



## **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, 2022**

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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, 2022, there are eighty-four (84) Career Coaches across the State. During the 2021-22 academic year, eighty-four (84) Career Coaches at thirty-nine (39) Community Colleges served 19,930 students at fifty-seven (57) 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 and the ongoing mental health impact from COVID-19 restrictions.

During the 2021-22 academic year many public schools in North Carolina continued to restrict students to remote learning and coaches have struggled to reach and engage with high school students and the workforce. While the Coaches continue to implement hybrid and virtual strategies to meet the needs of students, many residual COVID-19 impacts are still faced by high school students. In Appendix 2 you will see select programs highlighted that have spoken about mental health concerns for current students.

## **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            |

### ***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**

### ***2019-22 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.

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

## 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 seventeen (17) Community Colleges were approved to serve students at twenty-five (25) LEAs.

**TABLE 3.**

| <b>2020-23 COHORT APPLICANTS</b> |   |
|----------------------------------|---|
| <b>COMMUNITY COLLEGE</b>         | <b>LOCAL EDUCATIONAL AGENCY</b>               |
| 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    |
| <b>GEAR UP Funding:</b>          |   |
| Beaufort County – Washington Co. | Washington County Schools                     |

| <b>2020-23 COHORT APPLICANTS</b> |                                 |
|----------------------------------|---------------------------------|
| <b>COMMUNITY COLLEGE</b>         | <b>LOCAL EDUCATIONAL AGENCY</b> |
| South Piedmont – Anson Co.       | Anson County Schools            |
| Southwestern                     | Jackson County Schools          |
| <b>17 Colleges</b>               | <b>25 LEAs</b>                  |

### **TOTAL STATEWIDE CAREER COACHES AS OF JULY 1, 2021**

**TABLE 4.**

| <b>COLLEGE (REGION)</b>                                   | <b>TOTAL #<br/>OF<br/>COACHES<br/>AS OF<br/>7/1/22</b> | <b>FY 21-22<br/>AWARD **</b> | <b>FY 22-23<br/>AWARD **</b> | <b>LEA</b>                               | <b>MATCHING FUND<br/>SOURCE</b>          |
|---|--|------------------------------|------------------------------|--|--|
| <b>Alamance<br/>(Central)</b>                             | <b>2</b>   | \$ 105,552                   | \$ 105,552                   | Alamance-<br>Burlington School<br>System | Alamance-<br>Burlington School<br>System |
| <b>Asheville-<br/>Buncombe Tech<br/>(Western)</b>         | <b>1</b>   | \$ 52,776                    | \$ 52,776                    | Madison County<br>Schools                | Madison County<br>Schools Funds          |
| <b>Beaufort County<br/>– Hyde County<br/>(Eastern)</b>    | <b>1</b>   | \$ 79,164                    | \$ 79,164                    | Hyde County<br>Schools                   | No match required                        |
| <b>Beaufort County<br/>– Tyrrell County<br/>(Eastern)</b> | <b>1</b>   | \$ 79,164                    | \$ 79,164                    | Tyrrell County<br>Schools                | No match required                        |
| <b>Beaufort County<br/>– Washington Co.<br/>(Eastern)</b> | <b>1</b>   | \$ 79,164                    | \$ 79,164                    | Washington County<br>Schools             | No match required                        |
| <b>Bladen<br/>(Eastern)</b>                               | <b>1</b>   | \$ 79,164                    | \$ 79,164                    | Bladen County<br>Schools                 | No match required                        |
| <b>Blue Ridge<br/>(Western)</b>                           | <b>2</b>   | \$ 79,164                    | \$ 79,164                    | Henderson County<br>Schools              | County Funds                             |
| <b>Blue Ridge<br/>(Western)</b>                           | <b>1</b>   | \$ 52,776                    | \$ 52,776                    | Transylvania<br>County Schools           | County Funds                             |
| <b>Brunswick<br/>(Eastern)</b>                            | <b>2</b>   | \$ 79,164                    | \$ 79,164                    | Brunswick County<br>Public Schools       | College<br>Institutional Funds           |



| COLLEGE (REGION)                              | TOTAL #<br>OF<br>COACHES<br>AS OF<br>7/1/22 | FY 21-22<br>AWARD ** | FY 22-23<br>AWARD ** | LEA   | MATCHING FUND<br>SOURCE  |
|---|---|----------------------|----------------------|---|--|
| Caldwell<br>(Western)                         | 4   | \$ 211,104           | \$ 211,104           | Caldwell County<br>Schools  | County Funds   |
| Cape Fear<br>(Eastern)                        | 1   | \$ 39,582            | \$ 39,582            | New Hanover<br>County Schools   | College<br>Institutional Funds                                       |
| Carteret<br>(Eastern)                         | 2   | \$ 105,552           | \$ 105,552           | Carteret County<br>Public Schools   | College<br>Institutional Funds                                       |
| Central Carolina<br>(Central)                 | 4   | \$ 197,910           | \$ 197,910           | Chatham County<br>Schools, Lee County<br>Schools, & Harnett<br>County Schools | Institutional Funds  |
| Central Piedmont<br>(West)                    | 1   | \$ 39,582            | \$ 39,582            | Mecklenburg<br>County Schools   | Sugar Creek<br>Charter School<br>Funds & College<br>Foundation Funds |
| Cleveland<br>(Western)                        | 3   | \$ 237,492           | \$ 237,492           | Cleveland County<br>Schools   | College<br>Institutional Funds                                       |
| Davidson-Davie –<br>Davie Co.<br>(Western)    | 1   | \$ 39,582            | \$ 39,582            | Davie County<br>Schools   | County Funds   |
| Davidson-Davie –<br>Davidson Co.<br>(Western) | 1   | \$ 52,776            | \$ 52,776            | Davidson County<br>Schools  | County Funds   |
| Durham<br>(Central)                           | 1   | \$ 39,582            | \$ 39,582            | Orange County<br>Public Schools   | Local Funds  |
| Edgecombe<br>(Eastern)                        | 2   | \$ 158,328           | \$ 158,328           | Edgecombe County<br>Public Schools  | College<br>Institutional Funds                                       |
| Forsyth<br>(Central)                          | 4   | \$ 211,104           | \$ 211,104           | Winston-<br>Salem/Forsyth<br>County Schools                                   | College Foundation<br>Funds  |
| Gaston – Lincoln<br>Co.<br>(Western)          | 1   | \$ 39,582            | \$ 39,582            | Lincoln County<br>Schools   | Lincoln County<br>Schools  |
| Gaston – Gaston<br>Co.                        | 1   | \$ 52,776            | \$ 52,776            | Gaston County<br>Schools  | Gaston County<br>Schools   |

| COLLEGE (REGION)                    | TOTAL #<br>OF<br>COACHES<br>AS OF<br>7/1/22 | FY 21-22<br>AWARD ** | FY 22-23<br>AWARD ** | LEA   | MATCHING FUND<br>SOURCE  |
|-------------------------------------|---|----------------------|----------------------|---|--|
| (Western)                           |   |                      |                      |   |  |
| Halifax<br>(Eastern)                | 1   | \$ 79,164            | \$ 79,164            | Halifax County<br>Schools                                     | College<br>Institutional Funds   |
| Haywood<br>(Western)                | 2   | \$ 79,164            | \$ 79,164            | Haywood County<br>Schools                                     | College Foundation<br>Funds  |
| Isothermal<br>(Western)             | 1   | \$ 79,164            | \$ 79,164            | Rutherford County<br>Schools                                  | College<br>Institutional Funds   |
| James Sprunt<br>(Eastern)           | 1   | \$79,164             | \$79,164             | Duplin County<br>Schools                                      | No match required  |
| Johnston<br>(Central)               | 2   | \$79,164             | \$79,164             | Johnston County<br>Schools                                    | College<br>Institutional Funds   |
| Lenoir<br>(Eastern)                 | 2   | \$ 158,328           | \$ 158,328           | Lenoir County<br>Public Schools &<br>Greene County<br>Schools | College<br>Institutional Funds,<br>College Foundation<br>Funds, Lenoir &<br>Greene County<br>Schools |
| Martin – Bertie<br>Co.<br>(Eastern) | 1   | \$ 79,164            | \$ 79,164            | Bertie County<br>Schools                                      | No match required  |
| Martin – Martin<br>Co.<br>(Eastern) | 1   | \$ 79,164            | \$ 79,164            | Martin County<br>Schools                                      | No match required  |
| McDowell<br>(Western)               | 2   | \$ 105,552           | \$ 105,552           | McDowell County<br>Schools                                    | County Funds   |
| Mitchell<br>(Western)               | 1   | \$ 39,582            | \$ 39,582            | Iredell-Statesville<br>Schools                                | College<br>Institutional Funds   |
| Nash<br>(Eastern)                   | 2   | \$ 158,328<br>(2)    | \$ 158,328           | Nash-Rocky Mount<br>Schools                                   | College<br>Institutional Funds   |
| Piedmont<br>(Central)               | 2.5*  | \$ 131,940           | \$ 131,940           | Person County<br>Schools & Caswell<br>County Schools          | County funds   |
| Pitt<br>(Eastern)                   | 3   | \$ 158,328           | \$ 158,328           | Pitt County Schools   | College<br>Institutional Funds   |

| COLLEGE (REGION)                 | TOTAL #<br>OF<br>COACHES<br>AS OF<br>7/1/22 | FY 21-22<br>AWARD ** | FY 22-23<br>AWARD ** | LEA  | MATCHING FUND<br>SOURCE                                      |
|----------------------------------|---|----------------------|----------------------|--|--|
| Randolph<br>(Central)            | 3.5*  | \$ 158,328           | \$ 158,328           | Asheboro City<br>Schools & Randolph<br>County Schools            | College<br>Institutional Funds                               |
| Rockingham<br>(Central)          | 1   | \$ 79,164            | \$ 79,164            | Rockingham<br>County Public<br>Schools                           | College<br>Institutional Funds                               |
| Rowan-Cabarrus<br>(Western)      | 4   | \$ 197,910           | \$ 197,910           | Rowan Salisbury<br>School System &<br>Kannapolis City<br>Schools | College<br>Institutional Funds                               |
| Sampson<br>(Eastern)             | 2   | \$ 158,328           | \$ 158,328           | Clinton City Schools<br>& Sampson County<br>Schools              | No match required  |
| South Piedmont<br>(Central)      | 4   | \$ 197,910           | \$ 197,910           | Anson County &<br>Union County<br>Public Schools                 | College<br>Institutional Funds                               |
| Southeastern<br>(Eastern)        | 1.5*  | \$ 79,164            | \$ 79,164            | Columbus County<br>Schools &<br>Whiteville City<br>Schools       | County funds &<br>Columbus County<br>Industry Group<br>Funds |
| Southwestern<br>(Western)        | 1   | \$ 79,164            | \$ 79,164            | Jackson County<br>Schools  | College<br>Institutional Funds                               |
| Vance-Granville<br>(Central)     | 1   | \$ 63,332            | \$ 63,332            | Granville County<br>Schools & Warren<br>County Schools           | Institutional &<br>Granville County<br>Public Schools        |
| Western<br>Piedmont<br>(Western) | 3   | \$ 158,328           | \$ 158,328           | Burke County<br>Public Schools                                   | College<br>Institutional Funds                               |
| Wilkes<br>(Western)              | 4   | \$ 211,104           | \$ 211,104           | Wilkes, Ashe &<br>Alleghany County<br>Schools                    | Alleghany County<br>Funds, Private<br>Donation               |

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

\*\* Award amounts indicate the funding level at the time the SBCC approved the award.  
(See Appendix 3 for grouping by Region.)

## IMPACT DATA FOR 2021-22

### **STUDENT ENGAGEMENT**

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

**TABLE 4.**

| <b>COLLEGE<br/>(REGION)</b>                       | <b>NO. OF<br/>COACHES</b> | <b>COACHING<br/>SESSIONS</b> | <b>HIGH SCHOOL</b>  |
|---|---------------------------|------------------------------|---|
| <b>Alamance<br/>(Central)</b>                     | 2                         | 430                          | Southern Alamance HS & Cummings HS  |
| <b>Asheville-<br/>Buncombe Tech<br/>(Western)</b> | 1                         | 98                           | Madison HS  |
| <b>Beaufort County<br/>(Eastern)</b>              | 3                         | 371                          | Mattamuskeet Early College HS, Columbia HS,<br>Washington County HS, Washington County Early<br>College                           |
| <b>Bladen<br/>(Eastern)</b>                       | 1                         | 72                           | West Bladen HS, East Bladen HS, Bladen Early<br>College   |
| <b>Blue Ridge<br/>(Western)</b>                   | 3                         | 440                          | North Henderson HS, East Henderson HS, West<br>Henderson HS, Rosman HS, Hendersonville HS,<br>Brevard HS & Davidson River Academy |
| <b>Brunswick<br/>(Eastern)</b>                    | 2                         | 426                          | North Brunswick HS, South Brunswick HS, West<br>Brunswick HS, & Center for Applied Sciences and<br>Technology                     |
| <b>Caldwell<br/>(Western)</b>                     | 4                         | 1559                         | Hibriten HS, Career Center Middle College, South<br>Caldwell HS, & West Caldwell HS   |
| <b>Cape Fear<br/>(Eastern)</b>                    | 3                         | 1389                         | Laney HS & New Hanover HS   |
| <b>Carteret<br/>(Eastern)</b>                     | 3                         | 397                          | Croatan HS, East Carteret HS, West Carteret HS,<br>MaST Early College HS  |

| <b>COLLEGE<br/>(REGION)</b>           | <b>NO. OF<br/>COACHES</b> | <b>COACHING<br/>SESSIONS</b> | <b>HIGH SCHOOL</b>   |
|---------------------------------------|---------------------------|------------------------------|--|
| <b>Central Carolina<br/>(Central)</b> | 4                         | 821                          | Jordan Matthews HS, Southern Lee HS, Lee County HS, & Triton HS  |
| <b>Central Piedmont<br/>(Central)</b> | 1                         | 555                          | Sugar Creek Charter School   |
| <b>Cleveland<br/>(Western)</b>        | 3                         | 901                          | Burns HS, Crest HS, Kings Mountain HS, Turning Point Academy, Pinnacle Classical Academy & Shelby HS                                     |
| <b>Davidson-Davie<br/>(Western)</b>   | 2                         | 125                          | Davie County HS & South Davidson HS  |
| <b>Durham<br/>(Central)</b>           | 1                         | 187                          | Orange HS  |
| <b>Edgecombe<br/>(Eastern)</b>        | 2                         | 567                          | North Edgecombe HS, Southwest Edgecombe HS, Edgecombe Early College, Northeast Carolina Prep School & Tarboro HS                         |
| <b>Forsyth<br/>(Central)</b>          | 4                         | 428                          | Carver HS, Parkland Magnet HS, West Stokes HS & North Forsyth HS   |
| <b>Gaston<br/>(Western)</b>           | 2                         | 678                          | Bessemer City HS, Hunter Huss HS, North Gaston HS, Lincolnton HS & West Lincoln HS   |
| <b>Halifax<br/>(Eastern)</b>          | 1                         | 283                          | Southeast Halifax HS & Northwest Halifax HS  |
| <b>Haywood<br/>(Western)</b>          | 2                         | 175                          | Pisgah HS & Tuscola HS   |
| <b>Isothermal<br/>(Western)</b>       | 1                         | 335                          | R-S Central HS, Chase HS, & East Rutherford HS   |
| <b>James Sprunt<br/>(Eastern)</b>     | 1                         | 258                          | East Duplin HS, North Duplin HS, James Kenan HS & Wallace-Rose Hill HS   |
| <b>Johnston<br/>(Eastern)</b>         | 2                         | 501                          | Clayton HS, Cleveland HS, Corinth-Holders HS, Princeton HS, Smithfield-Selma HS, South Johnston HS, North Johnston HS & West Johnston HS |
| <b>Lenoir<br/>(Eastern)</b>           | 2                         | 101                          | South Lenoir HS, North Lenoir HS, Kinston HS & Greene Central HS   |
| <b>Martin<br/>(Eastern)</b>           | 2                         | 214                          | Bertie HS  |
| <b>McDowell<br/>(Western)</b>         | 2                         | 328                          | McDowell HS  |

| COLLEGE<br>(REGION)              | NO. OF<br>COACHES | COACHING<br>SESSIONS | HIGH SCHOOL  |
|----------------------------------|-------------------|----------------------|--|
| Mitchell<br>(Western)            | 1                 | 311                  | Statesville HS & West Iredell HS   |
| Nash<br>(Eastern)                | 2                 | 731                  | Nash Central HS, Northern Nash HS, Rocky Mount HS, Center for Industry, Tech & Innovation (CITI) HS & Southern Nash HS                   |
| Piedmont<br>(Central)            | 2.5               | 555                  | Person HS & Barlett-Yancey HS  |
| Pitt<br>(Eastern)                | 3                 | 635                  | North Pitt HS, JH Rose HS, Farmville Central HS, South Central HS, Ayden-Grifton HS, & DH Conley HS                                      |
| Randolph<br>(Central)            | 3.5               | 808                  | Asheboro HS, Eastern Randolph HS, Providence Grove HS, Randleman HS, Southwestern Randolph HS, Trinity HS, Uwharrie Ridge & Wheatmore HS |
| Rockingham<br>(Central)          | 1                 | 350                  | Rockingham HS, Reidsville HS, Morehead HS & McMichael HS   |
| Rowan-Cabarrus<br>(Central)      | 3                 | 828                  | A.L. Brown HS, North Rowan HS, Salisbury HS, & South Rowan HS  |
| Sampson<br>(Eastern)             | 2                 | 265                  | Clinton HS, Midway HS, Union HS, Lakewood HS & Hobbton HS  |
| South Piedmont<br>(Central)      | 3                 | 231                  | Anson HS, Monroe HS, Forest Hills HS, Parkwood HS, Central Academy of Technology and Arts, Sun Valley HS, Piedmont HS & Porter Ridge HS  |
| Southeastern<br>(Eastern)        | 1.5               | 181                  | East Columbus, West Columbus, South Columbus & Whiteville HS   |
| Southwestern<br>(Western)        | 1                 | 181                  | Smoky Mountain HS & Jackson County School of the Alternatives  |
| Vance-Granville<br>(Central)     | 1                 | 236                  | Granville Central, JF Webb HS, South Granville, Warren New Tech HS & Warren County HS  |
| Western<br>Piedmont<br>(Western) | 3                 | 2244                 | Draughn HS, East Burke HS, Freedom HS, Patton HS, Hallyburton Academy & Burke Middle College   |
| Wilkes<br>(Western)              | 4                 | 1503                 | Wilkes Central HS, East Wilkes HS, North Wilkes HS, West Wilkes HS, Ashe HS & Alleghany HS   |
| <b>TOTALS</b>                    | <b>84.5</b>       | <b>19,899</b>        | <b>57 LEAs</b>   |

## EMPLOYER ENGAGEMENT

Career Coaches served the community by engaging with the local workforce via meetings with local workforce leaders, chambers of commerce, and other business leaders. During the 2021-2022 academic year 460 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, 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>2021-22</b> |
|---|----------------|
| <b>High School – Career &amp; Technical Education</b>                                     | 98,350         |
| <b>Community College – Career &amp; College Promise: Career &amp; Technical Education</b> | 8,992          |
| <b>Community College – Career &amp; College Promise: College Transfer Pathway</b>         | 3,212          |
| <b>TOTALS</b>   | <b>110,554</b> |

### **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.

## **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 the impact of COVID-19 on employer and student engagement.



## APPENDIX 1

### Selected College Highlights

#### **Alamance Community College**

*“Alamance Community College Emergency Management Services (EMS) department visited Biomedical Technology and Career Management students. Students were able to learn the proper techniques for saving a choking victim and create real life accident scenario for EMS students. Students learned about EMS careers and ACC EMS courses. Also, Burlington Fire Department visited Career Management students. Students learned about the steps to becoming a firefighter. In addition, the fire department showed students its equipment and told on the job stories.”*

#### **Blue Ridge Community College**

*“COVID challenges were notably less present at the start of the school year versus the previous year with both Henderson and Transylvania County schools opening with a normal, in-person schedule. Across both counties BRCC Career Coaches continued offering Career Coach information Q&A sessions via Zoom, this practice seems to be working well to hold open information sessions for any high school students and families interested in discussing plans for after high school or signing up for dual enrollment courses. In addition to working with teachers and students in their respective high schools doing presentations, individual meetings, FAFSA nights, and College Application Week programming, Henderson County Career Coaches Sydney Frank and Marcus Roberson helped to facilitate two High School to Healthcare meetings between Blue Ridge, Henderson County Schools, and area hospitals and medical systems. Pardee Health and Advent Health had staff at these meetings, whose purpose was to better identify channels and pipelines to recruit high school students and set them on a path to be able to serve their local community’s healthcare needs.”*

#### **Brunswick Community College**

*“I spoke to several senior classes about postsecondary plans, scholarship opportunities, and a timeline for preparing for college. I invited the Director of Admissions from Brunswick Community College to present with me, and we created an interactive presentation to inform students about ways to pay for college. I also met with 7<sup>th</sup>-10<sup>th</sup> grade students to create their 4-yr, 3-yr and 2-yr high school plans while also offering college transfer, CTE, and workforce continuing education courses available through the CCP program. For all of these presentations, I showed students how to navigate NCcareers.org and had them complete the Reality Check, Interest Inventory, Career Assessment, etc. These activities allowed students to explore careers related to their interests and sparked productive group discussions.”*

#### **Central Carolina Community College**

*“One key area of opportunity that the Career Coaches began work on during the 21-22 school year was the work with CCCC’s local myFutureNC collaborative. CCCC’S main focus for the upcoming year is to engage and utilize our Career Caches to address and work on the following problem of practice: “Central*

*Carolina Connections will provide the support, preparation, and resources that each student needs for accessing and succeeding in dual enrollment programs in our community. Our explicit actions will propel students, especially those from historically underserved communities, onto clear and accessible pathways that lead to credential attainment and optimal career outcomes. This will increase the economic prosperity for our entire service area and cultivate a more equitable community. These efforts will result in an increase of credential attainment for all students by 15% over the next ten years and ensure that the intentional inclusion of Black and Hispanic/Latinx students in those enrollment/completion metrics match or exceed their representation in the community."*

#### **Central Piedmont Community College**

*"From Class to Career Day was an event in which the Career Coach created the opportunity for students at Sugar Creek Charter School to listen and speak with Career Professionals in fields where they have shown an interest. Through data collection, students have provided the Career Coach with detailed information based on Careers Professionals they would like to speak with. Career Day was broken down into sessions with the 27 professions and 38 professionals represented."*

#### **Cleveland Community College**

*"The Career Coaches and CDCs planned a one-day career discovery day in April for over 800 high school juniors to explore a wide range of career options, such as healthcare, manufacturing, business, education, and public services. Student surveys indicated that over 88% of students made moderate or strong connections with our programs because of attending Career Day. Ninety-four percent of students indicated they believed Career Day to be beneficial to their career discovery."*

*In addition to advising and connecting students to career pathways, CCC continues to experience an increase in the number of high school CTE pathway completers each year. This past May, over 55 current Cleveland County students, advised by CCC Career Coaches, graduated with one of the following credentials: Air Conditioning/Heating & Refrigeration, Cosmetology, Criminal Justice, Early Childhood Certificate, Information Technology Certificate, Mechanical Drafting Certificate, Medical Office Administration, School Age Education, and Welding Technology. We also had our first graduating class of Pharmacy Tech students through Continuing Education Workforce Pathway. All these students were advised by our Career Coaches on CTE pathways and now possess a stackable credential that will help them gain employment or pursue additional education."*

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

*"One trend of significance that I saw among students was a renewed desired to participate and interact that I believe is a result of their past isolations. With this trend it was exciting to see what I believe is more involvement and participation from the students this year. One thing that I noticed early on in the school year is that this cohort of high school students were "Career Delayed". What I mean by this is the students*

*did not have the opportunities and interactions that normally students would have at this point in their education. I felt the need more than ever to catch the students up on the exposure and experiences that drive career decisions.*

*One of my favorite Career Development Opportunities arose for me when a teacher approached and asked that I come and talk to her junior classes because she felt like they didn't know where to start when exploring careers. She recognized my newly coined term of "Career Delayed" in her students. The CDC, a Counselor and I each spent a day with each of her classes. We covered different topics that would enlighten students to different careers through experience. Internships, CTE clusters, CFNC Career Assessments and Career & College Promise classes were all covered as these classes learned how to chart and research their own paths forward."*

#### **Haywood Community College**

*"To overcome the awareness gap of the Career Coach position due to remote learning in the previous semesters, the coaches secured a mini grant to create postcards outlining our role. The postcards were mailed in the fall to every sophomore and junior within Haywood County Schools. This idea was gleaned from other career coaches who presented similar actions."*

#### **James Sprunt Community College**

*"Through one-on-one meetings, I noted that many students were interested in the field of nursing at East Duplin High School but did not understand the education needed. Therefore, I organized a panel discussion with faculty and staff from JSCC's nursing department to speak with students about the process of getting accepted into nursing school. Students had to sign up to attend. 80 students were served.*

*While working with the Health Sciences Academy Coordinator, we planned a field trip for students to visit the newly renovated nursing school facility at JSCC. Students participated in hands-on activities with the state-of-the-art lab equipment as well as learn more about the nursing career pathway. As a result, 7 students signed up for Nurse Aide 1, a workforce/continuing education CCP pathway with no previous enrollees. 91 students were served."*

#### **Piedmont Community College**

*"It was also important to us as coaches, to bring information to the students by coordinating a CTE Day at the area high schools. This event brought our college's CTE faculty visiting the CTE high school classes. We worked with the Curriculum and Instructional Management Coordinator to pair the program visits to fit the students' interests. We also encouraged the college faculty to bring hands on activities to engage the students. Over 100 students were impacted by this event, and we received 98% positive feedback from students who completed the feedback survey.*

*In Caswell County, we were able to link the college's agribusiness program by coordinating over 100 agriculture high school students (9-12<sup>th</sup> grade) to the local farm on a tour. The students were divided*

*into small groups, and they toured the farm, experienced a live farm equipment demonstration, harvested crops, and watched the institute for Advanced Learning and Research demonstrate flying drones and discussed the connection between technology and agriculture in today's evolving environment. Students were able to ask questions and get a better understanding of how careers in agriculture are very different today than they were fifty, twenty, and even ten years ago."*

#### **Rockingham Community College**

*"During the month of October, Lunch and Learn sessions were offered at each of the four high schools to highlight Career Technical Education Pathways. These sessions were held during school lunches. With the support from the Counselors, College Advisors, and Career Development Coordinators, the Career Coach invited RCC faculty and staff to share information about programs and services at Rockingham Community College. Tables were displayed to present valuable program information while providing hands on learning. Sign in sheets were given to the presenters to help track student interest. When a student visited a table and asked a question about a program or service their name was placed in a drawing for a special treat. According to the sign in sheets, a total of 164 students participated in the event."*

#### **South Piedmont Community College**

*"This year we started a virtual "Career and Technical Education (CTE) Showcase" series to highlight CTE opportunities for area high school students in the CTE field. Each session included a partner from local industry as well as a faculty representative. Student Success staff hosted Health Sciences Academy Coordinators for Atrium Health Union to demonstrate the benefits of leveraging virtual reality in health education. As an outcome of the visit, we created a Health Science Exploration Day."*

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

*"Carolina Healthcare-Blue Ridge (now UNC Healthcare-Blue Ridge) continues to sponsor the Nursing and Medical Assisting Cohorts by supporting the students financially throughout their 2-year enrollment in the program. In addition to textbook and supply costs, Blue Ridge also compensates students in the Nursing Cohort for completing the Nurse Aid I certification and offers paid employment during their final year of high school. Upon successful completion of their cohort program, Nursing and Medical Assisting Cohorts are also guaranteed employment with Blue Ridge Healthcare, as well as continued financial assistance once employed if they choose to pursue an advanced degree, such as a RN to BSN."*

## APPENDIX 2 Challenges

### **Cape Fear Community College**

*“This year had an unexpected rough start. At the beginning of the 2nd week of school there was a school shooting that took place at New Hanover High School on Monday, August 30, 2021. The Career Coach 3 for New Hanover High School was on the high school campus that day which affected his ability to have meetings with students due to the lockdown procedures and evacuation. The Career Coach 3 assisted with the chaos of the day and offered assistance where needed, remaining with the school staff until all students were picked up by a guardian. This event sent a shock through the community which had lasting effects.*

*During the first few weeks of school students and staff were acclimated to the high schools policies and procedures regarding their post COVID protocols. Within a matter of a short time frame, mask mandates for the high schools changed multiple times.*

*Mental Health and Student Hardships are other issues the Career Coaches faced this year. Some examples include students in the CCP program taking their life, students experiencing the death of a parent or close relative, multiple student casualties from car accidents, etc. In collaboration with the high schools, the CCP Team built a stronger bridge between the services available in the high school and at the college, as well as making sure the students were aware of both entities. Being an advocate and available for the students when dealing with such hardships and maintaining their high school and college academics, a team was often assembled to ensure student success.”*

### **Gaston College**

*“As the effects of stay-at-home orders and COVID continue to linger for today’s youth, the need for working with students with mental health related issues and holistic advising continues to grow in need. As a result, we plan to explore trainings and webinars this year around learning more about the important of self-care for students [and] will continue to adopt additional emphasis on student mental health and holistic advising moving forward.”*

### **Martin Community College**

*“Since the pandemic, our students have greatly struggled in all areas of their lives, including education and their future. This fact gave us career coaches new resolve to help support them in any way that we can. With more and more sanctions being lifted and life returning back to the “new normal”, we have been able to host more College and Career fairs here at both the Community College and the local High Schools. At these fairs, we have partnered with local industry to give presentations and booths that the students can visit to learn more. This past year alone, many of our students have had the opportunity to be exposed to over 30 local businesses and industry in a hands-on manner.”*

**Southwestern Community College**

*“Unfortunately, the career exploration day scheduled for November 2021 was canceled due to the rising Covid cases in the county. This event typically yields high participation from the local high school. The career coach was unable to plan any local employer facility tours for the same reasons. As Covid restrictions began to lift in early Spring 2022, the career coach was able to have students participate in more face-to-face advising sessions and career opportunities.”*

**APPENDIX 3**  
**Career Coaches by Region**

| REGION         | COLLEGE          | TOTAL #<br>OF<br>COACHES<br>AS OF<br>8/1/22 | LEA  | MATCHING FUND SOURCE              |
|----------------|------------------|---|--|-----------------------------------|
| <b>Central</b> | Alamance         | <b>2</b>                                    | Alamance-Burlington School System                                    | Alamance-Burlington School System |
|                | Central Carolina | <b>4</b>                                    | Chatham County Schools, Lee County Schools, & Harnett County Schools | Institutional Funds               |
|                | Durham           | <b>1</b>                                    | Orange County Public Schools   | Local Funds                       |
|                | Forsyth          | <b>4</b>                                    | Winston-Salem/Forsyth County Schools                                 | College Foundation Funds          |
|                | Johnston         | <b>2</b>                                    | Johnston County Schools  | College Institutional Funds       |
|                | Piedmont         | <b>2</b>                                    | Person County Schools & Caswell County Schools                       | County funds                      |
|                | Randolph         | <b>3</b>                                    | Asheboro City Schools & Randolph County Schools                      | College Institutional Funds       |
|                | Rockingham       | <b>1</b>                                    | Rockingham County Public Schools                                     | College Institutional Funds       |

| REGION         | COLLEGE         | TOTAL #<br>OF<br>COACHES<br>AS OF<br>8/1/22 | LEA  | MATCHING FUND SOURCE   |
|----------------|-----------------|---|--|--|
|                | 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 Granville County Public Schools Funds  |
| <b>Eastern</b> | Beaufort County | 3   | Bertie County & Martin County Schools                | No match required  |
|                | Bladen          | 1   | 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  |
|                | 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  |



| REGION  | COLLEGE            | TOTAL #<br>OF<br>COACHES<br>AS OF<br>8/1/22 | LEA  | MATCHING FUND SOURCE  |
|---------|--------------------|---|--|---|
|         | 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                                |
|         | Blue Ridge         | 3   | Transylvania County Schools & Henderson County Schools | County Funds  |
|         | Caldwell           | 4   | Caldwell County Schools                                | County Funds  |
|         | Central Piedmont   | 1   | Mecklenburg County Schools                             | Sugar Creek Charter School Funds & College Foundation Funds |
|         | Cleveland          | 3   | Cleveland County Schools                               | College Institutional Funds                                 |
|         | Davidson-Davie     | 2   | Davie County & Davidson County Schools                 | County Funds  |
|         | Gaston             | 2   | Gaston County Schools & Lincoln County Schools         | Gaston County and Lincoln County Schools                    |
|         | Haywood            | 2   | Haywood County Schools                                 | College Foundation Funds                                    |
|         | Isothermal         | 1   | Rutherford County Schools                              | College Institutional Funds                                 |
|         | McDowell           | 2   | McDowell County Schools                                | County Funds  |
|         | 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                                  | Alleghany County Funds & Private Donation                   |

