

GET *NOT* OUT OF YOUR LIFE



CHANGING ATTITUDES & BEHAVIOR
ABOUT
LITERACY & LIFELONG LEARNING

dca

Requirements for Comprehensive Educational Improvement

Leadership Mobilization	Encouragement to Act	Guidance and Support	Outstanding Learning Systems
Clear Vision	Social Marketing Campaign:	To Chart Education to Career Path	Goal Oriented
Goals/Progress Metrics	To Change Behaviors	To Overcome Barriers	Aligned
Strategic Plans	To Build Civic Will	To Assist Follow- Through to Upward Education/Economic Mobility	High Quality
Accountable Partnerships	To Encourage Investment		Adequately Funded

Current challenges: Lack of clear and consistent vision, education system alignment, employment-learning connection, universal culture of education, guidance, funding



The Storylines



- **Area economic transformation beginning to gain traction?**
 - Job loss continuing in legacy manufacturing sectors and
 - Job creation occurring in high skilled service sectors
- **New jobs require education beyond high school**
- **Educational attainment and adult literacy improved overall during the past two decades**
- **Community colleges have capacity to address a substantial portion of the need**
- **Regional WF Challenges**
 - Reliance on pop. growth to create jobs requiring baccalaureate degrees
 - Replacement jobs in mfg. requiring greater technical education
 - Young, working Hispanics trail in education
 - Hispanics are not fully participating in the public workforce system

Creative Strategy



Target Insight

Endangered Eddie and Ellen want security
Desperate Dario and Destiny want power

Brand Promise

We're not selling training or education,
We're selling control and confidence

Creative Brief

We must help: Eddie, Ellen, Dario & Destiny
To take the first step in taking control of their futures
By seeking help from local support systems

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what we're
looking for.

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This Workforce solution made possible with the assistance of the Piedmont Triad Partnership through funding from the U.S. Department of Labor Workforce Innovation in Regional Economic Development (WIKED) initiative.

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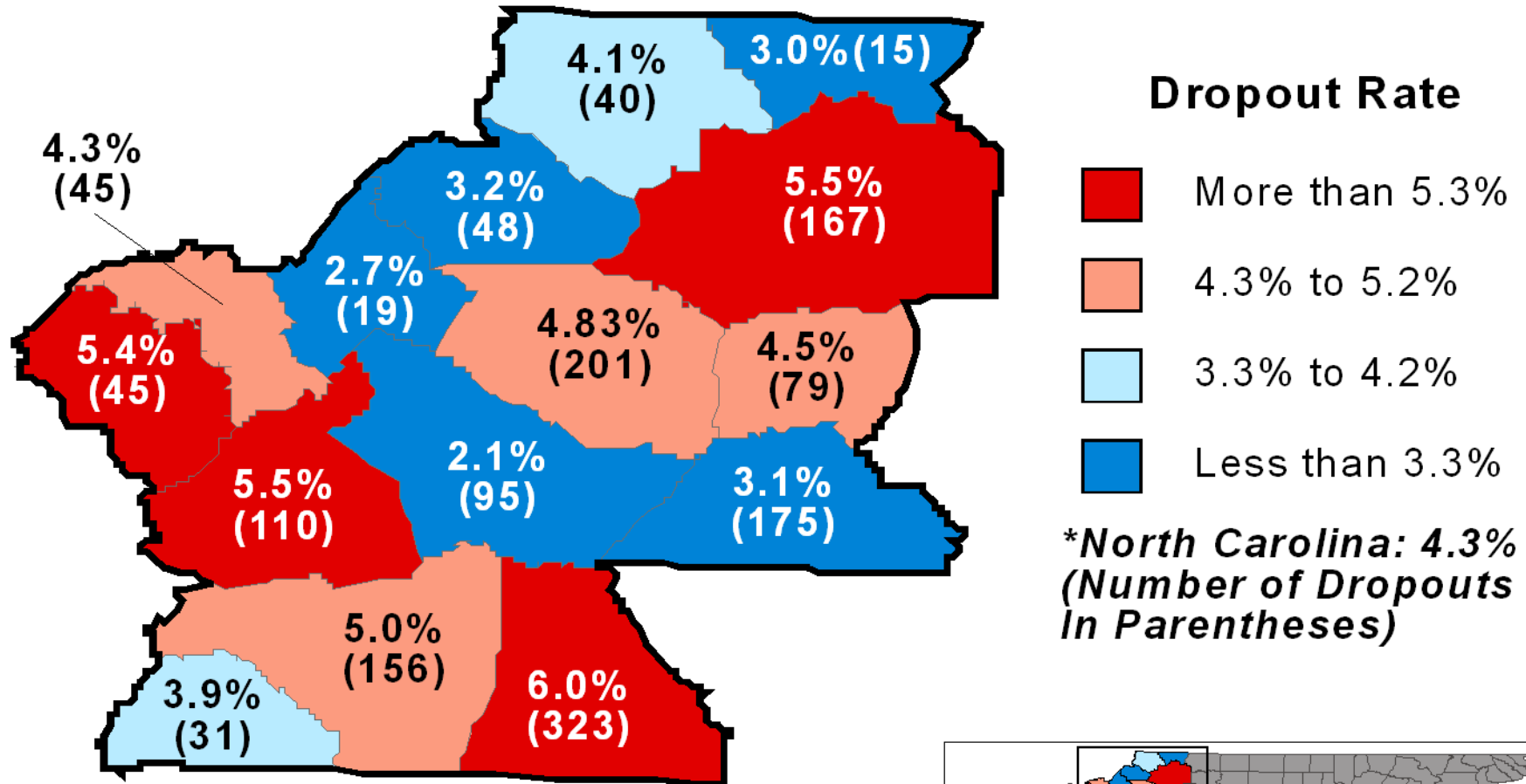


Leadership Interviews

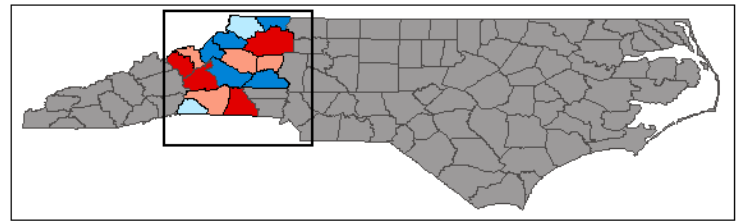


- **Interviewed over 25 leaders**
- **Presented to the Community College Presidents**
- **Held 6 leadership meeting Public/Private**
- **Scheduling 3 more leadership meetings**

Grade 9 to 12 Dropout Rates (2008-2009 School Year)



Hickory City: 6.4% (85)
 Newton Conover City: 1.7% (16)



Educational attainment among young Hispanic adults lags other groups



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

Source: ACS 2006-2008, CREC Estimates

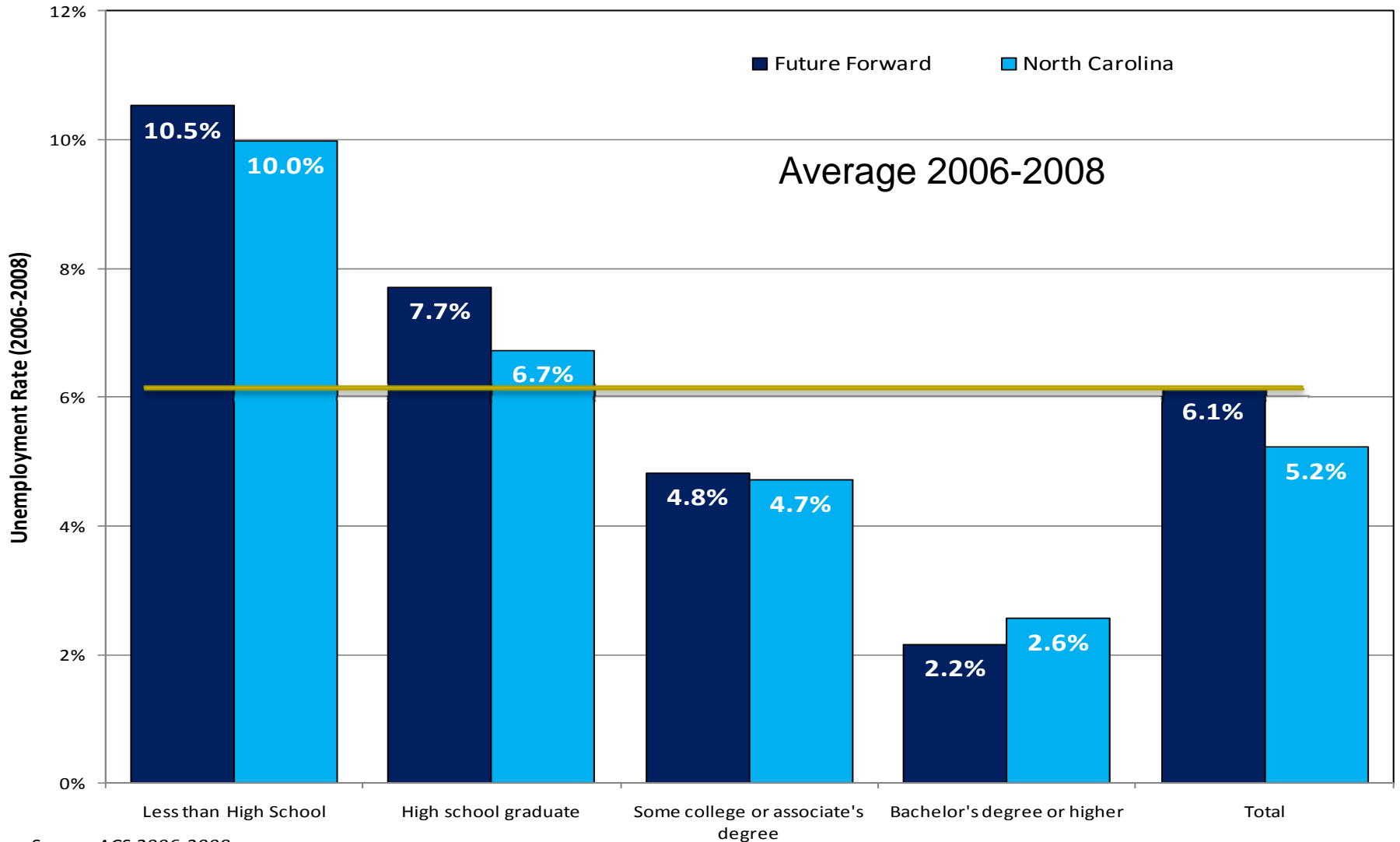
Young adults

- 32,201 18-24 yr olds with HS degree or less
 - 77% are white
 - 9% are Hispanic

Hispanics

- 4% of the total population;
- 12% of the pop. without HS degree
- 21% of 25-44 yr olds without a HS degree

People with lower levels of educational attainment are more likely to be unemployed



Initial Findings



- Need for regional progress and partnership
- Establish measurable goals
- Areas of potential strategic focus:
 - Encouragement to act
 - Learner support
 - Access improvement
 - Alignment
- Agreement on initial path forward

Questions



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