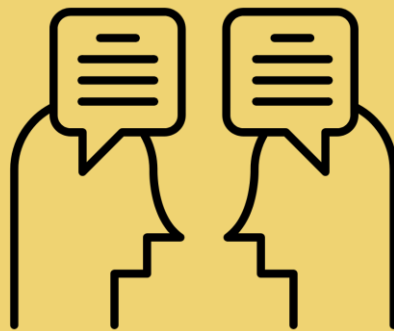




Community-Based Grants Initiative
Workforce Preparedness

Golden LEAF Community-Based Grants Initiative Breakout Session

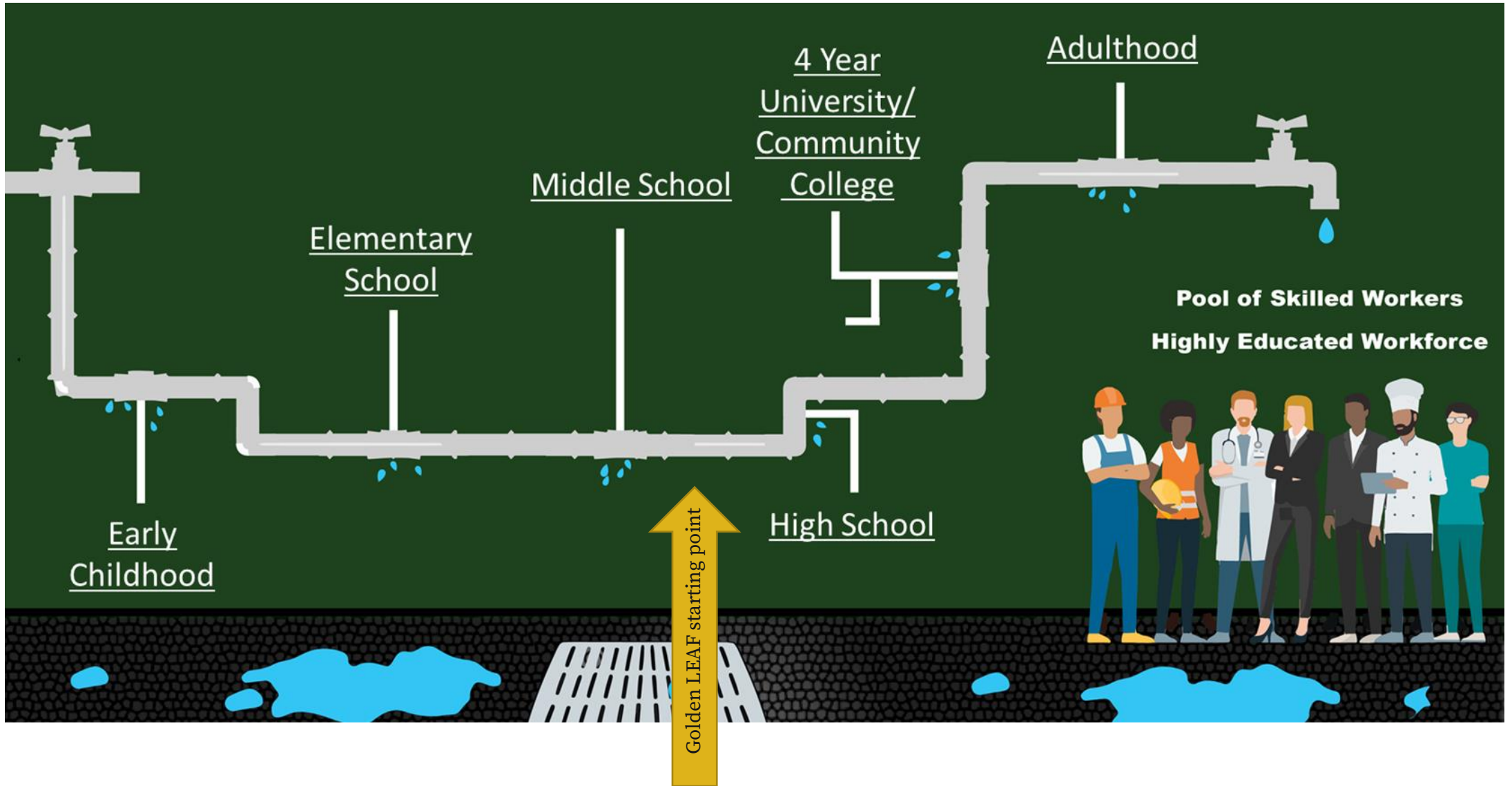
- Overview of Golden LEAF Priority Area
- Outcomes Measured by Golden LEAF
- Example Golden LEAF Projects



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**

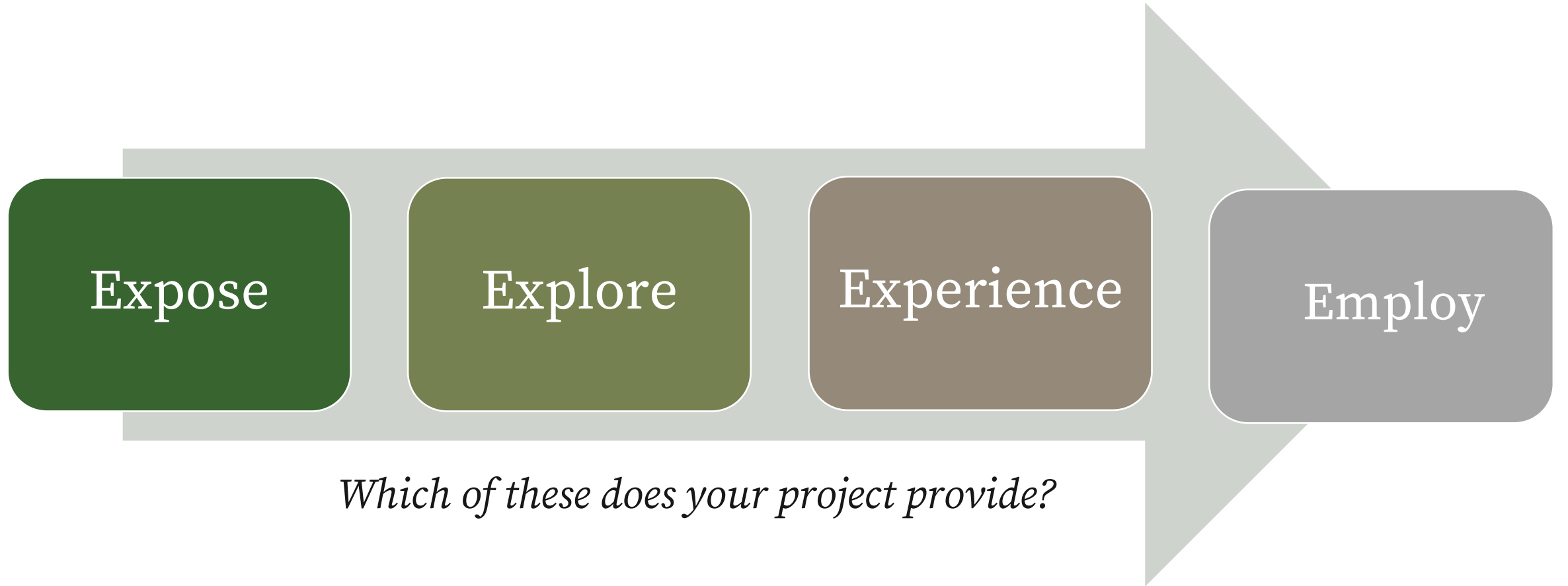
Employers

Nonprofit Entity

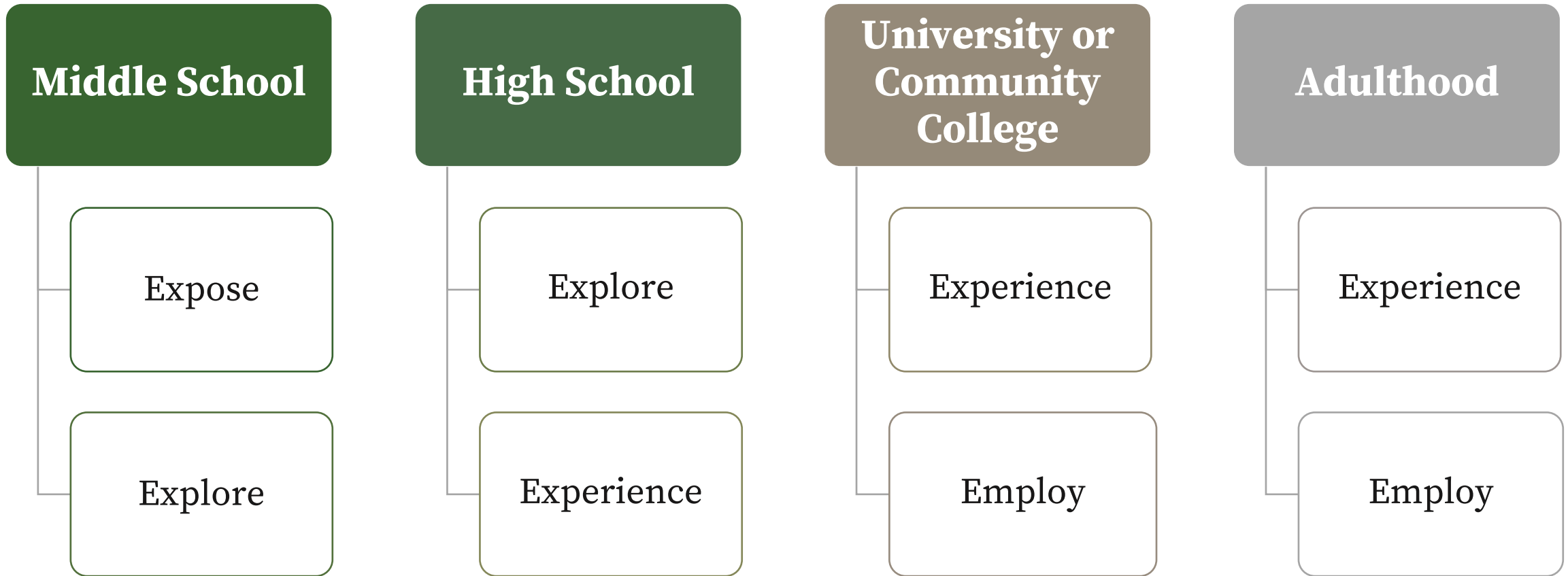
Which component is your project?

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



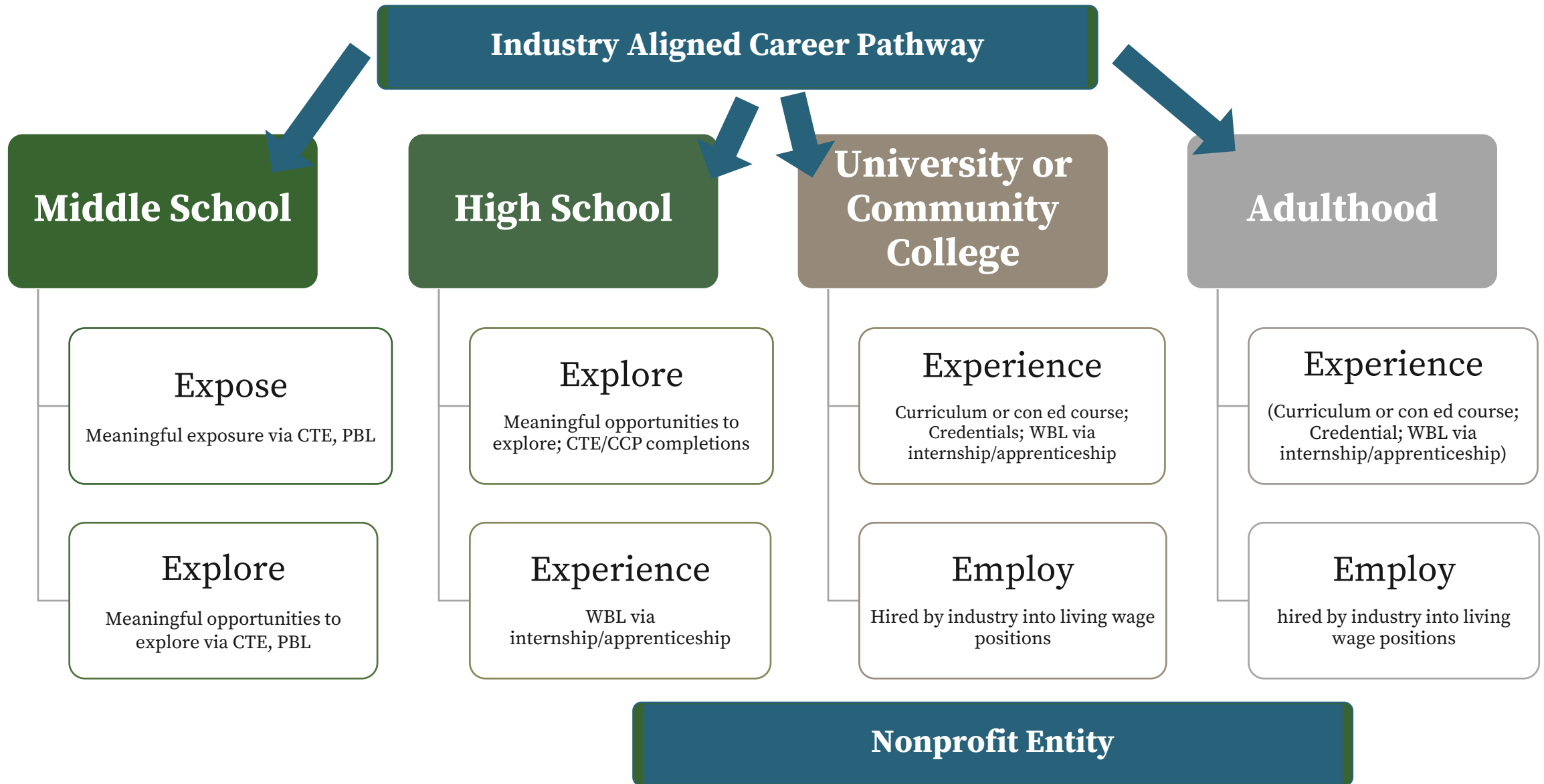
Golden LEAF Priority Area Outcomes

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.

City of New Bern

Awarded \$549,000 in June 2016 through CBGI in the Southeast Prosperity Zone.

Golden LEAF funds were used to renovate an existing city building to create a one-stop Workforce Development Training Center in collaboration with Craven Community College. Programs include: Electrical-Residential and Commercial Wiring, HVAC Technology, NCCER Construction I & II, Plumbing, and Small Engine Repair.

- ✓ Evidence of **demand** from local employers for programs identified.
- ✓ Building renovation part of larger City revitalization strategy; campus includes other future uses (makers space, event space, etc).
- ✓ **Leveraged** additional resources, including the City's and USDA.
- ✓ Expanded access to workforce programs to a population with barriers; location enabled students to bike or walk from area neighborhood to attend courses.

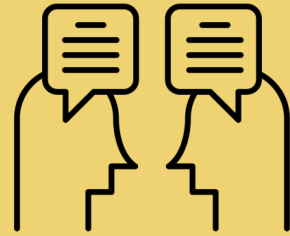
Surry Community College

Awarded \$800,000 in April 2017 through CBGI in the
Piedmont Triad (Central) Prosperity Zone.

Golden LEAF funds were used to equip the Industrial Training Center at the Surry Community College campus in Yadkin County to provide training in advanced manufacturing. The Center will provide advanced manufacturing training in mechatronics, electronics engineering, electrical systems, welding, and computer integrated machining, targeting the needs of new and expanding business and industry.

- ✓ Evidence of **demand** from employers for identified programs.
- ✓ Expanded access to workforce programs to underserved population.

Questions?



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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
- Housing
- 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.