



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, 2023

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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 \$5,600,000 in 2022 with an additional \$230,000 from a partnership with the University of North Carolina System Office Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP). As of July 1, 2023, there are eighty-three (83) Career Coaches across the State. During the 2022-23 academic year, one hundred (100) Career Coaches at forty-six (46) Community Colleges served 30,256 students at sixty-four (64) Local Education Agencies. While the Career Coach Program has grown and demonstrated success, barriers to on-going success continue. These barriers consist of the difficulty of consistent PowerSchool access for data collection, staff turnover and the data collection tool.

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 are allocated utilizing the Department of Commerce economic county tier designation. The tier is determined by the location of the local school administrative unit the career coach serves. Tier 1 counties require no local match, Tier 2 counties require one dollar of local funds for every two dollars of state funds, and Tier 3 counties require one dollar of local funds for every dollar of state funds. State funds may be used for salary, benefits, support for the advising process, 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
2021-2022	\$ 5,600,000
2022-2023	\$ 5,600,000

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.

PARTICIPANTS

2019-23 COHORT PARTICIPANTS

Effective July 1, 2019, the General Assembly appropriated \$ 3,100,000 to the NC Career Coach Program for FY 2019-20, FY 2020-21, and FY 2021-22. During the 2021-22 academic year, a total

of fifty-five (55) Career Coaches at twenty-six (26) Community Colleges served students at thirty-five (35) LEAs. In August 2021, the State Board approved a gap year allocation to align both the 2019-2022 and 2020-2023 cohorts to end June 30, 2023, allowing a new cohort model to be implemented beginning July 1, 2023.

TABLE 2.

2019-23 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	Orange County 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

2020-23 COHORT APPLICATIONS

Effective July 1, 2020, the General Assembly appropriated \$ 1,400,000 to the NC Career Coach Program for FY 2020-21, FY 2021-22, and FY 2022-23. In partnership with the University of North Carolina (UNC) System Office, the seven-year Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) grant funded \$237,492 for three coaches from counties selected by the UNC System Office. During the 2021-22 academic year, a total of twenty-nine (29) Career Coaches for at eighteen (18) Community Colleges were approved to serve students at twenty-six (26) LEAs.

TABLE 3.

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-Davie – Davie Co.	Davie County Schools
Davidson-Davie – 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-Cabarrus	Kannapolis City Schools
Sampson	Clinton City Schools & Sampson County Schools
South Piedmont – Union Co.	Union County Schools
Wilkes	Wilkes, Ashe, and Alleghany County Schools
GEAR UP Funding:	
Beaufort County – Washington Co.	Washington County Schools
College of The Albemarle	Elizabeth City-Pasquotank Public Schools
South Piedmont – Anson Co.	Anson County Schools
Southwestern	Jackson County Schools
18 Colleges	26 LEAs

2022-23 COHORT APPLICATIONS

Effective July 1, 2020, the General Assembly appropriated \$ 1,400,000 to the NC Career Coach Program for FY 2020-21, FY 2021-22, and FY 2022-23. During the 2022-23 academic year, a total of sixteen (16) Career Coaches for eleven (11) Community Colleges were approved to serve students at seventeen (17) LEAs.

TABLE 4.

2022-23 COHORT APPLICANTS	
COMMUNITY COLLEGE	LOCAL EDUCATIONAL AGENCY
Catawba Valley	Alexander County Schools, Catawba County Schools, Newton-Conover City Schools, Hickory Public Schools
Fayetteville Technical	Cumberland County Schools
Halifax	Roanoke Rapids School District and Weldon City Schools District
Piedmont	Person County Schools
Richmond	Richmond County Schools
Robeson	Public Schools of Robeson County
Surry	Surry County Schools
Tri-County (Cherokee and Clay County)	Cherokee County Schools & Clay County Schools
Tri-County (Graham County)	Graham County Schools
Vance-Granville	Granville County Schools & Warren County Schools
Western Piedmont	Burke County Public Schools
10 Colleges	17 LEAs

TOTAL STATEWIDE CAREER COACHES AS OF JULY 1, 2023

TABLE 5.

COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/23	FY 22-23 AWARD*	FY 23-24 AWARD*	LEA	MATCHING FUND SOURCE
Alamance (Central)	0 (2 coaches in 2019-23)	\$ 105,552	\$0**	Alamance-Burlington School System	Alamance-Burlington School System
Asheville-Buncombe Tech (Western)	1	\$ 52,776	\$ 90,000	Madison County Schools	Madison County Schools Funds
Beaufort County – (Eastern)	2	\$ 79,164	\$ 190,000	Tyrell & Hyde County Schools	No match required
Beaufort County – Washington Co. (Eastern)	1	\$ 79,164 (GEAR UP)	\$ 79,164 (GEAR UP)	Washington County Schools	No match required
Bladen (Eastern)	2	\$ 79,164	\$ 161,730	Bladen County Schools	No match required
Blue Ridge (Western)	2	\$ 79,164	\$ 130,914	Henderson & Transylvania County Schools	County Funds
Brunswick (Eastern)	2	\$ 79,164	\$ 77,260	Brunswick County Public Schools	College Institutional Funds
Caldwell CC&TI (Western)	2	\$ 211,104	\$ 164,152	Caldwell County Schools	County Funds
Cape Fear (Eastern)	1	\$ 39,582	\$ 42,466	New Hanover County Schools	College Institutional Funds
Carteret (Eastern)	2	\$ 105,552	\$ 87,936	Carteret County Public Schools	College Institutional Funds

COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/23	FY 22-23 AWARD*	FY 23-24 AWARD*	LEA	MATCHING FUND SOURCE
Catawba Valley (Western)	0 (2 coaches in 2022-23)	\$ 105,552	\$ 0**	Alexander County Schools, Catawba County Schools, Newton- Conover City Schools, Hickory Public Schools	College Institutional Funds
Central Carolina (Central)	2	\$ 197,910	\$ 88,625	Harnett County Schools & Lee County Schools	Institutional Funds
Central Piedmont (West)	1	\$ 39,582	\$ 39,582	Charlotte- Mecklenburg County Schools	Sugar Creek Charter School Funds & College Foundation Funds
Cleveland (Western)	2	\$ 237,492	\$ 150,372	Cleveland County Schools	College Institutional Funds
College of The Albemarle (Eastern)	2	\$ 0	\$ 168,944	Edenton- Chowan Public Schools & Elizabeth City- Pasquotank Public Schools	No match required
College of The Albemarle (Eastern)	1	\$ 79,164 (GEAR UP)	\$ 79,164 (GEAR UP)	Elizabeth City- Pasquotank Public Schools	No match required
Craven (Eastern)	1	\$ 0	\$ 46,580	Craven County Schools	College Institutional Funds
Davidson- Davie Co. (Western)	2	\$ 39,582	\$ 126,000	Davie & Davidson County Schools	County Funds
Durham Tech (Central)	1	\$ 39,582	\$ 45,545	Orange County Public Schools	Local Funds

COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/23	FY 22-23 AWARD*	FY 23-24 AWARD*	LEA	MATCHING FUND SOURCE
Edgecombe (Eastern)	2	\$ 158,328	\$ 180,160	Edgecombe County Public Schools & North East Carolina Prep	College Institutional Funds
Fayetteville Tech (Central)	2	\$ 0	\$ 139,812	Cumberland County Schools	No match required
Forsyth Tech (Central)	4	\$ 211,104	\$ 111,914	Winston-Salem/Forsyth County Schools	College Foundation Funds
Gaston – Lincoln Co. (Western)	2	\$ 92,358	\$ 148,163	Gaston County & Lincoln County Schools	Gaston County & Lincoln County Schools
Halifax (Eastern)	1	\$ 79,164	\$ 92,596	Roanoke Rapids Graded School District	College Institutional Funds
Haywood (Western)	2	\$ 79,164	\$ 114,001	Haywood County School System	College Foundation Funds
Isothermal (Western)	2	\$ 79,164	\$ 139,670	Polk County & Rutherford County Schools	College Institutional Funds
James Sprunt (Eastern)	2	\$79,164	\$ 160,452	Duplin County Schools	No match required
Johnston (Central)	0 (2 coaches in 2020-23)	\$79,164	\$ 0**	Johnston County Schools	College Institutional Funds
Lenoir (Eastern)	2	\$ 158,328	\$ 168,309	Lenoir County Public Schools & Greene County Schools	College Institutional Funds, College Foundation Funds, Lenoir & Greene County Schools

COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/23	FY 22-23 AWARD*	FY 23-24 AWARD*	LEA	MATCHING FUND SOURCE
Martin – (Eastern)	2	\$ 79,164	\$ 163,546	Bertie & Martin County Schools	No match required
McDowell Tech (Western)	2	\$ 105,552	\$ 115,000	McDowell County Schools	County Funds
Mitchell (Western)	1	\$ 39,582	\$ 39,765	Iredell- Statesville Schools	College Institutional Funds
Nash (Eastern)	0 (2 coaches in 2019-23)	\$ 158,328	\$ 0**	Nash-Rocky Mount Schools	College Institutional Funds
Piedmont (Central)	2	\$ 131,940	\$ 162,000	Caswell County Schools & Person County Schools	County funds
Pitt (Eastern)	2	\$ 158,328	\$ 97,910	Pitt County Schools	College Institutional Funds
Randolph (Central)	2	\$ 158,328	\$ 176,000	Asheboro City Schools & Randolph County School System	College Institutional Funds
Richmond (Central)	2	\$ 0	\$ 157,584	Richmond County Schools & Scotland County Schools	No match required
Robeson (Central)	2	\$ 0	\$ 188,854	Public Schools of Robeson County	No match required
Rockingham (Central)	2	\$ 79,164	\$ 170,000	Rockingham County Public Schools	College Institutional Funds
Rowan- Cabarrus (Western)	2	\$ 197,910	\$ 182,458	Kannapolis City Schools & Rowan-	College Institutional Funds

COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/23	FY 22-23 AWARD*	FY 23-24 AWARD*	LEA	MATCHING FUND SOURCE
				Salisbury Schools	
Sampson (Eastern)	2	\$ 158,328	\$ 172,230	Clinton City Schools & Sampson County Schools	No match required
Sandhills (Central)	1	\$ 0	\$ 80,920	Hoke County Schools	No match required
South Piedmont (Central)	2	\$ 197,910	\$ 92,388	Union County Public Schools	College Institutional Funds
South Piedmont (Central)	1	\$ 79,164 (GEAR UP)	\$ 79,164 (GEAR UP)	Anson County Schools	College Institutional Funds
Southeastern (Eastern)	2	\$ 79,164	\$ 190,000	Columbus County Schools & Whiteville City Schools	County funds & Columbus County Industry Group Funds
Southwestern (Western)	1	\$ 0	\$ 71,057	Swain County Schools	No match required
Southwestern (Western)	1	\$ 79,164 (GEAR UP)	\$ 79,164 (GEAR UP)	Jackson County Schools	College Institutional Funds
Surry (Western)	0	\$ 52,776	\$ 0**	Surry County Schools	Institutional Funds
Tri-County (Western)	2	\$ 184,716	\$ 123,554	Cherokee County Schools & Graham County Schools	No match required
Vance- Granville (Central)	1	\$ 63,332	\$ 0	Granville County Schools & Warren County Schools	Institutional & Granville County Public Schools
Wake Tech (Central)	2	\$ 0	\$ 86,298	Wake County Public Schools	College Foundation Funds

COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/23	FY 22-23 AWARD*	FY 23-24 AWARD*	LEA	MATCHING FUND SOURCE
Wayne (Eastern)	1	\$ 0	\$ 93,000	Wayne County Public Schools	No match required
Western Piedmont (Western)	2	\$ 158,328	\$ 149,058	Burke County Public Schools	College Institutional Funds
Wilkes (Western)	2	\$ 211,104	\$ 190,000	Wilkes County Schools	Private Donation
Wilson (Eastern)	1	\$ 0	\$ 88,472	Wilson County Schools	No match required

* Award amounts indicate the funding level at the time the SBCC approved the award.

(See Appendix 2 for grouping by Region.)

** Colleges (or counties) that were not included in the 2023-2028 cohort the SBCC approved February 17, 2023.

IMPACT DATA FOR 2022-23

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	0	Southern Alamance HS & Cummings HS
Asheville-Buncombe Tech (Western)	1	213	Madison HS & Madison Early College
Beaufort County (Eastern)	3	335	Mattamuskeet Early College HS, Columbia HS, Washington County HS, Washington County Early College
Bladen (Eastern)	1	0	West Bladen HS, East Bladen HS, Bladen Early College

COLLEGE (REGION)	NO. OF COACHES	COACHING SESSIONS	HIGH SCHOOL
Blue Ridge (Western)	3	1,046	North Henderson HS, East Henderson HS, West Henderson HS, Rosman HS, Hendersonville HS, Brevard HS & Davidson River Academy
Brunswick (Eastern)	2	572	North Brunswick HS, South Brunswick HS, West Brunswick HS, & Center for Applied Sciences and Technology
Caldwell CC&TI (Western)	4	922	Hibriten HS, Career Center Middle College, South Caldwell HS, & West Caldwell HS
Cape Fear (Eastern)	3	803	Laney HS & New Hanover HS
Carteret (Eastern)	3	585	Croatan HS, East Carteret HS & West Carteret HS
Catawba Valley (Western)	2	4,044	Alexander HS, Bandys HS, Bunker Hill HS, Discovery HS, Foard HS, Hickory HS, Hickory Career Arts and Magnet, Maiden HS, Newton-Conover HS & St. Stephens HS,
Central Carolina (Central)	4	1,057	Jordan Matthews HS, Southern Lee HS, Lee County HS, & Triton HS
Central Piedmont (Central)	1	230	Sugar Creek Charter School
Cleveland (Western)	3	887	Burns HS, Crest HS, Kings Mountain HS, Turning Point Academy, Pinnacle Classical Academy & Shelby HS
College of The Albemarle (Eastern)	3	0	John A. Holmes HS, Northeastern HS & Pasquotank HS
Davidson-Davie (Western)	2	944	Davie County HS, Ledford HS & North Davidson HS
Durham Tech (Central)	1	120	Orange HS
Edgecombe (Eastern)	2	676	North Edgecombe HS, Southwest Edgecombe HS, Edgecombe Early College, Northeast Carolina Prep School & Tarboro HS
Fayetteville Tech (Central)	2	126	Douglas Byrd HS, Gray's Creek HS, E.E. Smith HS, Reid Ross HS, Seventy-First HS, South View HS & Westover HS
Forsyth Tech (Central)	4	301	Carver HS, Parkland Magnet HS, West Stokes HS & North Forsyth HS

COLLEGE (REGION)	NO. OF COACHES	COACHING SESSIONS	HIGH SCHOOL
Gaston (Western)	2	540	Bessemer City HS, Hunter Huss HS, North Gaston HS, Lincolnton HS & West Lincoln HS
Halifax (Eastern)	1	167	Southeast Halifax HS & Northwest Halifax HS
Haywood (Western)	2	225	Pisgah HS & Tuscola HS
Isothermal (Western)	1	109	R-S Central HS, Chase HS, & East Rutherford HS
James Sprunt (Eastern)	1	330	East Duplin HS, North Duplin HS, James Kenan HS & Wallace-Rose Hill HS
Johnston (Eastern)	2	505	Clayton HS, Cleveland HS, Corinth-Holders HS, Princeton HS, Smithfield-Selma HS, South Johnston HS, North Johnston HS & West Johnston HS
Lenoir (Eastern)	2	119	South Lenoir HS, North Lenoir HS, Kinston HS & Greene Central HS
Martin (Eastern)	2	341	Bertie HS
McDowell Tech (Western)	2	358	McDowell HS
Mitchell (Western)	1	230	Statesville HS & West Iredell HS
Nash (Eastern)	2	593	Nash Central HS, Northern Nash HS, Rocky Mount HS, Center for Industry, Tech & Innovation (CITI) HS & Southern Nash HS
Piedmont (Central)	2.5	979	Person HS & Barlett-Yancey HS
Pitt (Eastern)	3	1,447	North Pitt HS, JH Rose HS, Farmville Central HS, South Central HS, Ayden-Grifton HS, & DH Conley HS
Randolph (Central)	3.5	1,279	Asheboro HS, Eastern Randolph HS, Providence Grove HS, Randleman HS, Southwestern Randolph HS, Trinity HS, Uwharrie Ridge & Wheatmore HS
Richmond (Central)	1	0	Richmond Senior HS
Robeson (Central)	2	160	Fairmont HS, Lumberton HS, Purnell Swett HS, Red Springs HS & St. Paul's HS
Rockingham (Central)	1	0	Rockingham HS, Reidsville HS, Morehead HS & McMichael HS

COLLEGE (REGION)	NO. OF COACHES	COACHING SESSIONS	HIGH SCHOOL
Rowan-Cabarrus (Central)	3	538	A.L. Brown HS, North Rowan HS, Salisbury HS, & South Rowan HS
Sampson (Eastern)	2	265	Clinton HS, Midway HS, Lakewood HS, Hobbton HS & Union HS
South Piedmont (Central)	3	1,915	Anson HS, Monroe HS, Forest Hills HS, Parkwood HS, Central Academy of Technology and Arts, Sun Valley HS, Piedmont HS & Porter Ridge HS
Southeastern (Eastern)	1.5	1,052	East Columbus, West Columbus, South Columbus & Whiteville HS
Southwestern (Western)	1	88	Smoky Mountain HS & Jackson County School of the Alternatives
Surry (Western)	2	237	Surry Central HS & Surry Online Magnet
Tri-County (Western)	3	390	Hayesville HS, Murphy HS & Robbinsville HS
Vance-Granville (Central)	1	303	Granville Central, JF Webb HS, South Granville, Warren New Tech HS & Warren County HS
Western Piedmont (Western)	3	3,630	Draughn HS, East Burke HS, Freedom HS, Patton HS, Hallyburton Academy & Burke Middle College
Wilkes (Western)	4	1,613	Wilkes Central HS, East Wilkes HS, North Wilkes HS, West Wilkes HS, Ashe HS & Alleghany HS
TOTALS	84.5	30,256	57 LEAs

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 2022-2023 academic year 478 workforce engagement activities supported the adjustment to available pathways in order to better meet the state and local workforce need.

PATHWAY ENROLLMENTS

Students enrolled in a variety of high school Career & Technical Education (CTE) pathways and community college Career and College Promise (CCP) CTE pathways. Both high school and community college CTE pathways educate students in a variety of careers such as Advance Manufacturing, Agriculture, Biotechnology, Health Sciences, Information Technology, Robotics,

Welding, and many other career opportunities. The community college CTP pathway serves students in careers requiring a bachelor’s degree such as Engineering.

TABLE 5.

PATHWAY	FALL 2022	SPRING 2023
High School – Career & Technical Education	35,859	37,041
Community College – Career & College Promise: Career & Technical Education	5,176	4,796
TOTALS	82,872	

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. Despite the efforts of the System Office and community colleges, PowerSchool access continues to hinder appropriate data collection for program implementation. The format of collection is labor intensive for the coaches and impacts their time and effort to engage workforce leaders in their community.

Turnover. NC Career Coach staff rate of replacement has increased during and after the COVID-19 pandemic. The System Office responded by extending the newest cohort beginning on July 1, 2023, to a 5-year cycle. We will continue to monitor the turnover rate to see if more measures are needed to mitigate this concern.

CONCLUSION

The NC Career Coach Program is successfully helping high school students to choose a viable career path. Although there are only eighty-four (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 match required for small, rural colleges, the ability to collect rigorous data as well as manage coach retention.

APPENDIX 1 Selected College Highlights

Caldwell Community College & Technical Institute

CASA is a cooperative innovative high school located on the CCC&TI campus. Students are integrated into classes taught by CTE instructors. The Career Coach is in constant contact with CASA's principal and guidance counselor to assist in coordinating college and career activities. He meets with all CASA students individually at least twice a year. During the individual meetings, he will get an update on each student's academic and career goals. He will also use these meetings as an opportunity to inform students of career trends that are related to each academy that the students are enrolled in. In March, a job fair was held at the Broyhill Civic Center in which business and industry participated to share information about local employment opportunities to high school seniors. The TradeUp program (paid apprenticeships for summer in the construction trades) was made available to rising sophomores, juniors, and seniors. Several CASA students have also participated in summer internships through contacts made with business and industry in the area. This was through information gathered from career assessments.

Cape Fear Community College

CFCC hosted a summer camp program that targeted middle school students to learn about what CFCC has to offer. Participants meet faculty and staff, attend workshops and presentations, and got hands-on experience in fields like nursing, dental hygiene, electrical, barbering, nail tech, radiography, line worker, truck driving, firefighting, law enforcement, EMT, phlebotomy, diesel, small and outboard engines, occupational therapy assistant, aviation, drones, and more.

Central Carolina Community College

The Career Coaches, CCP Advisors, and Director of Secondary Partnerships sat on every academic department's advisory boards and worked with the academic deans to refresh and update all of the CCP CTE Pathways. This included reducing hours, updating the classes offered, and even closing several outdated diplomas. In addition to their work one on one with students, this allowed the Career Coaches to have direct contact with employers and translate those conversations and employer identified skills into curriculum pathway opportunities for students. In addition, they have helped push through some new programs just for CCP: 1) Industrial Systems Certificate- Chatham County, 2) Building and Electrical Certificate- Chatham County, 3) Automotive Electric Vehicle Certificate- Lee County, 4) Automotive Restoration Certificate- Harnett County.

The Lee County Career Coaches assisted in the development of a new pre-apprenticeship program with a local business, Sanford Contractors. These students are enrolled in a 9-week summer program, where they receive two continuing education credits and are working as registered pre-apprentices 40 hours per week. These coaches assisted in helping find students to participate, helped them register for classes, and have been doing one-on-one sessions with each student to help them develop a plan after the summer program has ended. This program was developed in collaboration with Lee County Schools, CCCC, and Sanford Contractors. The Career Coaches have been pivotal in spending time at Sanford Contractors working with the company and hands on with the students this summer.

Gaston College

The impact of Gaston County Career Coach's activities on the workforce increased partnerships and new connections that led to an increase in exposure of our CTE pathways for local students. Johnson attended Gaston County Workforce Development Board meetings which led to her networking with industry partners and joining the Gaston County Advanced Manufacturing Group. Through this group, Johnson connected with the owners of a plant-based coloring manufacturing facility, GNT Exberry, that recently established their first North American facility in Dallas, NC. As part of her Career Coach duties, a group of seniors from North Gaston High school were provided with a personalized tour of the facility. Johnson attended other events such as the Gaston County Student Success Expo and Leadership Gaston which led to connections with organizations to discuss internship opportunities for our students with organizations such as Steel Specialty, MiraVia, YMCA, and the Honey Hunters.

In addition to Johnson going out into our community, we also brought our community and college together through our CTE Tuesday event. CTE Tuesday is a fifteen-minute webinar held once a month. During the CTE Tuesday a Gaston College faculty member shares their program, while a local employer shares the career outlook, details and opportunities. The purpose of CTE Tuesday is to create awareness for high school students about educational opportunities offered at Gaston and how they align with career opportunities in our service counties. We were able to connect over 200 students with various CTE fields through this initiative. The Career Coach also coordinated follow-up presentations in which Gaston College faculty members visited Bessemer City high school to provide a more in-depth view of their CTE programs.

Johnson's willingness and desire to connect with her students have made an impact not only on her students, it has also made an impact on the student's parents, high school administration, and our community as a whole. A prime example of the impact was seen when I presented an award on her behalf at one of her Title One schools. The students shared how she took the time to guide them through the process and did not simply allow them to choose classes... she

explained to them the rigor, college expectations, and information to help them with their classes. The impact of Johnson's activities on the workforce is an impact that is leaving a legacy. A legacy where we meet students where they are and aid them as they make their dreams a reality through college and community support. The African Proverb says, "It takes a village to raise a child." At Gaston College, we are a part of our students' village.

Haywood Community College

The coaches met with Champion Credit Union for their implementation of an apprenticeship program which includes a paid position as well as paid tuition for Haywood Community College. The coaches met with Haywood County CDC along with Champion Credit Union to confirm the option of a pre-apprenticeship program for current high school students. The Coaches are also working with the CDC to implement an Apprenticeship/Internship Fair to coincide with College Application Month to ensure all student post-secondary plans are being represented.

James Sprunt Community College

As the year progressed, I focused on one-on-one student meetings to enhance my relationship with each student population at the four schools I served. As a result, students began to feel comfortable seeking me out themselves rather than me seeking them. A total of 473 (duplicated count) one-on-one student meetings were held during the 2022-2023 school year. Although this was a decrease in number compared to last year, I feel that this year's meetings were more meaningful and lasted longer, on average. Additionally, students were more willing to complete job shadows. I had four students successfully complete a job shadowing experience. These experiences ranged from teaching, EMS, and electrical trades. 100% of the students agreed that the job shadowing experience allowed them to decide if their chosen career path was right for them.

Piedmont Community College

Piedmont Community College successfully organized our annual Manufacturing Day for Person and Caswell counties, featuring four local industry tours, CTE classroom visits, and industry vendor rotations. Over 60 students actively participated, touring manufacturing facilities, asking questions, and observing company operations. These experiences provided invaluable insights into the diverse career opportunities within the regional manufacturing sector, enabling students to make informed decisions about their future paths. Through these engaging activities, we fostered meaningful connections between students and local industries, inspiring them to pursue rewarding careers in manufacturing.

Furthermore, our commitment to career exploration extends to middle and elementary school students in Person County. We partnered with Person County Schools CDC to coordinate the "Touch-A-Truck" event at North Elementary School in November. This event provided all 200 elementary students with the opportunity to have hands-on experience with 10 different types of vehicles representing various careers. In the Spring, through the "Career on Wheels" event at Northern Middle School, we provided over 250 8th graders and more than 50 elementary students opportunities to explore various careers firsthand. The event featured more than 20 careers, each represented by a vehicle that pairs with the occupation, providing an interactive and engaging experience for students.

The Caswell County Career Coach has formed a valuable partnership with the PCC's Agribusiness program, Cooperative Extension Agency, and a local Cool Beans nonprofit group to support the BLAST! (Breakthrough Learning in Agriculture Science and Technology) program in local Caswell elementary schools. Over the past 1.5 years, this collaborative effort has engaged 105 elementary-aged students in Caswell County, delivering 21 one-hour hands-on agricultural literacy lessons. Each session has a hands-on component and there are three sessions a month of the same activity. Sessions were taught on site at Stoney Creek Elementary and North Elementary and Homeschool families were served on the Piedmont Community College Campus.

Pitt Community College

During the last week of March, the Greenville Chamber of Commerce sponsored the "Gro Local" event this year with Pitt County high Schools. On March 27, 2023, Ayden-Grifton's chemistry students toured a local pharmaceutical plant named Catalent. During this tour, students were able to observe employees working in labs and manufacturing medication. Students learned about educational requirements needed to work in a pharmaceutical company. Students met with the HR Director and were able to ask questions about the work environment, educational requirements, and job duties. They learned about internship and apprenticeship opportunities as well.

On April 17, 2023, Edgecombe-Martin County Electric Company hosted a Lineman Camp for Pitt County High School students. This camp provided high school students with a look at a career in electric utility line work. Students gained insight into the working conditions, education/training requirements, career outlook and compensation of an electric technician. There were 9 students from DH Conley that attended.

Wilkes Community College

One metric our program has been struggling to obtain since the inception of this program has been to identify students per high school/caseload of each career coach who have and have not been met with by a coach. Due to the support of our knowledgeable WCC IT staff and the strong relationships with our school system partners and strong data sharing agreements in place, we have now overcome this weakness. After a full year of tracking, WCC career coaches in our service area have met with 97% of seniors in a one-on-one career/academic advising meeting. Our goal to meet with ALL students at least once before they graduate to connect and provide guidance has come very close to 100%. WCC coaches have met one-on-one with 70% of juniors; 26% of freshmen and sophomores. Based on specific data our coaches can seek out the students typically overlooked or perhaps that go under the radar of all the college and career professionals in a school building.

Another metric WCC is tracking is the referral source students report when they visit a Career Coach to meet individually. Perhaps of no surprise, 43% of these visits were initiated by a Career Coach. This is an indication of the efforts our team makes to engage with students, rather than wait for students to come to them. Thirty-two percent are students showing up to visit coaches of their own accord. Students are seeking out coaches as a valuable resource. Nearly 20% of the referrals for a student to meet with a coach are from school staff. Again, this is an indication of the strong relationships and collaboration that exist with our school partners. Other referral sources include family members, peers, and students coming to visit as a follow up after a group session.

APPENDIX 2
Career Coaches by Region

REGION	COLLEGE	TOTAL # OF COACHES AS OF 7/1/23	LEA	MATCHING FUND SOURCE
Central	Central Carolina	2	Harnett County & Lee County Schools	Institutional Funds
	Davidson-Davie	2	Davie County & Davidson County Schools	County Funds
	Durham Technical	1	Orange County Public Schools	Local Funds
	Fayetteville Technical	2	Cumberland County Schools	No match required
	Forsyth Technical	2	Winston-Salem/Forsyth County Schools	College Foundation Funds
	Piedmont	2	Caswell County Schools & Person County Schools	County funds
	Randolph	2	Asheboro City Schools & Randolph County School System	College Institutional Funds
	Richmond	2	Richmond and Scotland County Schools	No match required
	Robeson	2	Public Schools of Robeson County	No match required
	Rockingham	2	Rockingham County Public Schools	College Institutional Funds
	Sandhills	1	Hoke County Schools	No match required
	South Piedmont	3*	Anson County & Union County Public Schools	College Institutional Funds
	Wake Technical	2	Wake County Public Schools	College Foundation Funds
	Eastern	Beaufort County	3*	Hyde County, Tyrell County & Washington County Schools

REGION	COLLEGE	TOTAL # OF COACHES AS OF 7/1/23	LEA	MATCHING FUND SOURCE
	Bladen	2	Bladen County Schools	Local Funds
	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
	College of The Albemarle	3*	Edenton-Chowan Public Schools & Elizabeth City- Pasquotank Public Schools	No match required
	Craven	1	Craven County Schools	College Institutional Funds
	Edgecombe	2	Edgecombe County Public Schools & North East Prep	College Institutional Funds
	Halifax	1	Roanoke Rapids Graded School District	College Institutional Funds
	James Sprunt	2	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
	Pitt	2	Pitt County Schools	College Institutional Funds
	Sampson	2	Clinton City Schools & Sampson County Schools	No match required
	Southeastern	2	Columbus County Schools & Whiteville City Schools	County funds and Columbus County Industry Group Funds
	Wayne	1	Wayne County Public Schools	No match required
	Wilson	1	Wilson County Schools	No match required

REGION	COLLEGE	TOTAL # OF COACHES AS OF 7/1/23	LEA	MATCHING FUND SOURCE
Western	Asheville-Buncombe Technical	1	Madison County Schools	Madison County Schools Funds
	Blue Ridge	2	Henderson County Schools & Transylvania County Schools	County Funds
	Caldwell	2	Caldwell County Schools	County Funds
	Central Piedmont	1	Charlotte-Mecklenburg Schools	Sugar Creek Charter School Funds & College Foundation Funds
	Cleveland	2	Cleveland County Schools	College Institutional Funds
	Gaston College	2	Gaston County Schools & Lincoln County Schools	Gaston County and Lincoln County Schools
	Haywood	2	Haywood County Schools	College Foundation Funds
	Isothermal	2	Polk County Schools & Rutherford County Schools	College Institutional Funds
	McDowell	2	McDowell County Schools	County Funds
	Mitchell	1	Iredell-Statesville Schools	College Institutional Funds
	Rowan-Cabarrus	2	Kannapolis City Schools & Rowan-Salisbury School System	College Institutional Funds
	Southwestern	2*	Jackson County Schools & Swain County Schools	College Institutional Funds
	Tri-County	2	Cherokee County Schools & Graham County Schools	No match required

REGION	COLLEGE	TOTAL # OF COACHES AS OF 7/1/23	LEA	MATCHING FUND SOURCE
	Western Piedmont	2	Burke County Public Schools	College Institutional Funds
	Wilkes	2	Wilkes County Schools	Alleghany County Funds & Private Donation

*This includes one GEAR UP funded NC Career Coach.