



**FOR IMMEDIATE RELEASE**

Wednesday, June 20, 2021

**MEDIA CONTACT:**

Cris Charbonneau  
cris@myfuturenc.org

***New Better Skills. Better Jobs. Campaign Launched  
to Attract More Adult Learners Back to College***

***John M. Belk Endowment and myFutureNC Launches Pilot Project  
with Five Community Colleges to Address the Needs of Local Employers and Adult Students***

**Raleigh, NC-** Leaders from the John M. Belk Endowment and myFutureNC announced today a new pilot project and outreach campaign being launched in close partnership with five community colleges across the state to attract more adult learners back to college.

The [Better Skills. Better Jobs. campaign](#) is initially being launched in collaboration with and in direct support of [Blue Ridge Community College](#), [Durham Tech Community College](#), [Fayetteville Tech Community College](#), [Pitt Community College](#), and [Vance-Granville Community College](#).

The goal is to connect and inform as many adults as possible in each of the community college service areas about the variety of fast, flexible, and affordable education and training programs the colleges offer. The goal is that this will result in additional students enrolled in these colleges for the Fall 2021 semester.

“The John M. Belk Endowment is pleased to partner with these five outstanding community colleges to catalyze and supercharge their efforts to recruit and support adult students,” said MC Belk Pilon, President and Board Chair of the John M. Belk Endowment.

“As the pandemic recedes, we know that many North Carolinians are looking for a fresh start, and we believe our community colleges are a great place for their journey to begin. In a matter of months on a community college campus, adult learners can acquire skills and credentials that can change their families’ economic trajectory. Our goal is for all residents of our state to have access to an education that will lead to skills, credentials, and degrees, and ultimately the opportunities to achieve their dreams.”

Special outreach tactics during the summer campaign will include direct phone calls to adults who previously completed some college classes, but left without a degree or certification; special community events and earned media promotions; digital marketing and advertising, and customized materials created to quickly help adult learners reconnect and re-enroll. All of the outreach tactics, response, and

results will be closely measured and analyzed to determine potential expansion to more community colleges statewide in the fall.

“At myFutureNC, we are dedicated to ensuring that 2 million North Carolinians, between the ages of 25-44, have a high-quality credential or a postsecondary degree by the year 2030. The vast majority of higher-wage jobs today require more than a high school diploma, but less than half of North Carolinians in this age range currently have the level of education necessary to fill these jobs,” said Cecilia Holden, President and CEO of myFutureNC.

“We know better skills lead to better jobs and to a stronger and more economically vibrant North Carolina. We are very pleased to be partnering on this important new initiative.”

The John M. Belk Endowment is a private family foundation committed to transforming postsecondary educational opportunities to meet North Carolina’s evolving workforce needs. Its mission is aligned with the vision of its founder, the late John M. Belk, who served four terms as mayor of Charlotte and was CEO of the department store company Belk, Inc. Now led by Mr. Belk’s daughter, MC Belk Pilon, the John M. Belk Endowment continues to partner with innovative, results-oriented programs in North Carolina to further Mr. Belk’s values, legacy, and focus on the value of education as a means to personal fulfillment and community vitality. For more information, please visit [jmbendowment.org](http://jmbendowment.org).

The Belk Center for Community College Leadership and Research at North Carolina State University has been supporting the individual community college presidents and their leadership teams on developing, implementing, and evaluating their college access and student success goals.

myFutureNC is a statewide nonprofit focused on educational attainment that includes some of North Carolina’s most influential education, business, and civic leaders. The organization was formed with the goal to create a stronger, more competitive North Carolina. myFutureNC is working across sectors and in communities throughout the state to close gaps in the education pathway, to promote alignment between educational programming and business/industry needs, and to ultimately improve educational opportunities for all North Carolinians. For more information, please visit [myfuturenc.org](http://myfuturenc.org).

For more information about the *Better Skills. Better Jobs.* campaign and information about each of the five participating community colleges, please visit: [BetterSkillsBetterJobs.com](http://BetterSkillsBetterJobs.com).

###