



Carolina Engagement Council Newsletter October 2022

October has brought brisk air, beautiful leaves, and Tar Heel Bus Tours to the eastern and western parts of the state. This edition features two of those THBT stops, offers highlights from Carolina Across 100's first Our State, Our Work forum, welcomes new CEC members, and shares other updates from the past month.

On the Road Again



After a two-year break, the Tar Heel Bus Tour rolled out last week. Two buses, one heading east and one heading west, brought 80 faculty and senior administrators to a diverse range of sites across 21 North Carolina counties.

Each bus featured one stop with a connection to the Carolina Across 100 (CX100) initiative.

In the east - [The Workforce and Education Vitality Center](#) in Bertie County is a hub for activities and services designed to meet the health and social needs of community members and provide access to workforce readiness skills. Specifically, the Center supports job seekers through education, coaching, technical and vocational training, and career placement, with special attention on youth and young adults. A key partner in these efforts is the Rivers East Workforce Development Board (REWDB). The REWDB represents Bertie County in the "Rivers East Alliance," a five-county CX100 team.



Anita Brown-Graham enjoys a warm welcome in Bertie County, NC. Photo courtesy of Jon Gardiner/UNC Chapel Hill

In the west - [Fairystone Fabrics](#) works closely with our CX100 team from Alamance County. The company has long provided apprenticeship opportunities for young adults to be paid while learning on the job and pursuing a post-secondary degree at the same time. It now wants to apply that model to disconnected youth. Fairystone is part of Alamance County's Career Accelerator Program (CAP) which creates pathways for young people to learn new skills, receive career mentoring, complete work experiences, and get started in a career with local companies.



Fairystone Fabrics in Burlington, NC. Photo courtesy of Jon Gardiner/UNC Chapel Hill

Hear much more about the bus tour and ideas for how to deepen engagement with these sites at next month's CEC meeting.

Leaning on our Leader on Loan

Our State, Our Work will benefit from Bank of America's (BoFA) *Leader on Loan* program, which allows high-level bank employees to temporarily suspend their duties at BoFA to contribute meaningful human capital resources to communities and organizations.



Our BoFA leader on loan will:

- Provide leadership expertise and input to maximize our ability to upskill and employ young adults across North Carolina by engaging the private sector
- Foster collaboration, innovation, and an approach built on appreciative inquiry on this issue between industry, campus, and community stakeholders
- Serve in a pivotal role of convening groups of community stakeholders to ensure that the work is sensitive to local contexts and the lived experiences of young adults in those areas
- Help communities see a way forward in addressing difficult issues, such as identifying educational and employment avenues for opportunity youth
- Catalyze campus efforts for offering hope to these youth through collaboration with campus stakeholders



BoFA has identified [Rick Brown](#) (pictured right) to serve in this leadership role. Rick is a Senior Vice President, Private Client Manager based in Raleigh. Rick has jumped right in and the CX100 team is thrilled and honored to be a part of this innovative program.

A Diverse Range of Experts Share Their Knowledge During Forum One

As you may remember, CX100's first *Our State, Our Work* forum ended just minutes before we gathered for the September CEC meeting. With the September 19-20 forum fresh on our minds, we shared some immediate thoughts and impressions of the two days spent with our community teams. We were energized (and a little exhausted). As we've had more time to process and reflect on the event, the excitement and energy have only grown.

Among many highlights were the incredible presenters who contributed to the forum content and festivities. Below are just some of the 12 local and statewide organizations that offered their experiences and expertise to help inform and inspire the work of our community teams:



[Webb Squared](#) - Empowering Black entrepreneurs and helping build workforce skills for Black and Brown youth.



[SaySo](#) - Strong Able Youth Speaking Out (SaySo) is a statewide association of youth ages 16-24 who are or have been in the out-of-home care system.



[Made in Durham](#) - A partnership of educators, businesses, government, and youth-serving non-profits that focus on helping Durham's youth finish high school, pursue a post-secondary credential, and begin a rewarding career.



[North Carolina Community Health Workers](#) - The statewide home for the Community Health Workers who provide frontline public health services to communities with whom they have deep connections and trusted relationships.

Keeping the Momentum Going

We will continue to build on the excitement and commitment of the community teams and our partners as we prepare program content over the remaining 14 months.

Next up: a virtual session with our teams on November 16 that will focus on mapping systems from various perspectives and prepare the teams to set ambitious, achievable goals for our work together.

We'll kick off the new year with our second in-person forum back at the UNC School of Government on January 11-12. This forum will include a specific focus on finalizing shared goals and measures with help from our evaluation partner, Abacus.

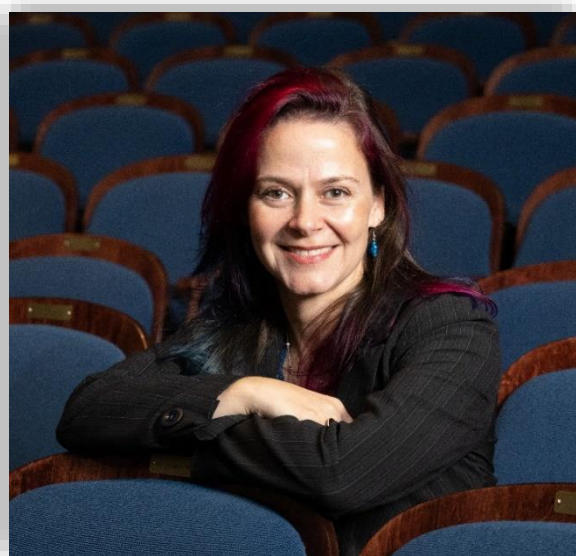
CEC Member Spotlight – Alison Friedman

Alison M. Friedman, the Executive and Artistic Director at [Carolina Performing Arts](#), is a recognized international performing arts executive, artistic director, and producer with over a decade of international experience.

After graduating from Brown University, she spent two decades working in Asia - most recently as the director of performing arts for the [West Kowloon Cultural District Authority](#) in Hong Kong.

Previously, she was the founder and creative director of [Ping Pong Productions](#), a performing arts exchange nonprofit in Beijing.

Since coming to UNC Chapel Hill in October 2021, Friedman has led Carolina Performing Arts into a new era of in-person programming as the University's COVID-19 response evolves. With a career built on using the arts to bridge cultures and people, Friedman is committed to building on Carolina Performing Arts' legacy of partnerships to make it accessible and relevant to more people. The current fall season is filled with partnerships with community members, NC State, and Duke University and a commitment to lower ticket prices and diverse performances.



We are delighted to be working with Alison and her teams as a part of the Carolina Engagement Council to bring the arts to folks across the state!

Presentations

We are thrilled to have exciting opportunities to share the work we are doing. This week alone, we will be speaking at a statewide conference sponsored by the [NC Department of Public Instruction](#), a webinar sponsored by the [NC Office of Budget and Management](#), and a careers forum with the [Kenan Flagler Business School](#). These events will allow us to share the story of our work with hundreds of local system providers, researchers from other universities in the state and beyond, state policymakers, and more. Below are more details on these speaking engagements.



[DPI AIM Conference](#)

This year's theme is "Accelerate, Invigorate, and Motivate." During the CX100 session, attendees will learn about the *Our State, Our Work* cross-sector collaboratives, and how their diversity in geography, experience, and perspectives have shaped our approach. **Anita Brown-Graham, Jessica Dorrance, and Abigail Holdsclaw** will describe the nclMPACT Initiative's collective impact model, and how this approach informs our work with these collaboratives. We plan for this to be an interactive discussion with session participants giving their feedback on our cross-sector, community-led work.

[NC Office of Strategic Partnerships](#)

This Monthly Connect webinar will costar the CX100 County Profiles. Anita Brown-Graham will serve as moderator to five panelists, including Jess Dorrance and CEC member **Elizabeth Frankenberg**. They will explore the data available in the county profiles; explain why, despite limitations, these profiles are important to universities and colleges, government, philanthropy, and other organizations; share strategies to help equip researchers, government representatives, and others to request, share, and use the profile data; and share on-the-ground examples that highlight the value of county data profiles.

[Kenan Flagler Business School Careers with Impact Forum](#)

Jessica Dorrance and Abigail Holdsclaw will present an overview of CX100 and the *Our State, Our Work* program, and lead a discussion about why our multisector, collaborative approach is crucial to this work.

Student Spotlight

Rachel Scrudato is a UNC senior from Raleigh who is double majoring in Sociology and Human Development & Family Science in the School of Education, with a minor in Spanish translation. Last year, Rachel competed in Carolina Across 100's first-ever Hackathon along with her classmate, Maanya Cheekati. They were one of two winning teams. Their infographic on learning loss during the pandemic received high marks for clarity, creativity, and usefulness. [See her team's project here!](#)

Rachel is now one of 23 students enrolled in Carolina Across 100's first experiential learning course and has been paired with the community collaborative team from Wayne County. The team is currently working on mapping existing assets across the region to create a long-term community collaboration model that will address barriers facing Opportunity Youth.

When she is not working with Carolina Across 100 and staying on top of schoolwork, Rachel enjoys kickboxing, baking, exploring local trails, and spending all the time she can in nature.



Read the Latest from the CX100 Blog Series

The latest blog in our CX100 series focuses on the importance of gathering perspectives of Opportunity Youth to understand their experiences and make them active agents in designing pathways for re-engagement. In her blog titled, "[Centering Their Voices: Engaging with Opportunity Youth in the Aftermath of COVID-19](#)," CX100's own **Maddie Roberts** describes the importance of hearing from young adults about their experiences during the pandemic and highlights forthcoming research from ncIMPACT and NCGrowth to do just that.

Mark Your Calendars for the Next CEC Meeting

See you at the next meeting! We'll come together via Zoom on Thursday, November 10 at 2 p.m. If it's not on your Outlook calendar, please let [Margaret Barrett](#) know and she'll make sure you have the details. We are finalizing the agenda, but you can expect fun updates on the [Tar Heel Bus Tour](#) and plans for [2023 Carolina Engagement Week](#).

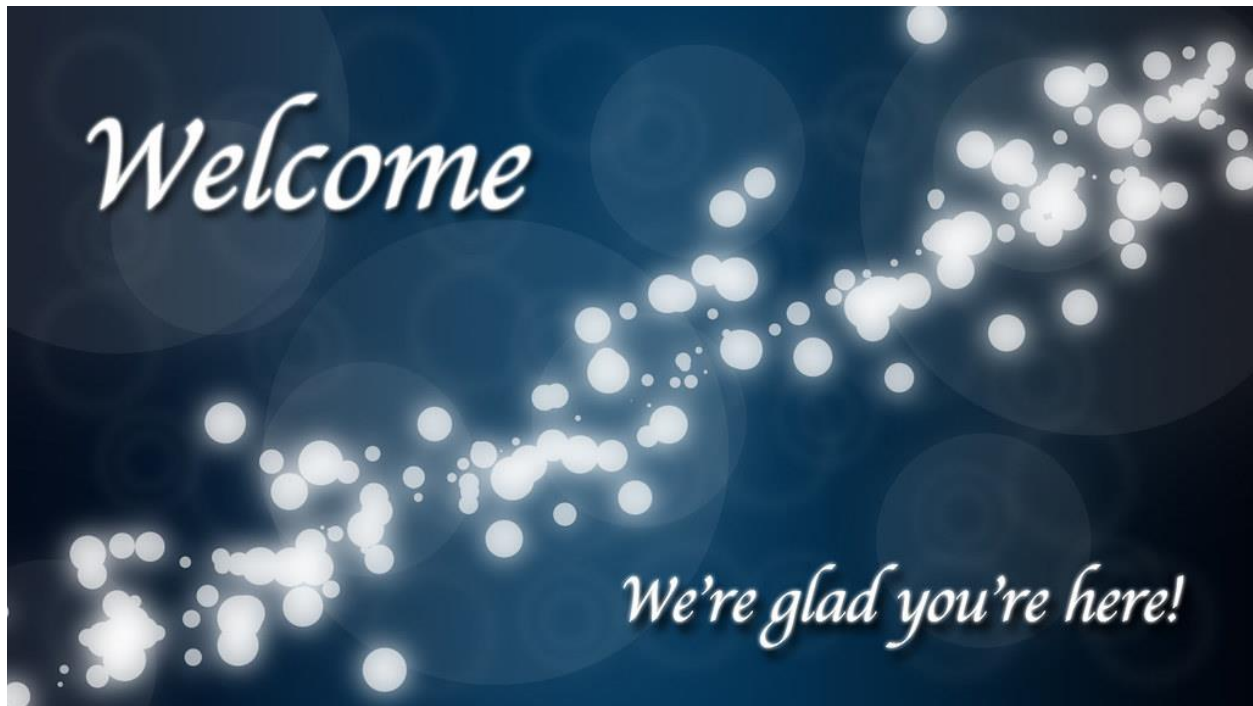
Spring semester is right around the corner, and we have set the meeting dates - we'll send invites soon. In the meantime, mark your calendar for the following CEC meetings:

- Wednesday, January 25, 1-2:30 p.m.
- Friday, April 21, 10-11:30 a.m.

Staying up to Date

Hats off to CEC chairperson, **Lynn Blanchard**, for reestablishing the [Carolina Engagement Council site](#) on Sakai. We invite you to check out all the good content in the Resources section if you want to catch up on what the Council has been doing.

Last but Certainly Not Least...



[A big welcome to new CEC members!](#)

- [Alison Friedman](#), Executive and Artistic Director for Carolina Performing Arts
- **Christi Hurt**, Chief of Staff to the Chancellor
- [John Wiesman](#), Gillings School of Global Public Health
- **Jailynn Neville**, the new undergraduate student government representative; Jailynn serves as the Executive Manager in the Office of the Student Body President
- **Olufisayo Atanda-Ogunleye**, the new graduate and professional student representative; Olufisayo is an MPH student in the Gillings School of Global Public Health's Health Policy program