Credentials of Value

Non-degree Credentials
Alignment to State and Community College Goals
MyFutureNC Goal
2M North Carolinians with high quality post-secondary degree or credential

NC Credentials of Value
High-quality credentials valued by NC employers that support North Carolinians in obtaining in-demand living wage jobs

Determining what counts

NC DEGREES/CREDENTIALS - INDIVIDUALS AGE 25-44
TODAY’S TRAJECTORY VS. 2030 NEEDS

1.3 million (49%) ACTUAL
1.6 million (54%) CURRENT TRAJECTORY
2 million (66%) NEEEDED
400K SHORTFALL IN 2030
BASELINE DATA

• U.S. Census Bureau’s 2016 American Community Survey Public Use Microdata Sample (enrolled, degrees) + a 2012 Georgetown University report, Lumina-commissioned survey with nationally-representative data (approximate high-quality certificates)

WHAT WILL COUNT TOWARDS OUR GOAL?

• Determined by in-state research and data partners including Carolina Demography, Belk Center, and GDAC and our state agencies - NCCCS, UNC System, NCICU, NC Commerce, DHHS, NCDPI
Identify high quality credentials valued by NC employers that support North Carolinians in obtaining in-demand living wage jobs

<table>
<thead>
<tr>
<th>High Value</th>
<th>Types of Credentials</th>
<th>Credential Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Demand</td>
<td>✓ State Agency</td>
<td>✓ Building Blocks</td>
</tr>
<tr>
<td>✓ Wages</td>
<td>✓ Industry Developed</td>
<td>✓ Stackable</td>
</tr>
<tr>
<td></td>
<td>✓ Workforce Defined</td>
<td>✓ Career</td>
</tr>
</tbody>
</table>

**Credentials must**
- ✓ Build into our accountability systems
- ✓ Count toward attainment goals
- ✓ Embed in career pathways and guided pathways
- ✓ Signal to learners what has a value to their careers
MyFutureNC Goal
2M North Carolinians with high quality post-secondary degree or credential

NC Credentials of Value
High quality credentials valued by NC employers that support North Carolinians in obtaining in-demand living wage jobs

Focus on non-degree credentials

NC LEAD
3 Star Jobs: Wage, Demand, Growth
Less than an Associates
Stakeholder Input – employers, economic development, education and government
Define ‘workforce credential’ (ex. Lineworker)

NCCCS CCL/Tiers

WCE COV
Define hours, outcomes
Prefix alignment
Incentive structure
NC COV alignment

WCE Flex
Current CCL
Prefix alignment
Funding tied to hours
Flexible to local needs

WDB Impact: Policy alignment to fund COV training

CPL Impact: Pathway development (DPI, CCR, WCE, CU, Senior Institutions)
MyFutureNC Goal
2M North Carolinians with high quality post-secondary degree or credential

NCCCS CCL/Tiers

<table>
<thead>
<tr>
<th>WCE COV</th>
<th>WCE Flex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define hours, outcomes</td>
<td>Current CCL</td>
</tr>
<tr>
<td>Prefix alignment</td>
<td>Prefix alignment</td>
</tr>
<tr>
<td>Incentive structure</td>
<td>Funding tied to hours</td>
</tr>
<tr>
<td>NC COV alignment</td>
<td>Flexible to local needs</td>
</tr>
</tbody>
</table>

Credit for Prior Learning – Pathway Development

1. Career and College Readiness
2. NCCCS WCE COV
3. NCCCS – Degrees/Diplomas
4. UNC / NCICU

Employment, Opportunity and Growth
MyFutureNC
Credentials of Value Institute

Identify high quality credentials valued by NC employers that support North Carolinians in obtaining in-demand living wage jobs

State Board of Community College - Impact
- Funding – COV incentive
- Operations – WCE CCL Support of COV Structure
- Policy – Credit for Prior Learning / COV Pathway to Success
MyFutureNC
Credentials of Value Institute

Identify high quality credentials valued by NC employers that support North Carolinians in obtaining in-demand living wage jobs

How will we measure success?

- MyFutureNC Dashboard
- WIOA – NC Works, Title II
  - Perkins – DPI / CC
  - Performance – CC
- Employer Response
MyFutureNC
Credentials of Value Institute

NC – COV Core Team

Margaret Roberton
North Carolina Community College System
Associate Vice President – Workforce
Continuing Education
robertonm@nccommunitycolleges.edu

Bill Schneider
North Carolina Community College System
Associate Vice President – Research and Planning
schneiderb@nccommunitycolleges.edu

Annie Izod
NCWorks Commission
Executive Director
annie.izod@nccommerce.com

Jessica ‘Jess’ Englert
Office of Governor Roy Cooper
Workforce Development Policy Advisor
jessica.englert@nc.gov

Nathan Ramsey
Mountain Area Workforce Board
Director
nathan@landofsky.org

Mary Elmer
North Carolina DPI
Senior Data Analyst – CTE
mary.elmer@dpi.nc.gov

Angela LeMay
North Carolina DPI
Section Chief, Assessment and Human Capital
angela.lemay@dpi.nc.gov

Jenifer Corn
Education Strategy Group
COVI – MyFutureNC
jcorn@edstrategy.org

Terry Holliday
Education Strategy Group
COVI – Coach
comhldy@gmail.com