



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



ProServices
Servicios Profesionales



Molded Fiber Glass Companies
A Distinguished International Composites Company



SIEGWERK



CHADDOCK

EKORNES®



SEIREN

North America, LLC

LEXINGTON®
HOME BRANDS



Supporters



BURKE COUNTY
Public Schools

NCWorks

Connecting Talent to Jobs



BURKECHAMBER
Growing Business. Building Community.

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 Story Videos
- Photos
- Website
- Printed Collateral
- Interview style videos

Mass Communication

- Social Media
- Direct Mail
- Paid Ads
- Articles/ Editorials
- Texting Service/ Alert Now
- Newsletters

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 opportunities
- 15-20% increase in BCPS graduates that pursue postsecondary education

Work in Burke Partner Program

- Tours
- BPIE
- Internships
- Job/Career Fairs
- Speaking Engagements
- Lunch & Learn
- Advanced Man. Day

Mentoring and Engagement

- STRIVE Expansion
- Advisory Group
- Teacher grants
- Community presentations
- Grassroots events

EVALUATION

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!



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