

**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 2018-19 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 2018-19 Career Coach Program Annual Report outlines the program implementation and impact.

**Contact(s):**

Jennifer McLean  
Associate Director of Student Support Services



## **NC Career Coach Program**

**Annual Report to the  
Joint Legislative Education Oversight Committee  
For the 2018-2019 Fiscal Year**

**Submitted by The State Board of Community Colleges**

**As Required by GS 115D-21.5(d)**

**October 1, 2019**

## TABLE OF CONTENTS

SUMMARY ..... 4

BACKGROUND ..... 5

*State Funding* ..... 5

*Application & Award of Funds*..... 6

APPLICANTS..... 7

*2017-19 Cohort Applications*..... 7

TOTAL STATEWIDE CAREER COACHES AS OF JULY 1, 2019 ..... 10

IMPACT DATA FOR 2018-19 ..... 14

*Student Engagement*..... 14

*Pathway Enrollments* ..... 19

*Employer Engagement* ..... 19

BARRIERS..... 20

CONCLUSION..... 20

## 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 \$2,800,000 in 2019.

As of July 1, 2019, there are seventy-two (72) Career Coaches across the State. During the 2018-19 academic year, sixty-seven (67) Career Coaches at thirty-one (31) Community Colleges served 9,605 Fall 2018 students and 13,353 Spring 2019 students at fifty-four (54) Local Education Agencies. While the Career Coach Program has grown and demonstrated success, barriers to on-going success have been the required matching funds and the recruitment and retention of coaches.

## UPDATES FROM 2018 ANNUAL REPORT

**Changes in Career Coaches.** As part of the 2019-2022 cohort three new colleges were added to the Career Coach program. These colleges are Rockingham, South Piedmont and Southeastern. While Davidson County did not apply to the 2019-22 cohort and lost funding, the college continued with a college-funded Career Coach. Other changes include Blue Ridge, Carteret, Forsyth Tech and Western Piedmont adding one Career Coach to their program due to the new 2019-2022 cohort. Edgecombe reduced their coach from two (2) to one (1).

**Student Engagement.** The number of Career Coaches increased from 55 in the 2017-2018 academic year to 63 in the 2018-2019 academic year. In addition, the number of participating high schools increased from 94 in the 2017-2018 academic year to 122 in the 2018-2019 academic year. As a result, student coaching sessions increased by approximately 29% for the Fall 2018 semester and approximately 21% for the Spring 2019 semester. (See Table 4)

**Pathway Enrollments.** Enrollments in high school CTE (career and technical education), community college CCP (Career and College Promise) CTE, and community college CCP CTP college transfer pathways) increased by 16% in the Fall 2018 semester and by 33% in the Spring 2019 semester. (See Table 5)

**Employer Engagement.** Engagement with the local workforce via meetings with local workforce leaders, increased from 1,034 workforce engagement activities in the Spring of 2018 to 2,298 workforce engagement activities for the 2018-2019 academic year. These activities resulted in numerous pathway adjustments to meet the needs of local employers.

## 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*

Under current law, 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	\$2,800,000
<b>Total Recurring Funding Pending Enactment of HB 966</b>	
2019-20	\$4,533,413
2020-21	\$4,900,000

## *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:
    - Addresses 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

### *2017-19 Cohort Applications*

The 2017-19 cohort started with a pool of twenty-seven (27) colleges and forty (40) LEAs submitting partnership applications.

**TABLE 1.**

<b>2017-19 COHORT APPLICANTS</b>	
<b>COMMUNITY COLLEGE</b>	<b>LOCAL EDUCATIONAL AGENCY</b>
Alamance	Alamance-Burlington School System
Bladen	Bladen County Schools
Blue Ridge	Henderson County Public Schools
Brunswick	Brunswick County Public Schools
Caldwell	Caldwell County Schools & Watauga County Schools
Central Carolina	Lee County Schools, Harnett County Schools, & Chatham County Schools
Cleveland	Cleveland County Schools
Davidson	Davie County Schools & Davidson county Schools
Durham	Durham Public Schools
Edgecombe	Edgecombe County Public Schools
Forsyth	Winston-Salem/Forsyth County Schools

2017-19 COHORT APPLICANTS	
COMMUNITY COLLEGE	LOCAL EDUCATIONAL AGENCY
Gaston	Gaston County Schools & Lincoln County Schools
Halifax	Halifax County Schools & Weldon City Schools
Haywood	Haywood County Schools
Isothermal	Rutherford County Schools
Lenoir	Lenoir county Public Schools, Jones County Public Schools, & Greene County Schools
Mayland	Michell County Schools & Yancey County Schools
McDowell	McDowell County Schools
Nash	Nash-Rocky Mount Schools
Pamlico	Pamlico County Schools, Arapahoe Charter School & Pamlico Christian Academy
Piedmont	Person County Schools & Caswell County Schools
Pitt	Pitt County Schools
Randolph	Asheboro City Schools & Randolph County Schools
Rowan-Cabarrus	Rowan Salisbury School System
Surry	Surry County Schools
Vance-Granville	Warren County Schools & Granville county Schools
Western Piedmont	Burke County Public Schools
<b>27 Colleges</b>	<b>40 LEAs</b>

During the 2018-19 academic year, a total of sixty-six (66) Career Coaches at thirty-one (31) Community Colleges served students at fifty-four (54) LEAs.



**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.**

<b>2018-20 COHORT APPLICANTS</b>	
<b>COMMUNITY COLLEGE</b>	<b>LOCAL EDUCATIONAL AGENCY</b>
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, Ashe County Schools, & Alleghany County Schools
<b>8 Colleges</b>	<b>14 LEAs</b>

TOTAL STATEWIDE CAREER COACHES AS OF JULY 1, 2019

TABLE 3.

<b>COLLEGE (REGION)</b>	<b>TOTAL # OF COACHES AS OF 7/1/19</b>	<b>FY 18-19 AWARD**  (# OF COACHES)</b>	<b>FY 19-20 AWARD**  (# OF COACHES)</b>	<b>LEA</b>	<b>MATCHING FUND SOURCE</b>
<b>Alamance (Central)</b>	<b>2</b>	\$76,363  (2)	\$ 79,164  (2)	Alamance- Burlington School System	Alamance- Burlington School System
<b>Bladen (Eastern)</b>	<b>1</b>	N/A	\$ 39,582  (1)	Bladen County Schools	Local Funds
<b>Blue Ridge (Western)</b>	<b>3</b>	\$76,363  (2)	\$ 118,746  (3)	Transylvania County Schools & Henderson County Schools	County Funds
<b>Brunswick (Eastern)</b>	<b>2</b>	\$76,363  (2)	\$ 79,164  (2)	Brunswick County Public Schools	College Institutional Funds
<b>Caldwell (Western)</b>	<b>3</b>	\$114,545  (3)	\$ 158,328  (4)	Caldwell County Schools	Institutional Funds
<b>Cape Fear (Eastern)</b>	<b>3</b>	\$116,175  (3)	\$ 116,175  (3)	New Hanover County Schools & Pender County Schools	College Institutional Funds
<b>Carteret (Eastern)</b>	<b>3</b>	\$77,450  (2)	\$ 77,450  (2)	Carteret County Public Schools	College Institutional Funds
<b>Catawba Valley (Western)</b>	<b>2</b>	\$77,450  (2)	\$ 77,450  (2)	Alexander County Schools, Catawba County Schools,	College Institutional Funds

<b>COLLEGE (REGION)</b>	<b>TOTAL # OF COACHES AS OF 7/1/19</b>	<b>FY 18-19 AWARD**  (# OF COACHES)</b>	<b>FY 19-20 AWARD**  (# OF COACHES)</b>	<b>LEA</b>	<b>MATCHING FUND SOURCE</b>
				Hickory Public Schools, & Newton-Conover City Schools	
<b>Central Carolina (Central)</b>	<b>3</b>	\$114,545  (3)	\$ 118,746  (3)	Chatham County Schools, Lee County Schools, & Harnett County Schools	Institutional Funds
<b>Cleveland (Western)</b>	<b>2</b>	\$76,363  (2)	\$ 118,746  (3)	Cleveland County Schools	College Institutional Funds
<b>Davidson County (Western)</b>	<b>N/A</b>	\$38,182  (1)	N/A	Thomasville City Schools & Lexington City Schools	College Institutional Funds
<b>Durham (Central)</b>	<b>1</b>	\$38,182  (1)	\$ 39,582  (1)	Durham Public Schools	Local Funds
<b>Edgecombe (Eastern)</b>	<b>2</b>	\$114,545  (3)	\$ 79,164  (2)	Edgecombe County Public Schools	College Institutional Funds
<b>Fayetteville (Central)</b>	<b>2</b>	\$77,450  (2)	\$ 77,450  (2)	Cumberland County Schools	College Institutional Funds
<b>Forsyth (Central)</b>	<b>4</b>	\$114,545  (3)	\$ 158,328  (4)	Winston- Salem/Forsyth County Schools	College Foundation Funds

<b>COLLEGE (REGION)</b>	<b>TOTAL # OF COACHES AS OF 7/1/19</b>	<b>FY 18-19 AWARD**  (# OF COACHES)</b>	<b>FY 19-20 AWARD**  (# OF COACHES)</b>	<b>LEA</b>	<b>MATCHING FUND SOURCE</b>
<b>Gaston (Western)</b>	<b>2</b>	<b>\$76,363  (2)</b>	<b>\$ 79,164  (2)</b>	Gaston County Schools & Lincoln County Schools	College Institutional Funds
<b>Halifax (Eastern)</b>	<b>1</b>	<b>\$76,182  (1)</b>	<b>\$ 39,582  (1)</b>	Halifax County Schools	College Institutional Funds
<b>Haywood (Western)</b>	<b>2</b>	<b>\$76,363  (2)</b>	<b>\$ 79,164  (2)</b>	Haywood County Schools	College Foundation Funds
<b>Isothermal (Western)</b>	<b>1</b>	<b>\$38,182  (1)</b>	<b>\$ 39,582  (1)</b>	Rutherford County Schools	College Institutional Funds
<b>Johnston (Eastern)</b>	<b>2</b>	<b>\$77,450  (2)</b>	<b>\$ 77,450  (2)</b>	Johnston County Schools	College Institutional Funds
<b>Lenoir (Eastern)</b>	<b>3</b>	<b>\$114,545  (3)</b>	<b>\$ 79,164  (2)</b>	Lenoir County Public Schools & Greene County Schools	College Institutional Funds, College Foundation Funds, Lenoir County Schools, Jones County Schools, and Greene County Schools
<b>Martin (Eastern)</b>	<b>1</b>	<b>\$38,725  (1)</b>	<b>\$ 154,900  (1)</b>	Martin County Schools	College Institutional Funds
<b>McDowell (Western)</b>	<b>1</b>	<b>\$38,182  (1)</b>	<b>\$ 39,582  (1)</b>	McDowell County Schools	County Funds, CFI

<b>COLLEGE (REGION)</b>	<b>TOTAL # OF COACHES AS OF 7/1/19</b>	<b>FY 18-19 AWARD**  (# OF COACHES)</b>	<b>FY 19-20 AWARD**  (# OF COACHES)</b>	<b>LEA</b>	<b>MATCHING FUND SOURCE</b>
<b>Nash (Eastern)</b>	<b>2</b>	\$76,363  (2)	\$ 79,164  (2)	Nash-Rocky Mount Schools	College Institutional Funds
<b>Piedmont (Central)</b>	<b>2</b>	\$76,363  (2)	\$ 79,164  (2)	Person County Schools & Caswell County Schools	County funds
<b>Pitt (Eastern)</b>	<b>3</b>	\$114,545  (3)	\$ 118,746  (3)	Pitt County Schools	College Institutional Funds
<b>Randolph (Central)</b>	<b>3</b>	\$114,545  (3)	\$ 118,746  (3)	Asheboro City Schools & Randolph County Schools	College Institutional Funds
<b>Robeson (Eastern)</b>	<b>1</b>	\$38,725  (1)	\$ 38,725  (1)	Public Schools of Robeson County	College Institutional Funds
<b>Rockingham (Central)</b>	<b>1</b>	N/A	\$ 39,582  (1)	Rockingham County Public Schools	College Institutional Funds
<b>Rowan- Cabarrus (Central)</b>	<b>2</b>	\$76,363  (2)	\$ 118,746  (3)	Rowan Salisbury School System	College Institutional Funds
<b>South Piedmont (Central)</b>	<b>1</b>	N/A	\$ 39,582  (1)	Union County Public Schools	College Institutional Funds
<b>Southeastern (Eastern)</b>	<b>1</b>	N/A	\$ 39,582  (1)	Columbus County Schools &	County funds and Columbus County

COLLEGE (REGION)	TOTAL # OF COACHES AS OF 7/1/19	FY 18-19 AWARD**  (# OF COACHES)	FY 19-20 AWARD**  (# OF COACHES)	LEA	MATCHING FUND SOURCE
				Whiteville City Schools	Industry Group Funds
<b>Vance- Granville (Central)</b>	<b>1</b>	\$38,182  (1)	\$ 39,582  (1)	Granville County Schools & Warren County Schools	Institutional and County Funds
<b>Western Piedmont (Western)</b>	<b>3</b>	\$76,363  (2)	\$ 118,746  (3)	Burke County Public Schools	College Institutional Funds
<b>Wilkes (Western)</b>	<b>4</b>	\$154,900  (4)	\$ 154,900  (4)	Wilkes County Schools, Ashe County Schools, & Alleghany County Schools	College Institutional Funds
<b>TOTAL</b>	<b>70</b>	<b>\$ 2,490,862</b>	<b>\$ 2,911,928</b>	<b>51 LEAs</b>	

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

## IMPACT DATA FOR 2018-19

### *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
		FALL 2018	SPRING 2019	
<b>Alamance (Central)</b>	2	189	147	Southern Alamance HS & Cummings HS
<b>Bladen (Eastern)</b>	1	90	101	West Bladen HS & East Bladen HS
<b>Blue Ridge (Western)</b>	3	306	315	North Henderson HS, East Henderson HS, Rosman HS, Hendersonville HS, Brevard HS & Davidson River Academy
<b>Brunswick (Eastern)</b>	2	694	633	North Brunswick HS, South Brunswick HS, West Brunswick HS, & Center for Applied Sciences and Technology
<b>Caldwell (Western)</b>	4	621	1044	Hibriten HS, Career Center Middle College, South Caldwell HS, & West Caldwell HS
<b>Cape Fear (Eastern)</b>	3	622	2517	Ashley HS, Hoggard HS, Laney HS & New Hanover HS
<b>Carteret (Eastern)</b>	3	23	45	Croatan HS, East Carteret HS, West Carteret HS, MaST Early College HS
<b>Catawba Valley (Western)</b>	2	35	227	Alexander Central HS, Bunker Hill HS, Newton Conover HS & Discovery HS
<b>Central Carolina (Central)</b>	3	863	895	Jordan Matthews HS, Southern Lee HS, & Triton HS

COLLEGE (REGION)	NO. OF COACHES	COACHING SESSIONS		HIGH SCHOOL
		FALL 2018	SPRING 2019	
<b>Cleveland (Western)</b>	3	399	535	Burns HS, Crest HS, Kings Mountain HS, Turning Point Academy, Pinnacle Classical Academy & Shelby HS
<b>Davidson County (Western)</b>	2	-	268	South Davidson HS & Davie County HS
<b>Durham (Central)</b>	1	69	86	Cedar Ridge HS
<b>Edgecombe (Eastern)</b>	2	903	1141	North Edgecombe HS, Southwest Edgecombe HS, North East Carolina Prep School & Tarboro HS
<b>Fayetteville (Central)</b>	2	147	479	Douglas Byrd HS, EE Smith HS, Seventy First HS & Westover HS
<b>Forsyth (Central)</b>	3	178	266	Carver HS, Parkland Magnet HS, & West Stokes HS
<b>Gaston (Western)</b>	2	295	499	Bessemer City HS, Hunter Huss HS, North Gaston HS, Lincolnton HS & West Lincoln HS
<b>Halifax (Eastern)</b>	1	34	30	Northwest Career & Technical Academy, Southeast & Collegiate Prep Academy
<b>Haywood (Western)</b>	2	142	159	Pisgah HS & Tuscola HS



COLLEGE (REGION)	NO. OF COACHES	COACHING SESSIONS		HIGH SCHOOL
		FALL 2018	SPRING 2019	
<b>Isothermal (Western)</b>	1	318	143	RS Central HS, Chase HS, & East Rutherford HS
<b>Johnston (Eastern)</b>	2	33	217	Clayton HS, Corinth-Holders HS, North Johnston HS, Smithfield-Selma HS, South Johnston HS, West Johnston HS, Cleveland HS, & Princeton HS
<b>Lenoir (Eastern)</b>	2	455	524	Greene Central HS, South Lenoir HS, North Lenoir HS, & Kinston HS
<b>Martin (Eastern)</b>	1	195	195	Riverside HS & South Creek HS
<b>McDowell (Western)</b>	1	38	61	McDowell HS
<b>Nash (Eastern)</b>	2	404	523	Northern Nash HS, Southern Nash HS, Nash Central HS, & Rocky Mount HS
<b>Piedmont (Central)</b>	2	312	324	Person HS & Barlett-Yancey HS
<b>Pitt (Eastern)</b>	3	210	359	North Pitt HS, JH Rose HS, Farmville Central HS, South Central HS, Ayden-Grifton HS, & DH Conley HS
<b>Randolph (Central)</b>	3	659	697	Asheboro HS, Eastern Randolph HS, Providence Grove HS, Randleman HS, Southwestern

COLLEGE (REGION)	NO. OF COACHES	COACHING SESSIONS		HIGH SCHOOL
		FALL 2018	SPRING 2019	
				Randolph HS, Trinity HS, Uwharrie Ridge & Wheatmore HS
<b>Robeson (Eastern)</b>	1	216	273	Fairmont HS, Lumberton HS, Purnell Swett HS, Red Springs HS, South Robeson HS, & St. Pauls HS
<b>Rowan- Cabarrus (Central)</b>	2	381	212	North Rowan HS, Salisbury HS, & South Rowan HS
<b>Vance- Granville (Central)</b>	1	141	196	Granville Central, JF Webb HS, JF Webb HLS, South Granville, Warren New Tech HS & Warren County HS
<b>Western Piedmont (Western)</b>	2	839	845	Draughn HS, East Burke HS, Freedom HS, Patton HS, Hallyburton Academy & Burke Middle College
<b>Wilkes (Western)</b>	4	297	822	West Wilkes HS, East Wilkes HS, Wilkes Central HS, Alleghany HS & Ashe County HS
<b>2018-2019 TOTALS</b>	<b>67</b>	<b>9,605</b>	<b>13,353</b>	<b>127</b>
<b>2017-2018 Totals</b>	<b>55</b>	<b>7,405</b>	<b>11,018</b>	<b>94</b>

### *Pathway Enrollments*

Students enrolled in a variety of high school Career & Technical Education (CTE) pathways, community college Career and College Promise (CCP) CTE pathways, and community college CCP College Transfer Pathway (CTP) 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.**

<b>PATHWAY</b>	<b>FALL 2018</b>	<b>SPRING 2019</b>
<b>High School – Career &amp; Technical Education</b>	44,253	52,761
<b>Community College – Career &amp; College Promise: Career &amp; Technical Education</b>	4,897	5,661
<b>Community College – Career &amp; College Promise: College Transfer Pathway</b>	5,282	6,324
<b>2018-2019 TOTALS</b>	<b>54,432</b>	<b>64,746</b>
<b>2017-2018 TOTALS</b>	<b>46,934</b>	<b>48,612</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. In January 2018, the NC Community College System Office began requiring colleges to report on employer engagement activities. During the 2018-2019 academic year:

- 2,298 workforce engagement activities supported the adjustment to available pathways in order to better meet the state and local workforce need.
- Career Coaches contributed to both high school and community college curriculum leaders in the adjustment of sixteen (16) high school CTE pathways, one hundred thirty-five (135) CCP-CTE pathways, and twenty (20) CCP-CTP pathways.

## BARRIERS

The NC Career Coach program has received positive response from both community colleges and employers. Although there are barriers to access for colleges and LEAs, the General Assembly and the Community College System have taken steps to alleviate some of those barriers.

**Match Requirement.** Current law requires that State funds are matched dollar-for-dollar. In order for an application to be considered for funding, the community college must certify on the application that matching funds are available. The dollar-for-dollar matching requirement has been a significant barrier from some colleges, especially small, rural colleges that have limited access to county funds or private funding sources. For example, in the 2017-19 Cohort, the following colleges were selected and were not awarded funding due to a loss of matching funds: Mayland (2 coaches), Pamlico (1 coach), and Surry (2 coaches). For the 2018-20 Cohort, due to a loss of matching funds Martin Community College reduced their award from four (4) coaches to one (1) coach, and Robeson Community College requested only one (1) coach. In an effort to address this barrier, the General Assembly included in House Bill 966 (Ratified) a revision that would institute a tiered matching system based on Department of Commerce Tier Rankings.

If the tiered funding approach in HB 966 (Ratified) is enacted, only Tier 3 counties will have to match State funds dollar-for-dollar. Tier 2 counties would have to match funds with \$1.00 in local funding for every \$2.00 of State funding. Tier 1 counties would no longer be required to provide a local match. The match requirement would be based on the county where the career coach is employed.

**Retention & Expansion.** During the 2018-2019 year the NC Community College System increased the funding from two years to three years to support colleges' efforts to retain coaches. Thus far this transition has shown less turn over of coaches over the past academic year. The NC Community College System Office is exploring options for securing additional external funds that would be made available to colleges.

## CONCLUSION

The NC Career Coach Program continues to be successful in helping high school students to choose a viable career path. Although there were only 66 Career Coaches statewide during 2018-2019 academic year, there was broad deployment and strong engagement with coaching students as evidenced by student enrollment in both high school and community college pathways and the increase in student coaching sessions. Furthermore, increasing the total number of Career Coaches to 72 will further strengthen the program. In addition, the NC

Association of Community College Presidents and the State Board of Community Colleges included expanding the Career Coach Program as a 2019-2020 legislative priority. In HB 966 (Ratified), the General Assembly appropriated an additional \$1,733,413 in recurring funds for 2019-2020 with the funding increasing to \$2,300,000 in 2020-2021.<sup>1</sup> These increases would bring the total appropriation for the Program to \$5,100,00 thereby further enabling the expansion of the Program.

Career Coaches are also increasing their engagement 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 in to the workforce.

---

<sup>1</sup> At the time this Report was prepared, the General Assembly had ratified HB 966, 2019 Appropriations Act, which was vetoed by the Governor.

**APPENDIX 1**  
**Selected College Highlights**

**Alamance Community College**

“Students toured community college industrial programs in advanced manufacturing as well as industries in the county. This exposure and advertisement helped to increase the visibility of the Career Accelerator Program (CAP). The CAP program (a partnership of ACC, the Alamance-Burlington School System, the Alamance Chamber of Commerce, and seven local manufacturing-based companies in the county) is an apprenticeship program created to train and prepare students for future manufacturing jobs. As a result of the increased attention and exposure of this program, more students got advanced manufacturing pre-apprenticeships before high school graduation. This is one example of a strength of the career coach program.”

**Bladen Community College**

“The Career Coach has been successful in gaining earlier access by giving classroom presentations to freshmen and sophomores and providing them with my schedule and contact information. By beginning to work with the students before they are juniors and seniors helps them to have more time to figure out career paths that would be a good fit for them, gives them more time to develop a plan that is achievable, and be able to work towards that plan so they are on track to get all of the classes and resources to best benefit them.”

**Blue Ridge Community College**

“The extent to which the Coaches are integrated into the public schools has dramatically improved this year, through a combination of hard work, collaboration and an increased awareness of what we do. The results of this improvement can be seen in the number of activities listed as well as in an increase in number of students counseled.”

**Brunswick Community College**

“With the help of high school counselors and administrators, we were able to streamline our processes while continuing to develop high school partner relationships. As a result, along with the help of an additional career coach, we saw a four-fold increase in counselor-student referrals, increased career coach conversations from 400 to 1,327 conversations this year and increasing enrollment of CCP students by 42% (129 to 197 students).”

**Cape Fear Community College**

“Due to Hurricane Florence the Pender County coach did not begin physically at her schools until the end of October. The storm greatly affected our schedule and our time with our students during the first semester.”

**Central Carolina Community College**

“An area of growth for the upcoming year is to address and examine ways to encourage underserved and minority populations in our partnering LEAs. A cross-campus effort is taking place, and our career coaches will experience specialized training to help outreach and work with this population of potential students.”

**Cleveland Community College**

“The coaches also successfully planned and accomplished a one-day career discovery day in March, allowing over 1000 high school juniors to explore a wide range of career options, such as healthcare, manufacturing, business, education, and public services. The coaches also coordinated a College/Career Experience Day in September, in which over 800 11th and 12th graders attended sessions on resume building/interview skills, CFNC, financial literacy, and visited with college reps and industry partners. Both days proved very beneficial for college bound students, as well as CTE students wishing to make connections to pathways and careers. Student surveys from both events indicated over 98% of students made connections to new career opportunities. In addition, 96% of students indicated the events were beneficial for their post-high school plans.”

**Fayetteville Technical Community College**

“Blessed with support from the LEA, Career Coaches have been fortunate to fully assimilate into targeted schools through facilitating group presentations, assist with course registrations, and attend after-school activities. As a result of this, enrollment numbers for the 19/20 academic year are projected to double (if not triple).”

**Johnston Community College**

“Providing career coaches in the high schools has given many students more personalized time to discuss and explore career opportunities and post-graduation plans. In fact, as the word of the career coach program has spread throughout the schools, many CDC’s, teachers, and counselors are initiating contact with career coaches for student needs in regards to career, college, and JCC opportunities. This is a major step for not only JCC and JCPS but also Johnston County in that the local workforce will continue to grow with better prepared work-force employees).”

**Lenoir Community College**

“By gaging the interests of students, different job shadowing days have been facilitated. Students have been able to visit several community industries to learn more about careers in the surrounding areas, students interested in the health field have been able to shadow at UNC Lenoir Memorial, Vidant Medical Center, Caswell Center and local rehabilitation centers, those interested in law enforcement and the law field have attended court and shadowed attorneys and law enforcement officers..”

**Pitt Community College**

“Two Pitt County High Schools, Ayden-Grifton and South Central, partnered with the PCC Construction and Industrial Technology Division to offer courses in the Computer Integrated Machining and the HVAC CTE pathways to students from these two high schools, on the PCC campus. Students from these two high schools were bused to PCC campus from these high schools and took courses during 1<sup>st</sup> and 2<sup>nd</sup> periods of the high school day. The success of this partnership has influenced a new Pitt Technical Academy that will be offered to students from all six Pitt County High Schools during the 2019-2020 school year.”

**Rowan-Cabarrus Community College**

“Starting the spring of 2019, the Career Coach implemented the Lunch-n-Learns to provide student with opportunities to speak with and have lunch with industry experts. The event was such a success; it will expand to all the high schools the career coaches serve. The Career Coaches impacted the workforce by the implementation of a Young Entrepreneurship Showcase (Y.E.S.) COUNTYWIDE. Last year, the inaugural year, the event gave 7 finalists the opportunity to present their business ideas in front of employers, 2 former Mayors, the current mayor, ten business owners, and a host of other community members. This year it was expanded to all high schools in Rowan-County and included a community component.”

**Wilkes Community College**

“Our Career Coaches met with 3,090 students in a group or classroom setting this past year. They made classroom presentations and helped guide students through career exploration web sites, took students on tours of local businesses, arranged for guest speakers from industry to present to students in the high schools, and helped connect students with programs and faculty during visits to WCC. To put the quantity of students that have encountered a career coach in perspective, the total number of students enrolled in our service area high schools is 3,657.”

**Western Piedmont Community College**

“Career Coaches have also 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.”



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

<b>REGION</b>	<b>COLLEGE</b>	<b>TOTAL # OF COACHES AS OF 7/1/19</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>3</b>	Chatham County Schools, Lee County Schools, & Harnett County Schools	Institutional Funds
	Durham	<b>1</b>	Durham Public Schools	Local Funds
	Fayetteville	<b>2</b>	Cumberland County Schools	College Institutional Funds
	Forsyth	<b>4</b>	Winston-Salem/Forsyth County Schools	College Foundation 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>2</b>	Rowan Salisbury School System	College Institutional Funds

REGION	COLLEGE	TOTAL # OF COACHES AS OF 7/1/19	LEA	MATCHING FUND SOURCE
	South Piedmont	1	Union County Public Schools	College Institutional Funds
	Vance- Granville	1	Granville County Schools & Warren County Schools	Institutional and County Funds
<b>Eastern</b>	Bladen	1	Bladen County Schools	Local Funds
	Brunswick	2	Brunswick County Public Schools	College Institutional Funds
	Cape Fear	3	New Hanover County Schools & Pender County Schools	College Institutional Funds
	Carteret	3	Carteret County Public Schools	College Institutional Funds
	Edgecombe	2	Edgecombe County Public Schools	College Institutional Funds
	Halifax	1	Halifax County Schools	College Institutional Funds
	Johnston	2	Johnston County Schools	College Institutional Funds
	Lenoir	3	Lenoir County Public, & Greene County Schools	College Institutional Funds, College Foundation Funds, Lenoir County Schools and Greene County Schools
	Martin	1	Martin County Schools	College Institutional Funds

REGION	COLLEGE	TOTAL # OF COACHES AS OF 7/1/19	LEA	MATCHING FUND SOURCE
	Nash	2	Nash-Rocky Mount Schools	College Institutional Funds
	Pitt	3	Pitt County Schools	College Institutional Funds
	Robeson	1	Public Schools of Robeson County	College Institutional Funds
	Southeastern	1	Columbus County Schools & Whiteville City Schools	County funds and Columbus County Industry Group Funds
<b>Western</b>	Blue Ridge	3	Transylvania County Schools & Henderson County Schools	County Funds
	Caldwell	3	Caldwell County Schools	Institutional Funds
	Catawba Valley	2	Alexander County Schools, Catawba County Schools, Hickory Public Schools, & Newton-Conover City Schools	College Institutional Funds
	Cleveland	2	Cleveland County Schools	College Institutional Funds
	Gaston	2	Gaston County Schools & Lincoln County Schools	College Institutional Funds

REGION	COLLEGE	TOTAL # OF COACHES AS OF 7/1/19	LEA	MATCHING FUND SOURCE
	Haywood	2	Haywood County Schools	College Foundation Funds
	Isothermal	1	Rutherford County Schools	College Institutional Funds
	McDowell	1	McDowell County Schools	County Funds, CFI
	Western Piedmont	3	Burke County Public Schools	College Institutional Funds
	Wilkes	4	Wilkes County Schools, Ashe County Schools, & Alleghany County Schools	College Institutional Funds