

# Achieving educational and economic upward mobility in the Future Forward Region



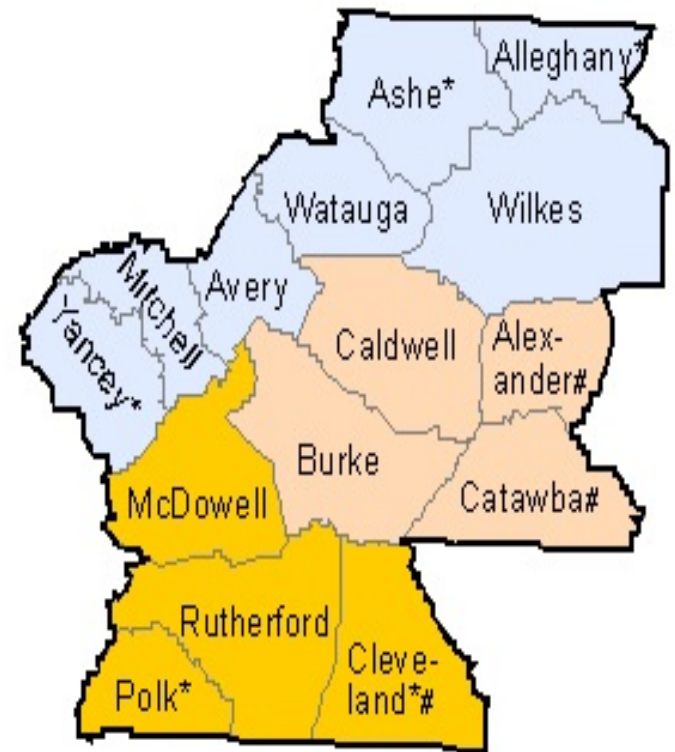
CATAWBA COUNTY  
**CHAMPIONS**  
OF EDUCATION

*We mean business when  
it comes to education.*

November 4, 2011  
Leadership Group Meeting

# The Vision

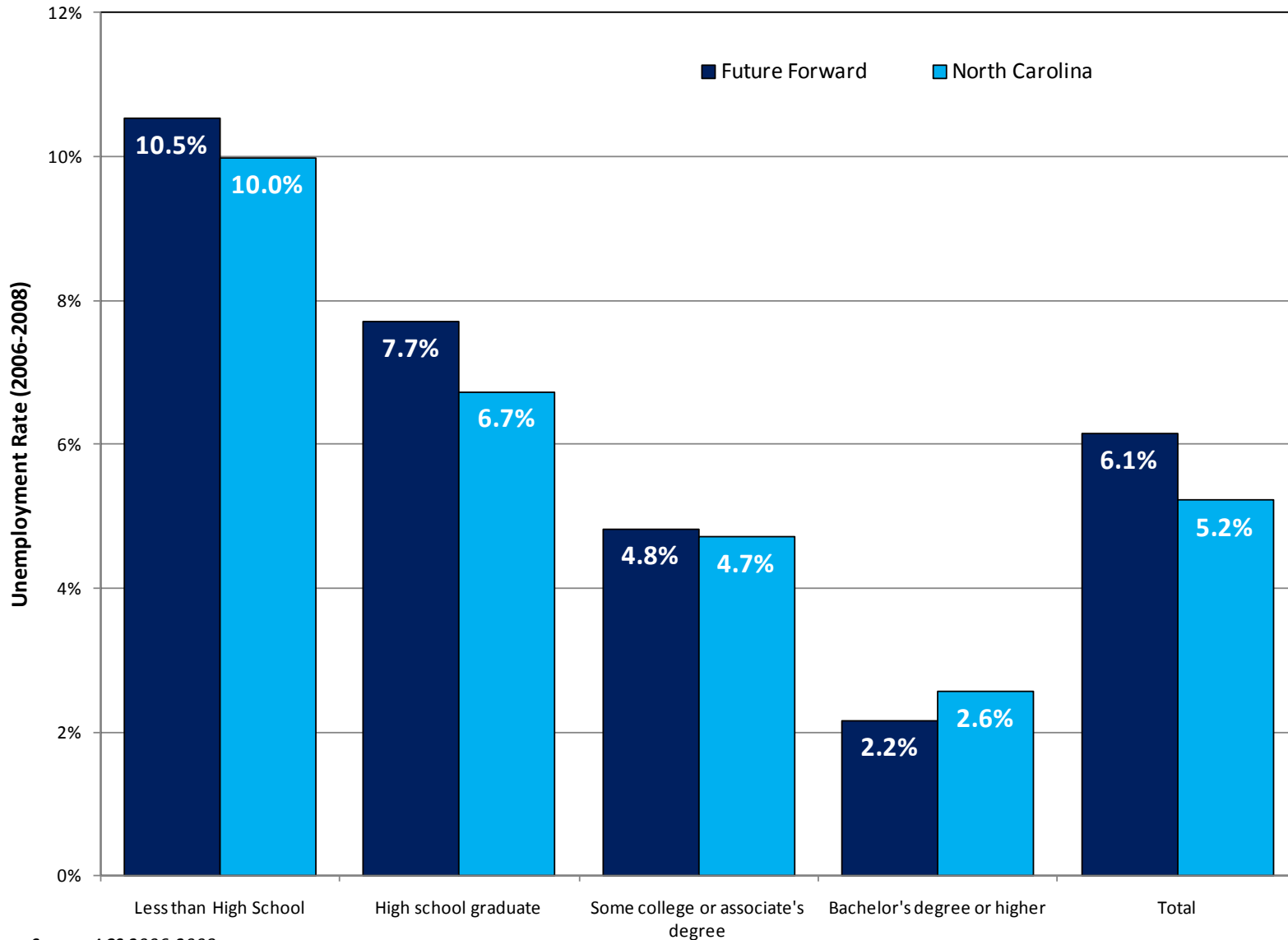
**We will significantly increase the percentage of working-aged adults who attain degrees, earn certificates, or complete other advanced training beyond high school that has direct relevance to the region's workforce.**



# Background

- Area economic transformation
  - Job loss continuing in traditional manufacturing sectors
  - Job creation occurring in high skilled service sectors
- New jobs require education beyond high school
  - Including replacement jobs in mfg. that require greater technical education
- The need for education greatest among individuals in prime earning years
  - Large % of residents ages 25-45 lack post-secondary degrees or equivalents, but few are on a path to earn them
- The region has strong assets
  - Community colleges that are willing and able to serve older, non-traditional learners
  - Other community-based education resources serving adults

# People Without Post-Secondary Education Are More Likely To Be Unemployed



Source: ACS 2006-2008

# The Need Vs. Current Enrollment

Race/Ethnicity	Less than high school degree			High school only		
	18-24	25-44	45-64	18-24	25-44	45-64
<b><i>Future Forward Total</i></b>	<b>12,223</b>	<b>34,531</b>	<b>37,555</b>	<b>19,978</b>	<b>63,746</b>	<b>63,248</b>
<b>White</b>	8,285	23,802	32,616	16,391	54,861	57,405
<b>Black or African American</b>	1,575	2,275	3,093	1,479	4,493	4,526
<b>Hispanic or Latino</b>	1,809	7,266	988	1,101	3,142	503
<b>Other, Non-Hispanic</b>	554	1,188	858	1,007	1,250	814

Source: ACS 2006-2008, CREC Estimates

## The Need

- Over 98,000 ages 25-44 with high school degree or less. Approximately 13,000 currently enrolled in the region's community colleges.
- Over 32,000 ages 18-24 with high school degree or less. Approximately 16,000 currently enrolled in the region's community colleges.

# Our Goals

**By 2018, there will be more than a 20% increase of in:**

- **the number of Future Forward residents who hold an associate degree, bachelor's degree or higher.**
  - From approximately 128,000 residents in 2010 to 157,000.
- **the number of career-oriented certificates awarded annually by post-secondary institutions in the Future Forward Region.**
  - From 2,237 in 2009 to approximately 2,700.
- **the number of Future Forward residents enrolled in post-secondary education.**
  - From 37,021 in 2010 to 45,000.

# We will succeed through a well-organized system of encouragement and support

1. Encourage individuals to reengage with education via a campaign that combines extensive involvement of community-based organizations with mass media and social marketing.
2. Provide strong personal support to individuals who are considering reengaging in education or have already done so.

# The Campaign: Get *Not* Out of Your Life

- Based on direct input from more than 6,500 people in the target audiences
- Simple and visual
- Tackle isolation, hopelessness and fear head-on
- Help and professionals who care are nearby
- *Our Heroes*: those who “walked in my shoes”
- Opportunity lies in 21<sup>st</sup> Century jobs: Education is the pathway to them

# The Campaign: Get *Not* Out of Your Life

## Target Insight

Older people want security  
Younger people want power over their own lives

## Brand Promise

We are not selling training or education,  
We are selling control and confidence

## Creative Brief

We must help people take the first step in  
taking control of their futures by seeking help  
from local support systems

# Campaign Execution

1. Build and support networks of campaign partners as a low-cost approach to reach targeted constituencies
  - Involve K-12, higher education, faith, business, non-profit, philanthropy, public sector systems serving low-income people - promoting the campaign to those they serve
  - Begin with “ready partners in ready communities”
2. Utilize social media
  - Get campaign on websites; encourage telling of success stories
3. Engage traditional mass media
  - Print, radio and television PSAs and ads

# The Campaign: Get *Not* Out of Your Life



# The Campaign: Get *Not* Out of Your Life



You're ~~not~~  
going to make  
it in school.

Get **not** out of your life.

Take the first step. Visit [webaddress.com](http://webaddress.com).

# The Campaign: Get *Not* Out of Your Life



# Providing Outstanding Support

Only 18% of associate degree-seeking community college students graduate within six years.

- Most drop out after just one year.
- Students cite financial pressure as the most common reason.
- Too many potential students believe college is unaffordable.
- Adult students also often lack critically needed guidance and support:
  - Education to career planning
  - Financial
  - Social

# Providing Outstanding Learner Support

MDC, a national leader in providing support to help people improve their educational attainment and economic status, will provide:

- a single point of initial telephone contact
  - Provide background information
  - Gain referrals for assistance
- individual guidance, via Success Coaches
  - Personal career counseling, goal setting, assistance in navigating the college system, financial guidance and progress monitoring
- financial support, via Benefit Bank
  - Assistance in obtaining financial aid and other assistance to overcome barriers to education (e.g., child care, health, income support)
  - Provided on-line and by counselors located in accessible community settings

# The Impact of These Supports

- Success Coach system is in demonstration phase, but results are promising.
  - Guilford Technical Community College retention rate increased by 25% among participating students.
  - Increased revenues fund the work of Success Coaches.
- Since April 2010, counselors at 320 sites have helped North Carolinians obtain more than \$23 million in financial supports that are essential to educational advancement.

# Funding and Sustaining the Support System

- The Benefit Bank is fully developed and funded.
  - Local organizations can have MDC train staff and volunteers as counselors, creating opportunities to participate in the cause through direct service.
- National foundations are supporting the development of telephone support and Success Coach systems.
  - Full regional coverage would cost \$750,000 total, but roll-out will be more limited initially, reducing cost.
  - In 2012, MDC can fund ½ of costs. Other ½ can be met by enlisting college or workforce development staff as Success Coaches, trained by MDC.
  - Long-term sustainability may be achieved through a mix of public sector funds (DSS, Workforce Investment Act), college funding, and philanthropy.

# Organizing For Success

## Future Forward Leadership Group

Provides oversight, advocacy, support for resource and strategy development; reports progress to the general community and to leaders within spheres of influence

