



**Allocations for Marketing and Outreach for CTE and Work-based Learning Programs**

**April 1, 2022**

Submitted by the North Carolina Community College System  
Office to the:

Senate Appropriations Committee on Education/Higher Education,

House Appropriations Committee on Education,

Fiscal Research Division,

And

Joint Legislature Education Oversight Committee

As Required by Section 6.13 of Senate Bill 105 Session 2021

**NORTH CAROLINA COMMUNITY COLLEGE SYSTEM**  
**Allocations for Marketing and Outreach for CTE and Work-based**  
**Learning Programs Report**  
**April 1, 2022 – FY 2021-2022**

**Executive Summary**

**Marketing and Outreach for CTE and Work-based Learning Programs**

The State Board of Community Colleges has approved the allocation of \$2,000,000 for FY 2021-22 to fifty community colleges serving tier 1 and tier 2 counties in accordance with the 2020 Department of Commerce designation.

**Strategic Plan Reference**

Theme: Economic and Workforce Impact

Goal #1: Increase the percentage of North Carolinas, particularly within underserved populations, pursuing and easily assessing education or training through North Carolina Community Colleges.

- Objective 1.2: Increase student interest and success in industries experiencing skills gap.
  - Strategy 1.2.1: Market the value of technical education and workforce training for job careers.

**Background:** The purpose of the Marketing and Outreach for Career and Technical Education (CTE) and Work-Based Learning Programs, including Apprenticeships, is to expand outreach and advertising efforts to raise awareness for parents and students.

Session Law 2021-180, Section 6.13 appropriated funds to the North Carolina Community College System for the purpose of providing awareness, through marketing and advertising, for parents and students regarding CTE programs and high-quality work-based learning experiences, including registered pre-apprenticeships and apprenticeships, through partnerships with community colleges, businesses, and public-school units throughout the State.

These funds shall only be used to market registered pre-apprenticeships and apprenticeships. Community colleges shall report to the System Office on the activities related to outreach and marketing and any data related to student outcomes, such as students entering registered pre-apprenticeships and apprenticeships, as a result of those activities, to meet the legislative reporting requirement.

Table 1 indicates the county, tier ranking, and college in the service area. Tier assignments are based on the 2020 Department of Commerce designation.

**Rationale:** The purpose of this funding is to help support the community colleges serving tier 1 and tier 2 counties for promoting the expansion of apprenticeships for high-demand fields and careers.

**Table 1: Allocations**

<b>College</b>	<b>County Tier</b>	<b>One -time Allocation 2021-22</b>
<b>*A-B Tech</b>	Tier 1	40,000
<b>Alamance</b>	Tier 2	40,000
<b>Beaufort County</b>	Tier 1	40,000
<b>Bladen</b>	Tier 1	40,000
<b>*Blue Ridge</b>	Tier 2	40,000
<b>Caldwell</b>	Tier 1	40,000
<b>Carteret</b>	Tier 2	40,000
<b>*Catawba</b>	Tier 2	40,000
<b>Central Carolina</b>	Tier 2	40,000
<b>Cleveland</b>	Tier 1	40,000
<b>Coastal Carolina</b>	Tier 1	40,000
<b>*College of the Albemarle</b>	Tier 1	40,000
<b>Craven</b>	Tier 2	40,000
<b>*Davidson-Davie</b>	Tier 2	40,000
<b>Edgecombe</b>	Tier 1	40,000
<b>Fayetteville Tech</b>	Tier 1	40,000
<b>Forsyth Tech</b>	Tier 2	40,000
<b>*Gaston</b>	Tier 2	40,000
<b>Guilford Tech</b>	Tier 2	40,000
<b>Halifax</b>	Tier 1	40,000
<b>Isothermal</b>	Tier 1	40,000
<b>James Sprunt</b>	Tier 1	40,000
<b>Lenoir</b>	Tier 1	40,000
<b>Martin</b>	Tier 1	40,000
<b>Mayland</b>	Tier 1	40,000
<b>McDowell Tech</b>	Tier 2	40,000
<b>Montgomery</b>	Tier 2	40,000
<b>Nash</b>	Tier 1	40,000
<b>Pamlico</b>	Tier 2	40,000
<b>Piedmont</b>	Tier 1	40,000
<b>Pitt</b>	Tier 1	40,000
<b>Randolph</b>	Tier 2	40,000
<b>Richmond</b>	Tier 1	40,000
<b>Roanoke-Chowan</b>	Tier 1	40,000
<b>Robeson</b>	Tier 1	40,000
<b>Rockingham</b>	Tier 1	40,000
<b>*Rowan-Cabarrus</b>	Tier 2	40,000
<b>Sampson</b>	Tier 1	40,000
<b>*Sandhills</b>	Tier 2	40,000
<b>*South Piedmont</b>	Tier 1	40,000
<b>Southeastern</b>	Tier 1	40,000

<b>Southwestern</b>	Tier 1	40,000
<b>Stanly</b>	Tier 2	40,000
<b>Surry</b>	Tier 2	40,000
<b>Tri-County</b>	Tier 1	40,000
<b>Vance-Granville</b>	Tier 1	40,000
<b>Wayne</b>	Tier 1	40,000
<b>Western Piedmont</b>	Tier 2	40,000
<b>Wilkes</b>	Tier 1	40,000
<b>Wilson</b>	Tier 1	40,000
<b>Total</b>		<b>2,000,000</b>

\*For colleges serving multiple counties, funds can only be used for Tier 1 & 2 counties.

**Fund Source and Availability:** Funding is available as authorized by Session Law 2021-180, Section 6.13.

**Reporting:** With funding just recently approved by the State Board and allocated to the colleges, we do not yet have activities or data for this reporting period.

**Contact:**

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