level partners to work on a long-term career portal solution
    referenced in the NCWorks and Align4NCWorks plans. Meanwhile, community
colleges and other local partners are continuing to adopt a mix of strategies (turning to public analyses and/or procuring vendor products) to meet their planning and program recruitment needs.

- Continued expansion of proven career awareness efforts such as the Extreme STEM tours
  - **Action:** This is a great example of how the focus/work of collective impacts teams is marrying with the work of the Boots on the Ground team (BOTG). The BOTG West team is working to expand Catawba Valley’s Extreme STEM tours activities to other counties.

- Review of the career development facilitation training offered by the NCWorks Training Center for expansion to all workforce partners.
  - **Action:** Team is identifying if this training (required by some workforce/education partners but not all) could help in the effort to broaden an understanding of workforce needs and potential careers for community college counselors, especially in light of the Career Coaches initiative recently funded by the General Assembly. Is there funding available to support at least some of this through WIOA?

- Conversations with industry/business representatives to make sure we are all on the same page when it comes to defining “career ready”.
  - **Action:** This topic may need to be referred to the Employer Engagement team to look for possible solutions, but it does represent a potentially big issue if education and workforce consider “career ready” to be one set of skills but business and industry are looking for others.