

Cleveland Community College
Career Coach Report – 2019-2020 Academic Year

Program Reach

The world of secondary and post-secondary education experienced a new reality this year with the sudden arrival of COVID-19. Despite a mid-semester overhaul of 'business as usual', our Career Coach team continues to meet the needs of our partnering LEA's and the needs of our students. COVID-19 changed so much for everyone, especially high school students. The Career Coaches have quickly become experts at securing needed resources for impacted students, while also finding creative ways to expose students to college programming and career exploration. Remote advising and virtual student conferencing has suddenly become the new norm.

Cleveland Community College's Career Coaches serve as liaisons between Cleveland County Schools, Pinnacle Classical Academy, and other local education partners providing pathway advising, career counseling and post-secondary enrollment guidance. The latter includes assisting students with college applications and applying for scholarships and financial aid.

With one of our Career Coaches receiving a promotion internally at CCC, we hired our newest Career Coach, Katie McDaniel in February. Katie came to CCC from the Cleveland County Health Department where she worked closely with our partnering schools on health education and teen pregnancy prevention. It was instrumental that our newest hire have direct experience working with this age group and already comfortable working in a high school setting. All three coaches spend the majority of their time out in the high schools and are on the College campus one day each week for record keeping and meetings with local industry and CCC faculty.

Our Career Coaches worked with career development counselors (CDC's) and grade level counselors to schedule individual counseling sessions in order to identify career goals and pathway alignment for over 700 students during this academic year. April is typically the busiest month for student meetings prior to high school registration for the following academic year. Unfortunately, due to COVID-19 and a lack of internet access for many of our students, many of the one-on-one meetings scheduled in April were unable to take place. Whenever possible, the coaches utilize remote advising and video conferencing software to continue serving students and connect them to pathway and employment opportunities.

The coaches hosted a College/Career Experience Day in September, in which over 800 11th and 12th graders attended sessions on resume building/interview skills, CFNC, financial literacy, and visited with college reps and industry partners. This event proved very beneficial for college bound students, as well as CTE students wishing to make connections to pathways and careers. Student surveys resulted in over 98% of students making connections to new career opportunities at the event. The coaches and CDC's also planned a one-day career discovery day in March for over 1000 high school juniors to explore a wide range of career options, such as healthcare, manufacturing, business, education, and public services. Unfortunately, due to COVID-19, the College was forced to cancel one week prior to the event.

In addition to advising and connecting students to career pathways, CCC continues to experience an increase in the number of high school CTE pathway completers each year. This past May, over 100 current Cleveland County students, advised by CCC Career Coaches, graduated with one of the following credentials: Air Conditioning/Heating & Refrigeration, Cosmetology, Criminal Justice, Early Childhood

Certificate, Information Technology Certificate, Mechanical Drafting Certificate, Medical Office Administration, School Age Education, and Welding Technology. These students were advised by our Career Coaches on CTE pathways and now possess a stackable credential that will help them gain employment or pursue additional education.

Workforce Impact

Career Coaches work hand in hand with CDC's, Grade Level Counselors, and Administrators at the secondary level to ensure students are able to identify career goals, CCP pathways, and make connections to gainful employment. Regular meetings are held among the Career Coaches, Director of Educational Partnerships for CCC, Director of CTE for Cleveland County Schools, and Career Development Coordinators from all five high schools. CTE pathway alignment and the local articulation agreement are routinely discussed during these meetings. In addition, CTE alignment meetings are held once annually in which local CTE teachers and CCC faculty meet to review course objectives and update local articulation agreements. During the summer months, Career Coaches spend the majority of their time expanding their knowledge of local industry needs and assisting CDC's in coordinating and scheduling site visits for students.

All three coaches serve on the Cleveland County Chamber Business Education Alliance (BEA) Committee. The BEA provides the means by which employers and educators work together to understand each other's needs and requirements with the goal of improving educational outcomes. It also promotes employer outreach activities, enhances ongoing and innovative work, and school-based programs. Together, coaches, counselors, and other BEA members plan our annual Making It Work event, which introduces high school seniors and juniors to local manufacturing companies. At this event, students learn about local manufacturing, technical and engineering jobs, and are given the opportunity to tour many local plants and facilities. Serving on the BEA committee has proved beneficial to our coaches and students by fostering strong relationships with local businesses and industry. In addition, the partnerships developed through BEA afforded the Career Coaches meetings and tours of the following local industries this year: IMC Metals America, Nippon Electric Glass Co., Shelby Fabrics, and Greenheck.

Career Coaches serve on the following committees and task forces, promoting pathway identification and connections to industry and employment.

- Cleveland County Chamber Business Education Alliance
- Making It Work (partnership with Cleveland County Schools, Cleveland Community College, Cleveland County Chamber, local industries & business)
- Career Day Task Force (planning Career Day event for 1,000 area high school juniors) involving business, industry, CTE Director, CDC's, and CCC staff
- College/Career Experience Day (including career and college exploration, resume and interview skills workshops, financial literacy, CFNC, tips for successful employment for 800 area high school juniors and seniors) involving local business, industry, Grade Level Counselors, Director of Secondary Education, and 4-year colleges & universities
- Taste of Industry (hands on experience in CCC's CTE programs) local educators and business professionals gain experience in CTE programming (welding, machining, drafting, information technology, engineering, and collision repair).
- Faculty Advisory Meetings – College Transfer, Computer-Integrated Machining, Criminal Justice, Drafting, Early Childhood Education, EMT, Fire Protection, & IT