Best Practice

Trades Day: Champions at Work!

Presenters:
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Coastal Carolina      Onslow County Schools
Community College
Background

2007 local Workforce Development Study

• Jacksonville-Onslow Chamber of Commerce
• Coastal Carolina Community College
• Business and Industry representatives
• Workforce partners
Jacksonville • Onslow
CHAMBER OF COMMERCE

Workforce Development Study Update

Assessing Workforce Needs in the Year 2003 and Beyond

Sponsored by
Duke Endowment Program
for the
Rural Carolinas

March 2004
Response to Workforce Findings

• Workforce needs aligned with clear career pathways
  – Local business and industries with available jobs
  – Salaries were competitive

• Marketing campaign
  – Lack of knowledge of available jobs
  – Misconceptions about technical careers

• Training programs were available
Current Environment

• Onslow County Schools and Coastal had the career pathways to train the workforce
• Technical programs not filled to capacity to help fill these needed jobs

WHY?
WHY?

• Students and parents don’t see pathways or occupations as possible livelihoods
• Occupations seem more “blue” collar
• Parents desiring college transfer/university route to workforce
Trades Day: Champions at Work!
Trades Day Committee Formed

- Chamber Education Committee
- Chamber of Commerce Employers
- Onslow County Schools
- Coastal Carolina Community College
- East Carolina Workforce Development Board
- Onslow County Home Builders Association
- Workforce Solutions (ESC)
One-half day competitive event

• Allows showcase of student talent
• Provides friendly competition between schools
• Shares training and employment options beyond high school
• Allows local employers to participate and even recruit potential future employees
Trades Day Event

Saturday

• No loss of instructional time
• Allows opportunity for attendance by parents, family, friends, employers
• Use of CCCC facilities
  – Neutral location
  – Showcase available programs and facilities
Schedule

• Registration
• Opening/Welcome
• Competitive Events (2 hours)
• Lunch
• Awards Ceremony
Competitive Events

Event Managers
CCCC faculty, local employers or organization representative

2 hour length

Judges
Advisory Committee members, local employers
Competitive Event Categories
Automotive
Competitive Event Categories

Construction
Competitive Event Categories

Drafting

Technical - Architectural
Competitive Event Categories

Electrical
Competitive Event Categories

Masonry
Competitive Event Categories

Welding
Cutting - SMAW
Funding

BBQ lunch provided by local employer W.T. Humphrey Group for each participant and 2 guests
Awards

First, Second, Third place winners receive:

• Plaque
• Cash award
• Prizes
  – Tools
  – equipment
Impact

• Allows students to recognize their potential
• Showcases support for skills and trades occupations
• Opportunity to assist students transitioning to training (post-secondary) and/or employment
Impact for Coastal

- Opportunity for curriculum alignment
- Opportunity to showcase available programs, facilities and resources to
  - Future students
  - Parents
  - Workforce partners
Outcomes for Coastal

Since first event in 2007:

687 Participants

31% enrolled in CCCC
Impact for Onslow County Schools

• Benefits to Students
  – Industry exposure
  – Friendly competition
  – Future job potential
Impact for Onslow County Schools

• Benefits to Instructors
  – Friendly competition
  – Opportunity to network with partners
Impact for Onslow County Schools

• Benefits to Programs
  – County-wide industry exposure
  – Connections with CCCC
Partners for Success

Organize businesses, procure award money and prizes, additional support roles
Partners for Success

Eastern Carolina Workforce Development Board, Inc.

Plaques
Partners for Success

Coordinate donation of building materials
Partners for Success

BBQ lunch
Partners for Success
Partners for Success

NC Dept of Commerce
Division of Workforce Solutions

Displays, on-site support, photography
Employer’s View Point

Senator Harry Brown
Owner, National Dodge - VW - Subaru

National Dodge-VW-Subaru

“Just The Best”
1-800-360-3777
www.nationaldodge.com
Lessons Learned

• Plan early
• Set capacities and limits
• Begin early in the day
• Volunteers: safety, set up, operation, clean up
• Signage
• Rain plan
• Use *practice* mortar mix
Questions & Answers
Images from Trades Day 2013