

# NCCCS Strategic Plan Communications

## Priority audiences

- **Media & Public Visibility;**
- **Engaging Stakeholders, especially partner organizations working on the same issues;**
- **System Office employees & 58 colleges for aligned strategies and resources.**

## Strategies

- **Kick-Off Communications**
  - **In-Progress:** News Release – February 2023;
  - **In-Progress:** Kick-Off Lunch ‘N’ Learn with System Staff – February 2023;
  - **In-Progress:** Internal communications about Plan, next steps.
- **Digital & Print Collateral**
  - **Completed:** Strategic Plan: Print & Digital Copies;
  - **Completed:** Slide deck template;
  - **Completed:** One-pager (two-sided).
- **Ongoing communications**
  - **In-Progress:** Internal communications about 2023 Action Plan and Next Steps;
  - **In-Progress:** Alignment of internal communications with referrals to Strategic Plan themes
    - Templates (Meeting Minutes, Performance Evaluation, Planning, etc.);
  - **In-Progress:** Alignment of external communications, including:
    - Social media content strategy;
    - E-newsletter strategy;
    - Video development.
- **Media engagement**
  - **Planning:** Strategic Communications Calendar: Interview pitches and feature ideas aligned with Strategic Priorities;
  - **Planning:** Talking points for System Staff about key points of the Strategic Plan:
    - Economic workforce development;
    - Collaboration with System/College partners;
    - Faculty and Staff Retention via increased compensation.
- **Website Landing Page (Redesigned website)**
  - **Planning:** Enhanced landing page with infographics and explained Strategic Plan:
    - Video embedded;
    - Infographics and explainers.

# LEADING THROUGH CHANGE



## 2022-2026 GOALS

- 1 **Recruit and retain top talent as we prepare the State's workforce.**

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- 2 **Increase access and enrollment at North Carolina community colleges.**

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- 3 **Provide resources inside and outside the classroom.**

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- 4 **Provide education, training, and credentials to develop the most competitive workforce in the nation.**

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- 5 **Increase state funding, streamline the allocation formula, and implement practices to improve System effectiveness.**

## MEETING

## THE CHALLENGE

North Carolina community colleges have continuously demonstrated the ability to adapt to changes and to be on the forefront of developing innovative strategies to meet the needs of North Carolinians, business, entrepreneurs, and communities.

Leading Through Change: The 2022-26 North Carolina Community College System aligns a collective vision and identified goals with establishing an economic landscape known for "First in Talent." Leading Through Change also supports the state's educational attainment goal of two million working-age, career-ready individuals with a postsecondary degree or credential by 2030.

**NORTH CAROLINA  
COMMUNITY COLLEGES  
TOTAL ANNUAL  
IMPACT**

**\$19.3 billion**

Added income

OR

**319,763**

Jobs supported

**NC COMMUNITY  
COLLEGES**  
CREATING SUCCESS



Attachment PLAN 02

# PREPARING AN EDUCATED WORKFORCE



## Students

High school students, traditional-aged college students, and adult learners through:

- Instruction for academic credentials or transfer to a four-year college or university
- Short-term workforce training to prepare individuals for relevant occupations and careers
- Early & Middle College High Schools
- Seamless academic pathways in Career and Technical Education (CTE)
- Career and College Promise (CCP) courses for current high school students
- Adult literacy programs or English as a Second Language
- High School Equivalency
- Military & Veterans Services

## Businesses and Entrepreneurs

- Entrepreneurship training and counseling through the Small Business Center Network
- NCEdge Customized Training to prepare or retrain workers for business expansions, relocations, and productivity enhancements
- BioNetwork training to support life sciences and biopharma companies
- Statewide Registered Apprenticeship Program, ApprenticeshipNC
- Collaboration with employers and stakeholder partners to establish industry-validated NC Workforce Credentials

## Communities

- Community healthcare providers
- Trained Public Safety first-responders and 911 telecommunicators
- Talent pipelines for booming IT, Biotech, Automotive, Construction Trades, and Advanced Manufacturing sectors



Strategic Plan

2022-26

[www.nccommunitycolleges.edu/strategic-plan](http://www.nccommunitycolleges.edu/strategic-plan)