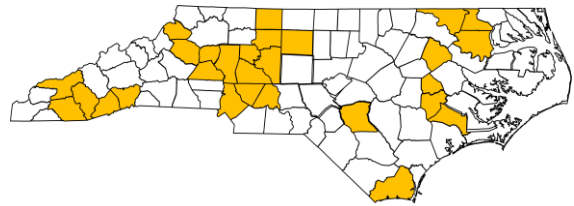


**STATE BOARD OF COMMUNITY COLLEGES  
NC Back-to-Work Update**

**Program Overview**

North Carolina (NC) Back-to-Work is a partnership between the NC Community College System and the NC Department of Commerce. NC Back-to-Work provides training targeting North Carolinians facing long-term unemployment. Students in the program participate in job training that leads to industry-recognized or state-regulated credentials. Integrated into the training are employability skills and preparation for the Career Readiness Certification (CRC)<sup>1</sup>. Colleges and employers partner to address industry labor market needs and availability of jobs in the following industry sectors: Manufacturing, Construction Trades, Information Technology & Telecommunication, Transport Technology, and Bio-Agriculture & Natural Resources.

The total allocation for the NC Back-to-Work program is \$7 million (State Funds: \$5 million and Federal/WIA Funds: \$2 million). Funds allocated to colleges were based on the following criteria: (i) the number of long-term unemployed individuals in the college's service area, (ii) the percentage of long-term unemployed individuals in the college's service area, (iii) the availability of jobs for which the NC Back-to-Work program could prepare students, and (iv) the college's demonstrated willingness and ability to successfully implement the program. It is currently operating at 16 community colleges serving 28 counties. Through December 31, 2012, program expenditures totaled \$1.4 million.



College Sites	Counties Served	Workforce Development Boards
Blue Ridge CC	Henderson, Transylvania	Mountain Area
Brunswick CC	Brunswick	Cape Fear
Caldwell CC & TI	Caldwell, Watauga	Western Piedmont
Catawba Valley CC	Catawba, Alexander	Western Piedmont
Central Piedmont CC	Mecklenburg	Charlotte Works
Davidson County CC	Davidson and Davie	Davidson Works
Edgecombe CC	Edgecombe	Turning Point
Fayetteville Tech CC	Cumberland	Cumberland County
Forsyth Tech CC	Forsyth, Stokes	Northwest Piedmont
Guilford Tech CC	Guilford	Greensboro, High Point, Guilford
Lenoir CC	Lenoir, Jones, Greene	Eastern Carolina
Mitchell CC	Iredell	Centralina
Roanoke-Chowan CC	Bertie, Hertford, Northampton	Region Q
Rowan-Cabarrus CC	Rowan, Cabarrus	Centralina

<sup>1</sup> The CRC is a portable credential that promotes career development and skill attainment and confirms to employers that an individual possesses basic workplace skills in reading for information, applied math, and locating information-- skills that most jobs require.

College Sites	Counties Served	Workforce Development Boards
Southwestern CC	Jackson, Macon, Swain	Southwest
Stanly CC	Stanly	Centralina

### **Performance Metrics:**

At a minimum, participating colleges are required to collect data on the number of students who:

1. Entered a training program
2. Earned Career Readiness Certification (CRC) credentials
3. Completed a training program
4. Entered employment
5. Earned industry credentials

As of December 2012, the program is only in its fourth month of implementation. Therefore, information on all of the metrics listed is not yet available. However, data is available for the number of students who entered a training program and the number of students who earned CRC Credentials. See data below.

College	Program Enrollments (unduplicated)	Participants Receiving NC Back-to-Work Financial Assistance <sup>(a)</sup>	Career Readiness Certification (CRC) Credentials Earned <sup>(b)</sup>
Blue Ridge CC	80	10	0
Brunswick CC	38	4	0
Caldwell CC & TI	66	26	24
Catawba Valley CC	81	42	40
Central Piedmont CC	160	160	53
Davidson County CC	85	64	60
Edgecombe CC	97	20	24
Fayetteville Tech CC	200	132	119
Forsyth Tech CC	174	126	53
Guilford Tech CC	96	73	53
Lenoir CC	106	46	20
Mitchell CC	173	136	82
Roanoke-Chowan CC	90	32	27
Rowan-Cabarrus CC	184	14	36
Southwestern CC	102	18	8
Stanly CC	137	64	23
	<b>1,869</b>	<b>967</b>	<b>622</b>

#### **Notes:**

<sup>(a)</sup> Only individuals who have exhausted their unemployment insurance benefits or have received unemployment benefits for more than 26 weeks, as certified by the Department of Commerce, are eligible to receive financial assistance from NC Back-to-Work funds. Other NC residents may enroll in classes provided through NC Back-to-Work on a space available basis. Students who do not meet the eligibility requirements for financial assistance from NC Back-to-Work are referred to other programs and services.

<sup>(b)</sup> As required, all colleges have to integrate the Career Readiness Certification (CRC) into their training plan.

**Program Implementation Highlights:**

- Implementation Timeline.** NC Back-to-Work program was funded for a 12-month period. In July and August, criteria were developed and approved by the State Board of Community Colleges for the integrated training model and allocation model for selecting the college implementation sites. In August, sixteen colleges were selected to implement the program and all attended a mandatory meeting on August 23, 2012.

Colleges had a short timeframe to establish policies and procedures for program outreach, recruit students, schedule course offerings, and hire instructors. Despite this challenge, all colleges began hosting informational sessions and enrolling students into training programs by October. For the fall semester, most training programs started in October and will end in March. For the purpose of this report, colleges were only asked to submit a progress report of student enrollment, course offerings, and Career Readiness Certificate credentials earned.
- Contact List.** The Department of Commerce, Division of Employment Security provided a document to the System Office that contained the names of individuals who were considered long-term unemployed--- individuals who had exhausted their unemployment insurance benefits or had received unemployment benefits for more than 26 weeks, as certified by the Department of Commerce. The list contained over 42,000 names within 23 counties. Each college received an Excel spreadsheet with data on long-term unemployed individuals by county. Colleges used the information to send out postcards inviting individuals to attend informational sessions. The response rate from the mailers was 15% which is low, but normal. It was noted that many of the addresses were not current and colleges requested that phone numbers and e-mail address be included in the next contact list.
- Enrollment Trends.** Given the high unemployment rate, the colleges anticipated a high interest level in this program. Enrollment was low in September, but increased in October. At the end of December, enrollments were at 1,869 participants.
- Recruitment.** Colleges were required to develop a locally-driven outreach and requirement plan. Common strategies include informational sessions, flyers/brochures, public service announcements (newspapers and radio), and referral systems with workforce partners. For better efficiencies, colleges leveraged and expanded upon existing college resources and activities and engaging service area partners to reach the target group.
- Advising.** Most colleges have Success Coaches who assist each student with developing a clearly defined training plan, including both short-term and long-range objectives, which should successfully guide them through their chosen course of study and to eventual employment.
- Employability Skills.** All colleges were required to successfully integrate the Human Resources Development (HRD) program in their training plan. HRD training focuses on the development of essential workplace skills required for success in the workplace. The HRD program assists in enhancing and developing the participant's employability skills; assisting participants in obtaining meaningful employment and/or training opportunities; and increasing the participant's ability to work toward economic self-sufficiency.

**Program Implementation Challenges:**

- Eligibility Requirements.** Colleges estimated that 40% of people inquiring about the program did not meet the definition of "long-term unemployed"; thus, they were not eligible to receive

financial assistance. All colleges expressed the need to expand the target population to include all unemployment insurance claimants, unemployed adults, and underemployed adults.

- **Long-Term Unemployment.** Colleges reported the following concerns and issues regarding the outreach and recruitment of long-term unemployed individuals:
  - Individuals had no interest in returning to school. Individuals who are close to exhausting their unemployment benefits are more focused on finding employment.
  - Individuals had low interest in selected pathways offered by the college. Many requested training in healthcare and public safety (fire, law, and EMS) training programs.
  - Individuals were hesitant to give up a seasonal, part-time job in order to pursue training that did not necessarily guarantee work upon completion of training.
- **College-Readiness.** Colleges were concerned about the amount of remedial training some participants needed, based upon assessment scores, before they could enroll in an approved pathway. Colleges reported adding “college-readiness” courses to their training plan.
- **Barriers to Employment.** Potential students have significant barriers to employment such as: criminal history, lack of high school completion, lack of significant previous work experiences and a number of issues surrounding emotional problems such as depression. More professional development training is needed for staff to help develop strategies to assist students with these barriers.
- **Transportation and Childcare.** Potential students have very limited resources available for basic living expenses, childcare, and transportation. Once they have exhausted their unemployment benefits, these expenses become roadblocks. There is a great need for financial assistance for students to pay for transportation and childcare expenses.
- **Instruction Capacity.** Given the short implementation time frame, finding qualified instructors was challenging. To address this challenge, colleges were able to use funds to get instructors and staff credentialed to teach courses, as well as get approval for colleges to offer a certification program.

## Training Mapped to Credentials

Certifications	Blue Ridge	Brunswick	Caldwell	Catawba Valley	Central Piedmont	Davidson	Edgecombe	Fayetteville	Forsyth	Guilford	Lenoir	Mitchell	Roanoke-Chowan	Rowan-Cabarrus	Southwestern**	Stanly
<b>Manufacturing</b>																
○ BioWork Processing Technician												X				
○ Drafting (AutoCAD, Solid Works, or Mastercam)	X	X		X		X	X							X		X
○ Production Technician (MSSC)	X		X	X		X	X		X			X				
○ Factory Automatic Numerical Control (FANUC) Robotics	X			X										X		
○ Global Logistics Technician				X					X		X					
○ Maintenance Technician (Industrial or Facility)		X				X	X		X	X		X				
○ Machining (NIMS or SkillUSA)	X			X	X	X			X	X		X				
○ Mechatronics (Siemens)				X												
○ Packaging Machinery Manufacturers Institute (PMMI)	X															
<b>Construction Trades</b>																
○ Building Auditor-Building Efficiency Operator		X														
○ Building Performance Institute		X			X			X					X			
○ Construction Trades		X									X		X	X		
○ Electrical Lineman			X					X	X				X			X
○ Electrical/Electronics Technician		X					X				X		X			
○ EPA Lead Renovation Repair and Painting													X			

Colleges	Blue Ridge	Brunswick	Caldwell	Catawba Valley	Central Piedmont	Davidson	Edgecombe	Fayetteville	Forsyth	Guilford	Lenoir	Mitchell	Roanoke-Chowan	Rowan-Cabarrus	Southwest rn**	Stanly
○ EPA Refrigerant Recycling of Refrigerants		X			X	X	X	X	X		X	X	X			
○ Heating, Ventilation, and Air Condition (HVAC) Technician		X			X	X	X	X	X		X	X	X			
○ Leadership in Energy and Environmental Design (LEED)		X						X								
○ OSHA (Forklift, General, or Safety)		X		X	X		X	X			X	X	X	X		X
○ Masonry		X			X											
○ Photovoltaic Technician		X						X		X		X				
○ Plumbing		X			X								X			
○ Weatherization Technician		X											X			
○ Welding	X	X		X	X	X	X	X	X	X	X	X	X	X		X
<b>Information Technology</b>																
○ Adobe Certified Users					X							X				X
○ Certified Internet Web (CIW) Designer											X	X				X
○ Cisco	X				X	X		X	X	X	X					X
○ CompTIA		X			X			X	X							X
○ Electronic Medical Records	X															
○ Microsoft Certified-Office and IT Professional	X				X	X		X	X	X	X	X		X		X
○ Microsoft Internet and Computing (IC3)			X							X						
○ Microsoft Technology Associate								X	X					X		
○ Oracle Certifications					X									X		
○ Project Management Institute				X				X								
○ Red Hat - Linux/UNIX			X					X	X							

Colleges	Blue Ridge	Brunswick	Caldwell	Catawba Valley	Central Piedmont	Davidson	Edgecombe	Fayetteville	Forsyth	Guilford	Lenoir	Mitchell	Roanoke-Chowan	Rowan-Cabarrus	Southwestern**	Stanly
<b>Certifications</b>																
○ VMware			X											X		
○ LEAN/Six Sigma				X			X									
○ Call Center Institute			X													
<b>Transport Technology</b>																
○ Aviation Maintenance - General								X								
○ Inter-Industry Conference on Auto Collision Repair																X
○ Automotive Service Excellence (ASE)	X					X										X
○ Commercial Drivers License/ Truck Driver			X													
○ DMV Vehicle Safety/OBD Emission Technicians		X			X											
<b>Agriculture/Natural Resources</b>																
○ International Arboriculture Technician			X													
○ NC Certified Plant Professional			X													
○ NC Certified Commercial Pesticide Applicators			X										X			
○ Waste Water Operator Technician		X											X			
<p><b>**Note:</b> Southwestern Community College was allocated NC Back-to-Work funds based on the unemployment in its service area and potential economic impact of the proposed training program; however, it has since been determined that the instructional program offered did not meet all requirements of the legislation. The college is currently assessing whether they will continue to participate in the program, offering an approved curriculum, or whether funds will be reallocated to other colleges.</p>																