



BUILDING & **SUSTAINING** MOMENTUM



Meeting the challenges outlined in the Priorities described above so that we can reach our ambitious attainment goal will not be easy, but it is something that North Carolina can accomplish if we leverage all of the important work already under way in the state and support the establishment and growth of the new work necessary to fill in critical gaps.

To move this important work forward, the myFutureNC Commission proposes four *Action Areas* for sustaining our momentum. The first task is to ensure that economically-driven attainment remains a sustainable, high priority for all partners via a comprehensive communications and advocacy strategy. In addition, myFutureNC must establish a governance model for the work, which will entail not only identifying state agencies and private actors who will take responsibility for meeting the postsecondary attainment goal but also providing coordination for their collaborations. Finally, myFutureNC must help establish accountability guidelines for ensuring that our work is efficient and effective, always with an eye on measuring our progress toward our attainment goal. The sections below provide greater detail about each of these Action Areas.



I. COMMUNICATIONS & ADVOCACY



Launch a statewide communications and marketing campaign that emphasizes the economic value of industry-aligned postsecondary credentials.

Meeting North Carolina’s attainment goal will require the active coordination of public and private partners from all corners of the state. To realize success, we will need to broaden and deepen stakeholder engagement immediately and maintain that engagement through target year 2030 and beyond. The myFutureNC Commission suggests:

- Evaluating and expanding public awareness of the value of all postsecondary degrees and credential pathways, including Career and Technical Education programs;
- Conducting a public awareness campaign about the limits to workforce opportunities for people without degrees and certifications;
- Developing a toolkit for stakeholders to clearly communicate the value propositions for and between workforce and education.



II. GOVERNANCE

Develop and implement a plan for moving the work forward in 2019 and for quickly catalyzing public and private actors to work collectively to achieve the attainment goal.

Transforming the Priorities in this Call to Action into a Plan of Action will require careful deliberation and ongoing management. Governance should include development of structures for convening stakeholders on a regular basis, as well as evaluation procedures. As highlighted in the opening section of this Call to Action, the governance structure also should recognize that myFutureNC's statewide goal will be achievable only through local and regional action; as such, the governance model should be co-developed with regional and local leadership to promote alignment and co-ownership. In addition, the myFutureNC Commission suggests:

- Codifying North Carolina's statewide attainment goal in legislation that ensures broad stakeholder support but that also encourages refinement and innovation to meet the goal;
- Identifying responsible parties, timelines, and specific measurable goals and indicators for each recommendation;
- Establishing a formal agreement between education sectors that is specifically related to a shared commitment to the attainment goal and to working together to support the recommendations to ensure that the goal is met;
- Embedding cross-sector strategies—both new ones and current sector-level strategic priorities—into each state agency's or system's core priorities;
- Establishing an appropriate governing and convening body to execute agreed-upon actions and to oversee initiatives;
- Coordinating efforts at the regional level to meet state-level attainment goals; and
- Expanding and cultivating leadership that is reflective of demographic shifts, to diversify thought leadership and to support wider adoption of core principles.



III. DATA-DRIVEN EXECUTION & IMPROVEMENT

Expand North Carolina’s longitudinal data system— from P-12 through the business and industry sector— to securely manage data, inform research to develop and revise policies and practices, and develop priority public reports and dashboards aligned with metrics that support the postsecondary attainment goal.

A robust, coordinated, and fully-functional longitudinal data system that brings together data from the P-12, postsecondary, and business and industry sectors is vital to North Carolina’s attainment efforts. Such a system can help inform public reports and dashboards, shape policy and practice, and monitor performance. North Carolina already has started work toward such a system; the myFutureNC Commission suggests the following additional steps:

- Adopting and embedding a series of metrics that are shared across the P-12, postsecondary, and business and industry sectors and that support ongoing accountability, public reporting, and return-on-investment (system effectiveness and productivity) analyses;
- Developing data dashboards to help students, parents, and other stakeholders make critical decisions about postsecondary preparation, access, and success;
- Regularly evaluating the effectiveness of myFutureNC-related initiatives; and
- Highlighting critical education pipeline data, such as:
 - » Progress of transfer students and
 - » First-year performance of K-12 graduates in credit-bearing coursework in community college and university programs.



IV. ACCOUNTABILITY

Establish and maintain an accountability structure to ensure delivery on the Priorities outlined in this Call to Action.



This Call to Action identifies several metrics for tracking progress toward the overall attainment goal, but these measures alone will not be enough to ensure full accountability for all actors. That level of accountability will require completion of a substantive process to identify the comprehensive set of key metrics necessary for producing strong analytics and for supporting sound decision-making related to the execution of initiatives designed to address each Priority. This process should inventory metrics currently collected by state agencies and other organizations, identify missing fields, and determine necessary steps for obtaining data for those fields. In addition, the myFutureNC Commission makes the following suggestions for development of a rigorous accountability process:

- Providing support for high-quality evaluations that assess the effectiveness of all initiatives related to addressing the Priorities;
- Embedding labor market outcomes and return-on-investment metrics into the accountability system;
- Making postsecondary readiness for entry-level credit-bearing courses a more meaningful success metric for high schools on annual report cards;
- Ensuring that accountability systems are relevant and meaningful to all parents, students, and other stakeholders by engaging representatives from North Carolina's many constituencies (e.g., from low-income communities, communities of color, etc.) in the design of the accountability measures; and
- Enhancing accountability by institutionalizing an ongoing process for continually upgrading rating systems for schools and programs at all levels so that they provide meaningful information for all stakeholders.

