

STATE BOARD OF COMMUNITY COLLEGES
Annual Report to the Joint Legislative Education Oversight Committee
Career Coach Program
GS 115D-21.5(d)

Request: The State Board of Community Colleges is asked to approve the NC Career Coach Program 2019-20 Annual Report to the Joint Legislative Education Oversight Committee.

Background: § 115D-21.5(d) Career Coach Program
Annual Report. –

- (1) The board of trustees of a community college that employs one or more career coaches shall report annually to the State Board of Community Colleges on implementation and outcomes of the program, including the following information:
 - a. Number of career coaches employed.
 - b. Number of local school administrative units served and names of schools in which career coaches are placed.
 - c. Number of students annually counselled by career coaches.
 - d. Impact of career coaches on student choices, as determined by a valid measure selected by the State Board of Community Colleges.
- (2) The State Board of Community Colleges shall report annually no later than October 1 to the Joint Legislative Education Oversight Committee on the following:
 - a. A compilation of the information reported by the board of trustees of community colleges, as provided in subdivision (1) of this subsection.
 - b. Number and names of partnership applicants for Career Coach Program funding.
 - c. Number, names, and amounts of those awarded Career Coach Program funding. (2015-241, s. 10.14(a).)

Rationale: The NC Career Coach Program places community college Career Coaches in high schools to assist students with determining career goals and identifying community college programs that would enable students to achieve these goals. The 2019-20 Career Coach Program Annual Report outlines the program implementation and impact.

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NC Career Coach Program

**Annual Report to the
Joint Legislative Education Oversight Committee**

Submitted by The State Board of Community Colleges

As Required by GS 115D-21.5(d)

September 1, 2020

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SUMMARY

The North Carolina Community College System administers the Career Coach Program, which places community college Career Coaches in high schools to assist students with determining career goals and identifying educational pathways enabling students to achieve these goals. Since the Program's inception in 2015, the General Assembly has shown a commitment to the Program going from an initial \$500,000 appropriation to a total of \$3,500,000 in 2020. As of July 1, 2020, there are eighty-three (83) Career Coaches across the State. During the 2019-20 academic year, seventy-two (72) Career Coaches at thirty-four (34) Community Colleges served 24,422 students at forty-nine (49) Local Education Agencies. While the Career Coach Program has grown and demonstrated success, barriers to on-going success continue. Primarily, these barriers consist of the difficulty in securing the required matching funds and the complexity of the data collection process.

In March 2020, the public schools in North Carolina were closed due to the COVID-19 pandemic. This has tremendously impacted the ability for coaches to reach and engage with high school students. The Coaches adjusted to the new environment and implemented virtual strategies to meet the needs of students. In Appendix 3 you will see select programs highlighted that have pivoted their services to online platforms. While this impacted our Coaches, the number of students engaged were slightly higher than 2018-2019, indicating the incredible work of Coaches across the state.

BACKGROUND

North Carolina General Statute 115D-21.5 establishes the NC Career Coach Program. The purpose of the Program is to place Career Coaches employed by community colleges in high schools to assist students with determining career goals and identifying community college programs that align with those goals. The Career Coach Program is a partnership between local boards of education and community colleges. Career Coach funds are awarded through an application process based on the following: 1) consideration of the workforce needs of business and industry in the region; 2) targeting of resources to enhance ongoing economic activity within the community college service area and surrounding counties; and, 3) geographic diversity of awards.

STATE FUNDING

State funds for Career Coaches must be matched dollar-for-dollar with non-State funds, either public or private. State funds may be used for salary, benefits, and all other expenses related to the employment of the career coach.

| Year | Total Recurring Funding |
|---------|-------------------------|
| 2015-16 | \$500,000 |
| 2016-17 | \$1,000,000 |
| 2017-18 | \$2,100,000 |
| 2018-19 | \$2,800,000 |
| 2019-20 | \$ 2,900,000 |
| 2020-21 | \$ 3,500,000 |

Application & Award of Funds

- **Application Process:** Since funding is not sufficient to provide Career Coaches at every college and in every LEA, funding is allocated on an RFP basis. Interested colleges must submit an application that includes the requirements of G.S. 115D-21.5(c) as well as the following additional components:
 - A deployment plan describing how NC Career Coaches will:
 - Address targeted need in community served
 - Will be sufficiently supported when serving at the LEA location
 - Effectively and appropriately serves local school administrative service area based on rationale supported by local community leaders.
 - Ensure that the number of Coach(es) requested are able to effectively serve the LEA population
 - A professional development plan that:
 - Prepares Career Coaches to work in a high school setting;
 - Ensures Career Coaches are aware of and have the tools and resources to remain current in their knowledge of career opportunities and required education and training; and,
 - Prepares Career Coaches to serve as effective advisors as college personnel in a high school setting.
 - Ensures that the Career Coaches develop and maintain a relationship with local business and industry leaders.
 - A plan for communicating with stakeholders, including high school students, high school and middle school faculty and staff, parents, guardians, and area employers.
 - An evaluation plan including expected outcomes.
- **Advisory Committee Review:** The Advisory Committee required by G.S. 115D-21.5(c)(1) reviews the applications. This committee is made up of representatives from the NC Community College System, the Department of Public Instruction (DPI), the NC Department of Commerce, and at least three representatives of the business community. The committee evaluates applications based upon the following:

- Consideration of the workforce needs of business and industry in the region.
- Targeting of resources to enhance on-going economic activity within the community college service area and surrounding counties.
- Quality of the deployment, professional development, and communication plans.
- Geographic diversity of awards.
- **Award & Duration of Funding:** The State Board of Community Colleges awards Career Coach funds based upon the recommendations of the Advisory Committee. Funds are awarded on a State fiscal year basis. Because of the limited amount of funds available, compared to the number of community colleges and LEAs in the State, funding is awarded in three-year cohorts. Any college, including colleges that are already receiving Career Coach funds, may apply for funding during each application period. Although not optimal, the three-year limit on funding does allow additional colleges to apply and allows the Advisory Committee to evaluate the success of the Career Coaches for colleges previously receiving funding.

APPLICANTS

2018-20 COHORT APPLICATIONS

Effective July 1, 2018, the General Assembly appropriated an additional \$700,000 to the NC Career Coach Program. Eight (8) colleges and fourteen (14) LEAs submitted partnership applications. Seventeen (17) Career Coaches for FY 2018-19 and FY 2019-20 at eight (8) Community Colleges were approved to serve students at fourteen (14) LEAs.

TABLE 2.

| 2018-20 COHORT APPLICANTS | |
|----------------------------------|---|
| COMMUNITY COLLEGE | LOCAL EDUCATIONAL AGENCY |
| Cape Fear | New Hanover County Schools & Pender County Schools |
| Carteret | Carteret County Public Schools |
| Catawba Valley | Alexander County Schools, Catawba County Schools, Hickory Public Schools, & Newton-Conover City Schools |
| Fayetteville | Cumberland County Schools |
| Johnston | Johnston County Schools |
| Martin | Martin County Schools |
| Robeson | Public Schools of Robeson County |
| Wilkes | Wilkes County Schools |
| 8 Colleges | 14 LEAs |

2019-22 COHORT APPLICATIONS

The 2019-22 cohort started with a pool of twenty-seven (27) colleges and forty (40) LEAs submitting partnership applications.

TABLE 3.

| 2019-22 COHORT APPLICANTS | |
|----------------------------------|--|
| COMMUNITY COLLEGE | LOCAL EDUCATIONAL AGENCY |
| Alamance | Alamance-Burlington School System |
| Bladen | Bladen County Schools |
| Blue Ridge | Transylvania County & Henderson County Public Schools |
| Brunswick | Brunswick County Public Schools |
| Caldwell | Caldwell County Schools |
| Central Carolina | Lee County Schools, Harnett County Schools, & Chatham County Schools |
| Cleveland | Cleveland County Schools |
| Durham | Durham Public Schools |
| Edgecombe | Edgecombe County Public Schools |
| Forsyth | Winston-Salem/Forsyth County Schools |
| Gaston | Gaston County Schools & Lincoln County Schools |
| Halifax | Halifax County Schools |
| Haywood | Haywood County Schools |
| Isothermal | Rutherford County Schools |
| Lenoir | Lenoir County Public Schools & Greene County Schools |
| McDowell | McDowell County Schools |
| Nash | Nash-Rocky Mount Schools |
| Piedmont | Person County Schools & Caswell County Schools |
| Pitt | Pitt County Schools |
| Randolph | Asheboro City Schools & Randolph County Schools |
| Rockingham | Rockingham County Public Schools |
| Rowan-Cabarrus | Rowan Salisbury School System |
| South Piedmont | Union County Public Schools |
| Southeastern | Columbus County & Whiteville City Schools |
| Vance-Granville | Warren County Schools & Granville county Schools |
| Western Piedmont | Burke County Public Schools |
| 26 Colleges | 35 LEAs |

During the 2019-20 academic year, a total of fifty-four (54) Career Coaches at twenty-six (26) Community Colleges served students at thirty-five (35) LEAs.

2020-23 COHORT APPLICATIONS

Effective July 1, 2020, the General Assembly appropriated \$ 1,400,000 to the NC Career Coach Program for the 2020-23 cohort. Twenty-seven (27) colleges and thirty-eight (38) LEAs submitted partnership applications. Twenty-nine (29) Career Coaches for FY 2020-21, FY 2021-22, and FY 2022-23 at seventeen (17) Community Colleges were approved to serve students at twenty-three (23) LEAs.

TABLE 4.

| 2020-23 COHORT APPLICANTS | |
|----------------------------------|---|
| COMMUNITY COLLEGE | LOCAL EDUCATIONAL AGENCY |
| Asheville-Buncombe Tech | Madison County Schools |
| Beaufort County – Hyde Co. | Hyde County Schools |
| Beaufort County – Tyrrell Co. | Tyrrell County Schools |
| Cape Fear | New Hanover County Schools |
| Carteret | Carteret County Public Schools |
| Central Carolina | Lee County Schools |
| Central Piedmont | Mecklenburg County Schools |
| Davidson County – Davie Co. | Davie County Schools |
| Davidson County – Davidson Co. | Davidson County Schools |
| James Sprunt | Duplin County Schools |
| Johnston | Johnston County Public Schools |
| Martin – Bertie Co. | Bertie County Schools |
| Martin – Martin Co. | Martin County Schools |
| McDowell Tech | McDowell County Schools |
| Mitchell | Iredell-Statesville Schools |
| Rowan-Cabarras | Kannapolis City Schools |
| Sampson | Clinton City Schools & Sampson County Schools |
| South Piedmont – Union Co. | Union County Schools |
| Wilkes | Wilkes County Schools |
| GEAR UP Funding: | |
| Beaufort County – Washington Co. | Washington County Schools |
| South Piedmont – Anson Co. | Anson County Schools |
| Southwestern | Jackson County Schools |
| 27 Colleges | 23 LEAs |

TOTAL STATEWIDE CAREER COACHES AS OF JULY 1, 2020

TABLE 5.

| COLLEGE (REGION) | TOTAL # OF COACHES AS OF 7/1/20 | FY 19-20 AWARD** (# OF COACHES) | FY 20-21 AWARD** (# OF COACHES) | LEA | MATCHING FUND SOURCE |
|--|---|---------------------------------------|---------------------------------------|---|--|
| Alamance (Central) | 2 | \$ 79,164 (2) | \$ 79,164 (2) | Alamance- Burlington School System | Alamance- Burlington School System |
| Asheville- Buncombe Tech (Western) | 1 | N/A | \$ 52,776 (1) | Madison County Schools | Madison County Schools Funds, College Institutional Funds |
| Beaufort County – Hyde County (Eastern) | 1 | N/A | \$ 79,164 (1) | Hyde County Schools | No match required |
| Beaufort County – Tyrrell County (Eastern) | 1 | N/A | \$ 79,164 (1) | Tyrrell County Schools | No match required |
| Beaufort County – Washington Co. | 1 | N/A | \$ 79,164 (1) | Washington County Schools | No match required |
| Bladen (Eastern) | 1 | \$ 39,582 (1) | \$ 39,582 (1) | Bladen County Schools | Local Funds |
| Blue Ridge (Western) | 3 | \$ 118,746 (3) | \$ 118,746 (3) | Transylvania County Schools & Henderson County Schools | County Funds |
| Brunswick (Eastern) | 2 | \$ 79,164 (2) | \$ 79,164 (2) | Brunswick County Public Schools | College Institutional Funds |
| Caldwell (Western) | 4 | \$ 158,328 (4) | \$ 158,328 (4) | Caldwell County Schools | Institutional Funds |
| Cape Fear (Eastern) | 1 | \$ 116,175 (3) | \$ 39,582 (1) | New Hanover & Pender County Schools | College Institutional Funds |
| Carteret (Eastern) | 2 | \$ 77,450 (2) | \$ 105,552 (2) | Carteret County Public Schools | College Institutional Funds |
| Catawba Valley (Western) | N/A | \$ 77,450 (2) | N/A | Alexander County Schools, Catawba | College Institutional Funds |

Attachment PROG 01A

| COLLEGE (REGION) | TOTAL # OF COACHES AS OF 7/1/20 | FY 19-20 AWARD** (# OF COACHES) | FY 20-21 AWARD** (# OF COACHES) | LEA | MATCHING FUND SOURCE |
|--|---------------------------------|---------------------------------|---------------------------------|---|--|
| | | | | County Schools, Hickory Public Schools, & Newton-Conover City Schools | |
| Central Carolina (Central) | 4 | \$ 118,746 (3) | \$ 171,522 (4) | Chatham County Schools, Lee County Schools, & Harnett County Schools | Institutional Funds |
| Central Piedmont (Central) | 1 | N/A | \$ 39,582 (1) | Mecklenburg County Schools | Sugar Creek Charter School Funds & College Institutional Funds |
| Cleveland (Western) | 3 | \$ 118,746 (3) | \$ 118,746 (3) | Cleveland County Schools | College Institutional Funds |
| Davidson County – Davie Co. (Western) | 1 | N/A | \$ 39,582 (1) | Davie County Schools | County Funds |
| Davidson County – Davidson Co. (Western) | 1 | N/A | \$ 52,776 (1) | Davidson County Schools | County Funds |
| Durham (Central) | 1 | \$ 39,582 (1) | \$ 39,582 (1) | Durham Public Schools | Local Funds |
| Edgecombe (Eastern) | 2 | \$ 79,164 (2) | \$ 79,164 (2) | Edgecombe County Public Schools | College Institutional Funds |
| Fayetteville (Central) | N/A | \$ 77,450 (2) | N/A | Cumberland County Schools | College Institutional Funds |
| Forsyth (Central) | 4 | \$ 158,328 (4) | \$ 158,328 (4) | Winston-Salem/Forsyth County Schools | College Foundation Funds |
| Gaston (Western) | 2 | \$ 79,164 (2) | \$ 79,164 (2) | Gaston County Schools & Lincoln County Schools | College Institutional Funds |
| Halifax (Eastern) | 1 | \$ 39,582 (1) | \$ 39,582 (1) | Halifax County Schools | College Institutional Funds |

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| COLLEGE (REGION) | TOTAL # OF COACHES AS OF 7/1/20 | FY 19-20 AWARD** (# OF COACHES) | FY 20-21 AWARD** (# OF COACHES) | LEA | MATCHING FUND SOURCE |
|--------------------------------------|--|--|--|--|---|
| Haywood (Western) | 2 | \$ 79,164 (2) | \$ 79,164 (2) | Haywood County Schools | College Foundation Funds |
| Isothermal (Western) | 1 | \$ 39,582 (1) | \$ 39,582 (1) | Rutherford County Schools | College Institutional Funds |
| James Sprunt (Eastern) | 1 | N/A | \$79,164 (1) | Duplin County Schools | No match required |
| Johnston (Eastern) | 2 | \$ 77,450 (2) | \$79,164 (2) | Johnston County Schools | College Institutional Funds |
| Lenoir (Eastern) | 2 | \$ 79,164 (2) | \$ 79,164 (2) | Lenoir County Public Schools & Greene County Schools | College Institutional Funds, College Foundation Funds, Lenoir & Greene County Schools |
| Martin – Bertie Co. (Eastern) | 1 | N/A | \$79,164 (1) | Bertie County Schools | No match required |
| Martin – Martin Co. (Eastern) | 1 | \$ 39,582 (1) | \$79,164 (1) | Martin County Schools | No match required |
| McDowell (Western) | 2 | \$ 39,582 (1) | \$ 92,358 (2) | McDowell County Schools | County Funds, CFI |
| Mitchell (Western) | 1 | N/A | \$ 39,582 (1) | Iredell-Statesville Schools | College Institutional Funds |
| Nash (Eastern) | 2 | \$ 79,164 (2) | \$ 79,164 (2) | Nash-Rocky Mount Schools | College Institutional Funds |
| Piedmont (Central) | 2.5* | \$ 79,164 (2) | \$ 79,164 (2.5) | Person County Schools & Caswell County Schools | County funds |
| Pitt (Eastern) | 3 | \$ 118,746 (3) | \$ 118,746 (3) | Pitt County Schools | College Institutional Funds |
| Randolph (Central) | 3 | \$ 118,746 (3) | \$ 118,746 (3) | Asheboro City Schools & Randolph County Schools | College Institutional Funds |
| Robeson (Eastern) | N/A | \$ 38,725 (1) | N/A | Public Schools of Robeson County | College Institutional Funds |

Attachment PROG 01A

| COLLEGE (REGION) | TOTAL # OF COACHES AS OF 7/1/20 | FY 19-20 AWARD** (# OF COACHES) | FY 20-21 AWARD** (# OF COACHES) | LEA | MATCHING FUND SOURCE |
|-----------------------------------|--|--|--|---|---|
| Rockingham (Central) | 1 | \$ 39,582 (1) | \$ 39,582 (1) | Rockingham County Public Schools | College Institutional Funds |
| Rowan-Cabarrus (Central) | 4 | \$ 118,746 (3) | \$ 158,328 (4) | Rowan Salisbury School System & Kannapolis City Schools | College Institutional Funds |
| Sampson (Eastern) | 2 | N/A | \$ 158,328 (2) | Clinton City Schools & Sampson County Schools | No match required |
| South Piedmont (Central) | 4 | \$ 39,582 (1) | \$ 118,746 (1) | Anson County & Union County Public Schools | College Institutional Funds |
| Southeastern (Eastern) | 1 | \$ 39,582 (1) | \$ 39,582 (1) | Columbus County Schools & Whiteville City Schools | County funds and Columbus County Industry Group Funds |
| Southwestern (Western) | 1 | N/A | \$ 79,164 (1) | Jackson County Schools | College Institutional Funds |
| Vance-Granville (Central) | 1 | \$ 39,582 (1) | \$ 39,582 (1) | Granville County Schools & Warren County Schools | Institutional and County Funds |
| Western Piedmont (Western) | 3 | \$ 118,746 (3) | \$ 118,746 (3) | Burke County Public Schools | College Institutional Funds |
| Wilkes (Western) | 4 | \$ 154,900 (4) | \$ 211,104 (4) | Wilkes County Schools | College Institutional Funds |

* Piedmont CC requested an additional part-time coach in June 2020. The request was 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 2019-20***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.

| COLLEGE (REGION) | NO. OF COACHES | COACHING SESSIONS | HIGH SCHOOL |
|---|---------------------------|------------------------------|---|
| Alamance (Central) | 2 | 1147 | Southern Alamance HS & Cummings HS |
| Bladen (Eastern) | 1 | 477 | West Bladen HS & East Bladen HS |
| Blue Ridge (Western) | 3 | 700 | North Henderson HS, East Henderson HS, West Henderson HS, Rosman HS, Hendersonville HS, Brevard HS & Davidson River Academy |
| Brunswick (Eastern) | 2 | 846 | North Brunswick HS, South Brunswick HS, West Brunswick HS, & Center for Applied Sciences and Technology |
| Caldwell (Western) | 4 | 1192 | Hibriten HS, Career Center Middle College, South Caldwell HS, & West Caldwell HS |
| Cape Fear (Eastern) | 3 | 1494 | Ashley HS, Hoggard HS, Laney HS & New Hanover HS, Pender HS, Topsail HS & Heide Trask HS |
| Carteret (Eastern) | 3 | 742 | Croatan HS, East Carteret HS, West Carteret HS, MaST Early College HS |
| Catawba Valley (Western) | 2 | 1037 | Alexander Central HS, Bandy's HS, Bunker Hill HS, Foard HS, Hickory HS, Maiden HS, Newton Conover HS, St. Stephens & Discovery HS |
| Central Carolina (Central) | 3 | 876 | Jordan Matthews HS, Southern Lee HS, & Triton HS |
| Cleveland (Western) | 3 | 713 | Burns HS, Crest HS, Kings Mountain HS, Turning Point Academy, Pinnacle Classical Academy & Shelby HS |
| Durham | 1 | 570 | Orange HS |

| COLLEGE (REGION) | NO. OF COACHES | COACHING SESSIONS | HIGH SCHOOL |
|---------------------------|-------------------|----------------------|--|
| (Central) | | | |
| Edgecombe (Eastern) | 2 | 975 | North Edgecombe HS, Southwest Edgecombe HS, North East Carolina Prep School & Tarboro HS |
| Fayetteville (Central) | 2 | 1405 | Cape Fear HS, Pine Forest HS, Terry Sanford HS & Westover HS |
| Forsyth (Central) | 4 | 1455 | Carver HS, Parkland Magnet HS, West Stokes HS & North Forsyth HS |
| Gaston (Western) | 2 | 273 | Bessemer City HS, Hunter Huss HS, North Gaston HS, Lincolnton HS & West Lincoln HS |
| Halifax (Eastern) | 1 | 272 | Southeast Halifax HS & Northwest Halifax HS |
| Haywood (Western) | 2 | 400 | Pisgah HS & Tuscola HS |
| Isothermal (Western) | 1 | 285 | R-S Central HS, Chase HS, & East Rutherford HS |
| Johnston (Eastern) | 2 | 902 | Clayton HS, Corinth-Holders HS, Smithfield-Selma HS, South Johnston HS, West Johnston HS, Cleveland HS, & Princeton HS |
| Lenoir (Eastern) | 2 | 214 | Greene Central HS, South Lenoir HS, North Lenoir HS, & Kinston HS |
| Martin (Eastern) | 1 | 129 | Riverside HS & South Creek HS |
| McDowell (Western) | 1 | 980 | McDowell HS |
| Nash (Eastern) | 2 | 630 | Northern Nash HS, Southern Nash HS, Nash Central HS, Center for Industry, Tech & Innovation (CITI) HS & Rocky Mount HS |
| Piedmont (Central) | 2 | 287 | Person HS & Barlett-Yancey HS |
| Pitt (Eastern) | 3 | 376 | North Pitt HS, JH Rose HS, Farmville Central HS, South Central HS, Ayden-Grifton HS, & DH Conley HS |
| Randolph (Central) | 3 | 1325 | Asheboro HS, Eastern Randolph HS, Providence Grove HS, Randleman HS, Southwestern Randolph HS, Trinity HS, Uwharrie Ridge & Wheatmore HS |
| Rockingham (Central) | 1 | 182 | Rockingham HS, Reidsville HS, Morehead HS & McMichael HS |
| Robeson (Eastern) | 1 | 791 | Fairmont HS & Purnell Swett HS |
| Rowan- Cabarrus | 3 | 802 | North Rowan HS, Salisbury HS, & South Rowan HS |

| COLLEGE (REGION) | NO. OF COACHES | COACHING SESSIONS | HIGH SCHOOL |
|----------------------------------|-------------------|----------------------|--|
| (Central) | | | |
| South Piedmont (Central) | 1 | 173 | Piedmont HS & Porter Ridge HS |
| Southeastern (Eastern) | 1 | 0* | East Columbus, West Columbus, South Columbus & Whiteville HS |
| Vance- Granville (Central) | 1 | 238 | Granville Central, JF Webb HS, South Granville, Warren New Tech HS & Warren County HS |
| Wilkes (Western) | 4 | 861 | Wilkes Central HS, East Wilkes HS, North Wilkes HS, West Wilkes HS, Ashe County HS & Alleghany County HS |
| Western Piedmont (Western) | 3 | 1673 | Draughn HS, East Burke HS, Freedom HS, Patton HS, & Hallyburton Academy |
| TOTALS | 72 | 24,422 | 49 LEAs |

* The Southeastern CC Coach was hired in mid-January and unable to receive training and meet students at the HS before the COVID pandemic shut the schools.

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 fall and will provide an addendum when the data is complete.

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. In January 2018, the NC Community College System Office began requiring colleges to report on employer engagement activities. During the 2019-2020 academic year 399 workforce engagement activities supported the adjustment to available pathways in order to better meet the state and local workforce need.

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. During the 2019-2020 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 (83) 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 in order 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 with regard to the ability for small, rural colleges to secure matching funds and the collection of rigorous data.

DRAFT

APPENDIX 1
Selected College Highlights

Bladen Community College

“The one-on-one meetings with students always seem to produce great outcomes because it provides the students with 100 percent focus on each individual and their future. By meeting individually with students, I find that they are able to really dive into discovering how they see their future and what career will make them happy long-term. During these meetings, we discuss the students’ interests, colleges, job opportunities, application process, deadlines, preparing for college or work, etc. The partnerships the Career Coach has are important for the students in Bladen County to provide career opportunities and local resources. Bladen Community College and the Bladen County School System have a great working relationship that continues to strengthen, which helps our students by providing a great support system. I also think that the relationships between the Career Coach and the NC State College Advising Corps College Advisors is very significant in positively impacting the students of Bladen County.”

Brunswick Community College

“The Career Coaches attended local Rotary meetings to make sure community members were aware of their role in the schools and in an effort to network within the community; we also visited local Chamber of Commerce offices and Town Halls to speak with representatives in an effort to establish more relationships in the community. We also assisted with the planning and implementation of Manufacturing Day at Brunswick Community College, which allowed high school students to tour local manufacturing facilities and machine shops while learning about employment opportunities within those areas.”

Carteret Community College

“Career Coaches made thirty-two presentations to high school classes, focusing on career assessments, using the Virtual Job Shadowing platform, and career exploration. We designed a CCC Website Scavenger Hunt as a fun way to allow students to explore our website and discover program offerings. We worked closely with the Career Development Coordinators to target students that would benefit from one-on-one meetings with a Career Coach. We often brought high school students on CCC’s campus to tour college programs and to meet with program area instructors, assisting in their decision-making process.”

Cleveland Community College

“All three coaches serve on the Cleveland County Chamber Business Education Alliance (BEA) Committee. Together, coaches, counselors, and other BEA members plan our annual Making It Work event, which introduces high school seniors and juniors to local manufacturing companies. At this event, students learn about local manufacturing, technical and engineering jobs, and are given the opportunity to tour many local plants and facilities. Serving on the BEA committee has proved beneficial to our coaches and students by fostering strong relationships with local businesses and industry. In addition, the partnerships developed through BEA afforded the Career Coaches meetings and tours of the following local industries this year: IMC Metals America, Nippon Electric Glass Co., Shelby Fabrics, and Greenheck.”

Forsyth Technical Community College

“I serve on the Construction/Trades subcommittee of the local chamber. Every other year Forsyth Tech, Goodwill, DOT, and other community partners host a Construction Day Career Fair for high school students in the 7 surrounding counties. The CDC, college counselor, and I were able to take 35 students to this event which took place inside the Joel Coliseum and outside on the fairgrounds. There were a total

of 75 exhibits inside and outside for students to engage in hands on activities and discuss career opportunities with industry professionals.”

Gaston College

“Coaches helped in the planning and execution of the EdgeFactor Career Expo. This event exposes all eighth and tenth graders in Lincoln County to workforce opportunities in their local region and to the Career and Technical Opportunities at Gaston College. This event is facilitated as a partnership between Gaston College, Lincoln County Schools, and the Lincoln Economic Development Association. Coaches are actively involved in the planning meetings and logistics involved with this event. This event was held in February 2020.”

Lenoir Community College

“I ...was able to connect students to a local business partner; East Point Prosthetics in Kinston purchased a 3D printer they have started to use to produce prostheses; the folks at East Point have become wonderful partners and have not only spoken to various CTE classes this year, they have also allowed classes to visit their facilities as well as allow students to participate in job shadowing with them. [In] mid April, they reached out to me regarding a need they had due to large orders coming in from all over the country for PPE (face shields)-they needed some help and wanted to bring in some of our local students to work; at one point they had brought in 15 high school students and had them working various shifts to meet their demand; what a wonderful site to see; our high school students were making the best out of their change in semester plans and had become “essential workers” producing PPE to many Frontline and Healthcare Workers across the country!”

Rowan-Cabarrus Community College

“The Power of a Career Coach Article [is an] article written by Tameka Brown, Interventionist Specialist at South Rowan HS: <https://yourrowan.com/the-power-of-the-career-coach/>.” [The college also offered a] Real Talk Event. The goal of the “Real Talk” Event is to reinforce career-centered conversations that occur in the high schools...so that students can engage in discussion with their families about their passions and interests as that connect to their career aspirations. Panelists included: Emily Baldwin, Career and College Promise Coordinator, Rowan-Cabarrus Community College; Jamie Dawkins, Transfer Advisor, UNC-Charlotte; Stan Honeycutt, Business Services Account Manager, North Carolina Manufacturing Institute; Subrina Hough, Outreach Specialist, Crosby Scholars; Lise Keller, Regional Representative, UNC-Greensboro; Randy Sossamon, Executive Vice President, Excel Electrical Technologies, Inc; and John Struzick, Innospec.”

Western Piedmont Community College

“Career Coaches continued their workforce development partnerships by serving on a board for “Work in Burke”, a program designed with the intention of educating “students and their parents about the job opportunities available in Burke County and the training required to pursue a career in those fields.” The board has representatives from local industry, Burke County Public Schools, Western Piedmont Community College, NC Works, Gear Up, and the Western Piedmont Council of Governments. We meet monthly to discuss different ways that we can increase the employment in Burke County by offering unique opportunities to high school students.”

APPENDIX 2
Career Coaches by Region

| REGION | COLLEGE | TOTAL # OF COACHES AS OF 7/1/20 | LEA | MATCHING FUND SOURCE |
|----------------|------------------|--|--|--|
| Central | Alamance | 2 | Alamance-Burlington School System | Alamance-Burlington School System |
| | Central Carolina | 4 | Chatham County Schools, Lee County Schools, & Harnett County Schools | Institutional Funds |
| | Central Piedmont | 1 | Mecklenburg County Schools | Sugar Creek Charter School Funds & College Institutional Funds |
| | Durham | 1 | Durham Public Schools | Local Funds |
| | Forsyth | 4 | Winston-Salem/Forsyth County Schools | College Foundation Funds |
| | Johnston | 2 | Johnston County Schools | College Institutional Funds |
| | Piedmont | 2 | Person County Schools & Caswell County Schools | County funds |
| | Randolph | 3 | Asheboro City Schools & Randolph County Schools | College Institutional Funds |
| | Rockingham | 1 | Rockingham County Public Schools | College Institutional Funds |
| | Rowan-Cabarrus | 4 | Rowan Salisbury School System | College Institutional Funds |
| | South Piedmont | 4 | Anson County & Union County Public Schools | College Institutional Funds |
| | Vance-Granville | 1 | Granville County Schools & Warren County Schools | Institutional and County Funds |
| Eastern | Beaufort County | 3 | Bertie County & Martin County Schools | No match required |
| | Bladen | 1 | Bladen County Schools | Local Funds |

| REGION | COLLEGE | TOTAL # OF COACHES AS OF 7/1/20 | LEA | MATCHING FUND SOURCE |
|----------------|--------------------|---|--|--|
| | Brunswick | 2 | Brunswick County Public Schools | College Institutional Funds |
| | 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 |
| Western | 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 |
| | Cleveland | 3 | Cleveland County Schools | College Institutional Funds |
| | Davidson County | 2 | Davie County & Davidson County Schools | County Funds |

| REGION | COLLEGE | TOTAL # OF COACHES AS OF 7/1/20 | LEA | MATCHING FUND SOURCE |
|--------|---------------------|---|--|-----------------------------|
| | 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 Strategies

Alamance Community College

“This school year I met with 322 students in one on one meetings either virtually or face to face. This is an 18% increase from last school year despite the circumstances in addition to meeting with students in group settings, classrooms, after school events and field trips. The changes of the pandemic inspired me to be more innovative with my approach to reaching students. In addition to connecting with students via email I also had Facetime and Google Meet appointments with students to get their questions answered and needs met. I was able to collaborate with our school counselors and other staff to reach students and help them with college applications, CCP courses, FAFSA, and anything else that would help the student transition to college with ease. This speaks volumes on the connections that not only I but career coaches across the state are making with our students to ensure they are equipped with what they need to succeed no matter what. While there were some barriers to communication, i.e. students without internet access or who chose not to communicate, there was still significant work done with our students without the face to face interactions.”

Carteret Community College

“We had scheduled four events for high school students to bring them on our campus for more career specific exploration, but these events did not happen due to COVID stay-at-home orders. We had scheduled a Construction Careers Day, in conjunction with several local contractors and the county Homebuilder’s Association and local contractors (75 students invited), a Health Sciences Day, co-sponsored by our local hospital, Carteret Health Care (75 students invited), and a Spa Services Day (20 students invited), in conjunction with Great Clips. We had also worked with the Chamber of Commerce, the Economic Development Council and the NCWorks Career Center to sponsor the Eastern Carolina Job Fair. Over 50 businesses/industries were to be represented. We had arranged for high school seniors who had not made career plans to attend the Job Fair for a “speed-jobbing” event (60 students). It was extremely disappointing that those events did not happen.”

Catawba Valley Community College

“During the COVID-19 crisis, Catawba Valley Community College has been able to continue to serve our high school student populations and partners by utilizing a variety of technology tools and resources. Career Coaches used google hangouts, email and google voice phone calls to discuss community college and career opportunities, as well as the enrollment process with high school students and counselors.”

Central Carolina Community College

“This year we face challenges with “closing the loop”. Many of our students were unresponsive after the high school closures to our outreach attempts. This resulted in getting incomplete data/survey results and contact information on all of our students this year. Also, we felt the digital and access inequity our students have in regards to devices and appropriate/reliable internet access. This was a challenge and not only impacted their interactions with Career Coaches, but also their success in high school and dual enrollment classes. Establishing meaningful relationships with our new students was a challenge in the virtual environment. Often responses were shorter and follow through on the student’s part was limited. In anticipation of next year, CCCC Career Coaches are developing and revamping the tools they use to collect data from the students working with them and trying to improve our virtual advising and coaching opportunities. This will include virtual onboarding, information sessions, and orientations.”

Forsyth Community College

“A lot of the communication with students has gone mainly electronic and there is more texting and e-mails than before. Being in close contact is always best (when it’s safe of course) but I think COVID has taught all of us some “Technology Tricks” we will be using from now on.”

Piedmont Community College

“When COVID-19 started, it was hard to get in touch with the students! Because we serve in rural areas a lot of our conversations with students were by phone. Recently, there was a Caswell County senior struggling with high school and being home all the time. She didn’t know what to do and was not doing well in her classes. I started to check-in on her almost daily to make sure she was okay. I would shoot her a quick text and usually call her once a week to hear her voice. One day when we were on the phone, I was giving her a pep talk and she said “I have never had someone like you in my life, you have done a lot for me and I really thank you”. I already knew I loved my job, but that just solidified it even more.”

Randolph Community College

“As we were forced to work remotely...we incorporated ScreenCast-O-Matic and Screencastify, which allowed us to add audio to computer screen recordings, to guide students through career assessments and to help with academic advising. We also used Google Voice and Remind 101 to help us call/text students since that is what [platforms] they are most familiar with. We also partnered with our LEAs for them to post announcement in Canvas, which is where a lot of their high school course work was being submitted. Lastly, we also held a live information session for graduating seniors who needed help navigating the enrollment process using Blackboard Collaborate. We set up virtual break out rooms where students could attend a room for Admissions/RDS, Career Advising/Registration, and Financial Aid. We found this to be very beneficial for students and cost efficient for the college so we definitely plan to host more live, virtual events like this in the future.”