



Community-Based Grants Initiative
Southwest Prosperity Zone Gathering
Workforce Preparedness Breakout

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

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.

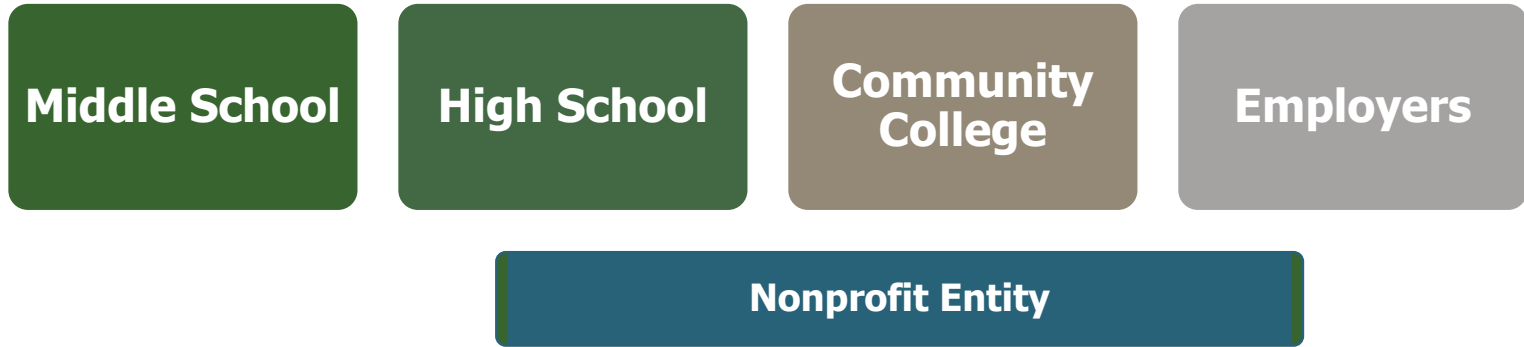
Competitive applications demonstrate a **market demand** for skilled workers and aim at developing skills sets required by businesses looking to locate or expand in **rural communities**.

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

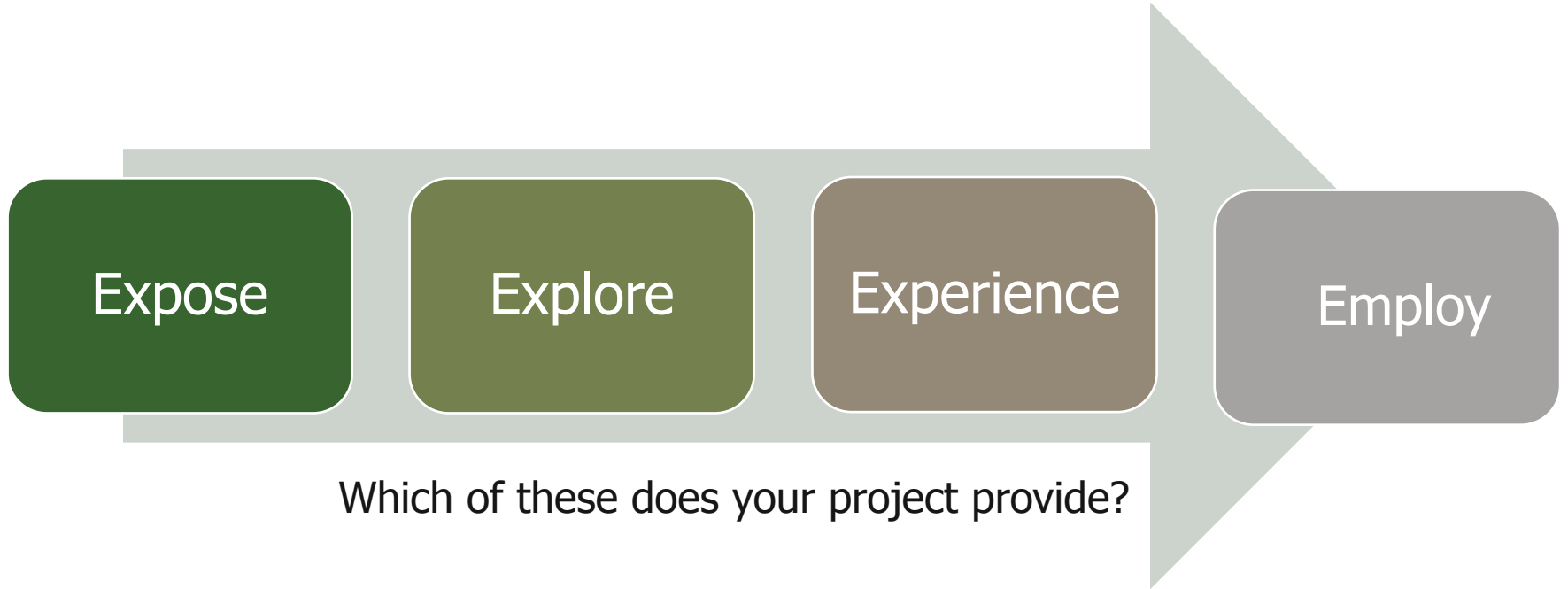
Once industry demand for a specific skill set is identified, the application becomes more competitive if it supports projects that are a component of a defined education to career pathway.



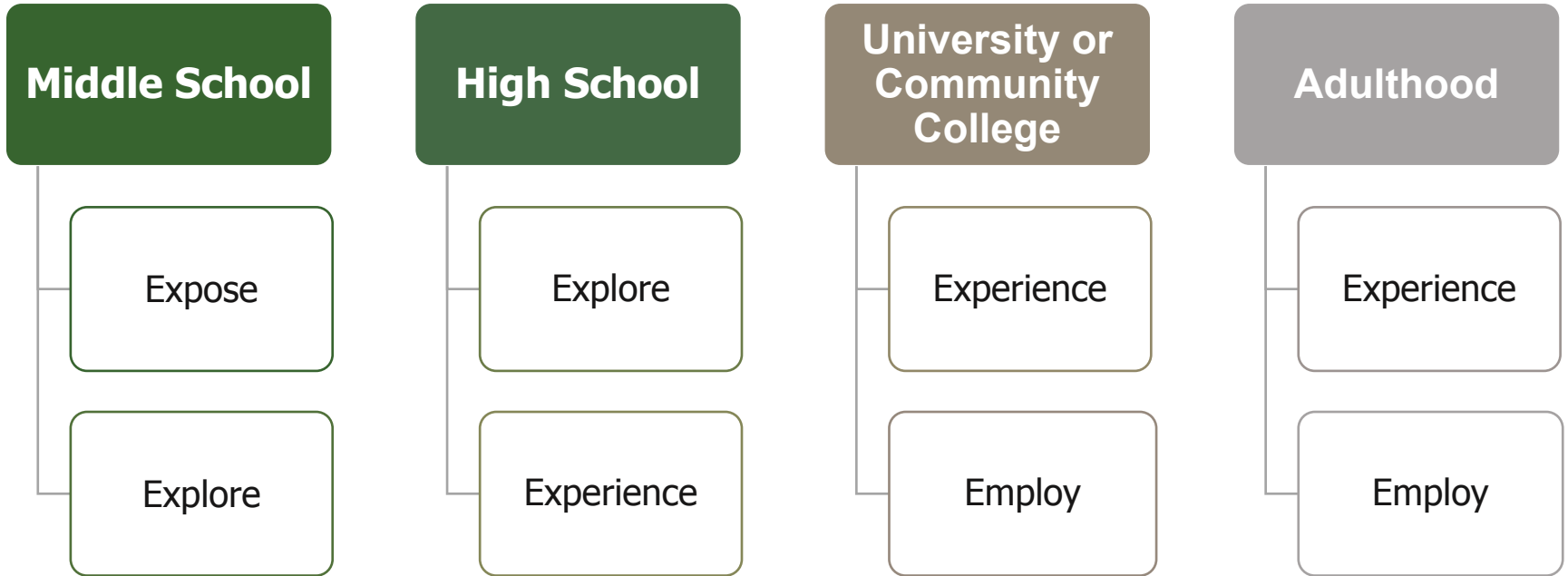
Which component is your project?

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



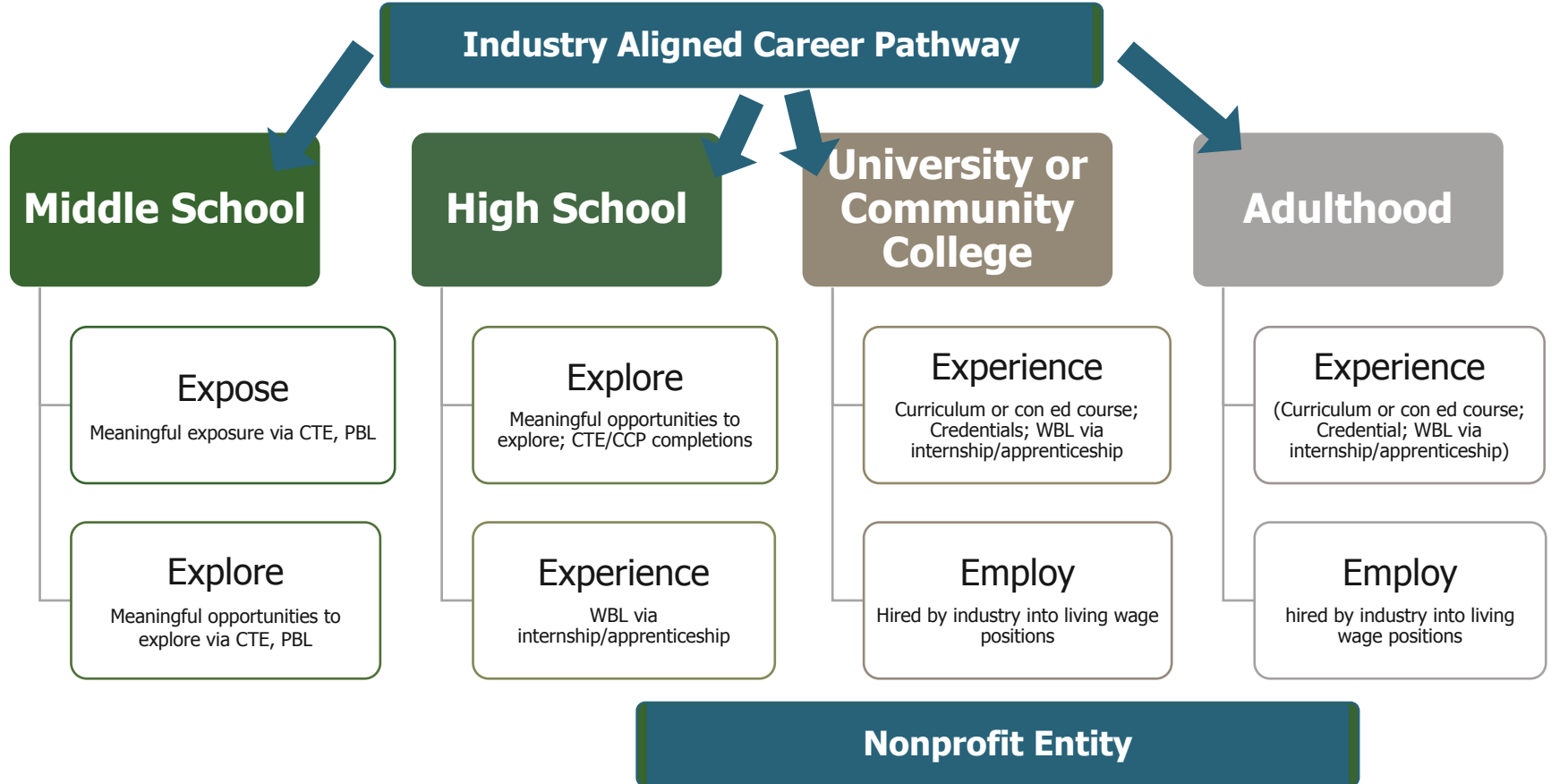
Golden LEAF Priority Area Outcomes

Workforce Preparedness

- Increase in students earning at least one academic credential (curriculum diploma, certificate, or associate degree/condensed certificate) in the area funded.
- Increase in students earning at least one industry/third party certification, license, or other credential (nonacademic) in the area funded.
- Increase in high school students completing CTE pathways in the area funded.
- Increase in secondary or post-secondary students participating in work-based learning.
- Increase in secondary 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 **market/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 **annual** (X students trained annually during the academic year that includes Fall and Spring).
- 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 SCC's 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

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 fields 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 the 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

Surry County Schools

Awarded \$603,230 in February 2024 through CBGI
in the Piedmont-Triad Prosperity Zone .

To establish a pilot program that provides an opportunity for high school students who are at risk of dropping out of school to attend high school at a local manufacturing company during half of their school day and to learn a trade through a paid pre-apprenticeship at that same company during the second half.

- ✓ Evidence of strong collaboration between four school systems, the community college, and area employers
- ✓ Evidence of **demand** from local employers for programs identified
- ✓ Projected outcomes included:
 - 30 students are expected to graduate annually with an academic credential
 - 45 students will participate in work-based learning
 - 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

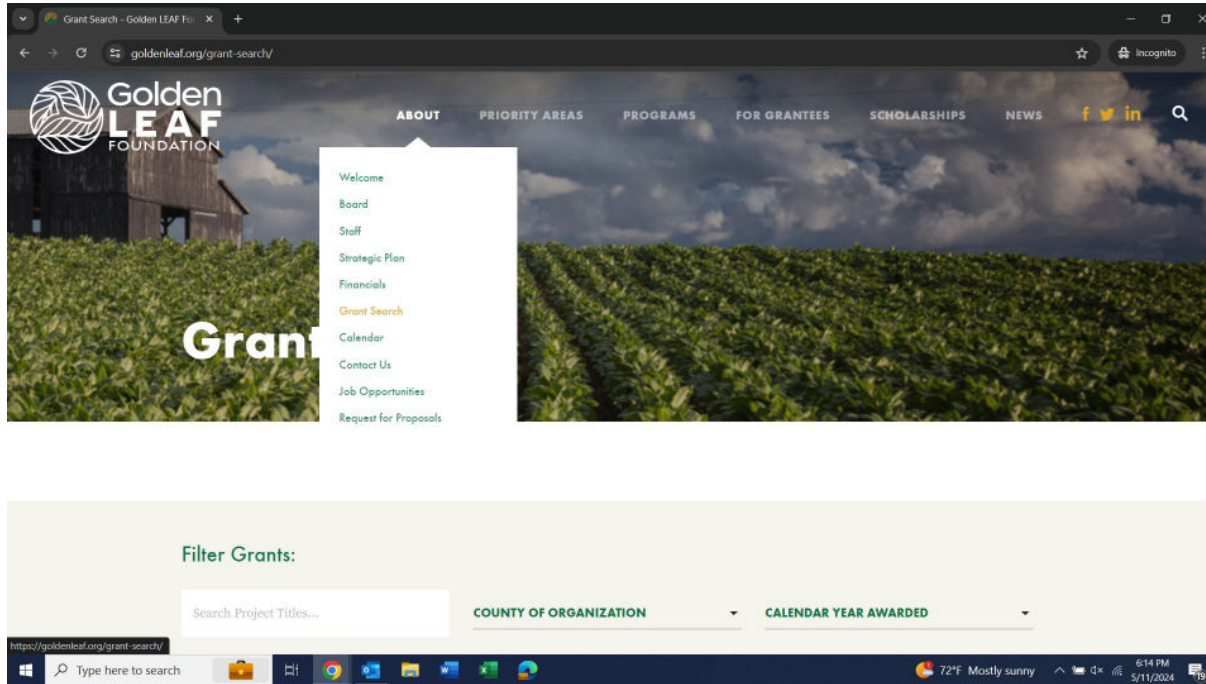
Western Piedmont Community College

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



Search all awarded grants online by clicking About and Grant Search

Questions?

CBGI@goldenleaf.org



Contact Golden LEAF

Please use the form on our website -- <https://www.goldenleaf.org/cbgi-contact>

Golden LEAF will review the information provided and match you with a member of our team to follow up.

Interested applicants can request to meet to:

- Get clarification about the Initiative and the application and selection process
- Discuss a project idea
- Review for designation as a regional project.

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.