



MINUTES

Land of Sky P20 Council: Executive Committee

June 10, 2024: 11 AM-12 PM

Location: Zoom

Present:

Dr. Ivry Cheeks, Devon McCarthy-James (CFNC), Dr. Gene Loflin, Emily Nicholson (Staff), Tracy Parkinson, Katlen Smith (Staff)

Minutes:

- Mrs. Nicholson welcomed attendees and began sharing the [agenda](#) on her screen.
- Mrs. Nicholson introduced Devon McCarthy-James from CFNC to the meeting.
- Ms. McCarthy-James shared her screen and explained what CFNC was and who the various partners are. She continued with what resources are available to these partners. These include various flyers and materials that they are happy to mail to those who want some for job fairs or any event our partners participate in.
- Ms. McCarthy-James let the council members know the CFNC website also has resources specifically for spanish speaking, military and military families, students without a fixed address, and students with disabilities. As well as educational professionals and more specifically FAFSA support.
- Ms. McCarthy-James expressed concern that parents often opt-out and lose access to future resources that could help them and their students complete the FAFSA. CFNC is focused on preventing this as much as they can in the future.
- CFNC will be changing their name to 'College For North Carolina' and will be entering a rebranding campaign. Additionally CFNC is focusing on strategic planning which includes hiring and adding a region to their jurisdiction.
- Ms. McCarthy-James let the council know that the CFNC website will soon have the Common Transcript/transfer portal housed on it.
- Ms. McCarthy-James showed on her screen the '22, '23, '24 FAFSA completion statistics and pointed out that Madison Counties FAFSA completion is rising.
- Ms. McCarthy-James went on to say that many people think the FAFSA means debt. The CFNC is launching a community outreach campaign to educate the public on the facts about FAFSA and its relationship to aid, scholarships, and access to non-debt college tuition options.

- Ms. McCarthy-James highlighted the Next NC Campaign/Scholarship site has a '[check my eligibility](#)' link which has a calculator families can use to get some starting numbers. She then let the council know there is a new billboard campaign around our regions to help educate and encourage the public to utilize the resources available to them.
- It was then announced that there is a Financial Aid Summit on June 26-27 in Charlotte, Ms. Nicholson will be a speaker at the event.
- Ms. McCarthy-James ended her presentation and asked if anyone has questions.
- Mrs. Nicholson asked when the data will come out showing where Next NC is being used the most, where the gaps might be, and is this information even going to be shared?
- Ms. McCarthy-James said she would look into this and get back with Mrs. Nicholson. She knows this information exists, but is not sure if there is a current plan to gather it and make it public.
- Mr. Parkinson asked if FAFSA might be included in the High School financial literacy programs.
- Ms. McCarthy-James mentioned that cfnc.org/financialbasics is a good resource for introductory level financial education and wondered if these resources could be included in CTE.
- Dr. Loflin shared that he would love for 'I can't afford it' to be removed from families vocabulary when it comes to college tuition.
- Ms. McCarthy-James stressed the importance of being marketing minded for these new CFNC initiatives and general information outreach.
- Mrs. Nicholson is going to cc Ms. McCarthy-James on an email to some contacts at DPI for the personal finance and literacy questions she has.
- Mrs. Nicholson adjourned the meeting.

Next Meeting Date: July 8th, 2024 : 11 AM-12 PM,