

NC Association of County Commissioners

August 24, 2018

Work in Burke

Our Purpose



- Design: collaborative and comprehensive
- Target: middle and high school students and their parents
- Focus: explore careers and connect to education and training opportunities

Partners







SIEGWERK









CHADDOCK











North America, LLC



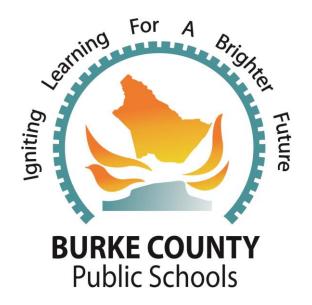


NCWorks Connecting Talent to Jobs

Supporters











Key Messages



- There are a diverse range of skilled jobs available
- Make informed decisions
- More and more jobs require postsecondary education
- > Today's grads need to be lifelong learners
- Acquire marketable skills you can build on

What to consider?

Athletic Trainer

Physical Therapy Assistant

4 year degree

2 year degree



\$14.50

\$18.00-22.00

Creating Content

Success Photos Story Videos

Website Printed
Collateral

Interview style videos



Educate students and parents about the job opportunities available in Burke County and the training required to pursue a career in those fields.

Outcomes:

15% decrease in negative perceptions of local job opportunities15-20% increase in BCPS graduates that pursue postsecondary education

Mass Communication

Social Media Direct Mail

Paid Ads

Texting Service/
Articles/ Alert Now
Editorials

Newsletters

Work in Burke Partner Program

Tours BPIE Internships

Job/Career Speaking
Fairs Engagements

Lunch & Advanced Learn Man. Day

Mentoring and Engagement

STRIVE Expansion

Advisory Group

Teacher grants

Community presentations

Grassroots events

Evaluation



- 1. PERCEPTIONS: 15% decrease in ratings of negative characteristics associated with jobs
- 2. EDUCATION: 10% increase in the number of BCPS grads pursuing a postsecondary education

Funding



- Appalachian Regional Commission
- NC General Assembly
- Maximize Carolina Grant (NC Commerce)
- > BDI
- BCPS and WPCC

What's unique about it?



- Brand designed by students
- Comprehensive
- Advertising choices Pandora, movie theater
- Honoring and lifting up skilled, blue (and gray) collar jobs

Phase 2



- Worker committees
- ➢ Pilot − 3 companies
- Partnership with The Industrial Commons
- Manufacturing employees helping create a more millennial friendly work environment



Questions?

Thank you!

