

Doing It A Different Way



K-64

**A BOLD Talent Building Strategy
For the Future of Catawba County**

Catawba County Population Projections by Age Group, 2014-2034

Age Group	2014 Estimate	2034 Projection	Change 2014-34	% Change 2014-34
Under 5 Years	8,883	9,297	211	2.3
5 to 9 Years	9,870	9,116	-754	-7.6
10 to 14 Years	10,464	8,932	-1,532	-14.6
15 to 19 Years	10,389	8,768	-1,621	-15.6
20 to 24 Years	10,014	9,035	-979	-9.7
25 to 34 Years	17,318	20,164	2,846	16.4
35 to 44 Years	20,415	20,203	-212	-1.0
45 to 54 Years	22,811	16,903	-5,908	-25.9
55 to 59 Years	10,878	8,861	-2,017	-18.5
60 to 64 Years	9,549	9,869	320	3.3
65 to 74 Years	14,995	18,510	3,515	23.4
75 to 84 Years	7,193	12,181	4,988	69.3
85 Years and Over	2,645	4,194	1,549	58.5
Total	155,424	156,033	609	0.4

Source: NC Office of Management and Budget.

Why K64? Why Now?

- 1) We must have more to offer than competing communities.
- 2) We will not have enough workers to fill existing jobs in 10 years.
- 3) Focusing on current measures of success have resulted in disillusionment, disappointment, and out-of-control college debt.
- 4) Past models offer little evidence of a substantial impact.

Talent is the Differentiator



What Will K64 Do for Catawba County?

- Develop existing talent from kindergarten to retirement.
- Attract new talent and innovation.
- Create career pathways with multiple entry and exit points.
- Target investments to specific needs with measurable outcomes.
- Build community, industry and educational partnerships.
- Inject “needle moving” resources into programs that are already working at small scale.

Key components required for success:

- Leadership
- Support collaboration with local business and industry.
- Support collaboration with municipalities and community leaders.
- Partnerships between K-12 and post secondary education.
- Targeted and measurable goals and outcomes.
- Student, parent, and school systems buy-in.
- Long-term funding to insure sustainability.
- The flexibility to shift educational targets and technology as economies change.



Let's Get Started



Initial Implementation Proposal

Establish a Governing Body
January, 2017



Proposed Governance Body

The Governing Body of K64 shall be established for the purpose of providing governance for the initiatives of K64 and shall be responsible for assuring transparency, accountability, and communication with all entities and the community at large. This Governing Body shall be responsible for oversight of operations, expenditures, accountability standards and personnel established to execute the mission of K64.

Proposed Governance Body

- 1 member Catawba County Commissioners
- 1 member Hickory Public Schools Board of Education
- 1 member Newton-Conover Board of Education
- 1 member Catawba County Schools Board of Education
- 1 member Catawba Valley Community College Board of Trustees
- 1 member Catawba County Chamber of Commerce Board of Directors
- 1 member Catawba County Economic Development Corporation Board of Directors
- 7 appointed Employer Representatives (1 appointment for each Board in addition to their currently serving board member representative)

Total of 14 Governing Body Members

Staffing

Employ Qualified Staff January, 2017

- 1) K64 Chief Executive Officer
- 2) Grant and Resource Development Officer/Contractor



Projected Annual Cost:
\$200,000 including benefits

Proposed Initial Implementation Priorities

#1) Technology

In order to maximize the impact of state and federal educational dollars, we must locally invest to put technology in the hands of all of our student



A K64 one-to-one initiative will insure that our students are equipped to maximize learning and exposure to new ideas and concepts.

Proposed Initial Implementation Priorities

#2) Digital Citizenship Training

- Technology is useless without in-depth knowledge on how to use it. Teachers must be retrained on how to maximize the benefits of technology in the classroom. Students must first be trained on how to safely and effectively use technology before real learning can take place.
- Parents must also have access to training to insure buy-in and support.
- Online platforms must be employed to allow 24/7 access, flexible scheduling, and blended learning. Students, parents, teachers, and businesses must be trained on how to use such platforms.



Proposed Initial Implementation Priorities

#3) Soft Skills Training (The Leader In Me)

- While your technical skills may get your foot in the door, your people skills are what open most of the doors to come. Your work ethic, your attitude, your communication skills, your emotional intelligence and a whole host of other personal attributes are the soft skills that are crucial for career success.
- The Leader In Me program focuses on such soft skills and has already proven to be effective in a few of our schools. This program must be rolled out into all of our schools in order to have a maximum economic impact on employability and leadership.
- Our school systems simply do not have enough funding to make this happen. K-64 will drive this rollout and insure that all students in all school systems will have equal access.

The
Leader in Me™
great happens here

Proposed Initial Implementation Priorities

#4) Work-based Learning



- Work-based learning includes job shadowing, internships, and apprenticeships. This piece is critical to insure that our students truly understand the real career opportunities available in Catawba County.
- Work-based learning processes and models will be cloned and deployed to all systems to insure equal access to all students and businesses.

Proposed Initial Implementation Priorities

#5) Partnerships

- Building partnerships will be the thread that holds K-64 together. The business community will be one of the most important players on the team. Ultimately, businesses stand to gain the most from K-64. Without K-64, it is very likely that businesses will not have employees to fill jobs within the next ten years. Businesses must invest time and resources in order to insure we are creating a dedicated, qualified workforce for the future.
- We are creating an economic engine that will need fuel to insure sustainability. Unlike most educational dollars, targeted initiatives and measurable outcomes can and will be used to calculate your return on investment.

Leveraging Investments

**Seed Funding Will be Requested from
Catawba County**



If Approved....



That funding would then be immediately leveraged for grant acquisition and private support.

Proposed Initial Investment

**January 1, 2017 - June 30, 2017
(6 months)**

Staffing:	\$100,000
Technology Assessment:	\$100,000
Transition Funding:	\$300,000
Learning Management System:	\$150,000
Leader In Me Assessment:	\$50,000
Other Costs:	\$300,000

\$1,000,000

Take Aways

This IS ...

A bold, new way to provide a quality workforce to our employers.

This IS NOT...

A replacement of the many initiatives that are already working in our systems... “it’s taking those things that work and making them available to all of our future talent and adding new tools and programs that will set us apart from the rest.”