

*my*FUTURENC

2 million by 2030



Strategic Framework



North Carolina’s Postsecondary Attainment Goal (HB664)

Postsecondary Attainment Goal. – The State shall make significant efforts to increase access to learning and improve the education of more North Carolinians so that, by the year 2030, 2,000,000 residents between the ages of 25 and 44 will have completed a high-quality credential or postsecondary degree.

myFUTURENC
2 million by 2030

Vision

North Carolina employers have the necessary skilled workforce to meet business demands and every individual in the labor market earns a family-sustaining wage in a personally fulfilling career, positioning our state to remain economically competitive now and into the future.

Mission *what we do*

- myFutureNC promotes work of all sectors and helps find and fill gaps to drive educational access and attainment outcomes that align with and fulfill employer needs.
- myFutureNC promotes a shared vision for an education-to-workforce continuum across North Carolina - from early childhood through adulthood - and aligns and supports local, regional, and state actions that will dramatically increase attainment of industry-valued credentials and postsecondary degrees.

Purpose *why we do it*

By collaborating with partner stakeholders and creating more opportunities for all North Carolinians, myFutureNC is committed to creating a stronger, economically competitive and prosperous North Carolina. By increasing educational attainment opportunities for all, North Carolina can meet the workforce needs of business and industry and create upward mobility and economic prosperity for our citizens and communities.

Measuring Progress

In addition to the 2 million by 2030 goal, myFutureNC monitors progress on [18 Key Performance Indicators \(KPIs\)](#) that are leading benchmarks for educational attainment, aligned around four key transition points:

- Academic Readiness
- College & Career Access
- Postsecondary Completion
- Workforce Alignment

Role of the myFutureNC Board of Directors

The myFutureNC Board of Directors is uniquely composed of policy makers, philanthropists, business leaders and education leaders.

The **Board of Directors** is responsible for:

- Providing guidance and direction for staff
- Promoting attainment goal and policy agendas
- Ensuring collaboration with partner stakeholders
- Influencing and advocating for legislative and other policymaking action
- Assisting with fundraising
- Recommending opportunities and making connections for myFutureNC to other networks and high-level efforts

Additionally, as members of the Board:

Policy Makers are responsible for:

- Identifying, creating, and championing policies and funding to increase attainment
- Providing guidance to myFutureNC staff in developing policy recommendations and language
- Sponsoring, supporting, and advocating for bills that will advance postsecondary access, attainment, and labor market alignment
- Connecting the organization with other policy makers and legislators

Philanthropists are responsible for:

- Leveraging their donations to encourage others to increase their investments in myFutureNC
- Influencing and connecting myFutureNC with other philanthropies and programs
- Connecting myFutureNC with partner organizations where they invest, to further advance the work
- Sharing national and local best practices identified that could potentially be replicated in North Carolina
- Investing in the work

Business leaders are responsible for:

- Collaborating with sectors on the front end to assist with the buildout of strategies to increase attainment
- Guiding the work of myFutureNC and education partners
- Vocalizing and advocating for workforce needs of business and industry
- Connecting employers and educational institutions
- Partnering with sectors to ensure education and training align with the labor market

Education sector leaders are responsible for:

- Leading the access and attainment efforts in their sector, including those aligned with the 18 KPIs
- Supporting cross sector access and attainment efforts
- Achieving KPIs impacting their sector
- Sharing quality and timely data across sectors and with policymakers to:
 - assist with strategies to increase attainment
 - track progress towards the goal

myFutureNC Board of Directors Decision Making Framework

SECTOR ENGAGEMENT AND BOARD DECISION MAKING FRAMEWORK

SECTOR ENGAGEMENT

LEGISLATIVE

- The myFutureNC policy working group generates and discusses potential policy recommendations. The policy working group will reach consensus on items to advance to the Executive Committee for review and consideration.

GENERAL

- Staff routinely engage in bidirectional communication with sector leaders (K12, Community College, Public Universities, Private Universities, Commerce & Business Sector/Chamber) on general topics, including those to advance to the Executive Committee for review and consideration.

EXECUTIVE COMMITTEE

- Staff roll-up sector feedback (including points of specific concern, identified alignment with other policies, potential areas of improvement, and concepts that have broad consensus) into a report to the Executive Committee.
- The Executive Committee will determine if the item(s) are or are not advanced to the full Board for consideration.
- If the Executive Committee decides to advance an item that directly impacts a sector and the sector leader or their representative is not present, a final check-in will be conducted by the Board Chair.

BOARD TABLE

- Staff share the same roll-up report that was shared with the Executive Committee for items that are advanced to the full Board for consideration.
- Board decision is reached.
- Staff implement action at the direction of the Board.

myFutureNC's Three Strategic Priorities

ACCELERATE ACTION

Strategic Priority: Connect and convene partner stakeholders to communicate and advance promising practices. Propose solutions through the curation and distribution of data and research.

myFutureNC supplements and promotes the work of education sectors to advance educational access and attainment. While 2 million by 2030 is a statewide goal, increased postsecondary attainment will be achieved through local efforts that are aligned with employer's workforce needs.

myFutureNC's regional impact managers (RIMs) coordinate directly with local business, government, and education leaders to support local collaborative efforts. myFutureNC's actions are guided by data and research.

Through its work, myFutureNC also identifies promising attainment practices from around the state and nation, sharing them with community leaders. myFutureNC works with both state and local leaders to turn promising practices into sustainable programs. Lessons learned at the local, state, and national levels also inform future policy considerations.

Tactics

- Develop relationships & networks of support in each NC county with business, government, education, and community-based organizations
- Support local educational attainment efforts
- Produce public-facing research resources, including a database of promising practices
- Work with both state & local leaders to align and coordinate efforts that turn promising practices into sustainable programs
- Promote education sector initiatives to improve outcomes on KPIs

IDENTIFY & ADVOCATE FOR POLICY SOLUTIONS

Strategic Priority: Collaborate with sector leaders and partner stakeholders to identify and advocate for effective policies.

myFutureNC connects business leaders, education leaders, and the state's workforce development sectors. myFutureNC supports policies and programs across these entities that are making a positive impact on the overall attainment goal.

In addition, myFutureNC uses research and data, in collaboration with education and workforce sectors and other partner stakeholders, to identify potential policy and program gaps that are impeding progress towards local and statewide attainment goals.

The myFutureNC board strives to achieve consensus wherever possible, on proposed policy solutions for which the myFutureNC organization and board advocate.

Tactics

- Lead a working policy group composed of sector leaders and other partner stakeholders to analyze data, identify research, and propose policy solutions and advocacy strategies
- Actively engage board members for direction and guidance

MONITOR & REPORT PROGRESS

Strategic Priority: Monitor and report progress on the 2 million by 2030 goal. Identify attainment trends and gaps through the curation and distribution of data.


The North Carolina General Assembly designated myFutureNC as the monitoring organization of the state's progress toward its goal of 2 million adults with a post-secondary degree. As part of this responsibility, myFutureNC will issue an annual report, including the identification of primary barriers to success and potential policy solutions that would help achieve the goal.

The Board has identified 18 Key Performance Indicators (KPIs) that represent the continuum of educational attainment of readiness, access, completion, and labor market alignment. These KPIs are leading indicators for success and are critical to tracking progress of both the local and statewide attainment goals.

Using data and research, myFutureNC, in partnership with education, business, and government officials, identifies key attainment trends, potential gaps in services and programs, and solutions that can improve outcomes as measured by the KPIs. Data and research resources are curated and made publicly available.

Tactics

- Routinely measure progress towards the state's educational attainment goal
- Raise public awareness through the issuance of an annual report on the state's progress
- Produce public facing data and research resources, including the 100 County Attainment Profiles
- Monitor progress, and in collaboration with sector leaders, identify barriers and opportunities related to the 18 Key Performance Indicators and the state's overall 2 million by 2030 goal.



Educational attainment efforts are data and research driven, with success dependent on having an effective educator in every classroom and broadband in every household.