



STATE SUPERINTENDENT'S CAREER-READY COMMISSION MEETING

*Tuesday, July 28, 2009
NC Biotechnology Center, RTP
Board of Directors Room
9:30 am – 3:00 PM*

The following Commission members and staff were present:

June St. Clair Atkinson	David Hollars
Jim Barber	Beth Lucas
Leslie Boney	Ken Ludwig
Rob Boyce	Luis Maldonado
Newell Clark	Caroline McCullen
Gary Cooper	Joan McGinnis
Karen Creech	Jeff Moss
Joe Crocker	Rebecca Payne
Donald deBethizy	Scott Ralls
Paul Dordal	Nancy Raynor
John Dornan	Elaine Rideout
Greg Gift	Bill Seyler
Ann Goodnight	Bill Shore
Becki Gray	Mark Sorrells
Tom Haffner	Joe Stewart
Venessa Harrison	Donna Tipton-Rogers
Ashley Hinson	Phyllis West

CALL TO ORDER AND INTRODUCTIONS

State Superintendent Atkinson extended a welcome to all present and called the third meeting of the Career-Ready Commission to order. Dr. Atkinson welcomed and introduced Nancy Raynor (Director, Institutional Effectiveness, Peace College) as the newest member of the Commission. In opening comments, the Superintendent summarized the June 12 meeting of the Commission and then provided an overview of the agenda which includes three presentations and the preliminary work of the Commission's recommendations. At the request of Dr. Atkinson, Commission members shared their reflections about the Blackboard discussion process.

PRESENTATIONS

Workforce Boards in NC

Beth Lucas (Director of Policy & Governance, NC Department of Commerce) provided a historical background of the NC Commission on Workforce Development, its Strategic Plan and Core Beliefs. Utilizing a PowerPoint presentation, Ms. Lucas summarized the Commission's

charge explaining that the Commission is challenged with recommending policies and strategies that will enable the state's workforce to compete in the current and global economy. In addition the Commission is charged with creating an effective, coherent and comprehensive workforce system from the numerous workforce programs administered through various state and local agencies. Next, Ms. Lucas provided a detailed report on current initiatives which include:

- Allied Health and Green Sectors
- Incumbent Worker
- Career-Readiness Certificate
- Regional Planning
- State of the Workforce
- 12 in 6
- Business Recruitment Team

Career-Readiness Certification

Commission member David Hollars (Executive Director, Centralina Workforce Development Board, Inc.) provided an in-depth look at Career-Readiness Certification which is an assessment-based credential that gives employers and career seekers a uniform measure of key workplace skills. Mr. Hollars elaborated on how the program works, the levels of certification, and required WorkKeys skills: applied math, reading for information, and locating information. He also noted that each CRC site can customize delivery to meet community needs. (WorkKeys® is an industry-driven skills assessment system that measures real-work skills critical to job success. Workkeys® was developed in response to employer needs and in consultation with employers, educators, and labor organizations.) Commission members were encouraged to visit the Website to view sample tests at www.crcnc.org.

Community College Completion Rates and Placement Tests

Commission member Scott Ralls (President, NC Community College System) provided the final PowerPoint presentation sharing an overview of NC Community College completion data in comparison to international competitiveness benchmarks. In addition, President Ralls spoke briefly about graduation rates providing the top five reasons students withdraw from community colleges.

1. Students transfer to a four-year institution prior to completing a community college program
2. Economic issues - lack of money
3. Pressure to work full-time
4. Child care issues
5. Lack of academic preparedness

In closing, President Ralls elaborated on placement tests, challenges, and overall student success.

DEVELOPMENT OF RECOMMENDATIONS

Following the presentations, Dr. Atkinson provided the instructions and criteria for developing the Commission's preliminary recommendations. The members were divided into four categories: Business Engagement, High Schools for a New Generation, Innovation and

Entrepreneurship, and Workforce Development Alignment and Governance. According to Dr. Atkinson, the recommendations should be

- Results-based
- System-oriented
- “What” not “how”
- Feasible
- Sustainable
- Capacity building
- A bridge to future opportunities
- About long-term core issues rather than time-limited issues
- About moving an aligned system of workforce development and education forward in a significant and measurable way

Career-Ready Commission -- Big Questions

1. Will NC be prepared for 2020?
2. Where are our common plan/vision and our sense of urgency?
3. Where are our benchmarks?
4. Is NC preparing its citizens for an economically competitive world as defined as
 - more equality of opportunity throughout NC
 - a state economic growth rate above national average
 - unemployment below national average
 - per capita income above national average
 - graduation rates above OCED
5. Do we have an accountability system that ensures a qualified workforce through 2020?
6. Do we have an aligned system of workforce development and education to meet career needs through 2020?
7. Do we have an infrastructure of data collection and management?

INITIAL RECOMMENDATIONS – GROUP REPORTING

Group 1 – Business and Engagement

- Reformulate Governor’s Management Council to engage CEO’s and/or key business leaders
- Engage business community to provide strategic direction to focus on and minimize dropout rate
- Get business community to provide structure for the school systems in fields where there is an inequity in pay
- Education and business community identify a vision for the state, i.e., where do we want to be in 10 years?

Group 2 – High Schools for a New Generation

- Identify and provide 21st Century Teachers/Teacher Educators, Equipment/Facilities/Schools and Administrators to prepare students for education and work.
 - What resources are needed?
 - How can we be globally competitive in our schools?

- Integrate technology into the high school experience
 - Computer science as a fourth math as college requirement
 - Students would take online courses
- Prepare teachers for the 21st century classroom by:
 - Internships and externships community companies
 - Workshops in using current technology
 - Provide current technology to be used in the classroom
- Identify ways to validate diploma that are acceptable to postsecondary and business and industry.
 - What needs to be done to put value into the diploma to meet needs of all students?
 - Describe the school day/year
 - How to involve parents and business/industry in school decisions.
- Identify schools that meet specialized needs of students to transition to postsecondary education
- Better preparation for careers of the 21st Century by:
 - Establishing regional career centers
 - Establishing career academies inside high schools

Group 3 - Innovation and Entrepreneurship

- Integrate entrepreneurial thinking and skills into K-20 curriculum and include:
 - Creative thinking
 - Failure –is ok to take risks
 - Take initiative
 - Leadership etc.
- K-12 curriculum culminates in a senior design project of enterprise creation and execution that adds sustainable value to the community (with local business mentor)
- Teacher training to support integrated entrepreneurial curriculum
 - Business engagement advisory board for every principal
 - Core of visiting classroom professionals and entrepreneurs in discipline
 - Technology training
 - Summer professional development – Teachers visit entrepreneurial innovative workplaces in summer
 - Infrastructure is key to supporting innovation, entrepreneurship, and business engagement
 - Ubiquitous broadband
 - Business incubators in every university, community college and high school
 - Flexibility and structure of school day to allow business to come in and students/teachers to go out into the workplace
 - Job shadowing
 - Mandatory junior year internship (summer)

Group 4 – Workforce Development Alignment

- Innovation task forces at local level bringing together superintendents, community college presidents, economic development and workforce state level education cabinet with managers with workforce community and economic development council

- Community college boards involve chairs of workforce committees at state level – interlock boards
- High school assessments should be of use to the end user i.e., community college, business, etc.
 - CRC as a high school requirement
- Improve career counseling
 - Community college career counselor at all high schools
 - UNC counselor at all community colleges
 - Both supported by technology and “Futures 4 Kids” like programs
 - UNC College advising corporations – Virginia model
- Need a policy that requires that an industry based learning experience as part of initial teacher certification and subsequent recertification – residency program
- Community college students majoring in critical shortage areas, engineering, nursing, etc., get to keep community college tuition when they transfer to a four-year institution to finish a program – must pay difference if they don’t work in NC for three years after graduation and complete in six years.

NEXT MEETING

An email communiqué will be sent to Commission members when a date is confirmed.

TENTATIVE NEXT MEETING: JULY 29, 2009