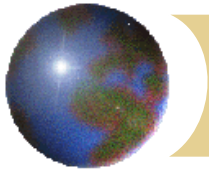


Innovative Approaches
to Workforce and
Economic Development

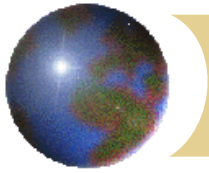
Dr. Tony Zeiss

November 29, 2011



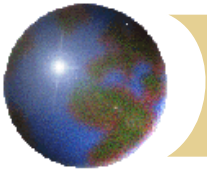
To Live Well ... Educate Well





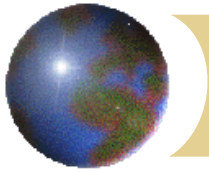
Gates Foundation Research

1. The unemployment rate for high school dropouts is twice that of college graduates.
 2. Employers need 22M new workers by 2018 – estimated 3M gap.
-



Gates Foundation Research

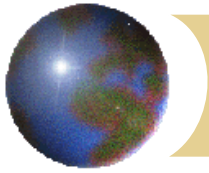
3. U.S. once led the world in post-secondary credentials. Americans aged 25-34: now tied for 10th.
 4. Student completion rates are dropping:
 - Only 25% of college students are full-time;
 - College students requiring remediation is increasing.
-



CPCCC's Vision

Central Piedmont Community College
intends to be the national leader
in workforce development.

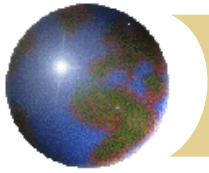
- ✦ Our curriculum must be relevant to employer's needs.
 - ✦ We accomplish this by being employer-driven.
 - ✦ We have over 600 people serving as curricula advisors.
 - ✦ We have 65 Advisory Committees.
 - ✦ President's Council, Chamber Board, Charlotte Regional Partnership Board.
-



National Spotlight

In the past two decades, America's workforce development has relied heavily on community colleges.

- ❖ Community colleges enroll nearly half of all undergraduates in higher education.
 - ❖ Community colleges are training people for 60-70% of the jobs in the nation.
-

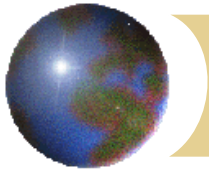


National Issue

2011 report* from the Harvard Graduate School of Education contends that:

- ⊕ Our national strategy has been too narrowly focused on an academic, classroom based approach.
- ⊕ Other nations have a more comprehensive approach that serves students better.

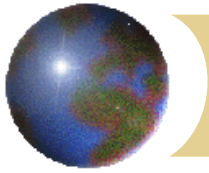
** Pathways to Prosperity: Meeting the Challenge of Preparing Young Americans for the 21st Century*



National Issue

Harvard Graduate School of Education
Recommendation:

- ✦ More associate degrees, occupational credentials, and emphasis on apprenticeships.
 - ✦ Expand the role of employers in learning.
 - ✦ This is what CPCC has been doing - Workplace learning is critical for real-world skills.
-



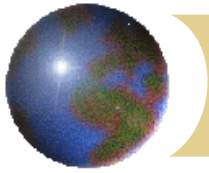
Workplace Learning at CPCC

✦ Apprenticeships

- On-site employment and training, integrated with studying for a degree.

✦ Co-Ops

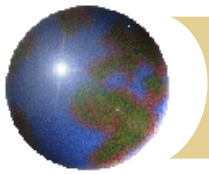
- One semester internship with college credit.
-



Workplace learning is critical for real-world skills

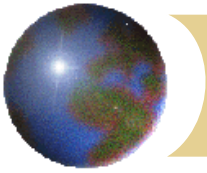
- ✦ CPEC provides apprenticeship program curriculum for 11 companies.
- ✦ This year, 140 companies accepted 170 co-op students – a 28% increase over last year.





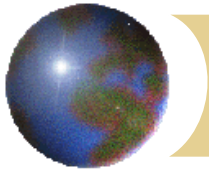
Workforce Development Translated to Economic Development

- ✦ By blending workplace activities together with traditional classroom instruction, we are able to create an academic and workplace learning experience that helps **students** get jobs.
 - ✦ Workplace learning is a proven way for **companies** to ensure that employees have the skills they need for the future.
 - ✦ Siemens model.
-



Forging New Ground

- ⊕ Human Development = Economic Development
 - ⊕ The Charlotte Regional Partnership and CPCC seek to be the premier region and college in transatlantic collaborations.
 - ⊕ New economic VISION for Charlotte region:
 - ⊞ Create It
 - ⊞ Make It
 - ⊞ Move It.
-



IEI Forums

- 2012 – Gen Z (February 6-7 in Raleigh)
- 2013 – Workforce Development

