

MINUTES
STRATEGIC PLANNING COMMITTEE
August 17, 2017 – 1:30 p.m.

COMMITTEE MEMBERS PRESENT:

Jerry Vaughan, Chair*	Bill McBrayer	Scott Shook
Breeden Blackwell	Ann Whitford	

Members absent: Clark Twiddy, Ernie Pearson

*Attended via phone

OTHERS IN ATTENDANCE:

Jennifer Haygood	Chretha Alston	Geoff Coltrane (Gov's Office)
Roxanne Newton	Alexis Lockett	Dr. Johnson (Johnston CC)
Bill Schneider	Katherine Tamer	Lyn Austin (NCACCT)
Anne Bacon	Rebecca Tippet (Carolina	Linda Suggs (Gates Fnd.)
Chris Cline	Demography)	

CALL TO ORDER

Mr. Vaughan 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. Tamer 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. Vaughan asked for a motion to approve the agenda for the August 17, 2017 meeting. Ms. Whitford moved to approve, Mr. McBrayer seconded, and the committee approved the agenda without change.

APPROVAL OF MINUTES

Mr. Vaughan asked for a motion to approve the minutes for the July 20, 2017 meeting. Dr. Blackwell moved to approve, Mr. McBrayer seconded, and the committee approved the minutes without change.

FOR INFORMATION

Demographic and Enrollment Analysis (Attachment PLAN 01)

Dr. Rebecca Tippet, Director of Carolina Demography, presented her findings on the future challenges and opportunities for North Carolina's Community Colleges. Her report included: a summary of past enrollment and attainment trend; the composition of basic skills, continuing education, and curriculum enrollments; as well as projections for the future.

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The key points for each section were:

- **Enrollment Trends:** Enrollment for all NCCC programs peaked during the recession and has since declined by 21%, while enrollments at UNC have remained steady, reaching a peak in 2015. Private enrollments have declined slightly, due to a drop in for-profit enrollment. Within NCCCS, continuing education programs had the largest numeric drop, and basic skills had the largest percentage decrease.
- **Attainment Trends:** The number of post-secondary degree eligible 18-64-year-olds in North Carolina has increased since 1990. The share of post-secondary degree eligible adults varies by race: 61% of Black adults have a high school diploma but no college degree, versus 33% of Asians in North Carolina who fit this description. High school graduation rates have improved, but the Hispanic population's high school graduation rate is the lowest at 75%.
- **Basic Skills (BS):** 40,350 students enrolled in basic skills in 2015, compared to a peak of 80,850 students in 2001. BS enrollment has declined because the number of adults eligible for BS has halved since 1990. Those enrolling in BS today are older (25-61), Hispanic (3 in 10), and female (52%).
- **Continuing Education (CE) & Curriculum (CU):** Continuing education enrollments are at a 15-year low, down 14% from its peak in 2010. The number of post-secondary degree eligible adults has increased since 1990, but the percentage has declined slightly. Fewer eligible adults are enrolling in CU & CE programs. CU programs attract young adults (56% between the ages of 18 and 24), women (60%), and increasingly diverse populations (8% less white and 4% more Hispanic since 2001). CE programs attract older adults (55% between the ages of 35 and 64), men (60%), and increasingly diverse populations (same as CU).
- **Projections:** Intent to attend NCCC varies across the state, and is highest in areas with slow growth or declines. Dr. Tippet then shared projections based on historic data, which are not definite. These numbers can change based on population shifts, high school graduation rates, and a CC's ability to attract non-traditional students.
 - CU enrollments may match its 2010 peak in 2022.
 - CE enrollments may rise, but never reach its peak from 2001.
 - BS enrollments will not exceed 60,000 through 2036.
 - The percentage and number of post-secondary degree eligible, BS eligible, and NCCC enrollments will grow more slowly than the total state population.
 - NCCC enrollment will increase statewide, but vary by region. The southwest, north central, and southeast regions will see the highest growth. Enrollments in the Sandhills, northeast, and northwest will decline.
 - 33 schools will see enrollment decline, and 25 will see enrollment increase.

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- The largest percentage declines is expected to be at Halifax and Martin CC, and the largest percentage increase is expected to be at Brunswick and Johnston CC.
- The largest numeric decline is expected at Surry, Halifax, Nash, and Fayetteville Tech CC.
- The largest numeric increase is expected at Central Piedmont, Wake Tech, Johnston, and Rowan-Cabarrus CC.
- **Opportunities & Challenges:** Dr. Tippet shared several potential opportunities and challenges for NCCCS in the future.
 - For-profits are attracting a growing share of degree-seekers, but only 7% of those between the ages of 35-64 have enrolled in these programs.
 - Most high school graduates intend to pursue a post-secondary education, but they are increasingly less prepared to succeed in these programs. In 2016, 18% of all NC high school graduates met all 4 ACT college readiness benchmarks, 46% met zero.
 - 28% of the state's children live in households with no exposure to post-secondary education.
 - The racial composition of the state's population is much more varied in the younger generations than the older.
 - Hispanics are the fastest growing population in the state. There are 355,000 Hispanic children. 63% of them live in households with parents who have no post-secondary education, and 79% live in households with parents who have some college experience, but no degree.

Throughout the presentation, the committee discussed why some counties are declining and others are growing, whether there is a need to increase spending on advertisements, and how increase immigrant populations are changing enrollments at community colleges. Dr. Tippet explained that some areas are declining due to youth drain to metropolitan areas with jobs. The remaining populations are older and the death rates are higher than the birthrates. The fastest declining counties are in the northeastern part of the state, which also has some of the lowest post-secondary intent numbers. Ms. Haygood asked if high school graduates in these counties are not interested in pursuing any postsecondary education at all, or if they are crossing state lines. Dr. Tippet will research this some more, and is also working on a study to determine what percentage of students who intend to go to NCCC actually complete an Associate's Degree.

Ms. Haygood asked the committee to reflect on Dr. Tippet's presentation and provide any notes or thoughts they may have about the report before it is shared with the entire Board at the Planning Retreat in October.

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Strategic Planning Update (Attachment PLAN 02)

Ms. Haygood shared that the Strategic Planning Teams have started to meet and are working to prepare draft goals and objectives to deliver to the Committee in November.

My Future NC (P-16 Commission) Update (for Discussion Only)

The committee did not discuss this agenda item due to a lack of time.

ERP Planning Update (for Discussion Only)

Ms. Haygood explained that the ERP has kicked off and is underway, more details will be discussed next month. Commerce's Labor Economic Analysis Division (LEAD) will also prepare a presentation on workforce trends for next month's meeting.

FOR FUTURE ACTION

Strategic Planning Charter (Attachment PLAN 03)

Ms. Haygood asked committee members to review the charter before the next meeting.

NEW BUSINESS

ADJOURN

There being no other business, Mr. Vaughan asked for a motion to adjourn. Mr. McBrayer motioned, seconded by Dr. Blackwell and the committee adjourned at 3:01 p.m. following a voice vote.

Respectfully submitted,
Katherine Tamer