



STATE SUPERINTENDENT'S CAREER-READY COMMISSION MEETING

*Monday, May 4, 2009
Public School Forum, Raleigh, NC
9:00 am – 11:30 am*

The following commission members were present:

June St. Clair Atkinson	David Hollars
Jim Barber	Beth Lucas
Marjorie T. Benbow	Ken Ludwig
Leslie Boney	Caroline McCullen
Rob Boyce	Joan McGinnis
Rep. Harry Brown	John Metcalf
Gary Cooper	Jeff Moss
Donald DeBethizy	Rebecca Payne
Willa Dickens	Rep. Ray Rapp
Paul Dordal	Elaine Rideout
John Dornan	Susanne Sartelle
Greg Gift	Bill Seyler
Becki Gray	Mark Sorrells
Tom Haffner	Joe Stewart
Ashley Hinson	Donna Tipton-Rogers
Gary Hobbs	Rep. Douglas Yongue

CALL TO ORDER AND INTRODUCTIONS

State Superintendent Atkinson extended a warm welcome to all present and called the first Career-Ready Commission meeting to order making brief comments regarding the agenda and charge of the commission. Introductions were made by those present.

Following introductions, Dr. Atkinson asked the Commission members to consider the following questions:

1. How do we align the goals of workforce development, workforce education, and economic development in North Carolina?
2. How do we develop and implement structures and systems, both educationally and economically, to meet future labor market needs and demands?
3. What is the role of entrepreneurship in creating and sustaining North Carolinians?
4. How should the 16 career clusters identified by the U.S. Department of Education be implemented effectively in public education?
5. How do we develop systems to engage business/industry with workforce education, especially at the public school level?

PRESENTATIONS

Utilizing a PowerPoint presentation, John Metcalf, Senior Partner, Corporation for a Skilled Workforce, spoke briefly about North Carolina Labor Market Demands for 2007-2017. His information was based on the "State of the North Carolina Workforce: An Assessment of the State's Labor Force Demand and Supply 2007-2017", The North Carolina Commission on Workforce Development, January 2007.

Elaine Rideout, President, Economic Investment Strategies, provided a PowerPoint presentation on Entrepreneurship: Economic Development Possibilities and Potential.

John Dornan, Executive Director, Public School Forum of NC, provided the final PowerPoint presentation sharing an international perspective on Workforce Development and Education.

FUTURE MEETING TOPICS

Based on the group's discussion about the presentations, members identified the following potential policy topics and next meeting education topics.

Forming Policy Topics:

1. Marketing/changing attitudes
2. Identifying choices for students
3. Flexibility within the system
4. Alignment of education (HS & CC)
5. Governance alignment: Education/Community-workforce and economic development/region
6. Accountability
7. Policy/Laws creating barriers for schools

Next Meeting Education Topics:

1. Overview of Career Planning
2. Interface of CC and HS
3. Middle School Career Development/Career Clusters Intro
4. Teaching of Entrepreneurship/K-12
5. CTE/Career focused best practice Schools: Highland and/or New Schools Projects
6. Alignment of education programs
7. School counselors K-12
8. Business Community tie-in to schools
9. Equipment up to date/ lack of resources/role of technology
10. CTE in other states (NC as a leader or not) comparison
11. Other best practices-enough within NC
12. What is the best system for parent and community buy-in?
13. Marketing CTE
14. Awareness of students for other parts of the state-job market

In closing, Superintendent Atkinson summarized the meeting and spoke briefly about next steps.

At Superintendent Atkinson's request, the following topics, suggestions, and recommendations for discussion were identified by the participants:

1. Funding allotments - Why are there local school systems with so little money?
2. Low salaries for teachers.
3. Dropout rates in areas
4. Emphasis on interesting high school students in careers that are available.
5. Identification of statewide clusters
6. Alignment of Workforce Development Boards (**WDBs**) with regional economic-development partnerships, and the state education districts with regional economic drivers. Recommendation: Align WDB's, Economic Development Partnerships and the state's education districts
7. Military related job growth in the Southeast Region – most of that job growth in Cumberland, Hoke, Harnett and Moore counties.
8. Changing the dropout trend. How early do we need to get to the families?
9. Expectation that new jobs created will be non-GED-required jobs. This is surprising, especially given the growth of health care and bio technology.
10. Disconnect of education and trend data for GED jobs. If we graduate students with a high school diploma, associates degree, or bachelor's degree - where will they work? What are the 34 percent of jobs requiring less than a GED or high school diploma? The statistic about the large number of jobs of this type needed in the future was a shock!
11. Data on growth of entrepreneurship offerings over past 20 years in community colleges and K-12
12. Economic growth projections to 2020 by targeted industry sectors by regional economic regions in NC
13. In- and outbound commuting by counties in NC
14. Other language skills
15. Communication skills
16. Break down barriers between counties and regions
17. Focus on expanding existing businesses
18. Awareness of industry needs in North Carolina. Are teachers aware?
19. Awareness of why education is not valued by such a large population in our state
20. John talked about moving our population (young) to the left towards college, but that does not meet the needs of industry, correct?
21. Look at postsecondary education, college and universities to focus on careers
22. Entrepreneurship
23. Foster passion into the education process
24. Other countries trying to move upward. U.S. sees itself as number one and hence complacency.
25. Disconnect between 34 percent of the future jobs requiring less than a high school diploma and the push to achieve higher education
26. Apprentice Programs as a possible alternative/direction to help improve graduation rate and provide a skill set to enter a higher level job market
27. Emphasis on career counseling/reality training/exposure

28. Change the culture to promote attaining skills for a fulfilling job instead of requiring everyone to go to college
29. Entrepreneurship role and methods to support it with less regulation and bureaucratic intervention
30. Avoid silos – widespread, broad-based applicable
31. Alignment of the (seven) economic development regions, State Board of Education (eight) districts, and the WFD Board
32. Misalignment of education preparation to needs of workforce. Will the State Board of Education listen?
33. Clearly defined roles in preparing students for the workforce for K-12 and Community College. Articulation and collaboration should help all segments of our business industry understand as well as help K-12 and community college systems to work together efficiently and effectively. Fights for money and finger pointers are counter productive.
34. Data on job changing and career changing. (U.S. – five careers is this the same in the benchmarked places?) Is it easy to change?
35. Weave entrepreneurship data in presentation.
36. Data about why students are dropping out and not completing
37. Data on generational family trends of drop out rates
38. Data changes since the economic downturn
39. Weave entrepreneurship into the international presentation
40. Comparison data by state on graduation/dropout rates as well as international rates
41. Add small business/entrepreneurship data to John's presentation

TENTATIVE NEXT MEETING: JUNE 12, 2009