

Land of Sky P20 Council

September 1, 2022 Meeting Materials

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Land of Sky P20 Council

2022 Quarter III Meeting: September 1, 2022

11:30AM-1:30 PM (Lunch Included)

Pisgah Fish Camp: 663 Deavor Rd, Pisgah Forest, NC



Partnerships from
Pre-K to Post-Grad

Agenda:

- I. Welcome: Refresher from previous meeting
 - a. Infrastructure & By-Laws
- II. Action Teams
 - a. Objectives | Status: How will the work be palpable for our communities?
- III. Workgroups: Key Performance Indicators
 - a. Report out
- IV. Adjourn



"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." – Andrew Carnegie

[How can you share P20 information in your engagements/community involvement? Here's some ideas:](#)

>>>Share P20 on FB or LinkedIn

>>>Recognize us at a meeting you're at! (Ask Emily for a standard PPT you can customize)



>>>Send an email to your staff/colleagues with the P20 website


Upcoming Meeting: December 1st 2022

LAND OF SKY P20 COUNCIL

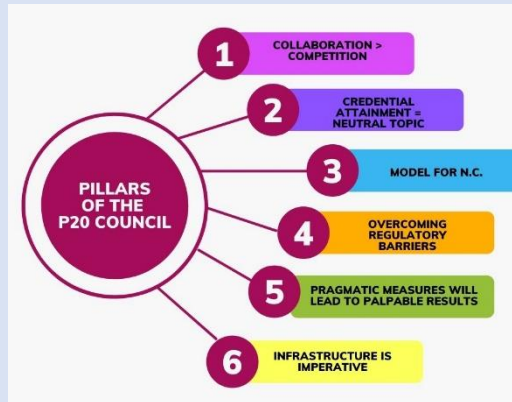
Executive Director Report: September 1, 2022

<u>TACTICS</u>	<u>OUTPUTS</u>	<u>INTERMEDIATE OUTCOMES</u>	<u>IMPACT</u>
1. P20 formed five P20 Action Teams aligned to its strategic plan.	Initial meetings held for all teams. Agendas and minutes located here.	Specific implementation strategies assigned for each action team so that the work of P20 is palpable to the four counties we serve.	Reference next steps for each team here ; next meetings occur first week of October.
2. P20 progressing with data infrastructure.	P20 employed a WCU Graduate Intern this summer for building a credential data platform. Collaborative work is centered around credential attainment. However, existing data tools fail to completely capture continuing education completions and aren't timely enough for local decision-	The goal is to have a local plan and tool/medium (such as software) in place that can be viewed and used by Land of Sky stakeholders and can be replicated by other local collaboratives statewide.	The impact would be to have a system in place that captures credential completions for all local training providers that's available in real-time and integrates with local job opportunities.

	<p>making to respond quickly.</p> 		
<p>3. P20 continues to publicize its efforts.</p>	<p>P20 has been featured on WLOS, the Citizen Times, the Urban News and the Biltmore Beacon.</p> 	<p>Exposing P20's relevance to community members is an ongoing need.</p>	<p>Funneling people to the P20 website is crucial, as it's a resource for job-seekers, students, employers, partners to understand our collaborative mission and connect to resources that will aid in the region's credential attainment.</p>
<p>4. P20 continues to align local efforts with statewide priorities.</p>	<p>P20 has cross-walked local training offerings to the NCWorkforce Credentials list.</p>	<p>This information will soon be provided on the P20 website in a user-friendly format.</p>	<p>P20 will continue to be the local source for connecting the community college's efforts to local options so that its understandable to future students/job-seekers.</p>

5. P20 continues operational funds.	<p>P20 received a \$220,695 award from the John M Belk Endowment.</p>	<p>This will allow the continued employment of the executive director and other operational resources until December 2023.</p>	<p>Additional programmatic support funds continue to be sought due to P20 not being funded through the Good Jobs Challenge Grant.</p>
6. Social media advertisements deployed	<p>The goal of both self-produced ads were to increase traffic to the P20 website and to expose the CTE video that P20 produced.</p>	<p>P20's website received more visitors.</p> 	<p>7,238 people in the region were exposed to the advertisements on Facebook and only \$70.00 spent.</p>
7. ED continues to present to stakeholders, locally and statewide.	<p>A few presentations, some virtual and in person, include those to the: Madison County Rotary Club, Asheville City Schools' Foundation, Community Foundation of Western NC, CFNC Counselors convened at summer training, Western Carolina University and others.</p>	<p>The investment of time into this resource will ensure that partners receive consistent messaging regarding the Collaborative and P20 and this can be used across domains over time by the ED and members of the Steering Committee, as needed/appropriate.</p>	<p>The Collaborative and P20 have a lot of ground to cover in spreading the word about its goals and strategies. The ED, Steering Committee and members of the P20 Council should be advocates for comprehensively explaining the path and purpose of this important work. P20 members</p>

Various 1:1 discussions with other stakeholders have taken place and continue and the ED participated in the United for Youth Block party in August.



also [equipped with comprehensive booklet](#) to provide to contacts.




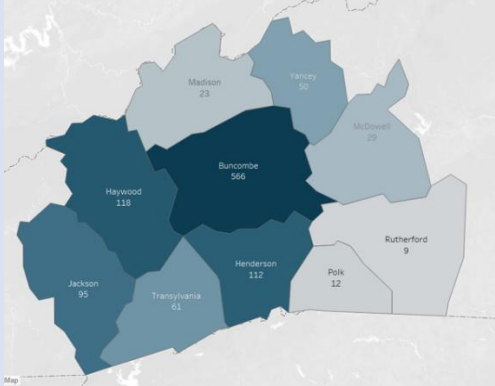
8. ED supporting efforts identified as priorities for K12 success in the strategic plan.




ED participated in an [Ed Redesign Center's community of practice around Student Success Planning](#) at Harvard alongside Asheville City Schools, United Way of

The United Way's [Early Warning Response System](#) is an important driver of academic success and is a shared tool in two school districts. This training was provided to other groups using similar student success tools being used in the nation and was a competitive application process to receive the training.

P20 will be part of the planning process to convene stakeholders in Fall 2022 as we collectively brainstorm ways to elevate the existing system using strategies learned at the training.

	Asheville/Buncombe and Buncombe County schools.		
9. P20 continues to identify funding resources.	P20 led application process for a DOL grant alongside AB Tech and BRCC.	Another grant application successfully submitted with two community colleges participating jointly.	If awarded, these funds would allow BRCC to expand its construction program and would enhance manufacturing programs at AB Tech.
10.P20 Infrastructure established	Executive Officers identified & by-laws approved. 	Five executive officers nominated and meeting alongside the steering committee on a monthly basis.	P20 has people and processes in place that will ensure stability of its council structure.
11. WNC 2022 State of the Workforce survey concluded	The survey's results are an incredibly important driver for P20's focus in credentials needed by the region's employers.		795 employer responses, particularly those pertaining to credentialing needs for their future workforce, will be the focus of the Credentials of Value action team, with relevance also for the Communications & Connections action team. Both will involve marketing resources for various needs.

12.ED partnered with NCSU's Institute for Emerging Issues	Planned attendance list for the four counties covered by P20 within the prosperity zone in preparation for their July presentation alongside myFutureNC at Haywood Community College.	Attendees were broken up by county to pick a topic that they would explore further. P20 is here to assist in any of those endeavors.	 <p>Alongside mFNC, P20's ED has developed or enhanced relationships with attendees from the region to galvanize support for credential attainment.</p>
13. P20 keeping region's largest funding source informed of activities.	ED participating in quarterly discussions with other project managers and myFutureNC to discuss successes and needs with impact officers within Dogwood Health Trust.	Participate alongside other region's tackling our shared mission to learn successful tactics to bring back to Land of Sky.	Future funding resource for programmatic strategies is being explored.
14. P20 is learning from other P20 structures in the nation.	ED produced a video outlining certain elements from other P20 structures in the nation to learn best practices.	Video summary provided to P20 members.	Developed peer relationships for continual learning opportunities we can bring to Land of Sky.
15.P20 partnering with Mission Health.	P20 partnering with workforce and community engagement	Collaborative opportunities, such as the development of #worklocal posters featuring three	#worklocal can grow into a marketing strategy that other

	team on collaboration opportunities.	'homegrown' Mission employees, will be featured on the walls of high schools and other partner agencies.	businesses can mimic for recruitment strategies.
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P-20 COUNCIL, LAND OF SKY MEETING MINUTES

Date: May 16, 2022

Time: 11:30-1:30PM

Western Carolina University at Biltmore Park Town Square in Asheville, NC

In Attendance

Brittany Brady; Carol Steen; Tony Floyd; Dr. Nancy Cable; Dr. Jeff McDaris; Dr. John Gossett; John Mitchell; Dr. Laura Leatherwood; Dr. Mark Dickerson; Mike Hawkins; Nathan Ramsey; Dr. Tony Baldwin; Greg Lowe; Dr. Paul Maurer; Avril Pinder; Deb Tibbetts

Land of Sky Education & Workforce Attainment Collaborative members: Dr. Joseph Fox, Dr. Gene Loflin, Dr. Michael Dempsey; Dr. William Sederburg

Guests: Kevan Frazier (delegate for Dr. Kelli Brown); Tracie Metz, myFutureNC Western Regional Impact Manager

Welcome, Agenda Review & Opening Activities

P-20 Executive Director, Emily Nicholson, welcomed the Council attendees and expressed gratitude for their attendance. Mrs. Nicholson reminded attendees that a pre-meeting packet of information was provided and to reference that during this meeting as the information aligned to the sequence of the PowerPoint.

Mrs. Nicholson welcomed new members: Buncombe County Manager Avril Pinder & Smart Start of Henderson County Executive Director Deb Tibbetts and thanked them for joining the P20 Council.

Mrs. Nicholson reminded the Council that their January meeting minutes were in their meeting packet and asked if there were any updates. There were no comments.

Executive Director's Report

Mrs. Nicholson provided updates to the Council from her Executive Director report, which was also provided in the pre-meeting packet. She provided specific details regarding the following:

- The awardees and grant focus of the four chosen "Action for Implementation Measures" grant that spanned the region (benefitting each county involved in P20) and spanned the focus of its strategic plan.
- The complete video for the first 'pathfinder' focus of "increasing communication between employers and educators". The video provided an overview of the five school districts Career & Technical Education departments with the goal of recruiting more employers to become involved in their advisory boards. The video was shared in the newsletter and

- posted to the website. Mrs. Nicholson encouraged P20 members to share with at least three businesses.
- Mrs. Nicholson informed members of the new P20 website domain and format and that the P20 Council is now on facebook and linkedin. She encouraged members to share with their contacts.

There was discussion from the members about what classifies “short term” credentials, the increasing numbers of migrant populations, the challenges behind university program completion data, the messages children are receiving from their guardians about community colleges vs. universities and the challenges associated with online collegiate programs.

Develop LOS P20 Mission Statement - Vital Clarity

Consultant Kathleen Osta of Vital Clarity led the next segment of the meeting and focused on developing the P20 Mission statement, which had not previously been discussed or drafted. Mrs. Nicholson encouraged members to be guided by this question as they worked on the mission statement during this next phase of the meeting: “How can this unique assembly of individuals harness their collective power to manifest ideas, in unison, that can uniquely address credential attainment for our four counties?”

Members were divided up into three teams to focus on questions about their target audience, factors that make P20 unique and their primary focus. Members then reported out their findings and a small cohort of individuals were designated to draft a succinct statement using the summaries from the three teams. They would then provide this information to Mrs. Nicholson and she would vet through the future Executive Committee for a final vote and execution.

Infrastructure of P20 Council

Mrs. Nicholson informed members of the five action teams that she would be soliciting membership for. She also provided a draft of the by-laws and invited members to provide feedback via email to her by June 6th so that they could be enacted by the future Executive Committee. Finally, Mrs. Nicholson informed members that the Executive Committee would be comprised of a Chair, Vice Chair, Secretary and Treasurer. The following individuals volunteered for these roles (respectively): Greg Lowe, Dr. Mark Dickerson, Dr. Laura Leatherwood and Deb Tibbetts. There was some discussion about whether a representative from Madison County could be recruited so that the Executive Committee could comprise the full region and Mrs. Nicholson stated that she would reach out to individuals from the P20 roster from Madison that may be interested in fulfilling an additional role on the Council’s Executive Committee.

Closing Comments and Adjourn

Mrs. Nicholson reminded members to provide their feedback on the by-laws by June 6th, to indicate their preference for their chosen action team and to send any ideas for a vision statement. The meeting adjourned at 1:43 PM.



Land of Sky P20 Council

BY LAWS

Approved July 12, 2022

Land of Sky P20 Council
1 Town Square Blvd, Ste 261 · Asheville, NC 28803
<http://LOSP20.ORG>

**BYLAWS OF
LAND OF SKY P20 COUNCIL**
Approved July 12, 2022

**ARTICLE I
NAME, PRINCIPAL OFFICE, AND GENERAL PURPOSES**

Section 1. Name. The name of this Council is: LAND OF SKY P20 COUNCIL, hereto referred to as “Council”

Section 2. Principal Office. The principal office of the Council shall be 1 Town Square Blvd, Ste 261 in Asheville, Buncombe County, North Carolina 28803.

Section 3. Purpose. The purpose for which the Council is organized is to be a vertical pipeline for student advising, counseling, guidance, and information and to promote communication, agreements, and opportunities between school districts, colleges, universities and industries, in order to facilitate student advancement and certificate and degree program progress from preschool through graduate school and into the workforce within the North Carolina counties of: Buncombe, Henderson, Madison and Transylvania. The goal is to strengthen the pipeline to employment, to include our adult learners.

**ARTICLE II
MEMBERS**

Section 1. Representation. The Council shall be managed and controlled by its members, who were originally appointed by the Land of Sky Educational Attainment & Workforce Collaborative in 2021 and membership will be controlled by the Council’s Executive Committee hereafter. The Council is composed of key stakeholders across the four counties that foster educational attainment that leads to gainful employment. This structure was developed based on the efforts of workgroups under the purview of the Land of Sky Educational Attainment & Workforce Collaborative that identified key strategies that transitioned individuals from Pre-K/Early Childhood Education, K-12 Educational Systems, and Postsecondary Education to gainful employment, to include adult learners. The Council works together collectively to develop initiatives, programs,

practices, and processes that enhance educational attainment.

Section 2. Number and Representation. The Council shall be comprised of a minimum of 20 members. Membership will include: Two Community College representatives; Two public University representatives Two Private University representatives Five K-12 representatives; One Pre-K/Early Childhood Education Representative; Three Economic and Workforce Development Representatives; Four County Government Representatives; Six Business Community Representatives. Members must represent top-level executives/managers of his/her respective institution. Additional representatives may be changed by a three-fourths vote of the then-current members.

Section 3. Term. Members shall serve for a term of two years. With the initial execution of the Council in October of 2021, those terms will be extended by an additional eight months in the inaugural Council so as to end on June 30, 2023 with new members beginning in July 2023, representing the same proportional membership covered in Article II, Section II. Thereafter, Council member terms begin on the first day of July and end on the last day of June every two years. Council members may continue to serve consecutive terms indefinitely.

Section 4. Resignation. A member may resign at any time by giving notice thereof in writing to the Chair. In the event of resignation, a new member shall be appointed by the Chair to represent the same constituency for which the resigned member had served. The new member shall complete the term of the resigned member.

Section 5. Vote. At all meetings of the Council, each member of the Council shall be entitled to one vote.

Section 6. Proxy Representation. Members can designate one proxy representative for his/her respective institution to attend a Council meeting and/or a Committee meeting. This proxy must be consistently the same. The proxy shall have the same rights as the member regarding voting and serving on committees.

Section 7. Committees. Action Teams shall be constituted within the first quarter of every two new programmatic years (July 1 – June 30). No committee shall have the authority of the Council in reference to amending, altering, or repealing the Bylaws. Committees will be formed and focused on objectives according to the Council's desired direction. Each committee will have a minimum of three members. External parties, such as subject matter experts from local or state organizations, can participate in committee meetings as needed, but are not considered permanent members of the committee or the Council. Ad hoc committees may be formed to address specific goals prioritized by the Council.

Committees shall advise the Council at its regular convening regarding goals, objectives and accomplishments and make recommendations to the Council in matters involving the Council's mission.

ARTICLE III OFFICERS

Section 1. Number. The Officers of this Council shall be a Chair, a Vice-Chair, a Secretary and a Treasurer, and such other officers as the Council may deem necessary. Proxies cannot serve in these roles.

Section 2. Election. The first set of Officers for the inaugural Council of 2021 shall be determined by the P20 Council at large. Thereafter, all Officers of the Council shall be nominated and elected (as outlined below) by the Council at large at their second quarterly meeting of the preceding programmatic year. All Officers, with the exception of the Treasurer, shall hold office for the term of one year, with the option of serving up to two consecutive terms, or for such greater term not to exceed three years.

Section 3. Nominating Procedures. Officers of the Council shall be solicited for nominations at the quarterly meeting that takes place before the following programmatic year. Individuals of the council shall nominate themselves or others for officer seats. If an individual is nominated for a seat in which he/she is not willing to fill, he/she can rescind the nomination. Previous officers are not required to continue their role in a position. A ballot vote does not have to be taken unless more than one person is nominated/self-nominated for an individual officer seat. For

nominations in which only one person is nominated for an individual officer seat, nominations can be conferred by unanimous consent.

Section 4. Tenure of Office. Any of the Officers of the Council may be dismissed at any time during his or her term by a majority vote of the Council, and an Officer so dismissed shall have no power or authority under or by virtue of his or her former office.

Section 5. Duties of Officers. The slate of executive officers should meet monthly, with at least ten meetings per year. The duties and powers of the Officers of the Council shall be as follows:

CHAIR

The Chair shall:

- (a) Preside at all meetings of the Council;
- (b) Enforce these Bylaws and see that all orders and resolutions of the Council are carried out;
- (c) Perform all the duties incidental to his or her office, and generally, to see that the Officers and agents of the Council perform their duties;
- (d) Present at each meeting of the Directors a report of the condition of the business of the Council;
- (e) Cause to be called regular and special meetings of the Council in accordance with these Bylaws; and
- (g) Provide input to the official employer of record of the P20 Council's Executive Director (Land of Sky Regional Council) concerning his/her job performance.

1st VICE CHAIR

The Vice Chair shall:

- (a) Perform the duties of the Chair in the Chair's absence or disability; and
- (b) Perform such additional duties and functions as may be directed by Chair.

2nd VICE CHAIR

The Vice Chair shall:

- (a) Perform the duties of the Chair in the 1st Vice Chair's absence or disability; and

- (b) Perform such additional duties and functions as may be directed by Chair or 1st Vice Chair.

SECRETARY

The Secretary shall:

- (a) Keep the minutes of the meetings of Council;
- (b) Keep a record of the names of its Members;
- (c) Give and serve all notices of the Council; and
- (d) Perform and attend to such other duties and functions as may be directed by the Council.

TREASURER

The Treasurer shall:

- (b) Render a statement of the condition of the finances of the Council at such meeting of the Council, and at such other times as shall be requested by the Chair;
- (c) Collaborate with the Executive Director to ensure that the Council operates in accordance with the Land of Sky Regional Council's accounting procedures; and
- (d) Perform and attend to such other duties and functions as may be directed by the Chair or the Council.

Section 6. Vacancies. All vacancies in any office shall be filled by a nomination procedure at a special meeting called for that purpose after the occurrence of such vacancy, or at the next regularly scheduled meeting, whichever occurs first. The Officers so elected shall hold office for the fiscal elected, in accordance with these Bylaws.

ARTICLE IV MEETINGS

Section 1. Regular Meetings. The Council shall meet at least once per quarter.

Written notice of the time, date, and place of Council meetings shall be given by the Chair of the Council to each member of the Council at least fifteen (15) days in advance of the meeting.

Section 2. Place of Meetings. The meetings of the Council shall be held at a venue convenient for members of its four county regions and shall rotate in location as venue availabilities allow. Locations that can accommodate hybrid meeting formats will be pursued as virtual or in-person attendance is allowed.

Section 3. Special Meetings. The times, dates, and places of special meetings of the Council may be set at the call of the Chair, upon written call by the majority of Council members, or upon resolution of the Council. Notice shall be given by the usual means of communication at least ten (10) days prior to a special meeting, unless waived in writing by all members.

Section 4. Notice of Intention to Attend; Attendance Required. Members, or proxies, of the Council shall notify the Chair of their inability to attend a scheduled meeting at least 24 hours in advance of the next scheduled meeting.

Section 5. Quorum. Fifty percent (50%) of the members, or proxies, of the Council shall constitute a quorum for the transaction of business. The quorum shall be determined at the beginning of the business meeting.

Section 6. Parliamentary Rules. All meetings shall be conducted in an open, orderly, and fair manner; and Robert's Rules of Order, as revised, shall apply to all deliberations.

Section 7. Attendance. Any one or more or all of the Council may participate in a meeting or committee by means of a conference telephone or similar communications device that allows all persons participating in the meeting to hear each other. Participation in a meeting by means of a conference telephone or similar communications device shall be deemed presence in person at such meeting. Members who do not attend 70% or more of the Council meetings will be removed from the Council by the Executive Committee. Reference Article II, Section IV for procedures on replacing members.

Section 8. Informal Action. Any action required or permitted to be taken at any meeting of the Council may be taken without a meeting if the text of the resolution or matter agreed upon is sent to all the members Council and the majority of Council members consent to such action in a writing setting forth the action taken. Such consent in writing shall be filed with the minutes of the proceedings of the Council or the committee and have the same force and effect as a vote of an in-person meeting or of the committee at a meeting, whether done before or after the action is taken.

ARTICLE V FINANCIAL STRUCTURE

Section 1. Fiscal Representative. The Council will operate under the fiscal purview of the Land of Sky Regional Council, located at 339 New Leicester Hwy #140 in Asheville, NC. The Land of Sky Regional Council is a multi-county, local government, planning and development organization serving the same counties of the P20 Council of Buncombe, Henderson, Madison and Transylvania. The P20 Council will have its own designated account under the Regional Council's financial infrastructure.

Section 2. Funds. All funds of the Council shall be deposited and dispersed according to the fiduciary guidelines and accounting procedures/requirements of the Regional Council. The Land of Sky Regional Council's finance department follows laws that govern local governments in North Carolina and follows procedures prescribed by the federal government for any federal funding. The Land of Sky Regional Council is considered a local government and is required by law to have an external audit annually. The current auditors are Anderson, Smith and Wike PLLC.

Section 3. Grants and Appropriations. The Council contemplates that in the conduct of its affairs it will from time to time receive grants or appropriations from private and public bodies of North Carolina. The Council can apply for grant funds in which Regional Councils of Government are eligible applicants but the Executive Director of the P20 Council must ensure that the Executive Director of the Regional Council support this

application. Expenditures by the Council of such grants or appropriations shall be made only for the purposes of the Council in general.

Section 4. Contributions. The Council, or any officer or officers of agent or agents of the Council to whom such authority may be delegated by the Council, may accept on behalf of the Council any contribution for the purposes of the Council and will be provided to the Regional Council for proper acquisition.

Section 5. Reporting. Financial reports shall be provided by the Executive Director to the Treasurer of the Council before each Council meeting to ensure transparency of funds and the balance of Council funds.

Land of Sky P20 Council

Mission

The Land of Sky P20 Council fosters collaboration among employers, educators, and community members in the spirit of enduring economic prosperity, through the alignment of innovative cradle-to-career skills and resources that lead to life-sustaining job opportunities in our four-county region of western North Carolina.

Vision

To prepare a workforce with the needed skills and competencies leading to employment at a life sustainable wage level.

Objective

The Land of Sky P20 Council will implement strategies with an inclusive and innovative lens to align credentials of value with local employer needs that leads to family-sustainable wages in order to produce an additional 10,000 individuals in the workforce by the year 2030.

Executive Committee

Greg Lowe – Chair | Dr. Mark Dickerson – 1st Vice Chair | Norris Gentry – 2nd Vice Chair | Dr. Laura Leatherwood – Secretary | Deb Tibbetts – Treasurer

Action Teams				
<i>Communication & Connections</i>	<i>Credentials of Value</i>	<i>Pathways to Enrollment Through FAFSA</i>	<i>Policies & Regulations</i>	<i>Benchmarking (Data/Metrics)</i>
Tony Baldwin	John Gossett	Will Hoffman	Amy Barry	John Bryant
Brittany Brady	Chip Gould	John Mitchell	Kit Cramer	Nancy Cable
Kelli Brown	Jeff McDaris	Gene Loflin	Mike Hawkins	Jack Cecil
Tony Floyd	Nathan Ramsey	Mark Garrett	Jaime Laughter	Mike Meguiar
Avril Pinder	Carol Steen		Mike Dempsey	
Paul Maurer			Bill Sederburg	
✓ August 4	✓ August 5	✓ August 8	✓ August 3	✓ August 2
October 6 10-11AM	October 5 10-11AM	October 7 10-11AM	October 4 10-11AM	October 3 10-11AM

LAND OF SKY P20 COUNCIL ACTION TEAMS

Pathways to Enrollment Through FAFSA

Increase FAFSA
awareness and completion
rates in the region.

Collaborating to
produce an
additional 10K in
the workforce with
credentials to meet
employer needs

Credentials of Value

Enhance awareness and
alignment of local training
opportunities within the
NC Workforce Credentials
list.

Policies & Regulations

Provide policy/regulatory
recommendations, regarding chronic
regulatory barriers that impede
credential growth

Communications & Connections

Increase awareness of local
industry and job growth
opportunities in the region using
specific success stories

Benchmarking Through Data/Metrics

Obtain a sustainable data
platform that will accurately
reflect credential completers
in the region

Palpability of

P20 in the Region

