

STATE BOARD OF COMMUNITY COLLEGES
Allocations for Marketing and Outreach for Apprenticeships
FY 2021-22

Request: The State Board of Community Colleges is requested to approve the allocation of \$2,000,000 for FY 2021-22 to fifty community colleges serving tier 1 and tier 2 counties in accordance with the 2020 Department of Commerce designation.

Strategic Plan Reference:

Theme: Economic and Workforce Impact

Goal #1: Increase the percentage of North Carolinas, particularly within underserved populations, pursuing and easily assessing education or training through North Carolina Community Colleges.

- Objective 1.2: Increase student interest and success in industries experiencing skills gap.
 - Strategy 1.2.1: Market the value of technical education and workforce training for jobs/careers.

Background: The purpose of the Marketing and Outreach for Career and Technical Education (CTE) and Work-Based Learning Programs, including Apprenticeships, is to expand outreach and advertising efforts to raise awareness for parents and students.

Session Law 2021-180, Section 6.13 appropriated funds to the North Carolina Community College System for the purpose of providing awareness, through marketing and advertising, for parents and students regarding CTE programs and high-quality work-based learning experiences, including registered pre-apprenticeships and apprenticeships, through partnerships with community colleges, businesses, and public-school units throughout the State.

These funds shall only be used to market registered pre-apprenticeships and apprenticeships. Community colleges shall report to the System Office on the activities related to outreach and marketing and any data related to student outcomes, such as students entering registered pre-apprenticeships and apprenticeships, as a result of those activities, to meet the legislative reporting requirement.

Table 1 indicates the county, tier ranking, and college in the service area. Tier assignments are based on the 2020 Department of Commerce designation.

Rationale: The purpose of this funding is to help support the community colleges serving tier 1 and tier 2 counties for promoting the expansion of apprenticeships for high-demand fields and careers.

Table 1: Allocations

College	County Tier	One -time Allocation 2021-22
*A-B Tech	Tier 1	40,000
Alamance	Tier 2	40,000
Beaufort County	Tier 1	40,000
Bladen	Tier 1	40,000
*Blue Ridge	Tier 2	40,000
Caldwell	Tier 1	40,000
Carteret	Tier 2	40,000
*Catawba	Tier 2	40,000
Central Carolina	Tier 2	40,000
Cleveland	Tier 1	40,000
Coastal Carolina	Tier 1	40,000
*College of the Albemarle	Tier 1	40,000
Craven	Tier 2	40,000
*Davidson-Davie	Tier 2	40,000
Edgecombe	Tier 1	40,000
Fayetteville Tech	Tier 1	40,000
Forsyth Tech	Tier 2	40,000
*Gaston	Tier 2	40,000
Guilford Tech	Tier 2	40,000
Halifax	Tier 1	40,000
Isothermal	Tier 1	40,000
James Sprunt	Tier 1	40,000
Lenoir	Tier 1	40,000
Martin	Tier 1	40,000
Mayland	Tier 1	40,000
McDowell Tech	Tier 2	40,000
Montgomery	Tier 2	40,000
Nash	Tier 1	40,000
Pamlico	Tier 2	40,000
Piedmont	Tier 1	40,000
Pitt	Tier 1	40,000
Randolph	Tier 2	40,000
Richmond	Tier 1	40,000
Roanoke-Chowan	Tier 1	40,000
Robeson	Tier 1	40,000
Rockingham	Tier 1	40,000
*Rowan-Cabarrus	Tier 2	40,000
Sampson	Tier 1	40,000

*Sandhills	Tier 2	40,000
*South Piedmont	Tier 1	40,000
Southeastern	Tier 1	40,000
Southwestern	Tier 1	40,000
Stanly	Tier 2	40,000
Surry	Tier 2	40,000
Tri-County	Tier 1	40,000
Vance-Granville	Tier 1	40,000
Wayne	Tier 1	40,000
Western Piedmont	Tier 2	40,000
Wilkes	Tier 1	40,000
Wilson	Tier 1	40,000
Total		2,000,000

*For colleges serving multiple counties, funds can only be used for Tier 1 & 2 counties.

Fund Source and Availability: Funding is available as authorized by Session Law 2021-180, Section 6.13.

Contact:

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