

FOR INFORMATION

MARKETING AND EXTERNAL RELATIONS



BOARD OF TRUSTEES REPORT

FALL 2019

**Dr. Marcie Dishman, Associate Vice President of
Marketing and External Relations**



MARKETING AND PUBLIC AFFAIRS



DESIGN

Design of ads, booklets, brochures, posters, postcards, and other materials for promotion of college programs, offerings, events, and activities



Advertisements



Banners



DESIGN

WORKFORCE DEVELOPMENT

CENTRAL CAROLINA COMMUNITY COLLEGE AND INDUSTRY

Working together to prepare a well-trained, efficient, and effective workforce

www.cccc.edu

CCC WORKING IN CONCERT WITH INDUSTRY PARTNERS – THE COMMUNITY FOR TOMORROW'S WORKFORCE

Students better equipped to meet the demands of today's workforce and help your company thrive and grow.

At CCC, it is a primary goal to ensure workforce education programs are developed with industry needs in mind. Through existing courses and programs, customized industry training, and offering comprehensive certificate and credentialing programs, CCC can adapt and flex to help alleviate the regional workforce in Central North Carolina.

CCC Degree Programs

CCC offers a variety of Career & Technical programs of study in preparation for the workforce in advanced manufacturing. Various pathways of study are available, including:

- Automotive & Engine, Office and Business, Health and Wellness, Manufacturing & Robotics, Safety and Airline, Aviation, Communication arts, Criminal Justice and Technology, and Computer and Graphics art.

The CCC advances select study programs that prepare students for today's workforce, including: Welding Technology, Computer-Integrated Manufacturing Technology, Industrial Engineering Technology, Labor and Protection Technology, Sustainable Engineering Technology, and Robotics and Programming Technology. For more information, visit www.cccc.edu/curriculum

CCC Short-Term Programs

Central Carolina Community College offers career training opportunities to meet industry needs in a variety of ways. Short-term training is designed to be flexible and to meet the needs of industry partners. These courses offer quick to learn, intensive, and a portable upon completion, and provide continuing education credit for those seeking to raise their market value.

Career focus, on-the-job, real-world training programs in a variety of career fields. These courses offer quick to learn, intensive, and a portable upon completion, and provide continuing education credit for those seeking to raise their market value.

To learn more about Short-term training at CCC, visit www.cccc.edu/ecd/short-term-training

CENTRAL CAROLINA WORKS

For more information on Central Carolina Works and Career & College Promise, contact Sara Browning, Director of Business Performance, at [919-718-7370](tel:919-718-7370) or snewcomb@ccc.edu

Central Carolina Works Career & College Promise

SCOTT BYINGTON
Dean of Arts, Sciences & Advising

CRITERION 7

Proposals to the college or the system which, when implemented, resulted in substantial financial savings to one or both and/or resulted in a unique program which became a model for other colleges or which met a pressing community need.

Mr. Byington's greatest strength is his understanding of the needs of students and resources. Using the data he has gathered through years of teaching and advising, he has identified and addressed various financial issues that have impacted the college. Byington's leadership in this area is evident in the way he has managed to reduce costs while maintaining the quality of the education. The college serves a vital role in the community, and Byington's efforts ensure that the college remains a model of financial responsibility.

CCC has been to develop and implement a new program, Scott and the development of a new program based on the needs of the community. Byington's leadership in this area is evident in the way he has managed to reduce costs while maintaining the quality of the education. The college serves a vital role in the community, and Byington's efforts ensure that the college remains a model of financial responsibility.

2020 STAFF PERSON OF THE YEAR

Timothy Scott Byington (Scott) mobile 919.607.5244 | email tbyington@ccc.edu
508 Village Drive Lane Apex, NC 27502

PhD in Education, Advertising, Kansas State University, in progress, completion 2020
 BS in Science (Biology) - West Virginia University, 1997
 MS in Science (Biology) - James Madison University, 1989
 Courses Taught: Non-Injunctive Science, Non-Injunctive Science, Non-Injunctive Science
 Professional Experience: Director, Central Carolina Community College Career Center Technology and Business Training

CRITERION 1

Interactions with students that focus on their successful development as whole persons.

Gary is at the heart of the program that he oversees. For the last 15 years in the classroom, teaching Laser and Gary understands that ensuring student success takes time. He knows each student has both academic and personal needs that must be met for a successful outcome. At one point, Gary noticed that only 50% of first-year students were enrolling in the second year of the program. In discussing this with his colleagues, they discovered that many students were dropping out because they were not receiving the support they needed to be successful in the program. Gary took it upon himself to investigate the reasons for this. He discovered that many students were dropping out because they were not receiving the support they needed to be successful in the program. Gary took it upon himself to investigate the reasons for this. He discovered that many students were dropping out because they were not receiving the support they needed to be successful in the program.

2020 EXCELLENCE IN TEACHING NARRATIVE

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Gary Beasley
Laser & Photonics Lead

Working with the National Center for Optics and Photonics (NCO&P) to find a solution. Working with the NCO&P, Gary was able to find a solution that would meet the needs of the community. The NCO&P is a leading organization in the field of optics and photonics, and Gary's efforts to work with them are a testament to his commitment to the community and his dedication to ensuring that the college remains a model of financial responsibility.

2020 STAFF PERSON OF THE YEAR

LETTER OF SUPPORT

Office of the President
1406 E. Campus Blvd., Suite 1000, Raleigh, NC 27617

Dear Faculty:

On behalf of Central Carolina Community College, I am pleased to announce that you have been selected for the 2020 Teaching Award.

This is a tremendous honor. You are a role model for the students you teach and the faculty you work with. Your dedication and hard work are a source of inspiration for all of us at CCC. We are proud to have you as a member of our faculty and to the support you provide for our students.

Thank you for your contributions to the college and the community. We are grateful for the support you provide for our students and for the dedication you show to your work.

Sincerely,
Dr. Tom B. Chapman
President

CRITERION 1

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CURRICULUM STATEMENT

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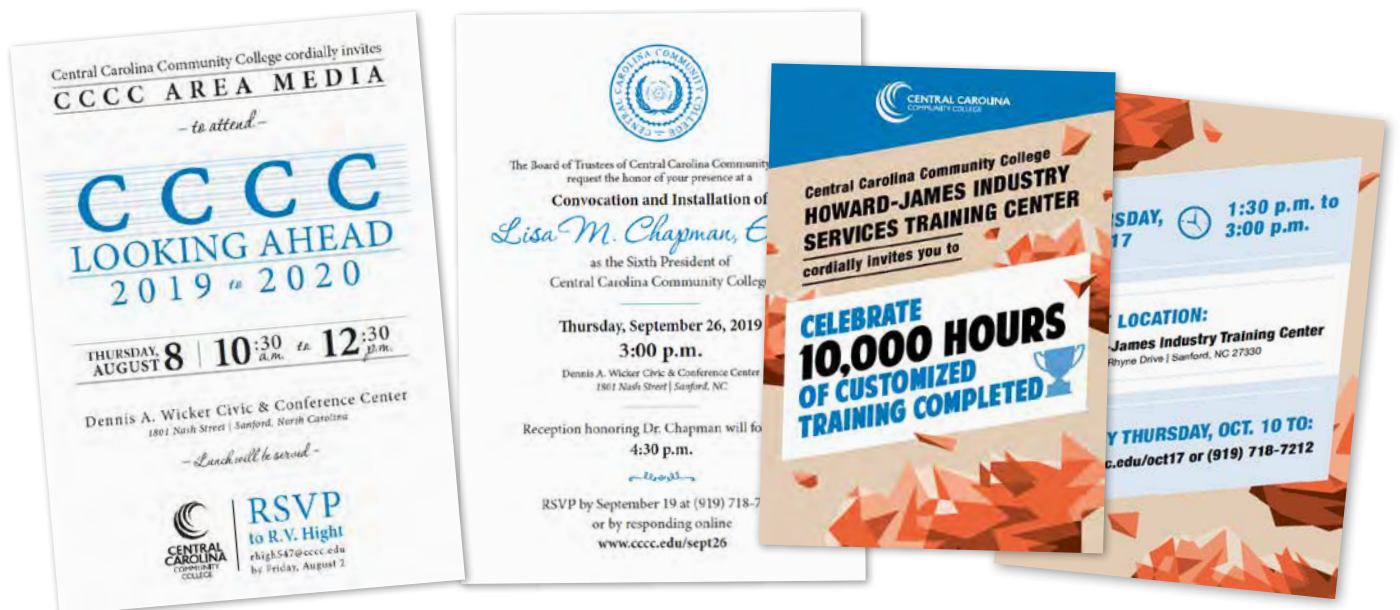
DESIGN



Brochures



Flyers



Invitations



DESIGN



Postcards



Posters



DESIGN



Photographs



PRINT AND ONLINE



Media coverage on all aspects of the college (stories written externally)



PRINT AND ONLINE

Promoted the college and its offerings through print and online methods



Media coverage on all aspects of the college (stories written internally)



PRINT AND ONLINE

Women's Cross Country

Schedule

- Fleet Feet XC Invitational
- Hagan Stone XC Classic
- 2018 Livingstone XC Invitational
- NUCAA Region X Championship
- NUCAA Championships

Roster

- Lima
- Trotter
- Bell
- Martinez
- Richardson
- Weaver

Head Coach

Richard Briggs

Upcoming Games

- Women's Basketball: Randolph CC vs WCC, Oct 9, 8:00 PM
- 2018 Livingstone XC Invitational, Fri, Oct 11, 4:30 PM
- Women's Cross Country: 2018 Livingstone XC Invitational, Fri, Oct 11, 5:15 PM
- Women's Basketball: Berry CC vs Cape Fear Community College, Sat, Oct 12, 2:00 PM
- Women's Basketball: Cape Fear CC vs UNLH, Sat, Oct 12, 4:00 PM

Get Started

- Step-by-Step Guide
- Visit Campus
- Academy Advising
- Schedule
- Program Fee
- Attend OCCC

RISE Program

Welcome to The RISE Program! So, you are thinking about starting a new business? Or you have been in business less than two years? Running your own business is exciting and sometimes overwhelming and we want to make it as smooth as possible.

Attached is a program outline with many resources to assist a new business and we are honored to assist you.

Through the RISE Program, you will develop a business plan, which is a roadmap for your business; gain insight for financing and banking options; understand legal references, and overcome your fear of bookkeeping and taxes. All this and many other details that are required to make your new business a success.

All attendees must apply online. Classes are free, but participants must be pre-registered and approved to be guaranteed a space. Class size is limited to twelve individuals.

Apply Now

Program Overview

- Class Syllabus
- Participant Information & Guidelines
- Contacts

Lee County SBC

Center for Workforce Innovation
5610 Enterprise Park Dr.
(formerly 5015 Clyde Pigma Dr.)
Sanford, NC 27330
(919) 718-7544

Chatham County SBC

Chatham Main Campus
Building 2, Room 1039
704 Wint St.
Pittsboro, NC 27312
(919) 545-8013

Harnett County SBC

Triangle South Enterprise Center
600 South Magnolia Ave.
Dunn, NC 28534
(919) 890-3084

Creation of new web pages



PRINT AND ONLINE



Online Advertisements



Twitter: As of October 7, the CCCC Twitter earned 51.8K impressions over the past 28-day period with 1999 followers.



Facebook: As of October 7, the CCCC Facebook had 11.2 K followers. The CCCC 11.2 K followers compared to 4.9 K for Randolph/CC, 10.2 K for Pitt CC, and 6.8 K for Sandhills CC.



Instagram: The CCCC Instagram page is now active and growing.



YouTube: The CCCC YouTube page continues to publish college videos, including the 4C Visions television show showcasing various aspects of the college.

INDUSTRY SERVICES



COMMUNITY CONNECTIONS

» Customized Training Program (CTP) Project Activity: (July 2019 – October 4, 2019)

- Since July 8, there have been **94 registrations** (trainees) for **14 classes** representing **312 hours of customized training** with A.D. Tubi USA, Inc., GKN, Magneti Marelli, Mountaire Farms, and Pilgrim’s Pride
- Other classes are being scheduled for Coty, GKN, Magneti Marelli, Mountaire Farms, and Pilgrim’s Pride. New projects coming on will increase that schedule.
- Current projects by county

CHATHAM (3)	HARNETT (1)	LEE (5)
A.D. Tubi USA, Inc. MAS Acme Mountaire Farms	Bulldog Hose Company	Conveyor Technologies (CTI) Coty GKN Magneti Marelli Pilgrim’s Pride
<i>Projects in planning</i>	3M (Chatham) Bharat Forge (Lee) Caterpillar (Lee) KriGen (Harnett) Pallet Consultants (Harnett) Pentair (Lee) Pfizer (Lee)	
<i>Projects closing (2019)</i>	Caterpillar Pentair Pool and Spa Southern Veneer Specialty Products Zurn	

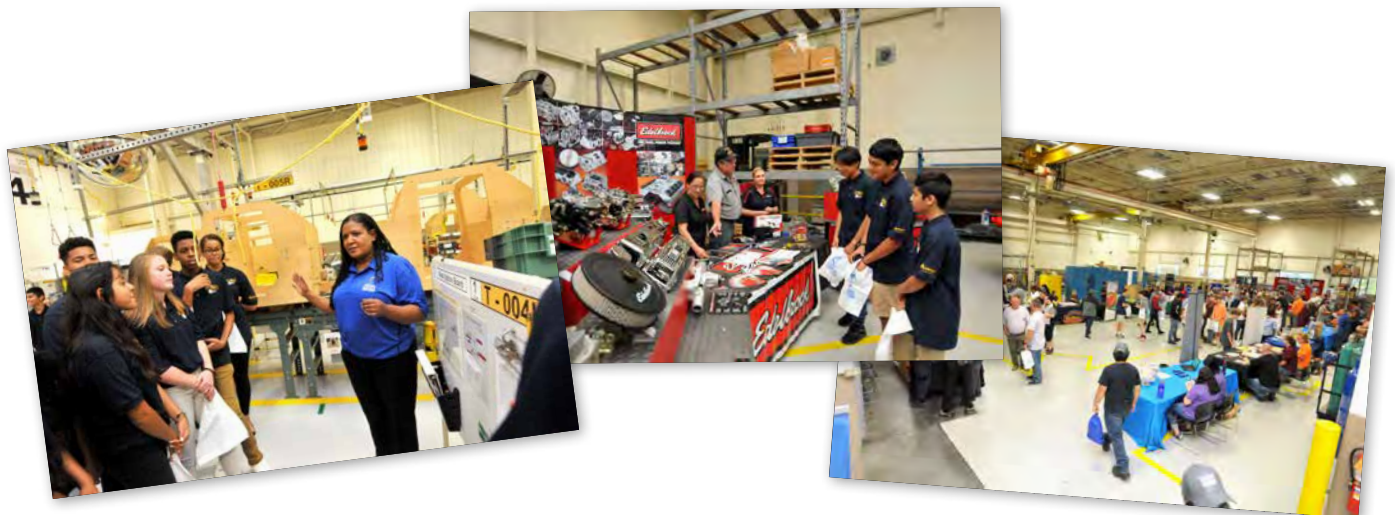


COMMUNITY CONNECTIONS

- » Recognized Magneti Marelli on August 20 as the company/class that took the Howard-James Industry Training Center over 10,000 hours of customized training.



- » Hosted and attended the Lee County Industrial Park Tenants Meeting on September 20
- » National Manufacturing Day on October 4 was a success. Approximately 400 guests attended including high school students from Chatham, Harnett, and Lee counties, plus Cumberland and Wake counties. Several homeschool families and college students also attended. Fourteen industries participated in the Industry Showcase representing all 3 service area counties: Arauco, Boon Edam, Caterpillar, Coty, Dorman, Edelbrock, GKN, Magneti Marelli, Mertek, Mountaire Farms, Pentair, Pfizer, Pilgrim's, and STI Polymer.





NEW PROJECTS

- » Continued work with Elizabeth Ellis, NC Biotechnology Center Contract Consultant Veterans Workforce Outreach/Programs, to set up and run BioWork for transitioning veterans. The first group of trainees is tentatively scheduled to begin the last week of October.
- » New recent industry announcements and expansions:
 - Pfizer, August 21: \$500 million expansion, 300 new jobs (Lee)
 - Bharat Forge, September 17: \$171 million investment (new company), 460 new jobs (Lee)
 - Pallet Consultants, October 2: \$3 million investment (new company), 50 new jobs (Harnett)
- » Simulated Work Environments for Wayne CC and Anchor Coupling are scheduled for October 23 and November 13.
- » Met with Bharat Forge to discuss initial hiring and training. In addition, it has been approved to hire a full-time coordinator through CTP funding to help with this project. A timeline for activities (recruiting, hiring, training in India and Germany, etc.) has been developed.
- » Held meeting to discuss the Manufacturing Academy as a pathway for high school students.

SMALL BUSINESS CENTERS



COMMUNITY CONNECTIONS

- » Harnett SBC hosted a Meet & Greet for Dr. Chapman at Triangle South Enterprise Center (TSEC) hosted by DAC100. City officials and Dunn leaders were in attendance. The event allowed citizens of the Dunn area to meet and speak with Dr. Chapman.
- » Mari-Inetta Pavlic, Harnett SBC coordinator, was awarded Ambassador of the Month for August from the Dunn Chamber of Commerce.
- » Chatham SBC has been coordinating with an entity looking to establish a co-working space in downtown Pittsboro. They hope to be open by the end of the year and would like to collaborate on programming.
- » The annual holiday luncheon for Triangle South Enterprise Center will be held on December 11.
- » Harnett SBC hosted a lunch and learn event in Angier that was a big success with 24 attendees. A second lunch and learn event with the Angier Chamber of Commerce is planned for January 2020.



NEW PROGRAMS/PROCESSES

- » RISE (Real Investment in Sanford Entrepreneurs) is an entrepreneur development program in Lee County presented by the CCCC Small Business Center, Downtown Sanford, Inc., and the Sanford Area Growth Alliance - Chamber of Commerce. The inaugural class will begin on January 29 and will run until April 1, 2020. The program will run two times per year. RISE is an eight-week program that will introduce existing and potential entrepreneurs to the concepts and practices that will provide interested individuals with the tools necessary for business success. At the end of the program, each participant will have produced a business plan and will have the opportunity to present their plan and business concept to a team of business professionals. RISE participants who wish to open a brick-and-mortar location in the Downtown Sanford 17-block municipal service district area will also be given consideration for a \$5,000 small business grant assistance package. Participating organizations include: NC Dept of Commerce, NC Dept of Revenue, Carolina Small Business Development Fund, SCORE, and the NC Dept of the Secretary of State.





NEW PROGRAMS/PROCESSES

- » Lee SBC met with SCORE in Pinehurst in August to enlist their help with mentoring RISE participants. The SCORE team (5 counselors) agreed to work out of the Buggy Factory to help with mentoring during the RISE program period.
- » The Women's Home-Based Business Forum was held on September 16. There were 34 attendees for the event with partners including: Women's Business Center, CEED, Brannon Schlitz BBQ, and the Sanford Chamber.



MEASURES OF SUCCESS

August 2019 – October 2019

Seminars/Webinars

16

Total Trainings

217

Total Attendees

Small Business Center Counseling

31

Counseling Clients

TRIANGLE SOUTH WORKFORCE DEVELOPMENT BOARD (TSWDB)



COMMUNITY CONNECTIONS

- » TSWDB staff attended a joint meeting between the NCAWDB and the NC Rural Center and gained valuable insight regarding state initiatives impacting rural communities.
- » TSWDB staff attended the Finish Line Grant Symposium (FLG) on September 16. They were appreciative of the opportunity to engage with other workforce boards and community colleges that administer the FLG funding.
- » Board staff hosted a successful two-day boot camp on September 18 and 19. The boot camp included all Career Center staff and partners and provided training and updates on all things WIOA related.
- » The next TSWDB meeting is slated for October 17, beginning at 4:30 pm at CCCC Harnett Main Campus.
- » TSWDB's annual retreat will be held on November 7 at Campbell University.





NEW PROGRAMS/PROCESSES

- » TSWDB is currently in the planning process of learning how to administer the Test for Adult Basic Education (TABE) with plans to train the Career Center staff in the administration of the test as well.
- » Schindler Elevator is interested in a Certified Apprenticeship Program. Board staff are working with Sampson CC to coordinate next steps in this process.



MEASURES OF SUCCESS

- » TSWDB received completion reports and summaries of the PY 2018 monitoring in the areas of programmatic, financial, and equal opportunity. All reports concluded that we are operating programs efficiently, with zero findings.
- » On September 25 and 26, all four career centers under the purview of the Triangle South Workforce Development Board, recently underwent a recertification/certification and review by the Quality Improvement Unit under the NCWorks Commission. All centers passed the review. The Harnett County Center achieved certification during this process and receive additional recognition. All Centers will continue with the NCWorks Career Center moniker and are Tier I Centers. TSWDB will receive recognition for this achievement in November.