

























COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/20	FY 20-21 AWARD** (# OF COACHES)	FY 21-22 AWARD** (# OF COACHES)	LEA	MATCHING FUND SOURCE
Rowan-Cabarrus (Western)	4	\$ 197,910 (4)	\$ 197,910 (4)	Rowan Salisbury School System & Kannapolis City Schools	College Institutional Funds
Sampson (Eastern)	2	\$ 158,328 (2)	\$ 158,328 (2)	Clinton City Schools & Sampson County Schools	No match required
South Piedmont (Central)	4	\$ 197,910 (4)	\$ 197,910 (4)	Anson County & Union County Public Schools	College Institutional Funds
Southeastern (Eastern)	1.5*	\$ 79,164 (1)	\$ 79,164 (1)	Columbus County Schools & Whiteville City Schools	County funds and Columbus County Industry Group Funds
Southwestern (Western)	1	\$ 79,164 (1)	\$ 79,164 (1)	Jackson County Schools	College Institutional Funds
Vance-Granville (Central)	1	\$ 63,332 (1)	\$ 63,332 (1)	Granville County Schools & Warren County Schools	Institutional and County Funds
Western Piedmont (Western)	3	\$ 158,328 (3)	\$ 158,328 (3)	Burke County Public Schools	College Institutional Funds
Wilkes (Western)	4	\$ 211,104 (4)	\$ 211,104 (4)	Wilkes, Ashe & Alleghany County Schools	College Institutional Funds

\* Piedmont CC, Randolph CC, and Southeastern CC requested an additional part-time coach in 2020. The requests were granted as no additional funding was needed.

\*\* Award amounts indicate the funding level at the time the SBCC approved the award.  
(See Appendix 2 for grouping by Region.)

## IMPACT DATA FOR 2020-21

### **STUDENT ENGAGEMENT**

Student engagement is the one-on-one session with a Career Coach discussing the student's career interests, identifying opportunities for deeper exploration and immersion, and developing a guided pathway towards appropriate course selection related to the student's career interest. In addition to student engagement, Career Coaches may also hold groups sessions and activities.

**TABLE 4.**

<b>COLLEGE (REGION)</b>	<b>NO. OF COACHES</b>	<b>COACHING SESSIONS</b>	<b>HIGH SCHOOL</b>
<b>Alamance (Central)</b>	2	234	Southern Alamance HS & Cummings HS
<b>Asheville- Buncombe Tech (Western)</b>	1	29	Madison HS
<b>Beaufort County (Eastern)</b>	3	116	Mattamuskeet Early College HS, Columbia HS, Washington County HS, Washington County Early College
<b>Bladen (Eastern)</b>	1	248	West Bladen HS, East Bladen HS, Bladen Early College
<b>Blue Ridge (Western)</b>	3	687	North Henderson HS, East Henderson HS, West Henderson HS, Rosman HS, Hendersonville HS, Brevard HS & Davidson River Academy
<b>Brunswick (Eastern)</b>	2	698	North Brunswick HS, South Brunswick HS, West Brunswick HS, & Center for Applied Sciences and Technology
<b>Caldwell (Western)</b>	4	1211	Hibriten HS, Career Center Middle College, South Caldwell HS, & West Caldwell HS
<b>Cape Fear (Eastern)</b>	3	1781	Laney HS & New Hanover HS
<b>Carteret (Eastern)</b>	3	447	Croatan HS, East Carteret HS, West Carteret HS, MaST Early College HS, Early College HS
<b>Central Carolina (Central)</b>	4	1050	Jordan Matthews HS, Southern Lee HS, Lee County HS, & Triton HS
<b>Central Piedmont (Central)</b>	1	152	Sugar Creek Charter School

<b>COLLEGE (REGION)</b>	<b>NO. OF COACHES</b>	<b>COACHING SESSIONS</b>	<b>HIGH SCHOOL</b>
<b>Cleveland (Western)</b>	3	888	Burns HS, Crest HS, Kings Mountain HS, Turning Point Academy, Pinnacle Classical Academy & Shelby HS
<b>Davidson-Davie (Western)</b>	2	437	Davie County HS & South Davidson HS
<b>Durham (Central)</b>	1	190	Orange HS
<b>Edgecombe (Eastern)</b>	2	1138	North Edgecombe HS, Southwest Edgecombe HS, Edgecombe Early College, North East Carolina Prep School & Tarboro HS
<b>Forsyth (Central)</b>	4	477	Carver HS, Parkland Magnet HS, West Stokes HS & North Forsyth HS
<b>Gaston (Western)</b>	2	454	Bessemer City HS, Hunter Huss HS, North Gaston HS, Lincolnton HS & West Lincoln HS
<b>Halifax (Eastern)</b>	1	225	Southeast Halifax HS & Northwest Halifax HS
<b>Haywood (Western)</b>	2	152	Pisgah HS & Tuscola HS
<b>Isothermal (Western)</b>	1	173	R-S Central HS, Chase HS, & East Rutherford HS
<b>James Sprunt (Eastern)</b>	1	36	East Duplin HS & Wallace-Rose Hill HS
<b>Johnston (Eastern)</b>	2	346	Clayton HS, Corinth-Holders HS, Smithfield-Selma HS, South Johnston HS, North Johnston HS, West Johnston HS, Cleveland HS, & Princeton HS
<b>Lenoir (Eastern)</b>	2	132	Greene Central HS, South Lenoir HS, North Lenoir HS, & Kinston HS
<b>Martin (Eastern)</b>	2	102	Bertie HS & Riverside HS
<b>McDowell (Western)</b>	2	2425	McDowell HS
<b>Mitchell (Western)</b>	1	145	Statesville HS & West Iredell HS
<b>Nash (Eastern)</b>	2	966	Northern Nash HS, Southern Nash HS, Nash Central HS, Center for Industry, Tech & Innovation (CITI) HS & Rocky Mount HS
<b>Piedmont (Central)</b>	2.5	260	Person HS & Barlett-Yancey HS

COLLEGE (REGION)	NO. OF COACHES	COACHING SESSIONS	HIGH SCHOOL
<b>Pitt (Eastern)</b>	3	288	North Pitt HS, JH Rose HS, Farmville Central HS, South Central HS, Ayden-Grifton HS, & DH Conley HS
<b>Randolph (Central)</b>	3.5	807	Asheboro HS, Eastern Randolph HS, Providence Grove HS, Randleman HS, Southwestern Randolph HS, Trinity HS, Uwharrie Ridge & Wheatmore HS
<b>Rockingham (Central)</b>	1	266	Rockingham HS, Reidsville HS, Morehead HS & McMichael HS
<b>Rowan-Cabarrus (Central)</b>	3	1568	A.L. Brown HS, North Rowan HS, Salisbury HS, & South Rowan HS
<b>Sampson (Eastern)</b>	2	345	Clinton HS, Midway HS, Union HS, Lakewood HS & Hobbton HS
<b>South Piedmont (Central)</b>	3	1908	Anson HS, Monroe HS, Forest Hills HS, Parkwood HS, Central Academy of Technology and Arts, Sun Valley HS, Piedmont HS & Porter Ridge HS
<b>Southeastern (Eastern)</b>	1.5	85	East Columbus, West Columbus, South Columbus & Whiteville HS
<b>Southwestern (Western)</b>	1	146	Smoky Mountain HS & Jackson County School of the Alternatives
<b>Vance-Granville (Central)</b>	1	220	Granville Central, JF Webb HS, South Granville, Warren New Tech HS & Warren County HS
<b>Western Piedmont (Western)</b>	3	3964	Draughn HS, East Burke HS, Freedom HS, Patton HS, Hallyburton Academy & Burke Middle College
<b>Wilkes (Western)</b>	4	2307	Wilkes Central HS, East Wilkes HS, North Wilkes HS, West Wilkes HS, Ashe HS & Alleghany HS
<b>TOTALS</b>	<b>84.5</b>	<b>27,103</b>	<b>57 LEAs</b>

## **EMPLOYER ENGAGEMENT**

Career Coaches served the community by engaging with the local workforce via meetings with local workforce leaders, chambers of commerce, and other business leaders. During the 2020-2021 academic year 292 workforce engagement activities supported the adjustment to available pathways in order to better meet the state and local workforce need.

## ***PATHWAY ENROLLMENTS***

Pathway enrollment data has been delayed due to the effects of COVID-19. We anticipate receiving this data from the Department of Public Instruction this spring and will provide an addendum when the data is complete.

## **BARRIERS**

The NC Career Coach program has received positive response from both community colleges and employers. However, there are barriers to access for colleges and LEAs.

**Match Requirement.** Effective July 1, 2019, Senate Bill 61 (Section 3.3) adjusted the matching formula (G.S. 115D21.5(c)(2) b.) based on county tiers. While this was a tremendous show of support from the General Assembly, the dollar-for-dollar matching requirement is still a significant barrier from some colleges, especially small, rural colleges that have limited access to county funds or private funding sources.

**Data Collection.** Last year the NC Community College System decided to change the format of data collection for all programs. Coaches now collect the PowerSchool ID during all one-on-one student engagement as well as more detailed information about each student contact. The format of collection is labor intensive for the coaches; however, the System Office is able to conduct a data match to the Department of Public Instruction to provide more robust data on the effectiveness of the program.

## **CONCLUSION**

The NC Career Coach Program is successfully helping high school students to choose a viable career path. Although there are only eighty-three (84) Career Coaches statewide, there is broad deployment and strong engagement with coaching students as evidenced by student enrollment in both high school and community college pathways. Career Coaches are also engaging with the local workforce to better align workforce needs with pathways. To further understand program impact at the local level, colleges submitted narratives describing strength and improvement areas (See Appendix 1). These narratives illustrate the creative efforts to guide students on the path through excellent education into the workforce. However, difficulties persist regarding the ability to collect rigorous data as well as manage the impact of COVID-19 on employer and student engagement.



## APPENDIX 1 Selected College Highlights

### **Beaufort County Community College**

“As a career coach it has been my responsibility to expose the students to as many different careers as possible...it is my goal to make sure every student who graduates from CECHS has a career pathway and plan that they can continue to follow even after they graduate. [As a result,] I have partnered with John Deere in Chowan County to get a sponsorship for one of our students to attend Wake Tech Community College enrolling in the John Deere program.”

### **Blue Ridge Community College**

“Despite the many challenges of beginning a new school year in the midst of a global pandemic, the career coaches were able to pivot in many ways to continue serving their students in similarly meaningful ways. In the Spring semester, as COVID restrictions were lightening, [one Career Coach] ... facilitated field trips to local manufacturing companies GF Linamar and Meritor, where students were directly exposed to advanced manufacturing jobs.”

### **Caldwell Community College and Technical Institute**

“The impact a Career Coach has on high school students depends upon the activities or information shared to familiarize them with the evolving needs of the workplace. It is important to connect the student’s interest and skills to a pathway that leads them to a rewarding career opportunity that they choose to pursue. [The Caldwell team provided] six flash mob coordinated dances with Transition Advisor, Counselors, teachers, and administrators dressed up as CTE professions (Welder, Plumber, Chef, Nurse, Construction Worker, etc.) to the Space Jam song, “Get Ready For This”. This activity took place in the cafeteria during lunches.”

### **Davidson-Davie Community College**

“In November of 2020 I started a podcast called “Career Coach Chronicles” that focused on the programs of Davidson-Davie Community College in an effort to get information out to the students and community when I was unable to have the kind of one-on-one (in person) meetings and group session and classroom/ community visits. I was [also] able to connect remotely with some local industries, and toward the end of the school year was able to do three onsite visits with advanced manufacturing companies involved in the Davidson Davie Apprenticeship Consortium; KURZ Transfer Products, Egger Wood Products, and CPM Wolverine Proctor.”

### **Edgecombe Community College**

“Career coaches provide one on one advising for students to help them explore possible careers and interests that connect with jobs in our area. The biggest strength is that in a given four-year period our career coaches make contact with every child in our school system.”

**Forsyth Technical Community College**

“[Our coaches] ...recorded a radio program as part of our Broadcasting Students’ final project that showcased the PUSH 21 tutoring program at Parkland while showcasing resources from the Career Development Coordinator as well as the CTE pathways in the Career and College Promise Program. [Coaches]...have worked with the Forsyth Tech Foundation closely this year in advocating for students needs including helping a cohort of students with the supply cost for taking classes in the Welding and Electrical CCP Pathways. [One Coach] personally stepped outside of his comfort zone and created 7 videos and launched the Coach...“2 Minute Drill” series. By leveraging relationships with teachers, counselors, CDCs, and champions in the building, our coaches were able to focus on the little things that made a big difference.”

**Gaston College**

“One of the bigger events this year was the Manufacturing Career Expo virtual event that the Career Coach helped facilitate. During this one-week event, over 700 students watched videos (the link to those videos is here: [https://docs.google.com/document/d/1J6HCUyfKzZITvCvt6CuKjfiNaLflx\\_wff1I-MZ8FIIU/edit](https://docs.google.com/document/d/1J6HCUyfKzZITvCvt6CuKjfiNaLflx_wff1I-MZ8FIIU/edit)) from over 23 different business and industries in Gaston County. Students were able to hear directly from local employers regarding not only local employment opportunities but also the needed education and experience required to obtain these local jobs.”

**Lenoir Community College**

“Even though [business speakers] were limited in the Fall for students; we were able to start mid Spring semester bringing individuals on campus to speak in small groups. One example, we had two students from North Lenoir along with a couple of students we invited from Greene Central to join us and listen to Charlie Ingle (physical therapist from Select Physical Therapy) discuss “A Day in the life of a Physical Therapist! And what it takes to get into Physical Therapy school”. Mr. Ingle also brought a student from ECU who happened to be on her first day of clinicals with Select. Ironically, Mrs. Ashley King is a former student from Jones Senior who also is a former LCC CCP student in which she graduated high school with her Associates degree. It was a great session of collaboration with our neighboring high schools, and it gave each of the attendees a better understanding of what the day to day operations of a Physical Therapist looks like.”

**Rockingham Community College**

“Please click...the link below to view a student lead session in the machining lab. The student was teaching the Career Coach how to set the tool on reference 0 to the part and turn the shoulder on the machine. [https://rcc365-my.sharepoint.com/:v/g/personal/galloways\\_rockinghamcc\\_edu/EYrWBxrDVaRHkuaUxsY1I5YB7v03N\\_u8YRawt1SFKu7mZw?e=EtvXuT](https://rcc365-my.sharepoint.com/:v/g/personal/galloways_rockinghamcc_edu/EYrWBxrDVaRHkuaUxsY1I5YB7v03N_u8YRawt1SFKu7mZw?e=EtvXuT).”

**APPENDIX 2**  
**Career Coaches by Region**

<b>REGION</b>	<b>COLLEGE</b>	<b>TOTAL # OF COACHES AS OF 8/1/21</b>	<b>LEA</b>	<b>MATCHING FUND SOURCE</b>
<b>Central</b>	Alamance	<b>2</b>	Alamance-Burlington School System	Alamance-Burlington School System
	Central Carolina	<b>4</b>	Chatham County Schools, Lee County Schools, & Harnett County Schools	Institutional Funds
	Durham	<b>1</b>	Durham Public Schools	Local Funds
	Forsyth	<b>4</b>	Winston-Salem/Forsyth County Schools	College Foundation Funds
	Johnston	<b>2</b>	Johnston County Schools	College Institutional Funds
	Piedmont	<b>2</b>	Person County Schools & Caswell County Schools	County funds
	Randolph	<b>3</b>	Asheboro City Schools & Randolph County Schools	College Institutional Funds
	Rockingham	<b>1</b>	Rockingham County Public Schools	College Institutional Funds
	Rowan-Cabarrus	<b>4</b>	Rowan Salisbury School System	College Institutional Funds
	South Piedmont	<b>4</b>	Anson County & Union County Public Schools	College Institutional Funds
	Vance-Granville	<b>1</b>	Granville County Schools & Warren County Schools	Institutional and County Funds
	<b>Eastern</b>	Beaufort County	<b>3</b>	Bertie County & Martin County Schools
Bladen		<b>1</b>	Bladen County Schools	Local Funds
Brunswick		<b>2</b>	Brunswick County Public Schools	College Institutional Funds

REGION	COLLEGE	TOTAL # OF COACHES AS OF 8/1/21	LEA	MATCHING FUND SOURCE
	Cape Fear	1	New Hanover County Schools	College Institutional Funds
	Carteret	2	Carteret County Public Schools	College Institutional Funds
	Edgecombe	2	Edgecombe County Public Schools	College Institutional Funds
	Halifax	1	Halifax County Schools	College Institutional Funds
	James Sprunt	1	Duplin County Schools	No match required
	Lenoir	2	Lenoir County Public Schools & Greene County Schools	College Institutional Funds, College Foundation Funds, Lenoir County Schools and Greene County Schools
	Martin	2	Bertie County & Martin County Schools	No match required
	Nash	2	Nash-Rocky Mount Schools	College Institutional Funds
	Pitt	3	Pitt County Schools	College Institutional Funds
	Sampson	2	Clinton City Schools & Sampson County Schools	No match required
	Southeastern	1	Columbus County Schools & Whiteville City Schools	County funds and Columbus County Industry Group Funds
<b>Western</b>	Asheville-Buncombe	1	Madison High School	Madison County Schools Funds, College Institutional Funds
	Blue Ridge	3	Transylvania County Schools & Henderson County Schools	County Funds
	Caldwell	4	Caldwell County Schools	College Institutional Funds
	Central Piedmont	1	Mecklenburg County Schools	Sugar Creek Charter School Funds & College Institutional Funds

REGION	COLLEGE	TOTAL # OF COACHES AS OF 8/1/21	LEA	MATCHING FUND SOURCE
	Cleveland	3	Cleveland County Schools	College Institutional Funds
	Davidson-Davie	2	Davie County & Davidson County Schools	County Funds
	Gaston	2	Gaston County Schools & Lincoln County Schools	College Institutional Funds
	Haywood	2	Haywood County Schools	College Foundation Funds
	Isothermal	1	Rutherford County Schools	College Institutional Funds
	McDowell	2	McDowell County Schools	County Funds, CFI
	Mitchell	1	Iredell-Statesville Schools	College Institutional Funds
	Southwestern	1	Jackson County Schools	College Institutional Funds
	Western Piedmont	3	Burke County Public Schools	College Institutional Funds
	Wilkes	4	Wilkes County Schools	College Institutional Funds

### APPENDIX 3 Selected COVID Concerns & Strategies

#### **Isothermal Community College**

“In the Fall 2020 semester, ...40% of the high school student population chose remote learning, reducing access to students. Another significant challenge was getting students to prioritize career and academic planning when they had so many immediate demands on their time. When speaking with students, they identified work and family responsibilities as their main priority. Some students I spoke with were working full-time jobs, taking a full course load, and caring for younger siblings during the school day.”

#### **Gaston College**

“Due to COVID there was limited opportunity for the career coach and local industry to come together to share important information with high school students. As a result, the Career Coach, the Lincoln County School CTE department, and the Lincoln Economic Development Association partnered to launch a new website with informational links and videos about opportunities at each high school, at over 16 different local companies, and training/career options. Link to site: <https://edgefactor.com/lincolnnc>.”

#### **McDowell Technical Community College**

“Students in grades 9-12 are provided Chromebooks by the school system. However, less than 50% of McDowell County residents have access to the internet at their homes. Wi-fi hotspots were established at McDowell Tech and all McDowell County Schools campuses. Transportation to these sites proved problematic for many students. Contact with students and their families became unreliable, and oftentimes abated, with the high schools and college. As a whole, student (and parent) engagement were markedly decreased than in years passed. Events previously hosted were significantly altered.”

#### **Western Piedmont Community College**

“EMT was offered at Patton High School this year. Students from East Burke High School and Freedom High School enrolled in the class as well. These students were given a unique opportunity to help with clinics giving Covid-19 vaccinations. One student was credited with giving over 200 vaccinations. Upon successful completion of the course and passing the appropriate tests, these students will be well on their way to becoming EMT personnel.”

#### **Forsyth Technical Community College**

“There were many roadblocks and difficulties experienced this year due to COVID19. However, the Career Coach along with various departments was able to meet such challenges to help create normalcy for students. Some initiatives taken by Forsyth Tech include paying all fees for high school students taking up to 6 SHC through the dual enrollment program. Students were able to receive assistance through ForsythTechCares like financial or personal such as food.”