

MINUTES

Land of Sky P20 Council: Executive Committee

March 11, 2024: 11 AM-12 PM

Location: Zoom

Present:

Dr. Gene Loflin, Emily Martin, Dr. Tracy Parkinson, Emily Nicholson (Staff), Melissa Zenz (Staff), Katlen Smith (Staff)

Minutes:

- Mrs. Nicholson welcomed attendees to the meeting. She thanked the attendees who attended the special voting session on March 8, 2024.
- Mrs. Nicholson reminded the committee that the next quarterly meeting will be May 10th and Ms. Zenz sent out the Outlook invite. The meeting will be in Henderson County, location TBD. We need to find a location with AV capabilities that can accommodate 30-33 seats. Ms. Martin suggested Highland Lake Inn, The Workforce Development Board Room, or an option across from Rugby Middle School. Ms. Smith will reach out to Ms. Martin and follow up with her. Dr. Loflin suggested reaching out to local businesses, Ms. Martin said UPM Raflatac Inc might be a good option or the City of Henderson has a boardroom.
- Mrs. Nicholson shared that the role of the Executive Committee is to help the P20 staff develop the agenda for the quarterly meetings.
- At the last meeting Dr. Fox presented which was important because he has been contracted with P20 per our funders request for a number of years. For the upcoming meeting she feels the focus should be on the Action Team's work and synergy between the teams, but in a way that is more focused than at the last meeting. Dr. Loflin mentioned that if the goal of the Executive Committee was to help the Action Teams with challenges, this could be a very focused way to accomplish this. He added that this would require the Action Team to show up prepared to know what they need support with.
- Mrs. Nicholson mentioned that other council members have asked if we can use the next quarterly meeting to showcase the new data. She referenced that My Future NC released their new set of data for 2024 in February. While we do leverage this data, we don't totally depend on it. We have our own data and it might be a better idea to show the Land of Sky's county specific data. She warned that using the quarterly meetings to present a lot of data is too comprehensive of a topic, it

becomes a rabbit hole and could end up taking up all the time available. Ms. Nicholson does however recognize the importance of being data focused and how best to fill the gaps the data presents.

- Dr. Parkinson thinks given the limited number of in person meetings, leveraging the Action Team's progress might be more beneficial for the 90 minutes, with the first 30 minutes talking about big picture items and data. Ms. Martin mentioned that she was recently at a meeting where they created a trivia game based on a data set that was pre-provided. And that it was a fun way to keep this information structured, relevant and allowed the members to network during the 'game'. Ms. Nicholson thought this was an interesting idea and likes the structure of it being like an 'assignment'. Dr. Parkinson also liked this idea.
- Ms. Nicholson brought up that she does get requests from other members to have the quarterly meetings be focused on getting updates from each Action Team specifically and what each member has been up to. Ms. Martin feels this is not what the meetings are for, at least not to spend the whole time on this. Ms. Nicholson agrees.
- Ms. Nicholson referenced the Action Team Reference Document. It is a working document to show what the Action Teams are working on and asked if we can incorporate this into the May meeting?
- Dr. Lofflin asked if Joseph Fox's resource guide is being updated. Ms. Nicholson said it was but the current guide was based off the 2018 data from the employer need survey, not the 2022 employer need survey. Dr. Lofflin is concerned that the guide is not being utilized by anyone. He suggested making it a searchable resource once it's been updated by Mr. Fox with more recent data. At which point Ms. Nicholson will share the guide with the full committee for feedback. Ms. Zenz gives examples of the edits needed. Specifically when the resource guide mentions specific institutions or programs, those institutions need to confirm that what is listed in the guide is accurate to date. Ms. Nicholson, Ms. Zenz, Ms. Smith and the Executive Committee are the only ones who have access to this guide at this time. Dr. Parkinson feels that anything with data prior to 2020 is from a different world and not close to what is reality now. Dr. Lofflin feels that large scale guides like this can lose their effectiveness quickly if there is not a commitment to keep it accurately updated on a regular basis. Ms. Nicholson shared that this contract was created at the request of our funder, and is important for the Executive Committee to support the administration in continuing to put time and money towards. Dr. Lofflin suggested again making it searchable online to get traction, Ms. Nicholson agrees and feels getting it translated into Spanish might also be useful. Ms. Zenz compared doing what United Way does with their calendar and the benefit of its accessibility to our community.
- Since the Action Teams would have all met in April, prior to the May in person meeting, Ms Nicholson asked if the Executive Committee members would be ok using the Action Team Reference Document at the quarterly meeting as a way to give feedback to the Action Teams as long as it stays

grounded. Dr. Parkinson said yes, but be careful not to have two meetings twice. Rather use it as a measure of checks and balances as people are more compelled to do their homework if they know it's going to be looked at.

- Ms. Nicholson provided some background to the third bullet point in the agenda. We have a superb relationship with the Belk Endowment and they are real partners with us. They discussed using a line item in the budget this year for a Development Consultant. The Belk Endowment really wants us to create the specifics for this and they want us to have a voice in that. We have a \$25,000 budget to create a sustainability plan in partnership with a contractor or organization that does such things. Dr. Lofflin asked what the limitations are in terms of funding. The only limitation is that the endowment wants a financial component to this. They want the goal to be to have us map out a concrete path forward regarding funding for the next 3-5 years. It would be ideal to get this map completed by end of calendar year 2024. Ms. Zenz mentioned the importance of financial sustainability beyond our grants to pay employees for example. Mrs. Nicholson wants to be clear that we are not creating an RFP for this and that her goal is to have the scope of this mapped out before our next Executive Committee meeting, get approval from the Committee, then posted to LinkedIn. Dr. Parkinson reiterated the importance of having a sustainability plan moving forward. Dr. Lofflin suggested reaching out to WNC Non Profit Pathways or College Business Centers who might provide good guidance on this. Mrs. Nicholson will continue to work on this and reach out to Dr. Lofflin's suggestions. Dr. Lofflin added a link to a sustainability consultant in the document. Mrs. Nicholson suggested we use the Development Consultant/Contract document as a working doc for all of us to ask questions, get feedback, etc.
- Ms. Zenz mentioned the Student Ambassador program. Mrs. Nicholson shared that all 20 of the Ambassadors came to the November 2023 meeting. At that meeting the Ambassadors paired off with council members who had specific questions to ask them. She would like to do this again for the May meeting however with the college school schedule having ended by then, it may not be possible. Mrs. Smith mentioned that we are working towards having more usable assets after this round of Ambassadors finishes to be used in future campaigns.
- Mrs. Nicholson asked if anyone had any other items to discuss, none were mentioned. Mrs. Nicholson thanked the committee and ended the meeting.
- Meeting adjourned.

Next Meeting Date: April 8, 2024 from 11 AM - 12 PM