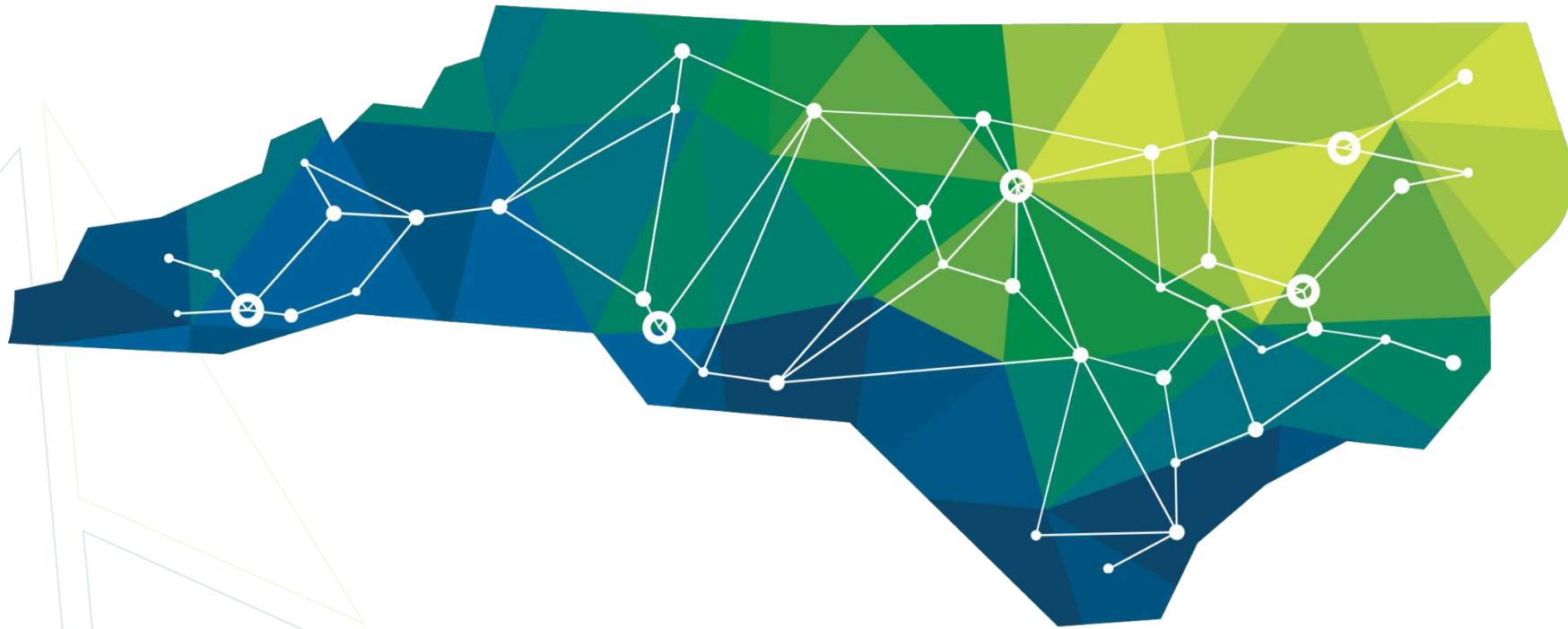


# myFutureNC and the Attainment Imperative



Cecilia Holden, President and CEO  
September 8, 2022

*my*FUTURENC  
*2 million by 2030*

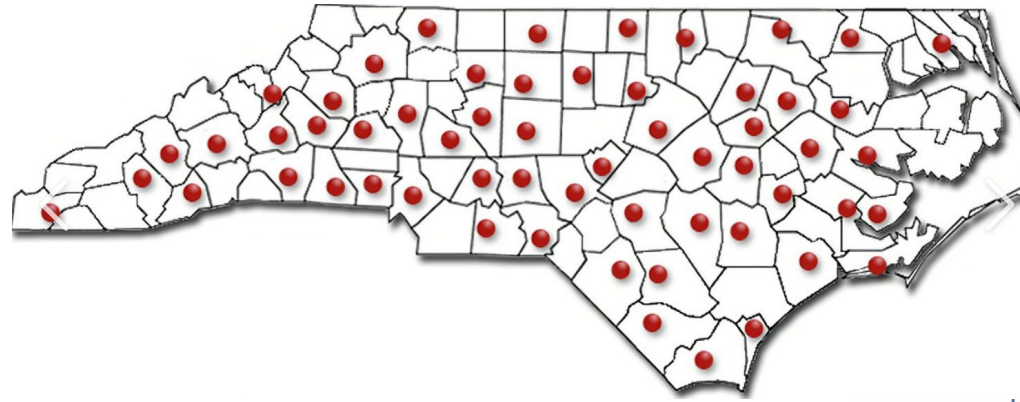
# North Carolina Ranked #1 Workforce Talent Matters



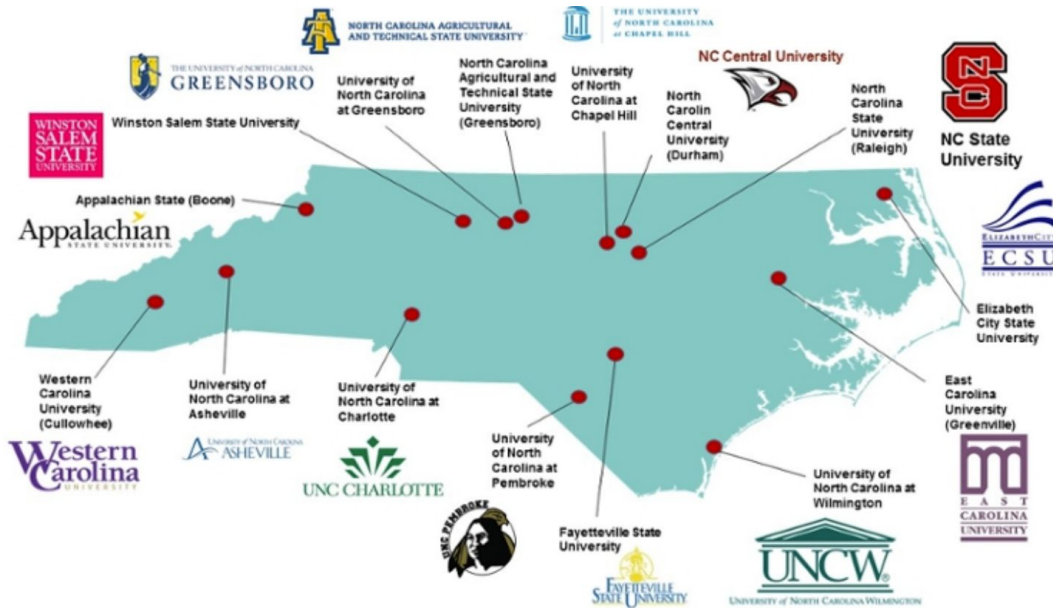
“This ranking also looks beyond the sheer numbers, ***evaluating*** diversity of growth sectors, incentives, ***workforce development and training, and education partnerships.***”

Anne Cosgrove, the editorial director for the Business Facilities magazine

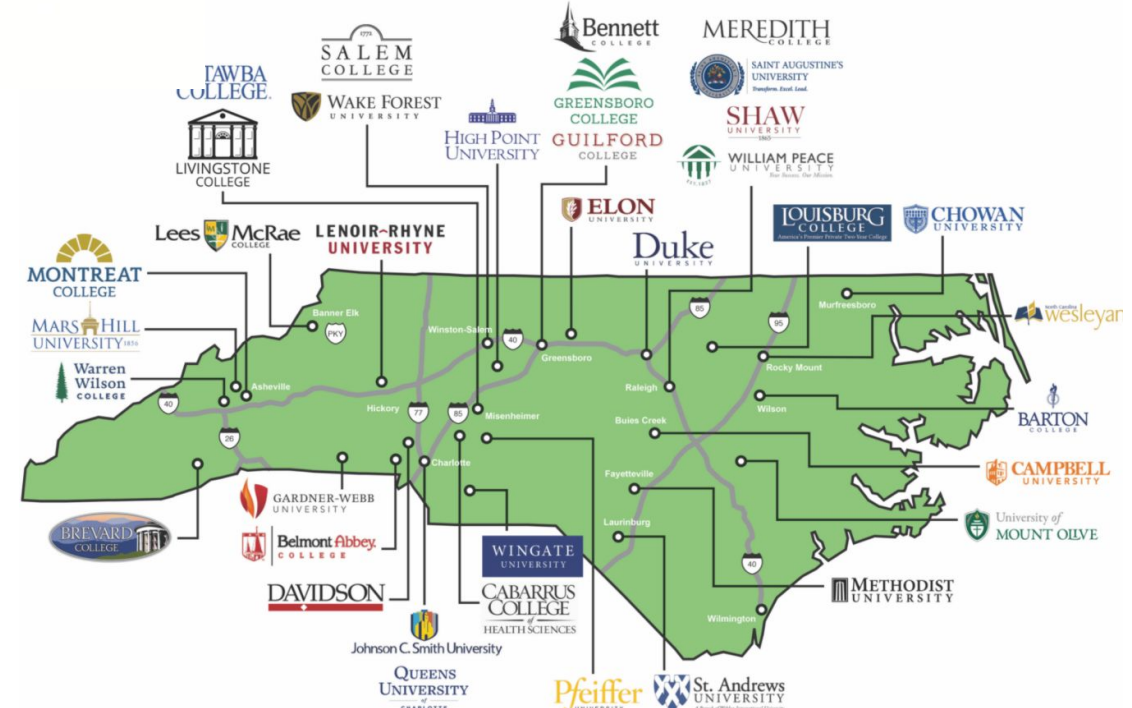
# NC: Most Robust Education Infrastructure in Nation



58 Community Colleges



16 Public Institutions



36 Private Institutions



# Efforts are Underway to Align with the Labor Market

---

Jobs requiring an industry recognized credential or some college will increase by 8.1% by 2028

In April 2022, North Carolina only had 0.8 job seekers per job opening.

NC's labor market is tighter than it's been in at least two decades.

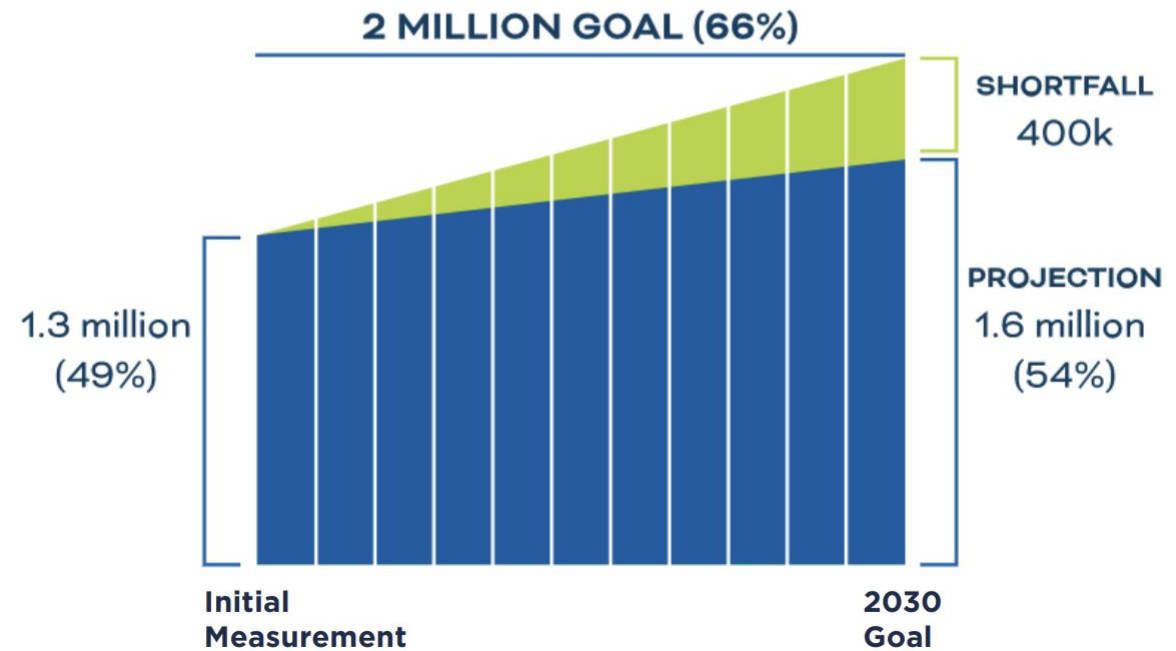
In 2022, 81% of NC employers who tried to hire reported difficulty hiring.

69% claimed hiring has been more difficult than pre-pandemic conditions.



# North Carolina's 2030 Attainment Goal

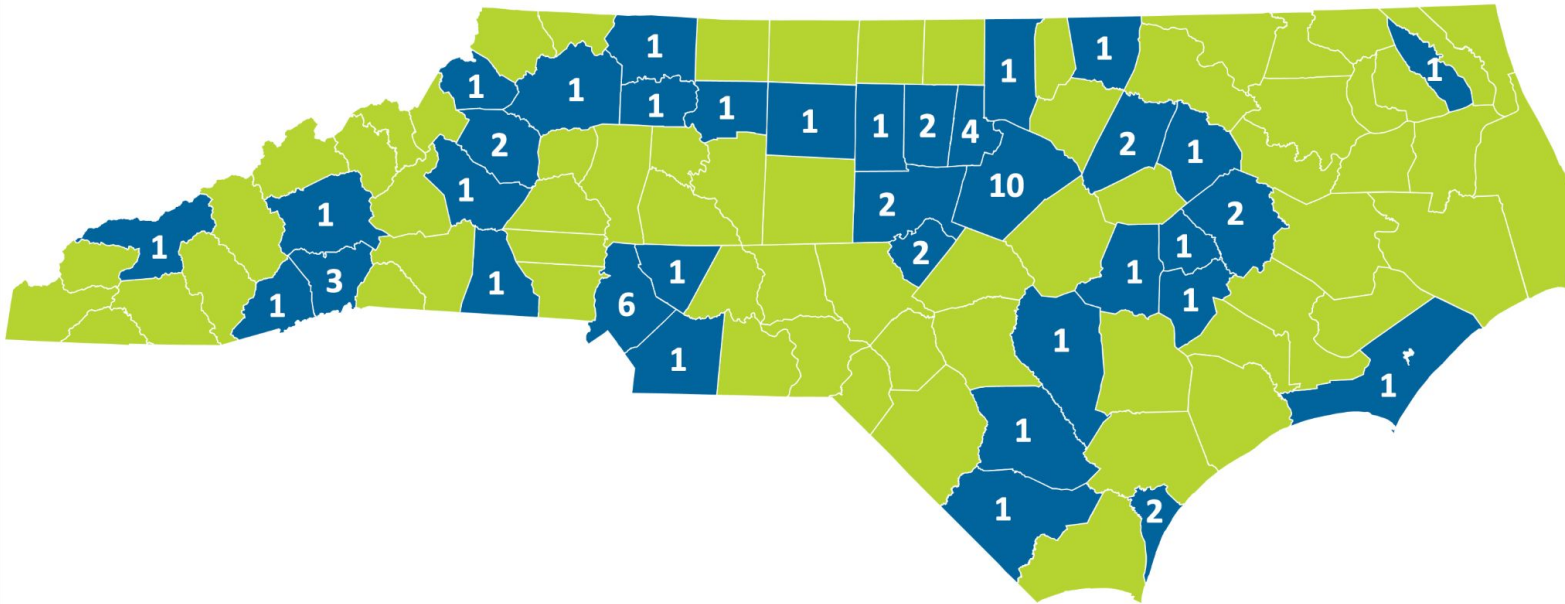
When the myFutureNC Commission set the statewide attainment goal, it projected that North Carolina would fall short by **400k** individuals with a high-quality credential or postsecondary degree.



# myFutureNC Leadership

myFutureNC is governed by a **cross-sector board of directors** composed of North Carolina education sector heads as well as business, philanthropic, legislative and executive branch leadership.

In addition, the myFutureNC *Advisory Board of Commissioners* includes **62 individuals** representing **36 North Carolina counties**.



## Board of Directors

**Dale Jenkins, Chair**

**Lynn J. Good, Vice Chair**

## MC Belk Pilon, Secretary and Treasurer

## Senator Deanna Ballard

## Kathryn Black

Dr. William S. "Bill" Carver

John F.A.V. Cecil

# Geoff Coltrane

Eric C. Davis

John A. Fraley

Ann Goodnight

# Peter Hans

Kevin Howell

Rep. Donny Lambeth

L. David Mounts

Anna Spangler Nelson

Gary J. Salamido

## Machelle Baker Sanders

Catherine Truitt

Dr. A. Hope Williams



# Strategic Areas of Focus

To meet the talent pipeline needs of North Carolina and to create opportunities for all North Carolinians, myFutureNC focuses our efforts in four key areas.

## Accountability Partner

We are an **accountability partner**. We recognize the goal of 2 million by 2030 will not happen without all educators, business leaders, local and state policymakers and citizens coming together. We must hold one another accountable by tracking and measuring progress of key metrics and the state's goal of 2 million by 2030.

## Data-Research Hub

We serve as a **data-research hub** for North Carolina to identify attainment trends, gaps, and most importantly, develop solutions and equip leaders and policymakers to prioritize resources and drive change.

## Action Accelerator

We recognize the importance of our localities in this work as we strive to elevate promising practices and serve as an **action accelerator**.

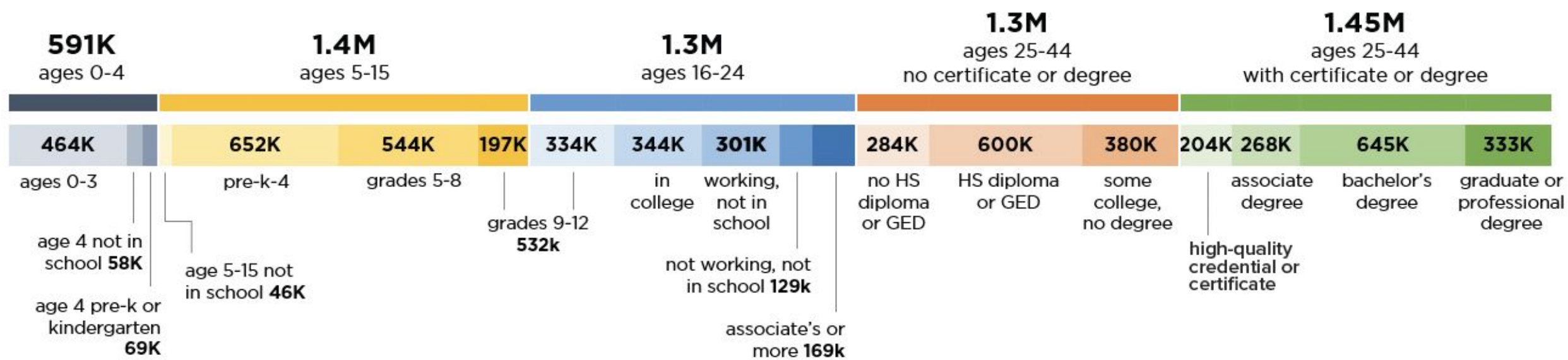
## Policy Advocate

Ultimately, this brings us to serving as a **policy advocate**. Through our partnerships with education sectors and the business community, ongoing data analysis, and boots-on-the-ground efforts through our regional impact managers, we identify and advocate for effective policies that will meet the education and workforce needs to ensure North Carolina's residents, employers, and communities thrive.



## 2019 North Carolina Population by Educational Attainment

[ages 0-44]



**NOTE:** The most recent data show NC has 44,000\* fewer individuals with short-term credentials or degrees than it needs to be on target to meet the 2 million by 2030 goal.

*\*Due to COVID impacts on data collection, we anticipate updating this data in late 2022 when 2021 data are released.*



# Accountability Partner: Tracking 18 Key Performance Indicators

## Academic Readiness

▲	NC Pre-K Enrollment
—	College- & Career-Ready in Reading
N/A	NAEP Reading
▼	College- & Career-Ready in Math
N/A	NAEP Math

## Postsecondary Completion

—	Postsecondary 1st-Yr Persistence
✓	4-Yr Public Completion Rate Within 6 Yrs
▲	4-Yr Private Completion Rate Within 6 Yrs
✓	2-Yr Completion Rate Within 6 Yrs

## College & Career Access

N/A	Chronic Absenteeism (Missing 10%+ of school days)
—	High School Graduation (each year)
▼	ACT (17 or Higher)
▼	FAFSA Completion Rate
—	Postsecondary Enrollment Rate (18-24 Yr Olds)

**ALL** College  
and Career  
Access KPIs  
are trending  
**FLAT** or  
**DOWN**

## Labor Market Alignment

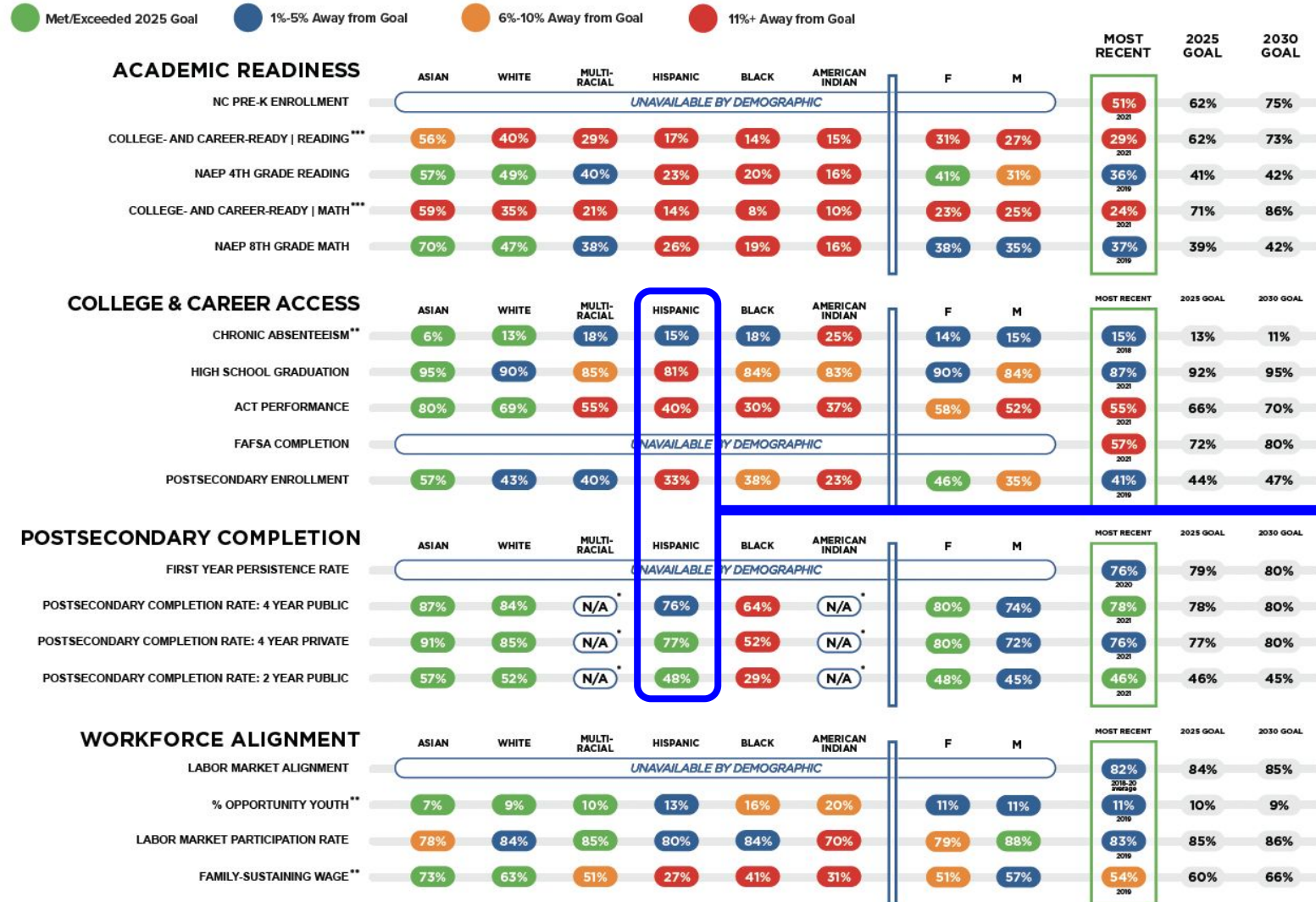
—	Skills and Labor Market Alignment
—	% Opportunity Youth (16-24 Yr Olds)
✓	% Labor Force Participation (25-44 Yr Olds)
▲	% Earning Living Wage (35-44 Yr Olds)

### Key:

- ✓ Likely to Meet/Exceed Target
- ▲ Trending Toward Target
- N/A No Trend Data
- Flatline Trend
- ▼ Trending Down

# Key Performance Indicators: Progress by Demographics

## Key Performance Indicators: Progress by Demographics



Data show that Hispanic students who enroll are completing AT or ABOVE statewide percentages.

\*N/A indicates the data isn't available at the state level. These data are from the National Student Clearinghouse Research Center and the total includes all demographic groups; however, in cases where it isn't available by race/ethnicity, it is likely due to a small number of students.

\*\*Note: Data varies slightly from Key Performance Indicators (KPI) Progress Report due to timing of data. Footnotes on the KPI Progress Report specify details.

\*\*\*Note: End-of grade tests were not administered in 2019-20 due to COVID-19 and assessments were administered across a wider-than-typical time frame in 2020-21.

# Data-Research Hub



**Degree Ticker and Progress Toward 2M/2030**



**Key Performance Indicators**



**County Profiles**



**County Explorer Tools**



**Data Trends Workbook**



**FAFSA Tracker**



**Promising Attainment Practices Database**



**Recommended County Attainment Goals**



QR Code for County Attainment Profiles



# County Attainment Profiles

- Data unique to each of NC's 100 counties
- Highlights county and regional performance on key indicators
- Lists specific opportunities for improvement that will ultimately lead to increased attainment
- Facilitates decision-making on LOCAL priorities
- Uses data to identify three actionable opportunity areas to improve future attainment outcomes

## North Carolina

NC goal: 2 million by 2030  
2020 State Attainment Profile



QR CODE

1-Open the camera app on your cell phone.  
2-Point your camera at the QR code. Center the box over the code to scan it.  
3-Tap on the URL popup banner and you'll be connected directly to all NC County Attainment Profiles on the myFutureNC website.  
Web address: [www.shorturl.at/fhixZ](http://www.shorturl.at/fhixZ)



Local Education Agencies: 115

Updated: Jun 28 2021

### Opportunities for Growth



#### NC Pre-K Enrollment

35% of Buncombe County eligible 4-year-olds are enrolled in NC Pre-K, below the suburban county average of 44%.



#### Transition to Postsecondary

58% of Buncombe County seniors enroll in postsecondary within 12 months of graduation, below the suburban county average of 62%.



#### High School Graduation

87% of Buncombe County 9th graders complete high school in 4 years or less, below the suburban county average of 88%.

## Buncombe County

NC goal: 2 million by 2030  
2020 County Attainment Profile



### INTRODUCTION

From birth to career, there are many opportunities to develop strategies and interventions to increase attainment and improve workforce alignment. Below are some key areas and indicators that highlight where interventions may be possible to improve overall educational attainment outcomes.

### COUNTY OVERVIEW

Buncombe County is in the Asheville Prosperity Zone sub-region. It's one of 16 suburban counties in NC. Overall, 13% of 25-44-year-olds in Buncombe County have earned a master's degree or higher as their highest degree; 28% have a bachelor's degree; 9% have an associate degree; 21% have some college, no degree; 20% have a high school diploma; and 9% have less than a high school diploma.

2018 Population	261,065
2030 Population	296,961
K-12 Students (2019)	
Traditional Schools	27,741
Charter/Private/Home	10,541
Median Household Income	\$53,960
Child Poverty Rate	17%
Households with Broadband	81%

### Building the Foundation: Pre-K to 8

High-quality early learning and strong academic progress in early years helps prepare children for future success.

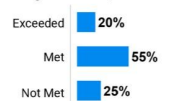
Buncombe County has 50 public schools with performance grades. Of these schools, 4 or 8% were classified as low performing in 2019.

### How students in Buncombe County traditional public schools are currently doing:

To meet state goals, Buncombe County needs:

- **473 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 35%).
- **3,154 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 48%).
- **5,356 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 44%).

Percent of Buncombe County schools by academic growth status, 2019

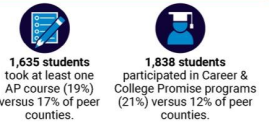


### Ready for College & Career

High school completion is a crucial step on the pathway to postsecondary success or the beginnings of a career. Activities that prepare students to navigate the transition to postsecondary include gaining experience in college-level coursework and applying for financial assistance.

To meet state goals, Buncombe County needs:

- **181 more 9th graders** to graduate within four years (goal: 95% vs. 87%).
- **454 more seniors** to complete the FAFSA (goal: 80% vs. 57%).
- **767 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 14%).



Students in Buncombe County completed **1,280 Career & Technical Education** concentrations in 2019. The top three CTE concentrations completed include Health Science; Agricultural, Food, & Natural Resources; and Architecture and Construction.

### Postsecondary Access and Success

These metrics capture student progression and educational attainment from high school graduation to postsecondary completion. They indicate relative strengths and weaknesses of Buncombe County at each stage of the postsecondary pipeline.

Buncombe County has a student-to-school counselor ratio of 292:1.

Among Buncombe County high school graduates:

- **58% of graduates** enroll in a postsecondary institution within 12 months versus 62% of peer counties.
- **79% of students** who enroll persist to their second year versus 78% of peer counties.
- **58% of students** who enroll earn a degree or credential within 6 years versus 54% of peer counties.

### In your Prosperity Zone sub-region, 2018-19:

**553** individuals served in an ApprenticeshipNC program.  
**3,207** Basic Skills enrollments at NC community colleges.  
**22,514** Continuing Education enrollments at NC community colleges.

### Labor Market Outcomes

Lack of technical skills and lack of education are among the primary reasons why NC employers struggle to fill vacancies. These metrics capture labor market outcomes among recent graduates, the alignment between postsecondary degree production and labor market demand, and future job demands.

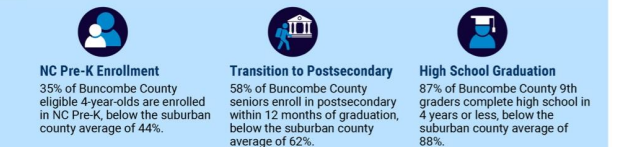
6.9% of teens ages 16-19 are not working and not in school versus 6.8% of peer counties.

71% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Health Science** (all levels); **Transportation, Distribution & Logistics** (below bachelor's); and **Finance** (bachelor's).

There are **255,306 job openings** projected between 2017-2026. The top 3 in demand jobs with median wages of \$50,000 or more are: 1) **Registered Nurses**; 2) **General and Operations Managers**; 3) **Sales Representatives, Services, All Other**.

### Opportunities for Growth

Compared to suburban counties and the state, these three areas represent the biggest opportunities for Buncombe County to improve future attainment outcomes.



CAROLINA  
DEMOGRAPHY

myFUTURENC  
2 million by 2030

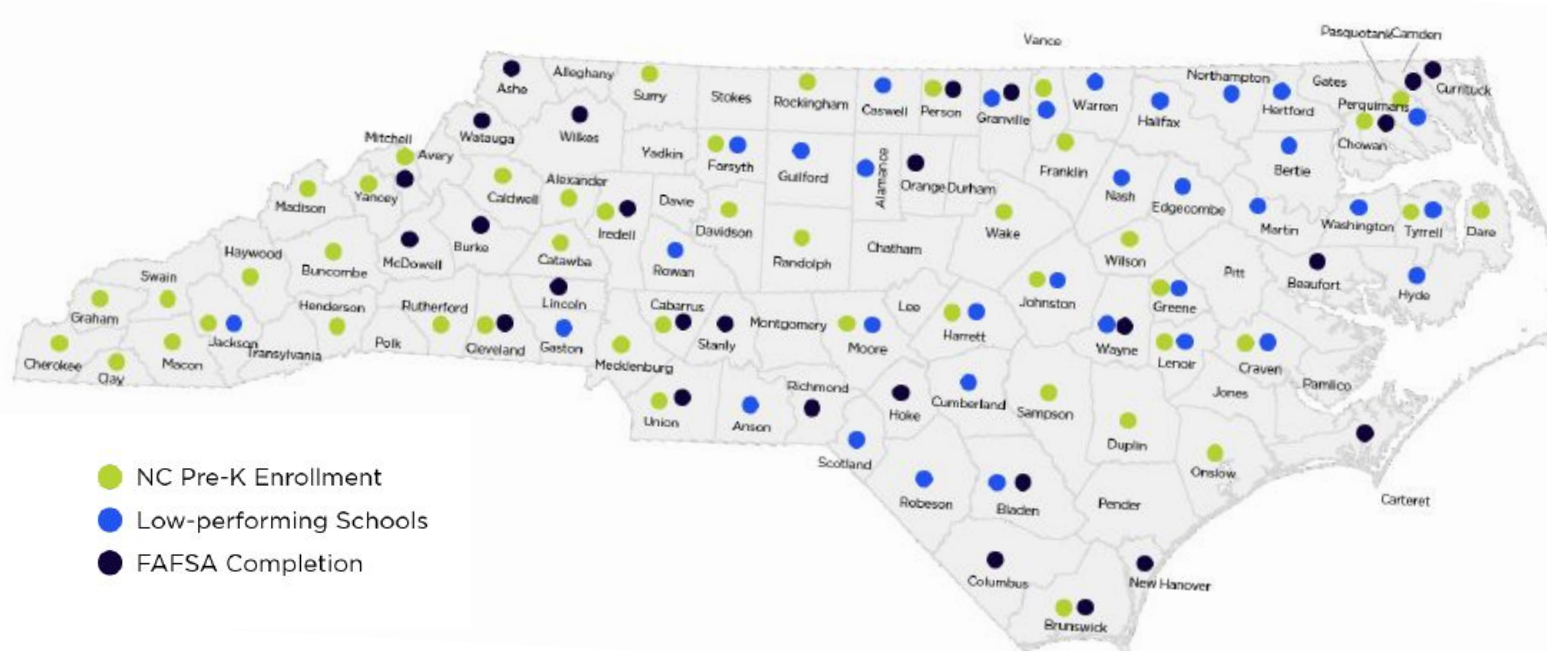
John M Belk  
Endowment  
LIFEWORKS FOUNDATION

UNC  
CAROLINA  
POPULATION CENTER

myFUTURENC  
2 million by 2030

## List of Opportunities for Growth

- |                                   |  |                              |
|-----------------------------------|--|------------------------------|
| 1. NC Pre-K Enrollment            | 6. AP Participation                    | 11. Postsecondary Completion |
| 2. Low-Performing Schools         | 7. School Counselors                   | 12. Adult Learners           |
| 3. FAFSA Completion               | 8. College & Career-Ready in Reading   | 13. First-Year Persistence   |
| 4. College & Career-Ready in Math | 9. Career & College Promise Enrollment | 14. Chronic Absenteeism      |
| 5. Transition to Postsecondary    | 10. Disconnected Youth                 | 15. High School Graduation   |

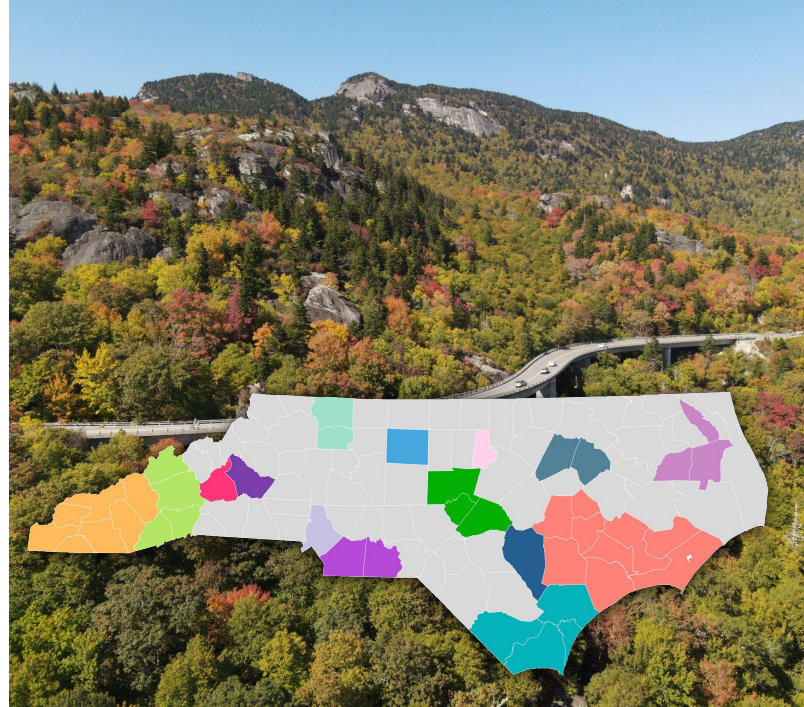




# Action Accelerator



**NC Workforce Credentials Initiative**



**Local Educational Attainment Collaboratives**



**Adult Learner Pilot**



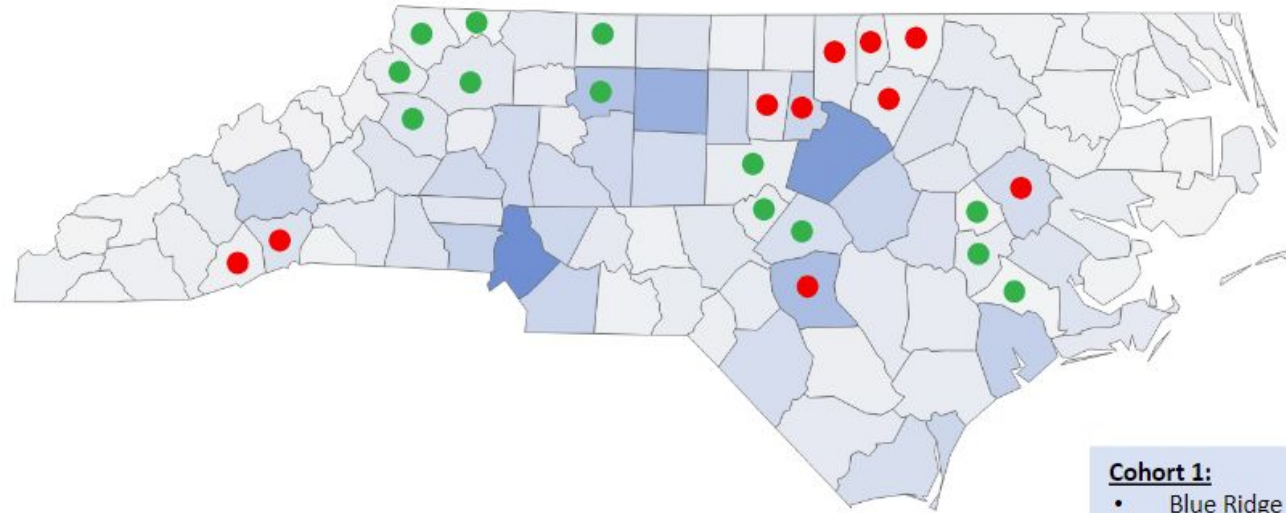
# NC Reconnect: Adult Learner Initiative

**1.3 million**

North Carolina adults  
ages 25-44 do not have  
a credential or degree.

**NC Reconnect aims to  
increase enrollment and  
completion among adult  
learners through  
partnerships.**

## NC RECONNECT **COHORT 1** AND **COHORT 2** COLLEGES



# of Potential Adult Learners Scale:



### **Cohort 1:**

- Blue Ridge CC
- Durham Tech
- Fayetteville Tech
- Pitt CC
- Vance-Granville CC

### **Cohort 2:**

- Caldwell CC&TI
- Central Carolina CC
- Forsyth Tech
- Lenoir CC
- Wilkes CC

## To capitalize on progress made, myFutureNC will continue to advocate for:

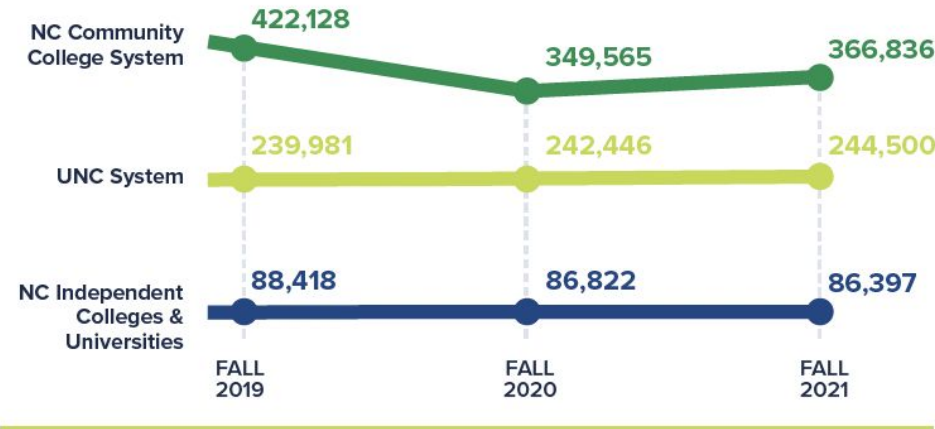
- **NCcareers** - A data and information hub maintained by the North Carolina Department of Commerce's Labor and Economic Analysis Division (LEAD) which helps students and workers connect to career opportunities and the education needed to pursue those opportunities
- **NC Pre-K** - The state's early care and education system, which serves ~20% of all 4-year-olds in North Carolina through high-quality programs throughout the state, and which serves as a critical systemic support for North Carolinians participating in the workforce or pursuing postsecondary education
- **Implementation of the Science of Reading** - A vast, interdisciplinary body of scientifically-based research on which North Carolina educators are trained to enhance the teaching of early literacy in the state's public schools

# Declining High School Population and Reduced Community College Enrollments

In addition to a declining high school population between now and 2030, current declining community college enrollment, and more jobs than job seekers, we need to increase high school completers and community college enrollment.

## North Carolina College Enrollment

By Institution Sector



Unfortunately, North Carolina’s college enrollments are below pre-pandemic level, driven by declines in our community colleges and private two-year and four-year. Ultimately, reduced enrollment will decrease the number of individuals earning a postsecondary degree or industry-valued credential.

## Total Headcount Over Time

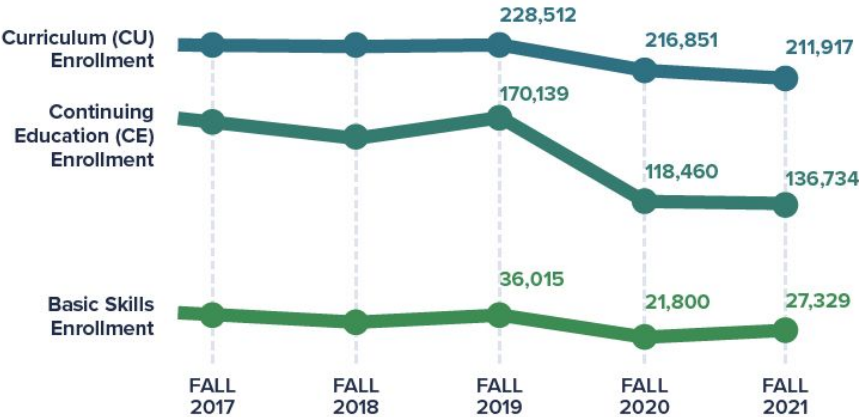
NC Community College System



In Fall 2021, there were 366,836 students enrolled in the North Carolina Community College System, a 5% increase from Fall 2020 enrollment, but a decrease compared to Fall 2019 enrollment.

## Total Headcount by Academic Level

NC Community College System





# Policy Advocate: 2022-2023 Needs Forecast

**1 in  
every 9**

16 to 24-year-olds  
are not in school  
or working.

## NEEDS FORECAST 1

### CAREER PLANNING

- Deliver learning experiences that meet students' interests
- Provide pathways to success
- Engage students firsthand in the real-world application of their knowledge and skills
- Provide well-guided career planning to all middle and high school students
- Ensure that every student has the resources they need to envision their future

There is an  
average of  
**9,500**  
high school  
dropouts each  
year.

## NEEDS FORECAST 2

### RAISE THE DROPOUT AGE

- NC is 1 of only 15 that allows students to drop out at age 16.
- NC has the shortest required attendance span in the nation (age 7 - 16).
- Raising the dropout age from 16 to 18 would prioritize high school graduation.

Approximately **16,000** students did  
not graduate high school on time in 2021.

Community college  
enrollments are  
**down**  
**13%**  
from pre-pandemic  
numbers.

## NEEDS FORECAST 3

### SCHOLARSHIPS FOR SHORT-TERM TRAINING & HIGHER-WAGE CAREERS

- In NC, jobs requiring an industry-valued credential or some college will increase by 8.1% by 2028, yet community college enrollment remains down from pre-pandemic levels.
- Federal Pell grants and state need-based grants do not cover required training for many trades and other industry-valued credentials.
- Providing last-dollar scholarships for people pursuing industry-valued short-term credentials will encourage enrollment.

# Panel Discussion: Raise the Age



**Dr. David Stegall**

Chief of Staff  
Blue Ridge Community College



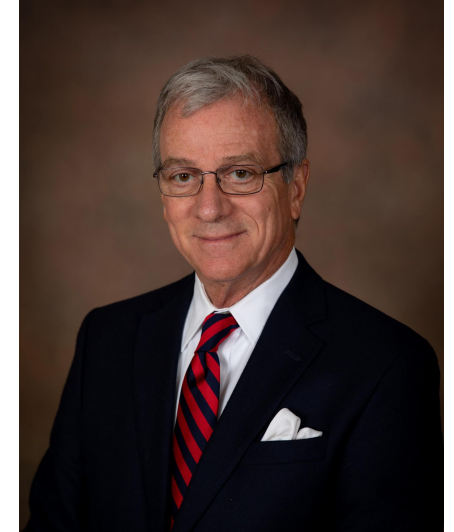
**Dr. Donna Tipton-Rogers**

President  
Tri-County Community College



**Dr. David Shockley**

President  
Surry Community College



**Mr. Gene Rees**

Board of Trustees  
Surry Community College  
NCACCT Vice Chair

# Key Takeaways

- ❑ Educational attainment is the gateway to upward mobility and economic prosperity. It's the short-term *recovery strategy* and the long-term *resiliency plan* for NC's economy.
- ❑ myFutureNC is **state-led** but educational attainment must be **locally owned and driven**.

## Calls to Action

- ❑ Find ways to plug into this important work
  - ❑ Encourage adoption of your county's [recommended local attainment goal](#)
  - ❑ Advocate for 3 forecasted needs
  - ❑ Stand up/lift-up cross-sector collaboratives leveraging **County Attainment Profiles**

**Cecilia Holden:** [cecilia@myFutureNC.org](mailto:cecilia@myFutureNC.org)





# The Urgency for Increased Educational Attainment

## 2021-22 NC FAFSA Completion Goal

CURRENT STATUS:

54.9%

2022 Goal: 65%

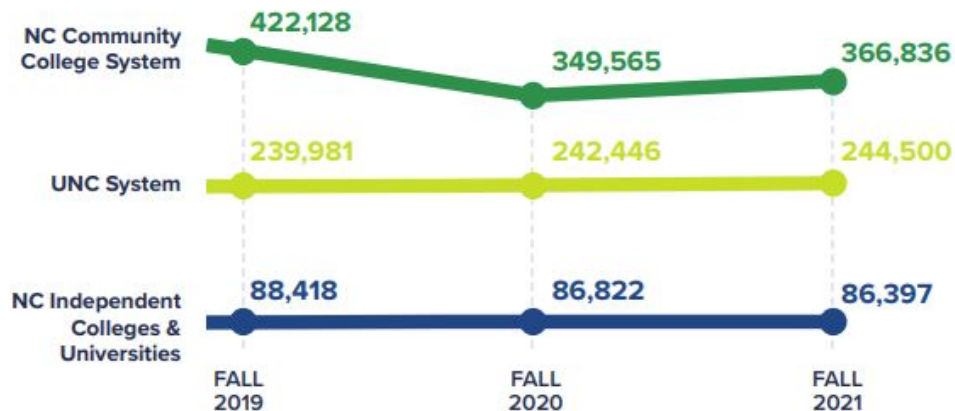


58,604 students have completed as of July 29, 2022.  
A -3.4% change compared to last year.



## North Carolina College Enrollment

By Institution Sector



## Total Headcount Over Time

NC Community College System

