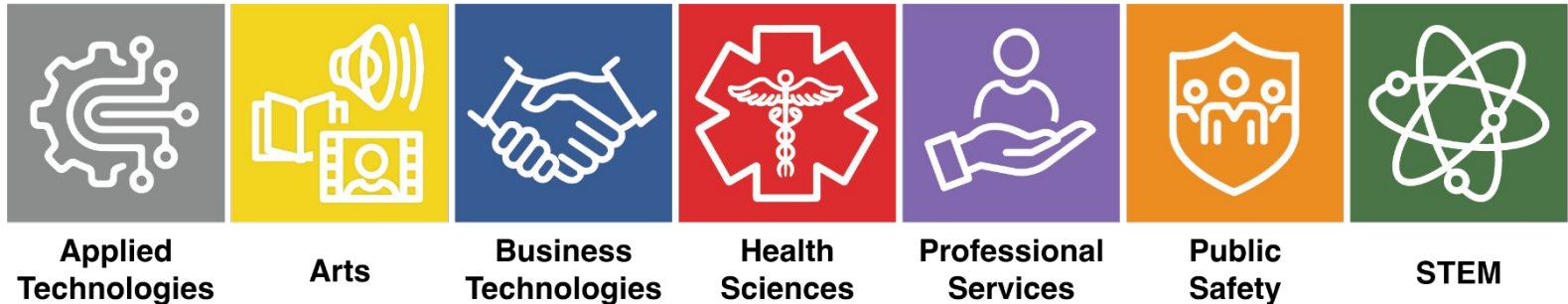


Career Communities as a Framework for Change and Sustainability

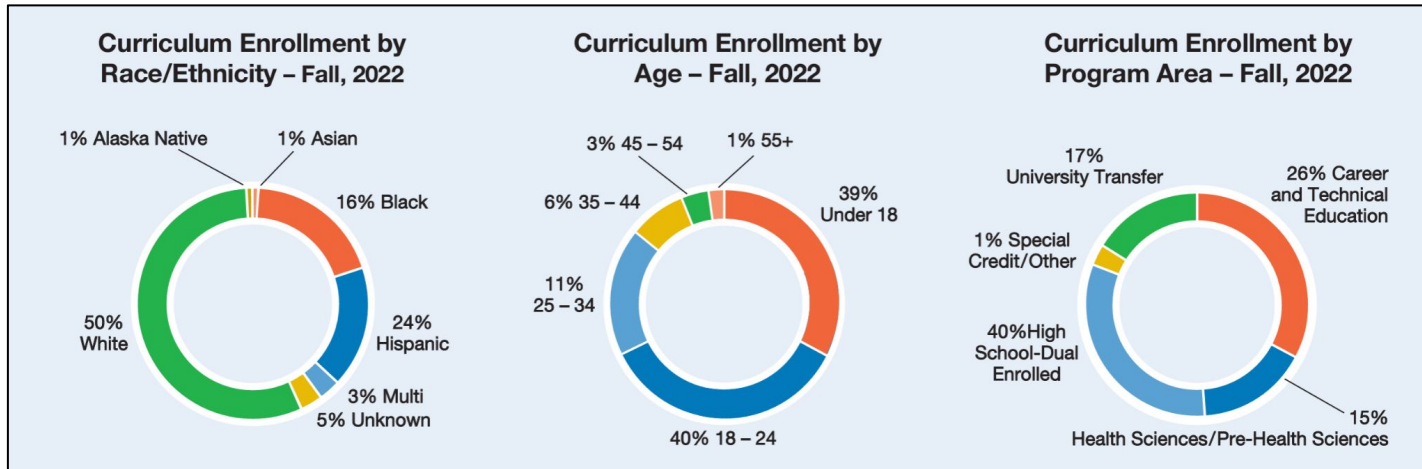
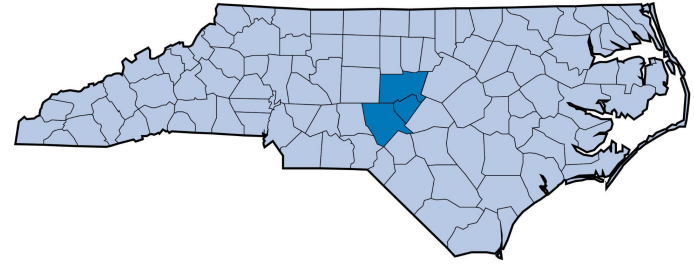


Today's Agenda

- CCCC context
- What?
 - What are career communities?
 - What has CCCC done with career communities?
- So what?
 - What has been the impact of career communities?
- Now what?
 - Where does CCCC go from here?

Central Carolina Community College

- Largest rural-serving college in NC
- Three-county service area
- IPEDS enrollment: 5,231
- 2022-2023: 9,207 in WCE and literacy



Service Area Context

- Top industries

- Manufacturing
- Agriculture
- Life sciences
- Healthcare



- Big news

- Wolfspeed to produce silicon carbide for semiconductors (1,800 jobs)
- VinFast building first automobile manufacturing plant in NC (7,500 jobs)
- Kyowa Kirin to manufacture biologics (100+ jobs, avg. salary \$91,496)
- PlantSwitch founder named to 30 under 30 list by Forbes magazine
- Disney developing Asteria Storyliving™ community



First Class Opportunity

Leading Workforce Partner

CCCC must train the workforce needed in our service area and serve our growing population

Career community framework is helping us provide education and training for fulfilling careers with family-sustaining wages

What?

Defining Career Communities

- CCCC's version of metamajors
- Clusters of programs in related academic and career fields
- Require similar skills and generally have common curricular elements
- Provide structure to help students explore, choose, and progress through program to achieve their career goals

I like to...

- Work with my hands
- Create original content
- Solve problems facing organizations
- Help people feel better
- Enrich people's lives
- Serve my community
- Use technology to increase efficiency
- Applied Technologies
- Arts
- Business Technologies
- Health Sciences
- Professional Services
- Public Safety
- STEM

Career Communities: Before and After

Academic Units Before Career Communities	Programs Offered	Career Communities	Programs Offered
University Transfer & Advising	AA, AS, AE, AATP, ASTP	Applied Technologies	AAS, CE
Career & Technical Education	AAS, CE	Arts	AA, AAS
Health Sciences & Human Services	AAS, CE	Business Technologies	AAS, CE
		Health Sciences	AAS, CE
		Professional Services	AAS, AATP, ASTP, CE
		Public Safety	AAS, CE
		Science, Technology, Engineering & Math	AAS, AE, AS, CE

CAREER COMMUNITIES

Applied Technologies	Arts	Business Technologies	Health Sciences	Professional Services	Public Safety	Science, Technology, Engineering & Math (STEM)		
Agriculture & Sustainability Technologies	Broadcasting & Production Technologies	Accounting & Finance	Cardiovascular Monitor Technician	Barbering	Criminal Justice	Computer Engineering Technology		
Air Conditioning, Heating & Refrigeration Technology	English	Business Administration	Central Sterile Processing	Cosmetology	Emergency Medical Services	Electronics Engineering Technology		
Biotechnology	Humanities	Healthcare Management Technology	Dental	Culinary Arts	Fire & Rescue	Engineering (transfer)		
Building Construction Technology	Social Sciences	Human Resources Management	Health & Fitness Science	Education	Law Enforcement	Information Technology		
Computer-Integrated Machining		Medical Office Administration	Health Information Technology	Esthetics	Public Safety Administration	Library Information Technology		
Electrical Systems		Office Administration	Massage Therapy	Human Services Technology		Laser & Photonics Technology		
Industrial Systems		Paralegal Technology	Medical Assisting	Manicuring/Nail Technology		Mathematics		
Manufacturing Technology			Medical Sonography	Nursing			Mechanical Engineering Technology	
Transportation Technologies			Pharmacy Technician	Phlebotomy			Physical Therapist Assistant	Science
Welding			Veterinary Medical Technology					

Timeline

2021-2022	<ul style="list-style-type: none">● Programs mapped into career communities● Career communities announced to college● College reorganized divisions into career communities● Division meeting: <i>Change: What does it mean and where are we going?</i>
2022-2023	<ul style="list-style-type: none">● Career community icons designed● Career community colors determined by students● Middle school tours organized by career community● Joint division meeting: Student Learning and Onboarding & Advising
2023-2024	<ul style="list-style-type: none">● Education Navigators assigned by career communities● Career assessment redesigned● College and Career Exploration Day for ESL students● Career community panel presentations● Division meeting: <i>Career Communities, Students' Experiences, and the Labor Market</i>
2024-2025	<ul style="list-style-type: none">● Application modified with career community selection● Career community employer tours

Institutionalizing and Communicating in Job Descriptions

Faculty

- Connect students with their **career communities** to explore career options, build supportive relationships, and confirm career goals.
- Engage students in co-curricular **career community** activities to foster student development and establish a sense of belonging.

Dean

- The Dean of Business and Applied Technologies is primarily responsible for leading and supporting the faculty and staff who facilitate student learning in the **career communities**.
- Facilitate communication and collegiality within the **career communities** through regular meetings, electronic communications, and other strategies as appropriate. Enable communication across college units, including among departments, **career communities**, and administrative offices.

Onboarding & Advising

- New Student Orientation incorporates career communities
- Education navigators assigned by career community
- EMBARK career assessment redesigned

Outreach to High Schools

- Career advising and goal setting
- College tours organized by career community
 - All career communities
 - Specific career community
 - Applied Technologies Day
- National Manufacturing Day
 - Applied Technologies & STEM
- Dual enrollment application asks for career community, not pathway
 - Pathway determined in advising appointment

Outreach to Adults

- College and Career Exploration Day
 - ESL learners
 - Career assessments
 - Hands-on career community activities



Outreach to Community

- Summer camps
- Cougar Express
- Public events
 - Black History Month: Travails & Triumphs
 - Brain Health series
 - Car show
 - Harnett County Citizens Committee tour of Emergency Services Training Center
 - History of Barbecue lecture
 - Krispy Kreme: Being Intentional about Belonging
 - Nuclear Fusion presentation with Lawrence Livermore National Laboratory

Student Engagement

- Applied Technologies Scavenger Hunt
- Arts & Cultural Enrichment Series
 - Opera Out of the Box
 - José Galvez, Pulitzer Prize-winning photojournalist
- Eclipse Party
- High Altitude Balloon Challenge
- Women in Business Panel
- Career Carnival
- Career Panels

Career Carnival



Career Panels

Audience members will be able to:

- Articulate a variety of career options within the career community
- Identify skills required in jobs represented
- Describe pathways to careers
- Better define their career aspirations



The graphic features the Central Carolina Community College logo in the top left. The main title 'CAREER PANEL PRESENTATIONS' is in large white letters on a blue background. Below the title is a central graphic of a human head profile in silhouette with a large white question mark inside. Five circular callouts with arrows pointing to the head contain the following questions: 'Where will I work?' (blue circle), 'How much will I make?' (red circle), 'What does a typical workday look like?' (blue circle), 'How do I get a job?' (red circle), and 'What do I need to learn?' (red circle).

CAREER COMMUNITIES		
	Applied Technologies	NOVEMBER 2, 2023
	Arts	NOVEMBER 14, 2023
	Public Safety	JANUARY 17, 2024
	Health Sciences	FEBRUARY 7, 2024
	Professional Services	MARCH 7, 2024
	Business Technologies	MARCH 13, 2024
	STEM	APRIL 3, 2024

Noon – 1:00 p.m.
Dennis A. Wicker Civic & Conference Center | 1801 Nash Street, Sanford, NC

Join virtually via Zoom:
<https://us06web.zoom.us/j/85803630683>

Marketing

- Distinct colors with hex code
- Icons
- Banners
- Pole banners
- Tabletop displays
- Tablecloths
- Window clings
- Stickers
- Note pads
- Website redesign
- Vehicle wrap
- Videos

CCCC Colors



Career Communities



#d82a2f	#8068ae	#8a8a8a	#395990	#f3d41c	#4c7445	#ea8b25
rgb(217,43,46)	rgb(128,104,174)	rgb(138,138,138)	rgb(57,89,144)	rgb(243,212,28)	rgb(76,117,70)	rgb(233,140,36)
cmyk(9,97,93,1)	cmyk(56,66,0,0)	cmyk(48,40,40,4)	cmyk(87,70,18,3)	cmyk(6,12,97,0)	cmyk(72,34,85,20)	cmyk(6,53,100,0)

Career Community Banners

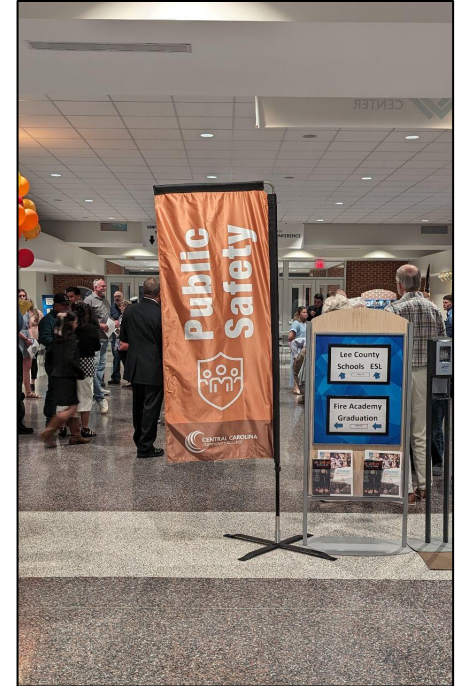


Table Top Displays



Career Community Window Clings



Career Community Apparel & Accessories



Vehicle Wraps



Videos



Professional Development

- New Faculty Orientation - dean introductions of career communities
- Hands-on exploration of programs for Career Coaches
 - Applied Technologies
 - Automotive Systems Technology
 - Bioprocess Technology
 - Building Construction Technology
 - Electrical Systems Technology
- Career community tours for faculty and staff
 - Fun, hands-on activities
 - Networking and relationship building

Colors at Convocation



Colors for Uniforms




So what?

Impact of Career Communities

- Focus on careers as student end goals
- Foster student, faculty, and staff sense of belonging
- CTE and transfer programs aligned
 - Engineering and Engineering Technologies
- Credit and continuing education aligned
 - One College model
- Consistency
 - Limited enrollment process
- Help people see the bigger picture

Program Information Sheets



Health Sciences

VETERINARY MEDICAL TECHNOLOGY


ABOUT THE PROGRAM

The VMT program is designed to provide the education necessary for students to gain in-depth knowledge of veterinary medicine and clinical skills, anatomy, radiology, parasitology, pharmacology, dentistry, surgical and clinical procedures, anesthesiology, lab techniques, nutrition, diseases, and office practices. Graduates of this program are eligible to take national and state level boards to become credentialed veterinary technicians. Unique in the state of North Carolina, the VMT program houses its own colony of dogs, cats, horses, and ruminants to allow for real-time, hands-on learning.

CCC Career Community

Students interested in Health Sciences like to help people feel better. They can work independently, but prefer to work in groups or teams. They are detail-oriented, compassionate, and think critically to solve problems. They work well in stressful situations and do not get queasy around blood or bodily fluids. Graduates find jobs working in medical or wellness environments.

Rx | x | A | S | E | C


www.cccc.edu

Degrees

Associate in Applied Science in Veterinary Medical Technology (A45780; Lee Main Campus - Day) Five Semesters (Summer Included)

Diplomas

None

Certificates

Short-term: See CCCC website for numerous Health and Medical training opportunities <https://www.cccc.edu/eecd/short-term-training/health-occupations/>

Transfer Options

Yes, limited. Contact the Department Chair to discuss transfer options.

Additional Program Costs

Uniform package (each year), Background check, Malpractice Insurance (per semester)

State Licensure/Exams/ Industry Certifications

Graduates are eligible to take the Veterinary Technician National Examination and the North Carolina Veterinary Medical Board Examination

Additional Admissions Process

Minimum Admissions Criteria required for admissions to be able to submit an application for consideration.

Skills in Demand For Program And Industry

Vital Signs
Microsoft Office Suite
Anesthesia Machines
Urinary Catheters
Catheter Placement/Insertion

Work-Based Learning Information

Students are required to complete in-person work-based learning hours. Please contact the Department Chair for more information.

To find all program planning guides, contact information, and more, scan the QR code or visit www.cccc.edu/programs



Challenges

- Communication
 - Communicating the “why”
- Encouraging collectivism over individualism
- Participation in events

Now what?

Future

- New models of industry engagement
- Advisory boards
- First semester pathways
- College success classes

Anticipated Results

- Fewer program changes
- Increased retention rates
- Increased completion rates
- Increased student satisfaction
- Stronger employment outcomes

Questions?

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