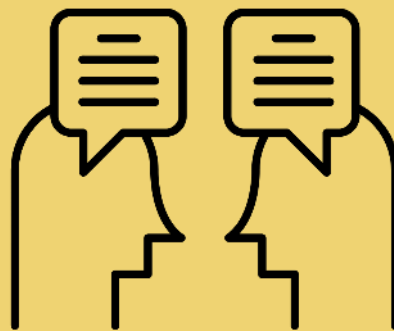




Community-Based Grants Initiative
Workforce Preparedness

Golden LEAF Community-Based Grants Initiative Breakout Session

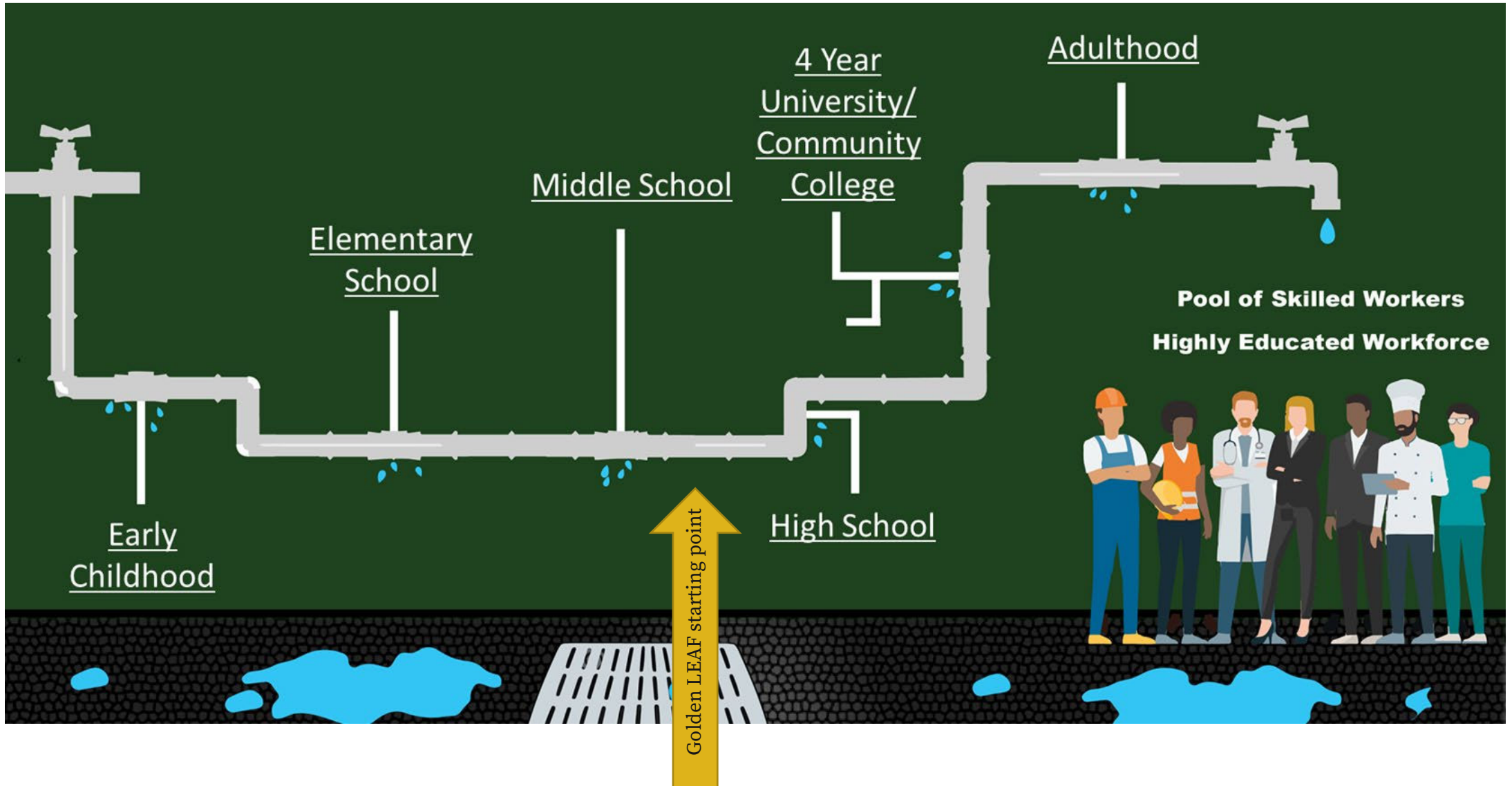
- Overview of Golden LEAF Priority Area
- Outcomes Measured by Golden LEAF
- Example Golden LEAF Projects



Golden LEAF Strategic Priorities FY 2022-2026

- To increase job creation and economic investment in rural, economically distressed, and tobacco-dependent communities
- **To improve workforce preparedness in rural, economically distressed, and tobacco-dependent communities**
- To increase the value of North Carolina's agriculture industry
- To improve the competitiveness and capacity of targeted communities
- To have, and be recognized for, excellence in organizational collaboration, innovation, and impact

Workforce Pipeline



Competitive Projects for Golden LEAF

Golden LEAF supports workforce projects that help **close the skills gap** and **increase the pool** of highly qualified individuals with skills aligned to North Carolina businesses' current and future needs.

Competitive applications demonstrate a **market demand** for skilled workers and aim at developing skills sets required by businesses looking to locate or expand in **rural communities**.

Market demand includes information from **local business and industry** about **specific skills** and an **estimated of number of jobs** expected to be available over next **2-5 years**.

Applicants may also use available data sources and reports to document but must provide evidence of the relationship with **local business and industry** as support.

Education to Career Pathway

Once industry demand for a specific skill set is identified, the application becomes more competitive if it support projects that are a component of a defined education to career pathway.

Middle School

High School

**Community
College**

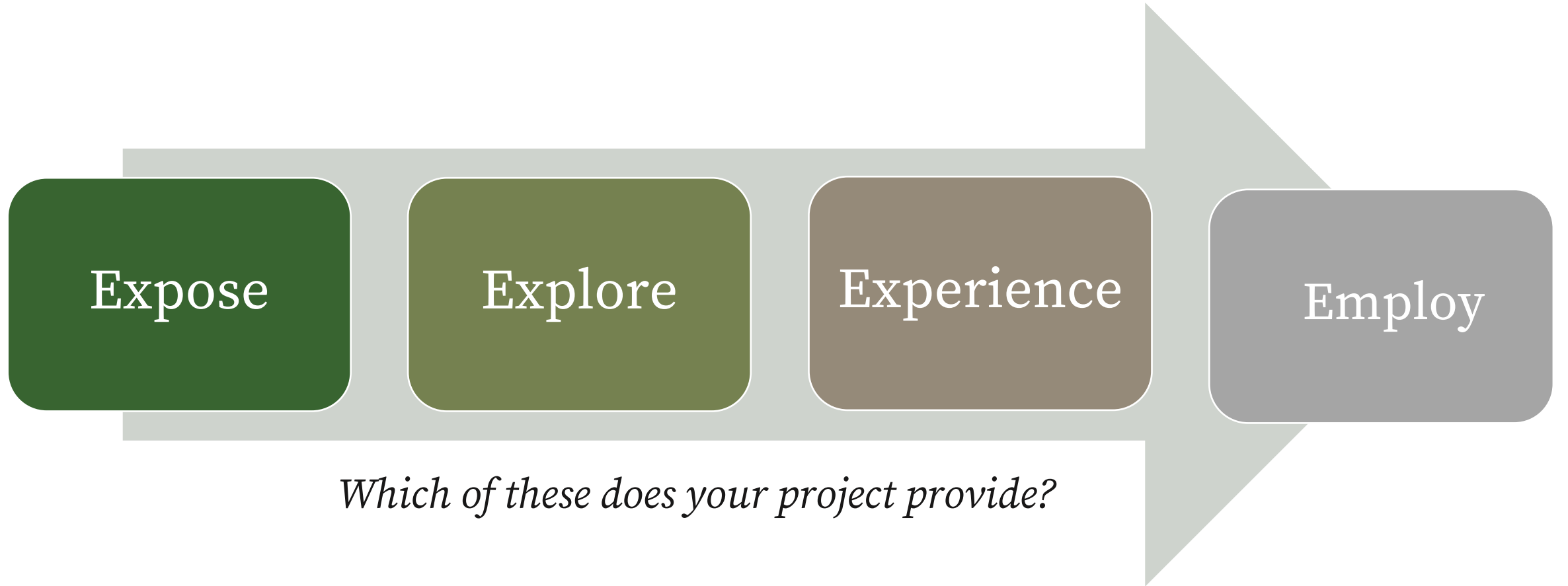
Employers

Nonprofit Entity

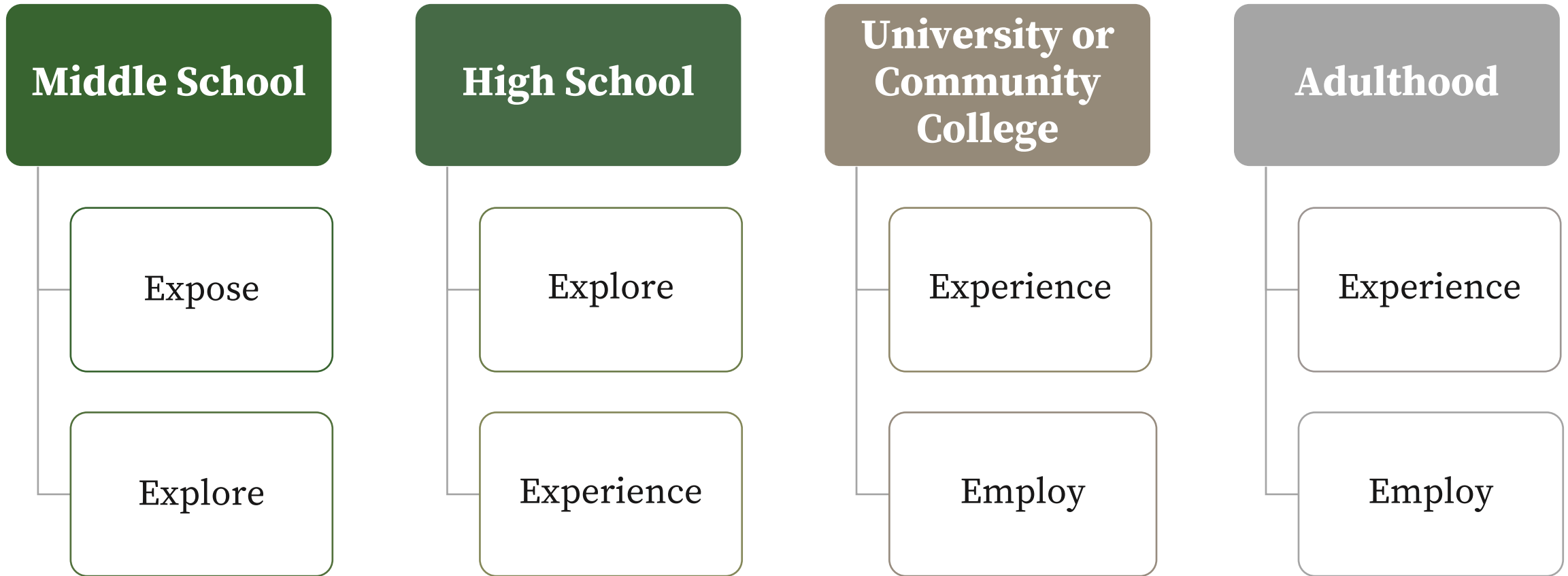
Which component is your project?

Are you connected with adjacent partners along the pathway?

Four “E”s of Workforce Development



Alignment of Four “E”s of Workforce Development to Education to Career Pathway



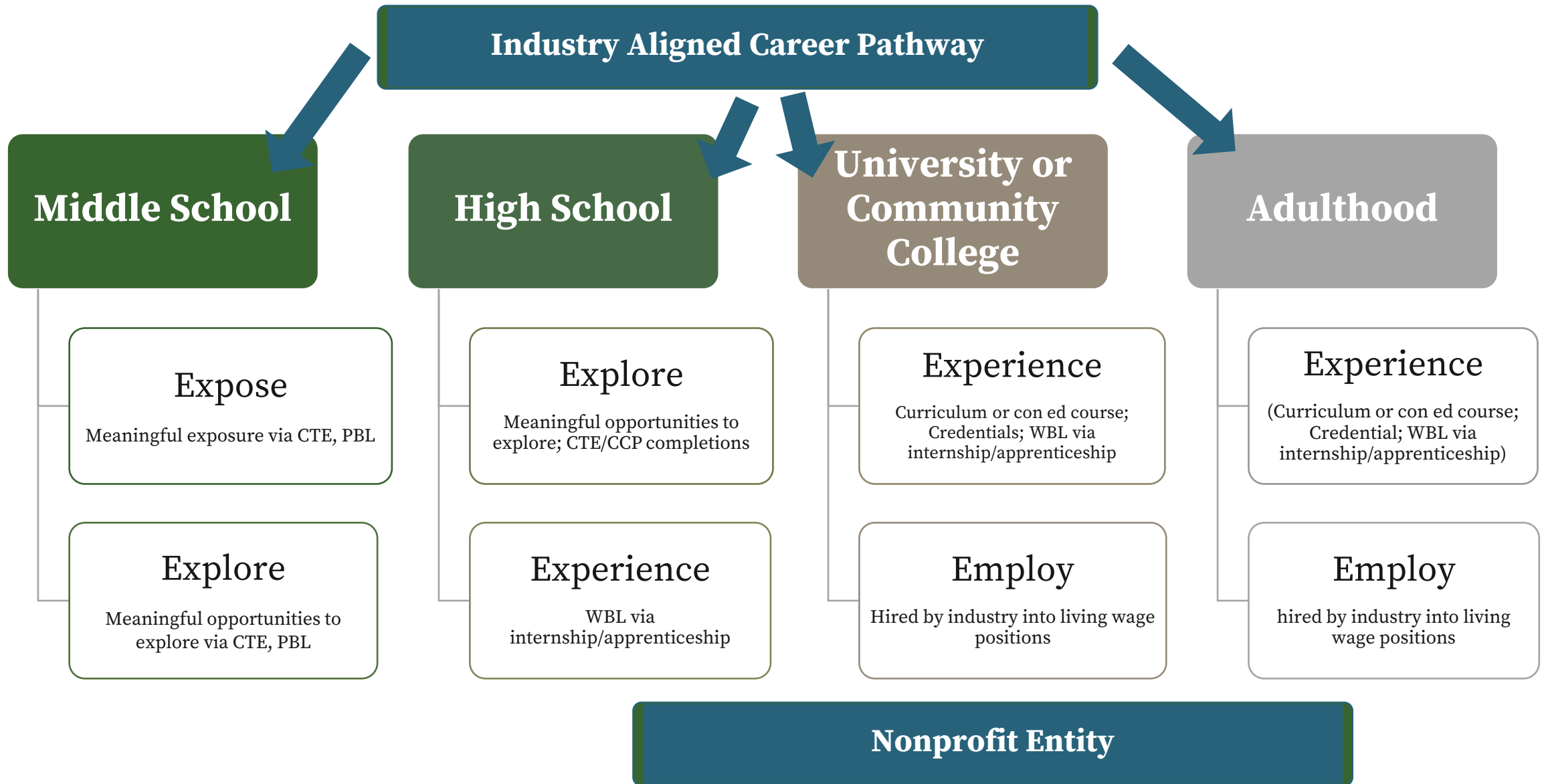
Golden LEAF Priority Area Outcomes

Workforce Preparedness

- Increase in students completing at least one curriculum program in the area funded.
- Increase in students completing at least one continuing education course or program in the area funded.
- Increase in students earning at least one industry/third party certification, license, or other credential (non-academic) in the area funded.
- Increase in students completing CTE pathways in the area funded.
- Increase in students participating in work-based learning.
- Increase in students receiving meaningful exposure and opportunities to explore local career opportunities.

Narrative: Students employed; incumbent workers trained; employer input and feedback; survey results; etc.

Workforce Preparedness Summary



Keys to Success

- Focus on Golden LEAF **priority** outcomes.
- Determine **industry demand** for your service area by developing relationships with local industry partners/employers and ground truthing National, State, or Regional data/trends to your service area.
- Identify goal as **cumulative** (X students trained over 3-year period) **or annual** (X students trained annually for 3 years) and, be sure to specify which.
- For students trained, **unduplicated count** is important as it most closely aligns with number eligible to go on to secure employment.
- Demonstrate the **basis** for your goal and how it **compares to current capacity**.
- Define a **marketing and outreach** strategy to encourage **participation** in the training program.
- Develop a **sustainability** plan.

Southwestern Community College

Awarded \$777,337 in April 2022 through CBGI in
the Western Prosperity Zone.

To support an expansion of its health sciences programming located in the new Health Sciences building that opened in August 2021. The goals of the training center are to provide training through simulation and live patient interactions.

- ✓ Evidence of **demand** from local employers for programs identified
- ✓ Golden LEAF funds are part of larger project to provide a 55k square foot Health Sciences Building to house and increase capacity for 10 of its 16 health science programs
- ✓ Projected outcomes include:
 - 185 students will complete curriculum programs in Nursing, Physical Therapy Assistant, Medical Sonography, Medical Assisting, Respiratory Therapy, Medical Laboratory Technology, Radiology, Occupational Therapy Assistant, Health Information Technology, and Surgical Technology and other health programs annually
 - 135 students will complete health science con-ed courses annually
 - 167 students will earn at least one 3rd party credential/ certifications annually

Guilford Technical Community College

Awarded \$650,000 in April 2017 through CBGI in
the Piedmont-Triad Prosperity Zone.

To support the increased capacity of the college's Center for Advanced Manufacturing to provide needed space to support area workforce training needs. The expansion includes the addition of welding booths and the installation of industrial robotic welders.

- ✓ Evidence of **demand** from local employers for programs identified
- ✓ Golden LEAF funds are part of larger expansion project
- ✓ Projected outcomes included:
 - 120 students will complete curriculum programs in Manufacturing or Machining
 - 45 students will be trained through continuing education or Customized Industrial Training courses
 - 60 students will earn an industry recognized credential in Manufacturing and/or Machining
 - 50 students will participate in work-based learning

Forsyth Technical Community College

Awarded \$1,500,000 in April 2017 through CBGI in
the Piedmont-Triad Prosperity Zone.

To construct a skilled-trades building in Walnut Cove to provide Stokes County residents with local opportunities for curriculum courses and workforce training in welding, electricity, plumbing, and horticulture. Forsyth Tech and Stokes County Schools will set up career pathways for high school students to earn college credit in technical programs offered through the facility.

- ✓ Evidence of **demand** from local employers for programs identified
- ✓ Leverage Connect NC Bond funds
- ✓ Expanded access to workforce training to neighboring counties served by the college
- ✓ Projected outcomes included:
 - 23 high school students will earn college credit
 - 8 students will complete curriculum programs
 - 20 students and/or incumbent workers will be trained through continuing education or Customized Industrial Training courses
 - 30 students will earn an industry recognized credential
 - 16 students will participate in work-based learning

HIGHTS Inc.

Awarded \$703,176 in April 2022 through CBGI in the Western Prosperity Zone.

Two-year project that will serve 50 disengaged high school graduates ages 16 - 24 who are not eligible for WIOA funding by pairing them with career mentors; placing them in work-based experiences in high demand like healthcare, construction, and technology; providing career exploration; and, offering post-secondary enrollment support.

- ✓ Regional project with support of organizations in several surrounding counties
- ✓ Evidence of **demand** from local employers for programs identified
- ✓ Innovative approach to address skills gap by bringing more adults into workforce
- ✓ Projected outcomes include:
 - 45 individuals are expected to complete at least one curriculum and/or continuing education course or program through Asheville-Buncombe Community College
 - 10 individuals are expected to earn at least one industry/third party certification, license, or other credential in a job training program
 - 60 individuals will receive meaningful exposure to local careers

Goler Community Development Corporation

Awarded \$477,394 in June 2017 through CBGI in
the Piedmont-Triad Prosperity Zone.

To establish the Workforce Technology Pathway 2020 (WTP) with a focus on ensuring that 100 under-represented and under/unemployed residents ages 18 - 30 in Forsyth and surrounding counties can secure employment in the field of Information Technology (IT). Students received support and training to help qualify them for well-paying jobs at local IT companies.

- ✓ Leverage resources of nonprofit organizations to expand workforce training to underserved residents
- ✓ Collaboration with local community college
- ✓ Projected outcomes included:
 - 50 students will complete curriculum programs
 - 30 students will be trained through continuing education or Customized Industrial Training courses
 - 10 students will earn an industry recognized credential

Surry County Schools

Awarded \$320,046 in April 2017 through CBGI in the Piedmont-Triad Prosperity Zone.

To establish a college and career academy to provide local high school students access to career pathways targeting advanced manufacturing, health sciences, agriculture, and other trade/industry employment sectors. Hallmarks of each pathway included the provision of virtual courses, college and career counseling, and connections to internships and apprenticeships.

- ✓ Evidence of strong collaboration between county, schools, and economic development
- ✓ Evidence of **demand** from local employers for programs identified
- ✓ Projected outcomes included:
 - 40 students will obtain 12 hours of college credit or earn an Associate's Degree
 - 30 students will complete at least 100 hours of work experience
 - 30 students will earn an industry recognized credential

Graham County Schools

Awarded \$511,500 in April 2022 through CBGI in the Western Prosperity Zone.

To expand the Robbinsville High School's workforce development training program into an upgraded and repurposed vacant building on Main Street in Robbinsville. Bringing work experience opportunities provided through the high school's sublimation (imprinting) shop and specialty coffee shop to Main Street will assist with economic development in this Tier 1 county.

- ✓ Dual purpose of providing workforce development and economic development in county with little to no manufacturing or industrial businesses
- ✓ Projected outcomes include:
 - 40 students will complete a CTE pathway annually
 - 50 students will participate in work-based learning annually
 - 120 students will earn an industry recognized credential
 - 200 students will receive meaningful exposure to local career opportunities

Fayetteville Area Health Education Foundation

Awarded \$300,000 in April 2020 through CBGI in
the Sandhills Prosperity Zone.

To support a three-year professional development program to help reduce nursing student attrition. Nursing faculty, preceptors, and educators from 14 school districts, community colleges, and universities will be trained to implement a model that helps students succeed despite barriers they face.

✓ Projected outcomes include:

- 5% or greater increase in number of students graduating from Nursing programs
- 5% or greater increase in number of graduates who pass the NCLEX the first time
- 9 of the 10 participating schools will complete the training program

Western Piedmont Community College

Awarded \$1,500,000 in April 2021 through CBGI in
the Western Prosperity Zone.

To assist in the construction of a 30k square foot Construction Trades Solution Center with labs and classroom space to house the construction trades program, which will offer continuing education and curriculum training in carpentry, masonry, electrical technologies, HVAC, plumbing, and green construction principles. Caldwell Community College and Catawba Valley Community College are project collaborators.

✓ Projected outcomes include:

- 40 students will complete curriculum programs in Construction Trades annually
- 150 students will be trained through continuing education annually
- 75 students will earn an industry recognized credential
- 40 students will complete a CTE pathway annually

For Additional Examples

The screenshot shows a web browser window with the URL `goldenleaf.org/grant-search/`. The page features a large header image of a green field with the text "Grant Search" overlaid. Below the header is a "Filter Grants:" section with a search input field and several dropdown menus for filtering by "COUNTY OF ORGANIZATION", "CALENDAR YEAR AWARDED", "COMMUNITY-BASED GRANTS INITIATIVE", and "ORGANIZATION". There are "FILTER" and "CLEAR FILTERS" buttons. A "Print Results to PDF" link is visible above a table of results.

Project Title	Program Area	Organization	Year	Amount	County
Support for CBGI – Southeast Prosperity Zone	Community-Based Grants Initiative	Rural Economic Development Center, Inc.	2022	\$71,379.00	Wake
Southwestern Community College Training Center for Work-Ready	Community-Based Grants Initiative	Southwestern Community College	2022	\$777,337.00	Jackson

Questions?



Marilyn Chism

MChism@goldenleaf.org

Contact Golden LEAF Staff

<https://goldenleaf.org/cbgi-contact/>

Characteristics of Low Priority Projects

- Tourism, arts, or cultural resources
- Shell/spec buildings
- Emergency services including fire departments
- General social services
- Reimbursement for prior expenditures
- Capital campaign or endowments
- General maintenance and operational support
- Infrastructure not related to economic development
- Repair or replacement of existing equipment and infrastructure

Requirements

- Eligible Applicant
 - ✓ 501(c)(3) nonprofit
 - ✓ Governmental entity
- Eligible Uses of Funds
 - ✓ Must be charitable – no impermissible private benefit
 - ✓ May not be used for purchase of land or buildings
 - ✓ May not be used for grant administration
- Projects are subject to due diligence by Golden LEAF staff, Board, and legal counsel as necessary.
- Golden LEAF Board of Directors makes final funding decisions.
- Funded projects are subject to all reporting requirements of Golden LEAF Foundation, the State Auditor, and Office of Budget and Management as applicable. Grantees must comply with all conditions and requirements in the grantee agreement.
- All correspondence/communications to and from Golden LEAF are subject to the North Carolina Public Records Law and may be disclosed to third parties.