Career Communities as a Framework for Change and Sustainability

Applied Technologies

Arts

Business Technologies

Health Sciences

Professional Services
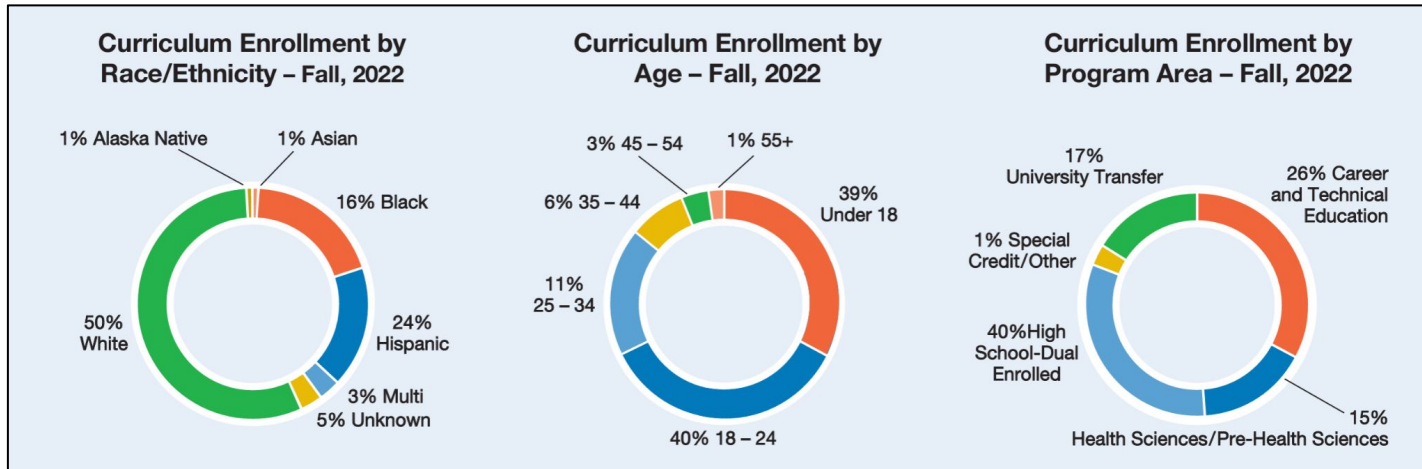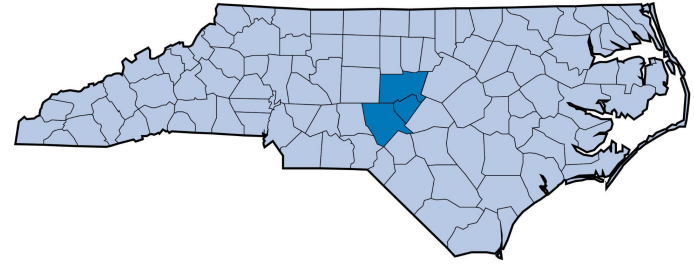
Public Safety

STEM
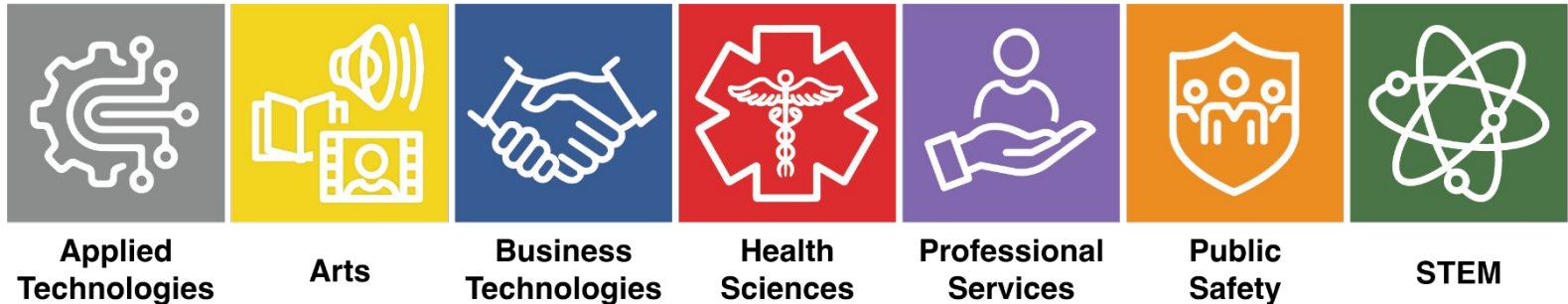
Today's Agenda

- 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

Curriculum Enrollment by Race/Ethnicity – Fall, 2022

- 1% Alaska Native
- 1% Asian
- 16% Black
- 50% White
- 24% Hispanic
- 3% Multi
- 5% Unknown

Curriculum Enrollment by Age – Fall, 2022

- 3% 45 – 54
- 1% 55+
- 6% 35 – 44
- 39% Under 18
- 11% 25 – 34
- 40% 18 – 24

Curriculum Enrollment by Program Area – Fall, 2022

- 17% University Transfer
- 26% Career and Technical Education
- 1% Special Credit/Other
- 40% High School-Dual Enrolled
- 15% Health Sciences/Pre-Health Sciences

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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

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

Leading Workforce Partner

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

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CAREER COMMUNITIES

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Applied Technologies

Agriculture & Sustainability Technologies

Air Conditioning, Heating & Refrigeration Technology

Biotechnology

Building Construction Technology

Computer-Integrated Machining

Electrical Systems

Industrial Systems

Manufacturing Technology

Transportation Technologies

Welding

Arts

Broadcasting & Production Technologies

English

Humanities

Social Sciences

Business Technologies

Accounting & Finance

Business Administration

Healthcare Management Technology

Human Resources Management

Medical Office Administration

Office Administration

Paralegal Technology

Health Sciences

Cardiovascular Monitor Technician

Central Sterile Processing

Dental

Health & Fitness Science

Health Information Technology

Massage Therapy

Medical Assisting

Medical Sonography

Nursing

Pharmacy Technician

Phlebotomy

Physical Therapist Assistant

Veterinary Medical Technology

Professional Services

Barbering

Cosmetology

Culinary Arts

Education

Esthetics

Human Services Technology

Manicuring/Nail Technology

Public Safety

Criminal Justice

Emergency Medical Services

Fire & Rescue

Law Enforcement

Public Safety Administration

Science, Technology, Engineering & Math (STEM)

Computer Engineering Technology

Electronics Engineering Technology

Engineering (transfer)

Information Technology

Library Information Technology

Laser & Photonics Technology

Mathematics

Mechanical Engineering Technology

Science

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Timeline

2021-2022	● Programs mapped into career communities ● Career communities announced to college ● College reorganized divisions into career communities ● Division meeting: *Change: What does it mean and where are we going?*
2022-2023	● 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	● Education Navigators assigned by career communities ● Career assessment redesigned ● College and Career Exploration Day for ESL students ● Career community panel presentations ● Division meeting: *Career Communities, Students' Experiences, and the Labor Market*
2024-2025	● Application modified with career community selection ● Career community employer tours

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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

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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

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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

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)

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Career Community Banners
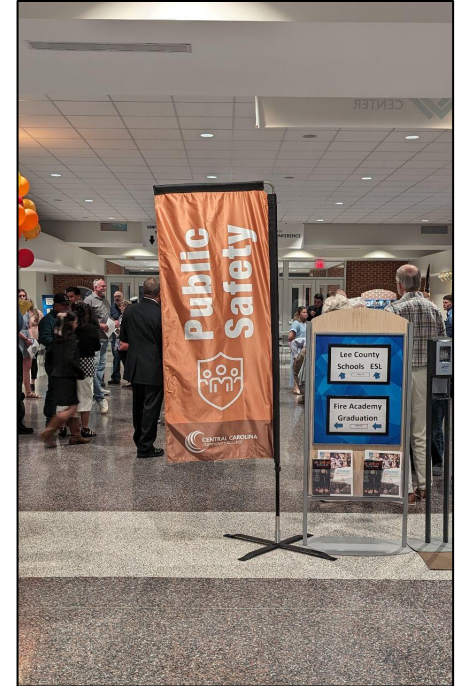
Table Top Displays

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

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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

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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