

MINUTES
State Board of Community Colleges
STRATEGIC PLANNING COMMITTEE
March 14, 2019

COMMITTEE MEMBERS PRESENT:

Jerry Vaughan, Chair	Clark Twiddy (by phone)	Burr Sullivan
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Members Absent: Breeden Blackwell, Ann Whitford

OTHERS IN ATTENDANCE:

Jennifer Haygood	Brian Long	Sheri Dunn-Ramsay
Maureen Little	Matt Meyer	(Richmond Community College)
Brent Harpham	Anne Bacon	

CALL TO ORDER

Mr. Vaughan called the meeting to order at 1:47 p.m. in the Hugh A. Lee Board Room of Richmond Community College.

ROLL CALL

Ms. Haygood took the roll of the Strategic Planning Committee members. With three Committee members in attendance, a quorum is present.

ETHICS STATEMENT

Ms. Haygood 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 March 14, 2019 meeting. Ms. Haygood noted that Dr. Katie Bao was unable to attend today's meeting to present on Key Performance Indicators for System Effectiveness and asked that the agenda be amended to defer that presentation until the next meeting. Mr. Sullivan made the motion to approve the agenda as amended, Mr. Vaughan seconded, and the Committee approved the amended agenda unanimously without further change.

APPROVAL OF MINUTES

Mr. Vaughan asked for a motion to approve the minutes for the January 17, 2019 meeting. Mr. Sullivan made the motion to approve, Mr. Vaughan seconded, and the Committee approved the minutes unanimously without change.

FOR INFORMATION

North Carolina Credential Attainment Goal (Attachment PLAN 01)

President Hans reported to the Committee on the goal of credential attainment in North Carolina, noting the following:

- myFutureNC is a statewide commission created to address the education attainment gap in North Carolina. The Lumina Foundation is encouraging states to set attainment goals for themselves. Lumina got together with the Gates Foundation with support from the Belk Foundation and the Goodnight Family Foundation to unite business leaders, education sectors, and other representatives on the myFutureNC Commission. President Hans accepted a leadership role with the Commission, succeeding Margaret Spellings to serve as a co-chair with Andrea Smith, COO of Bank of America, and Dale Jenkins, CEO of Medical Mutual Insurance Company.
- The goal is less challenging than knowing how to allocate resources and determining what works most effectively. There was discussion about the urgency of the current attainment level contrasted with the skills employers need in the short term.
- The potential to increase the value of short-term workforce training credentials is important. President Hans emphasized that the Community College System is critical to realizing that potential.
- President Hans discussed the state's ranking in community college graduation rates, noting that the rate doesn't capture undervalued certifications that can be achieved through short-term workforce training.
- Anne Bacon noted that a non-profit organization report due to be released asserts that workforce programs have no equity in design; this is a myth that needs to be dispelled.

BioNetwork: Serving Our Colleges, Our Companies, and Our Students (Attachment PLAN 02)

Maureen Little introduced the topic of what community colleges are doing for the life sciences industry, and introduced Brent Harpham, Executive Director for BioNetwork and Life Sciences, to elaborate.

- There are two training arms to carry out the function of serving colleges, companies and students: 1) Biopharma, hosted by Wake Tech Community College, which covers biotechnology and pharmaceutical training onsite; and, 2) AB Tech, which covers food, beverage, and natural products, and does statewide training.
- The 3 primary ways training (workforce development) is provided to our colleges, companies, and students is through open enrollment, sponsored courses and through the Customized Training Program. Training is provided in class and by e-learning and video, with a hands-on aspect.
- Each of the 8 Prosperity Zones across the state has a Regional Customized Training Director with college Directors at each community college. Interface between Customized Training Directors and companies in their regions shapes the planning for fulfillment of the company's training needs.
- In an FDA-regulated environment, yearly training is required in both food and biopharma industries. Attrition and position changes also create a need for new training. Expansions within five biopharma companies have led to over 2,400 new jobs while expansion within four food, beverage and natural products companies have led to over 1800 new jobs.
- Content and programs aligned with industry needs continue to be developed.

- Food, beverage, and natural products are tested in onsite labs at Asheville-Buncombe Technical Community College.
- Collectis, a clinical-stage biopharmaceutical company, plans to create up to 200 jobs in Wake County, where Mr. Harpham believes our hub will grow next.
- Slides showing metrics for companies served, colleges/universities served, and students served for FY15-2016 through mid-year FY18-2019 were reviewed.
- Colleges connect with BioNetwork by contacting them directly or through site directors.
- Companies that do not qualify for Customized Training support can pay directly for sponsored training.

Rebranding Construction as a Career (Attachment PLAN 03)

Ms. Haygood introduced Matt Meyer and Brian Long to update the Committee on efforts to raise awareness and change public perception of the construction industry.

- The System has been working with Carolinas Association of General Contractors (CAGC) who helped to obtain \$200,000 in funding from the General Assembly to help rebrand construction as a career choice.
- Skilled workers are needed in crucial positions in construction in a society that still emphasizes the four-year degree as the preferable pathway to a career and has misperceptions about the industry. This results in unfilled jobs, which drives up costs of construction projects some of which are public, like roads and infrastructure.
- Systemwide in 2017-18, enrollment in construction-related curriculum programs at NC community colleges totaled 11,265 (15 different programs). Additionally, in 2018, there were 14,621 registrations in short-term training programs in construction trades (30 different programs).
- The System and CAGC would like to see increases in construction program enrollment and participation in apprenticeships and internships where a student would exit with a certificate or can sit for a highly-valued credential through NCCER (National Center for Construction Education and Research). We are exploring the process of our colleges becoming accredited certification providers for NCCER so that the student can take the exam onsite.
- Ms. Haygood discussed creating workforce certifications in our system (using BioNetwork as a model) that sets a standard meaningful to NC employers and that could be consistently offered by multiple colleges, which would enable us to capture the program's success.
- Sally Johns Design and Strategic Marketing Agency (Sally Johns) was selected through a competitive process to execute the project with a goal of rebranding construction as a rewarding and well-paying career. Their bid came in under \$200,000, and the SBCC voted to allocate the remaining \$12,000 to Durham Tech for their summer construction camp.
- Sally Johns is developing materials to market to middle- and high school students, and to adult learners. A toolkit of promotional materials will then be created that colleges

and CAGC can use for recruitment – this is in the final stages. CAGC leadership is actively involved and is concerned about filling the need for tradespeople.

- A video that seeks to dispel myths about construction is in production. It contains interviews with students to find out what they think they know about construction, which will be juxtaposed with industry professionals to address each perception. Wayne Brothers Construction has been supportive of some of our CTE programs and actively recruit in the industry and have contributed to the video.
- Mr. Long previewed Sally Johns redesign of the “Build Your Career” website and shared examples of advertisements that would appear on Facebook and other locations.
- Lowes Foundation is rolling out a nationwide effort to refocus attention on construction trades. NCCCS is partnering with Lowes Foundation in this effort. Lowes wants to drive 3 million students to trade programs at community colleges, and also work with apprenticeships.

Mr. Vaughan re-opened the discussion about enrollment and the material President Hans presented from EdNC asking if there is a way to get this on the Committee’s agenda in a bigger way. Mr. Sullivan noted that the enrollment issue should be conveyed to the full Board with a sense of urgency.

NEW BUSINESS

None.

ADJOURN

There being no other business, Mr. Vaughan asked for a motion to adjourn. Mr. Sullivan made the motion, which was seconded by Mr. Vaughan and passed unanimously without discussion, and the Committee adjourned at 3:04 p.m.

Respectfully submitted,

Kelly Barretto
Recording Secretary