

FOR INFORMATION

MARKETING AND EXTERNAL RELATIONS



BOARD OF TRUSTEES REPORT

WINTER 2020

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



MARKETING AND PUBLIC AFFAIRS



DESIGN

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



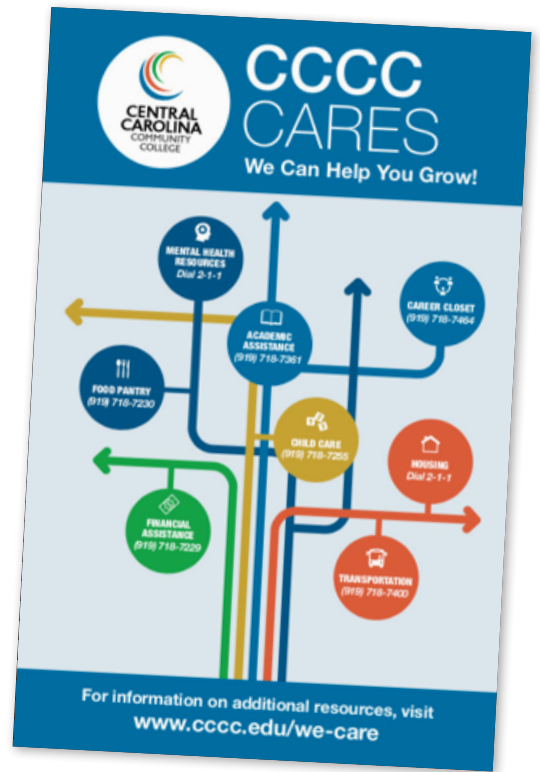
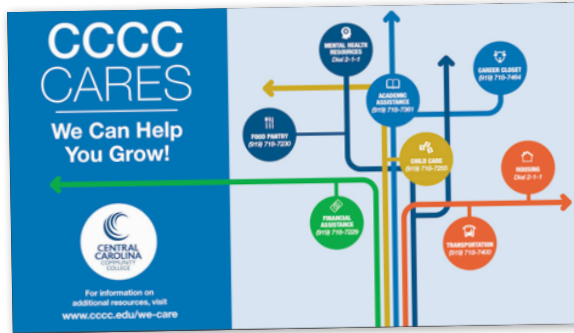


DESIGN

Business Card

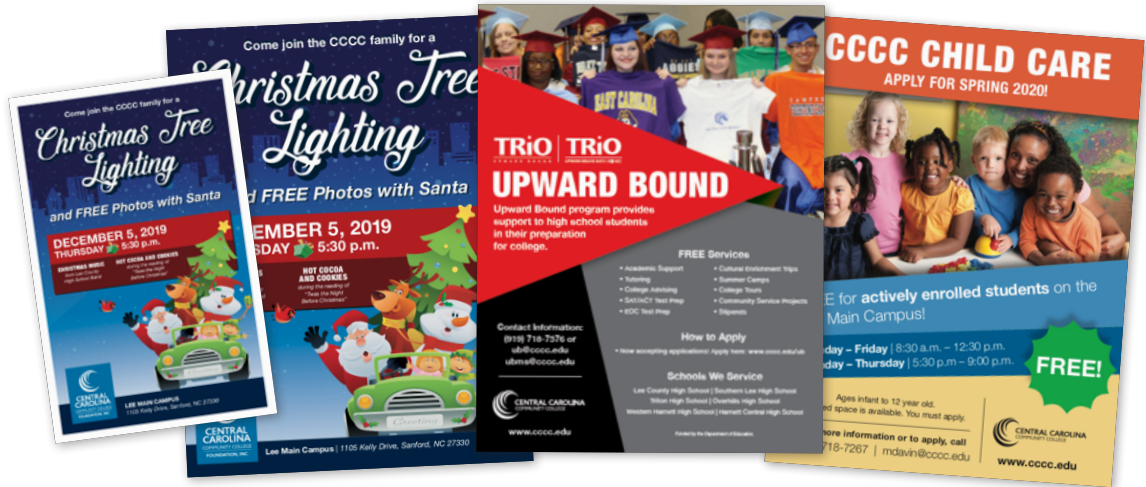


Screen Saver



Poster

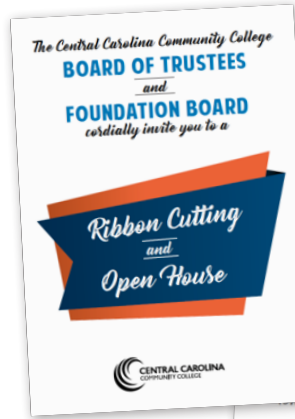
CC Cares Promotion



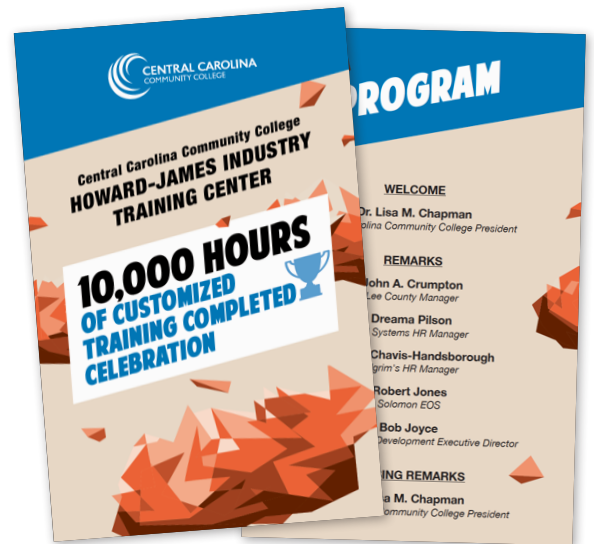
Flyers



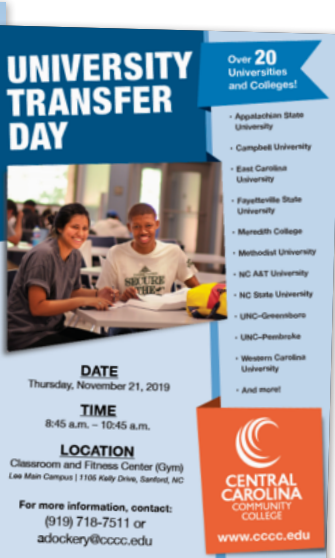
DESIGN



Invitations



Programs





PRINT AND ONLINE

Promoted the college and its offerings through print and online methods

THURSDAY 50c
The Daily Record
PAGE 10A The Daily Record, Chatham, Ga., Friday, November 20, 2009 www.dailyrecord.com

Central Carolina Community College among Bellwether Award finalists

By the Staff

SALISBURY—Central Carolina Community College is one of six schools nationwide to be named a finalist for the Bellwether Award, the highest honor bestowed by the National Association of Public Community Colleges. The award recognizes schools that demonstrate excellence in teaching, research, and service to the community.

The college's success is attributed to its commitment to academic excellence and its focus on providing a high-quality education for all students. The college's faculty and staff are dedicated to creating a supportive learning environment for all students.

The college's success is also due to its strong ties to the community. The college has a long history of providing services to the community, and it continues to do so through its various programs and initiatives.

The college's success is a testament to the hard work and dedication of its faculty and staff. The college is proud to be recognized as one of the nation's top community colleges.

FOOTBALL: JACKETS WIN MANY TOP LEAGUE HONORS '11
The Sanford Herald
November 19, 2010

CCCC to get \$450K grant for distance learning

News Item

Central Carolina Community College will receive a \$450,000 grant from the U.S. Department of Education to support its distance learning program. The grant will be used to purchase new technology and to hire additional faculty members to support the program.

The college's distance learning program has grown significantly in recent years, and the grant will help the college continue to expand its reach. The college is committed to providing a high-quality education for all students, regardless of their location.

The grant will be used to purchase new technology and to hire additional faculty members to support the program. The college is committed to providing a high-quality education for all students, regardless of their location.

The Chatham News
28 | Chatham News • Record | NOVEMBER 14, 2010

'Celebrating American Heroes' observed at CCCC's Siler City Center

By the Staff

A group of students and faculty members gathered at the Siler City Center to observe the 'Celebrating American Heroes' event. The event featured a variety of activities, including a parade, a concert, and a fireworks display.

The event was a great success, and it was a wonderful opportunity for the college to celebrate its students and faculty members. The college is proud to be a part of the community, and it is committed to providing a high-quality education for all students.

The Fayetteville Observer
The Fayetteville Observer • 1/20/2010 Copy Released to 75% from original to 64 letter page(s) Page: A13

BY THE COMMUNITY

Local news items from the Fayetteville Observer, including reports on community events and local business news.

Hometown News Magazine NOVEMBER 2010
Christmas Tree Lighting Brings Out Community

Great music by Lee County High School's marching band and The Chatham News' visit by Santa Claus and Mrs. Claus, and lighting of the Christmas tree at the Siler City Center. The event was a great success, and it was a wonderful opportunity for the college to celebrate its students and faculty members.

HARNETT Life Map
CCCC student Kassidy Nixon receives recognition

Kassidy Nixon of Ellington, a student in the Central Carolina Community College Automotive Restoration Program, has been named a winner of the "Collaborative Student of the Year" award from the Collins Paper Education Foundation.

Nixon, who is a homebased student currently in 12th grade, is taking classes at CCCC's Automotive Restoration program and at the Collins Paper Education Foundation. Nixon is a hardworking, charismatic, and ambitious student who sets the highest standards in everything she does.

The Chatham News
JANUARY 24, 2009 | Chatham News • Record | A8

CCCC to open Chatham Health Sciences building on Jan. 13

The Central Carolina Community College Health Sciences building will be officially opened on January 13. The building is a state-of-the-art facility that will provide a high-quality education for students in the health sciences field.

The Daily Record
VOLUME 61, NO. 240 | MYDAILYRECORD.COM
WEDNESDAY, NOVEMBER 20, 2009 | 75c

Never a dull moment at the Dunn Senior Center

Monday through Friday, Amy Harwood County resident spent all day at the Dunn Senior Center. The center is a wonderful place for seniors to spend their days, and it provides a variety of activities and services for its residents.

The Sanford Herald
Saturday, December 7, 2010

CCCC Christmas tree lighting event a hit

BY JACKSON GALESP
Little faces looked skyward Thursday, gazing with wide eyes at the snowflakes drifting through the air. Many ran around with tongues and arms outstretched to catch the flakes, grinning when they met with success.



PRINT AND ONLINE



Program & Course Opportunities
See all Classes Currently Available

Coming in 2020

- Cardiovascular Monitor Technician
- Central Office Processing Technician
- Emergency Medical Technician
- Health Information Technician
- Health and Fitness Science
- HRIS & Sustainability Course
- Massage Therapy
- Medical Assisting Diploma (Only New for the Fall 2020 Cohort)
- Medical Staff
- Nurse Aide I
- Paramedic
- Phlebotomy
- R.N. to B.S.N. General Education

Opening Spring 2020! Enroll Now!

We are excited to open our new Health Sciences Center in the Chapel area of Chatham County. We will support the Chatham County Board of Community College with a facility that will benefit CCC's Chatham County students for years to come.

- **New Students:** Get step-by-step instructions for [Registration & Advising Process](#)
- **Current Students:** Find your [Academic Advisor](#)

Classes Currently Available

Curriculum Courses
Download the list of Curriculum Courses at CHSC.

Workforce/Continuing Education Courses
Download the list of Workforce/Continuing Education Courses being offered at CHSC.

For More Information

Address
70 Bullock Court
Pittsboro, NC 27213
Located near the corner of

Melissa Fogarty
CHSC Site Director
(919) 545-8082
mfogarty@ccc.edu

Rhonda Jones
Senior Administrative Specialist
(919) 545-8025
rjones@ccc.edu

Get Started	Connect	Services
<ul style="list-style-type: none"> Step-by-Step Guide Visit Campus Academic Advising Schedules Request Info About CHSC 	<ul style="list-style-type: none"> Hours Events at CHSC ACMG TV MOOC Fall Living at CHSC Web Admin 	<ul style="list-style-type: none"> Employment & Internships For Faculty & Staff Accessibility Security Central Carolina Center (705) 241-1000

Central Carolina Community College - Our Locations - 1-800-888-8888

Admissions

Apply Now

Contact a Staff Member

Admission Policies & FAQs

Competitive Admissions Programs

Placement Testing

Request Info

Schedule a Visit

New Student Orientation

Get Started	Connect	Services	Social
<ul style="list-style-type: none"> Step-by-Step Guide Visit Campus Academic Advising Schedules Request Info About CHSC 	<ul style="list-style-type: none"> Hours Events at CHSC ACMG TV MOOC Fall Living at CHSC Web Admin 	<ul style="list-style-type: none"> Employment & Internships For Faculty & Staff Accessibility Security Central Carolina Center (705) 241-1000 	

Central Carolina Community College - Our Locations - 1-800-888-8888

Opportunities

in forensic laboratories, manufacturing, research and development, Related in customer service and sales.

Information

essential to the learning objectives:

Learning objectives, but may be applicable to most support learning objectives may also be available. Topics job search, resumes, and interviews.

is forthcoming. View all [short course training opportunities](#)

Registration

Prerequisites

Prerequisites is required prior to by 30 minutes from start to finish.

Scholarships

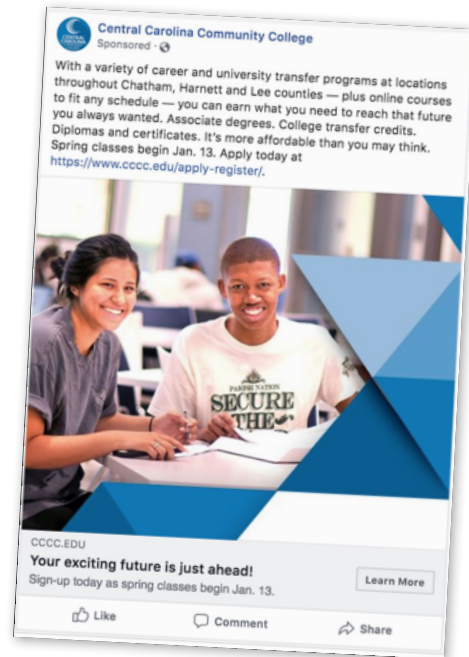
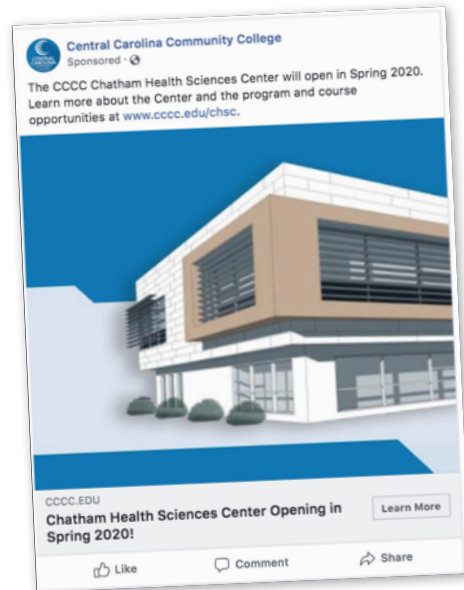
may be available.

Contacts

Creation of new web pages



PRINT AND ONLINE



Online Advertisements



Twitter: As of January 15, the CCCC Twitter has 2,053 followers and earned 30.4K impressions over the past 28-day period.



Facebook: As of January 15, the CCCC Facebook had 11,441 followers compared to 11,613 for Fayetteville Tech CC, 10,355 for Pitt CC, and 7,226 for Sandhills CC.



Instagram: The CCCC Instagram page is now active and growing with 394 followers.



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 8, 2019 — December 18, 2019)

- Since July 8, there have been **250 registrations** (trainees) for **40 classes** representing **460 hours of customized training** with A.D. Tubi USA, Inc., Coty, GKN, Marelli, Mountaire Farms, Pfizer, and Pilgrim’s Pride.
- Other classes are being scheduled for Coty, GKN, Marelli, Mountaire Farms, Pfizer, and Pilgrim’s Pride. New projects coming on will increase that schedule.
- Current projects by county

CHATHAM (3)	HARNETT (1)	LEE (6)
A.D. Tubi USA, Inc. MAS Acme Mountaire Farms	Bulldog Hose Company	Conveyor Technologies (CTI) Coty GKN Marelli Pfizer Pilgrim’s Pride
<i>Projects in planning</i>	3M (Chatham) Bharat Forge (Lee) Caterpillar (Lee) KriGen (Harnett) Pallet Consultants (Harnett) Pentair (Lee)	
<i>Projects closing</i>	Caterpillar Pentair Pool and Spa Southern Veneer Specialty Products Zurn	

- » The Howard-James Industry Training Center celebrated 10,000 hours of customized training on October 17.



- » Industry Services participated in the quarterly Chatham Industry and Workforce meeting in December. The team is working on a business resource guide, as well as a document listing all industry in the Chatham service area, including contact information, product line, business information, etc. A survey will also be distributed in early 2020 to gather information regarding workforce needs and challenges.



NEW PROGRAMS/PROCESSES

- » Ran two Simulated Work Environment (SWE) events for Anchor Coupling through Wayne Community College's CTP program. A SWE for TeamWorks is scheduled in January through Durham Tech.
- » Offered an open enrollment MIG welding class for industry employees that ran from November 5 until December 19. The class allows incumbent employees to bid on welding or maintenance jobs in their organizations. Twelve employees from 6 different industries participated.
- » Industry Services met with Distance Education in December to discuss starting online training for critical industry audiences (i.e., maintenance). Another meeting is scheduled for early 2020 to discuss ToolingU (online maintenance skills training) access and process for connecting. With a shortage of maintenance candidates and needing mechanics to re-train in electrical skills, online access to training would limit the impact of releasing employees for seated classes and allow CCCC to utilize a hybrid model.
- » 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, and interviews will be conducted in mid-February. A timeline for activities (recruiting, hiring, training in India and Germany, etc.) has been developed, including information sessions that were held on December 2 to assist in recruiting the initial twelve employees to be trained in Germany.

INFORMATION SESSION
INDUSTRY JOBS

Bharat Forge, a part of Kalyani Group, will build a new aluminum forging plant to manufacture automobile components in Sanford, NC. Join us for an information session to learn about available positions, opportunities, expectations, and the application process. Successful candidates must have an up-to-date U.S. passport.

<p>INFORMATION SESSIONS</p> <p>Day/Date: Monday, December 2</p> <p>Time: Session A: 11:30 a.m. – 1:00 p.m. Session B: 4:00 p.m. – 5:30 p.m.</p> <p>Location: Center for Workforce Innovation 5910 Enterprise Park Dr., Sanford, NC</p>	<p>AVAILABLE POSITIONS</p> <p>Casting (2) - Forging (2) Finishing (1) - Machining (2) Quality (1) Maintenance/Tool Shop (4)</p>
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REGISTER AT:
bit.ly/BForgeRegistration

CENTRAL CAROLINA
COMMUNITY COLLEGE
www.cccc.edu

- » Continued to 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, along with Pfizer new hires, began December 16 and graduated on January 17.
- » Developed and launched a webpage specifically for Biopharma training and education at CCCC. Individuals can visit ccc.edu/biowork to learn about career opportunities, course information, and registration information.



SMALL BUSINESS CENTERS



COMMUNITY CONNECTIONS

- » Terri Brown (Lee SBC) completed the Women's Entrepreneurship Certification from Cornell University. This fulfills the final requirement in order to have SBC Director level 3 certification.
- » Harnett SBC hosted a Lunch & Learn series with the Lillington Chamber.
- » Triangle South Enterprise Center hosted its annual Christmas luncheon in December. The event was well attended.
- » Harnett SBC met with NC Cooperative Extension about the possibility of partnering for seminars/workshops for AgTourism and/or AgBusiness.



NEW PROGRAMS/PROCESSES

- » The Real Investment in Sanford Entrepreneurs (RISE) program has 30 applicants. Additionally, the workbook for RISE participants has been completed. The program will officially begin on January 29.



- » Harnett SBC provided an introduction of the Small Business Centers & Triangle South Enterprise Center resources to the CCCC Barbering students in Harnett County. The SBC is working with the instructor to develop a small business development seminar for advanced students.
- » Harnett SBC is working on a new website design and marketing materials for the Dunn Committee of 100.



MEASURES OF SUCCESS

August 2019 – December 2019

Seminars/Webinars

26

Total Trainings

269

Total Attendees

Small Business Center Counseling

63

Counseling Clients

TRIANGLE SOUTH WORKFORCE DEVELOPMENT BOARD (TSWDB)



COMMUNITY CONNECTIONS

» TSWDB held its annual Awards Banquet on December 4. The event celebrated the success of program participants and community partners. As part of the awards, Mountaire Farms was recognized as Outstanding Employer of the Year.



- » Stephen Barrington, a former Business Services representative, has been named economic director of Sampson County. TSWDB has been working with Mr. Barrington in an effort to help drive strong alignment between the Board and Sampson EDC from the start.
- » TSWDB recently met with career center managers to review feedback from an employer panel. Several actionable items were identified, and center managers will work with the TSWDB team on deliverables.
- » TSWDB is leading an effort for a statewide business services summit.
- » The next TSWDB meeting will be held on February 20 at the Harnett Main Campus.



NEW PROGRAMS/PROCESSES

- » TSWDB has a newly created position of Finish Line Grant Coordinator. The position will be full-time, time-limited and will provide oversight for the Finish Line Grant program. The selected candidate will begin in February.



MEASURES OF SUCCESS

- » TSWDB staff and all NCWorks Career Center Managers were recently recognized for meeting NCWorks Career Center certification. All centers in the TSWDB service area are now certified as Tier 1 career centers.

