

RESET Rockingham

Basic Strategic Plan

Version: 5.15.2018

Vision:

RESET Rockingham envisions Rockingham County with a workforce that is the envy of the state; that provides educational and career opportunities for all our residents; that provides a high quality of life and reasons for our youth to remain; and that supports sustainable business development and growth.

Mission:

RESET Rockingham inspires, motivates, and mobilizes our community to implement sustainable solutions to workforce development through a broad-based collaborative effort.

Constituency:

The main population we are engaging through our mission is all Rockingham County community members, including the current and future workforce and current and future employers.

Values:

- We believe in the capacity of communities to become sustainable and economically self-sufficient.
- We value cross-sector collaboration and communication rooted in transparency and trust.
- We believe that the economic success of our county is dependent upon community change efforts driven by the contribution and inclusion of all of our citizens.
- We believe that a high-quality, equitable education from the cradle to a career is a fundamental right for all Rockingham County residents.

Steering Committee Priority Objectives

- To prepare students to succeed in the workplace;
 - To improve human resources outcomes;
 - To improve economic results for Rockingham County;
 - To increase collaboration and awareness across sectors;
 - To view workforce readiness and soft skill development as a cradle to career initiative;
 - To reduce barriers for families and employees;
 - To use technology and industry best practices and resources to impact change.
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RESET ROCKINGHAM WORK PLAN

Work Group Action Plans and Logic Models

Our action plan describes "RESETS" in programs, policies or practices that, if implemented, would make considerable changes in our community that would benefit our current workforce, future workforce, economic development, and overall quality of life. RESETS are defined as a new or modified policy, program, or practice.

To facilitate the action planning process, the RESET leadership team developed six focus areas, each with its own planning workgroup:

- Soft Skills
- Basic Skills
- Technical Skills

- Work Based Experiences
- Workforce Placement
- Communication and Advocacy

Since establishing workgroups, we have identified 30 change objectives or "resets." With all workgroups combined, our county RESET plan has 30 change objectives/potential resets that we feel can be accomplished by 2020.

Each workgroup has a working document Logic Model that aligns their programs and activities with the 6 key focus areas outlined by the Steering Committee. A snapshot of the work from each group is captured below.

BLUE Text = Work Based Experiences Workgroup

ORANGE Text = Soft Skills

GREEN Text = Technical Skills

GREY Text = Workforce Placement

PURPLE Text = Communication and Advocacy (end of document)

GOAL #1: To develop a well-prepared workforce positioned for growth and capacity.

Activity 1: Finalize the Work Ready Community Certification

Metric: To increase the number of companies that use this certification to 89 (ACHIEVED)

Activity 2: Improve employer and staffing agency satisfaction with hiring results

Metric: An increase in the number of new classes and instructional materials for HRD and CRC (IN PROGRESS)

Activity 3: Create adult apprenticeships

Metric: To increase the number of students that access apprenticeship recruitment, training, marketing and screening opportunities (EARLY STAGES)

Activity 4: Develop employability boot camps customized to specific hiring and workplaces

Metric: An increase in the number of new classes and instructional materials for HRD and CRC

Activity 1: Support the Eastern Triad Workforce Initiative

Metric: To increase funding for apprenticeship positions, books, fees, transportation and marketing. (IN PROCESS)

Activity 2: Increase funding for short term continuing education programs.

Metric: Increase local business and industry access to highly skilled, well trained workforce. (IN PROCESS)

Activity 1: Participate in industry tours

Metric: To increase awareness of training needs and career opportunities. (IN PROGRESS)

Activity 4: Host Manufacturing week

Metric: Increase awareness of local advanced manufacturing contributions and career opportunities. (IN PROGRESS)

Activity 2: Participate in the RCC Career Expo

Metric: To increase awareness of training needs and career opportunities. (MAINTAINING)

Activity 3: Inventory current internships, apprenticeships and work based learning opportunities.

Metric: Adoption of countywide apprenticeship list. (EARLY STAGES)

Activity 3: Embrace a county-wide common set of soft skills

Metric: Identify 5-7 soft skills that are most critical. Identify one of the soft skills (work ethic) to focus attention on during the 2018-19 School year. Survey community regarding "work ethic." (IN PROGRESS)

Activity 1: Increase simulation and online training opportunities

Metric: Increased training for facility and staff on best practice utilization.

Activity 3: Add WBL to curriculum (COMPLETED)

Metric: Company visits to classes, classes visit workplace

GOAL #2: To increase the percentage of young people employed (20-24 years old).

Activity 2: Expose students lacking in job experience to work and the modern workplace through job shadowing and industry tours. (PROGRESS)

Metric: Increase in the number of middle/high school outreach events conducted each year.

Activity 3: Enroll Reidsville High School students in credit bearing RCC Manual Machining to be held on the campus of RHS. Leading to increased enrollment in the machining program at RCC.

Metric: Enroll 10-12 students in the machining program at RHS in 2019. (ON HOLD)

Activity 4: Provide opportunity for RCHS students to enroll in a credit bearing RCC Criminal Justice class on the campus of RCHS.

Metric: Enroll 15-20 students in a RCC criminal justice class (per semester). Leading to increased enrollment in the criminal justice program at RCC. (DELAYED)

Activity 5: Provide opportunity for McMichael High School students to enroll in a credit bearing RCC Computer Repair class and/or ACDC Electricity class on the campus of McMichael High.

Metric: Enroll 12-15 students in a computer repair or DCAC electricity class (per semester). Leading to increased enrollment in the electronics engineering program at RCC. (in progress)

Activity 6: Provide opportunity for MHS students to enroll in a credit bearing Chemistry and/or Anatomy & Physiology community college class on the campus of Morehead High School.

Metric: Enroll 20 students in RCC Anatomy or Physiology or Chemistry class per semester. Leading to increased enrollment in health sciences programs at RCC. (IN PROGRESS)

Activity 8: Revise RCS Machining Pathway to ensure that students interested in a RockATOP Apprenticeship will have taken the most applicable classes available at their respective high schools.

Metrics: Increased number of students qualifying/accepted to the RockATOP apprenticeship program. (COMPLETED)

Activity 1: Support the RockATop Youth Apprenticeship

Metric: To increase the number of students that access apprenticeship recruitment, training, marketing and screening opportunities (ONGOING)

Activity 1: Increase outreach and participation of non-traditional students in high paying skilled trades and allied health fields.

Metric: Increased access to apprenticeship and training opportunities.

Activity 2: Secure funding for transportation, books, fees and equipment for youth trainees.

Metric: Increased access to apprenticeships and training opportunities. (MAINTAINING) ETWI

Activity 2: Develop and apprenticeship consortium (COMPLETED)

Metric: Increase apprenticeship recruitment, training, marketing and screening.

GOAL #3: To increase the percentage of young people graduating from high school who are career and college ready.

Activity 7: Develop a Computer Aided Design course sequence that provides high school students with basic CAD skills.

Metric: Increased number of students who enroll in a CAD oriented high school class. Leading to the development of a CAD credit-oriented program. (in progress)

Activity 9: Develop a sequence of Agriculture high school classes that will prepare high school students to enroll in credit bearing Agriculture RCC class while still in high school.

Metrics: Develop Agri-Business classes at RCS and Agri-Business Programs at RCC that align A&T State University degree programming. (ON HOLD)

Activity 1: Expand Career and College Promise enrollment and pathways
Metric: Expansion of college credit and technical training for youth.

Activity 2: Development of summer career and technical camps (IN PROGRESS)
Metric: Increased awareness of STEM and career opportunities

Activity 4: Introduce middle grades students to advanced manufacturing by establishing and supporting “maker spaces.”
Metric: Increased investment in STEM and Advanced Manufacturing oriented supplies and equipment for middle grades maker spaces.
Metric: Increased recruitment of teachers skilled in facilitating Technology, Engineering and Design Classes within our middle schools.

Activity 5: Hire a middle grades Technology Engineering and Design Teacher.
Metric: Increase grant proposals for teaching position.
Metric: Increase number of teachers receiving advanced Technology Engineering & Design teaching license.

Indicators for Measuring the RESET Rockingham Messaging Campaign

Outputs	Core campaign activities
Launched site	<ul style="list-style-type: none"> ● RESET webpage and social media profiles launched.
Create campaign content	<ul style="list-style-type: none"> ● Finalize comprehensive multi-media communication plan ● Develop core messaging materials (print and online) ● 3-4 articles/blog posts written per quarter ● 5-10 social media posts per week; 1-2 videos or “live” events per quarterly
Build effective partnerships	<ul style="list-style-type: none"> ● Host bi-monthly RESET meetings (Management Team and/or Steering Committee) ● Recruit additional agencies and volunteers to join workgroups.
Create findings report	<ul style="list-style-type: none"> ● Formal recommendation/best practices framework for soft skills committee. ● Workgroup evaluation and reports.
Project Level Outcomes	Short term goals of reaching and engaging target audience
Increasing reached target audience	<ul style="list-style-type: none"> ● Proportion of new visitors ● # registered users ● # people attending project specific events and programs ● # social media fans, followers, etc.
Increasingly engaged target audience	<ul style="list-style-type: none"> ● # page views, visits over time ● # website comments, uploads, donations ● # retweets, shares, forwards, or other social media action ● # people participating at meetings, trainings, events.

Community Level Outcomes	Intermediate goal of creating more informed and civically engaged communities
More informed communities	<ul style="list-style-type: none"> • Greater community awareness about and/or knowledge of the value of RESET Rockingham as a cradle to career initiative. • Attendance at community meetings, events
More engaged communities	<ul style="list-style-type: none"> • Strengthen relationships between early childhood educators, education focused agencies, small and corporate businesses, and Rockingham County Schools. • Sense of empowerment from educators, businesses, and community • Public officials' involvement in citizen mobilization and interaction • Citizen participation at community meetings, events
Changes in Information Systems	Intermediate goal of improving the health of community's information systems
Greater media attention to RESET and workforce development issues.	<ul style="list-style-type: none"> • Number of local stories published by local/regional media organizations (and as percentage of overall coverage) • Number of local/regional media outlets discussing early childhood education.
Greater collaboration among community organizations	<ul style="list-style-type: none"> • Frequency of communication between community organizations • Number of formal and informal partnerships in activities and community initiatives
Greater information or media capacity	<ul style="list-style-type: none"> • Number of organizations that are using websites or social media to spread information