Governor's Council on Workforce & Apprenticeships

Meeting 1
April 9, 2025

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Welcome & Call to Order

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Roll Call

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Ethics Awareness & Conflict of Interest

Under North Carolina law, "public records and public information compiled by the agencies of North Carolina government or its subdivisions are the property of the people." N.C. Gen. Stat. § 132-1(b).

- Providing access to government records in accordance with state law is an important part of the everyday duties of office holders, government employees, and appointed and elected members of government boards and commissions.

- The Public Records Act defines public records broadly to include any document that is related to public business.

- Records related to public business that are created or transmitted through non-governmental accounts may nevertheless be public records. Thus, **public business** conducted using text messages from a Council member's personal mobile phone or emails from a personal email account may be public records.

- **The Governor's Office General Counsel team will provide upcoming training** on public records for Council members.

Ethics Awareness & Conflict of Interest (cont.)

In accordance with the State Government Ethics Act, it is the duty of every Council member to avoid both conflicts of interest and the appearance of conflicts of interest.

If any Council member has any known conflict of interest or is aware of facts that might create the appearance of such conflict, with respect to any matters coming before the Council today, please identify the conflict or the facts that might create the appearance of a conflict to ensure that any inappropriate participation in that matter may be avoided.

If at any time, any new matter raises a conflict during the meeting, please be sure to identify it at that time.

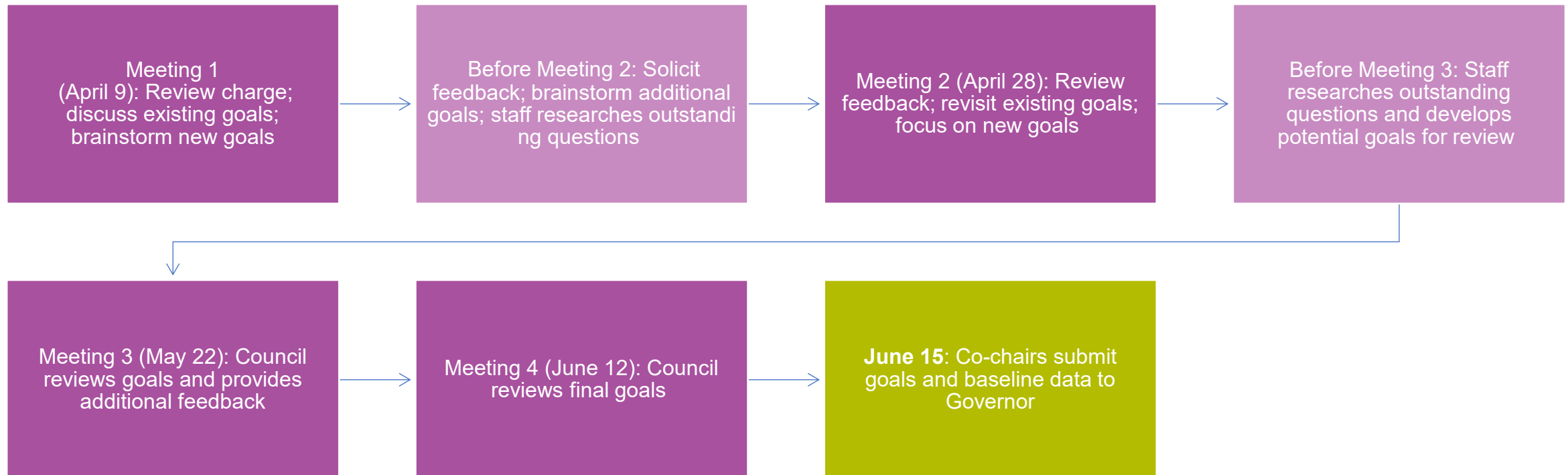# Council Responsibilities & Timeline

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Responsibilities – Section a.

Recommend **strategic, quantifiable goals** that will most meaningfully and holistically grow and prepare North Carolina's workforce development efforts over the next four years. The Council may amplify existing goals and create new goals. For each goal, the Council shall identify responsible Council members. Recommended goals should address, among other topics, the following:

1. Credential and degree attainment.
2. Labor market alignment.
3. Pre-and registered apprenticeships
4. Sector-based strategies in emerging areas.
5. State government employment.
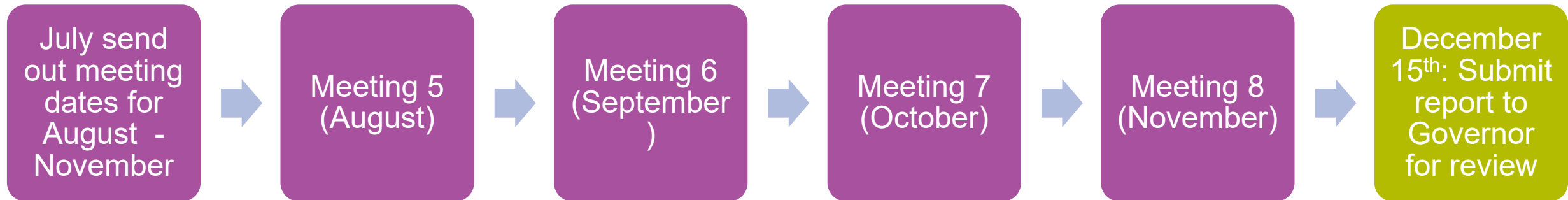6. Work-based learning opportunities.

Timeline for Goals (April – June 2025)

Meeting 1
(April 9): Review charge; discuss existing goals; brainstorm new goals

Before Meeting 2: Solicit feedback; brainstorm additional goals; staff researches outstanding questions

Meeting 2 (April 28): Review feedback; revisit existing goals; focus on new goals

Before Meeting 3: Staff researches outstanding questions and develops potential goals for review

Meeting 3 (May 22): Council reviews goals and provides additional feedback

Meeting 4 (June 12): Council reviews final goals

June 15: Co-chairs submit goals and baseline data to Governor

Responsibilities – Sections b & c.

- Identify specific strategies to attain each goal

- Assign responsible Council members

- Consider:
  - Opportunities to maximize existing efforts
  - Areas requiring collaboration across the Council membership and other workforce partners
  - Enhanced industry engagement
  - Support for rural communities, veterans, individuals with disabilities, and the formerly incarcerated

- Advance goals and strategies assigned to each Council member

Timeline for Strategies
(August – December 2025)

July send out meeting dates for August - November → Meeting 5 (August) → Meeting 6 (September) → Meeting 7 (October) → Meeting 8 (November) → December 15th: Submit report to Governor for review

Goals: Meaningful, Moveable, Measurable

SMART Framework

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-Bound

- Range of 6 – 12 goals

- Focus on overarching goals that multiple agencies will support achievement of through various, aligned strategies

- Reflective of Council's assessment of NC's "best bets"

- Include:
  - baseline data
  - source of measurement
  - goal owner and partners

Goal vs. Strategy

- **Goal:** By 2030, 2 million North Carolinians will have earned a degree or high-quality credential.
  - Focus through June 15.

- **Strategy**: Support local school districts, colleges, and universities increase FAFSA completion.
  - Focus from June 15 – December 15.
  - Ideas around strategies will be tabled and documented by staff.

Getting Started on Goals

Focus today:

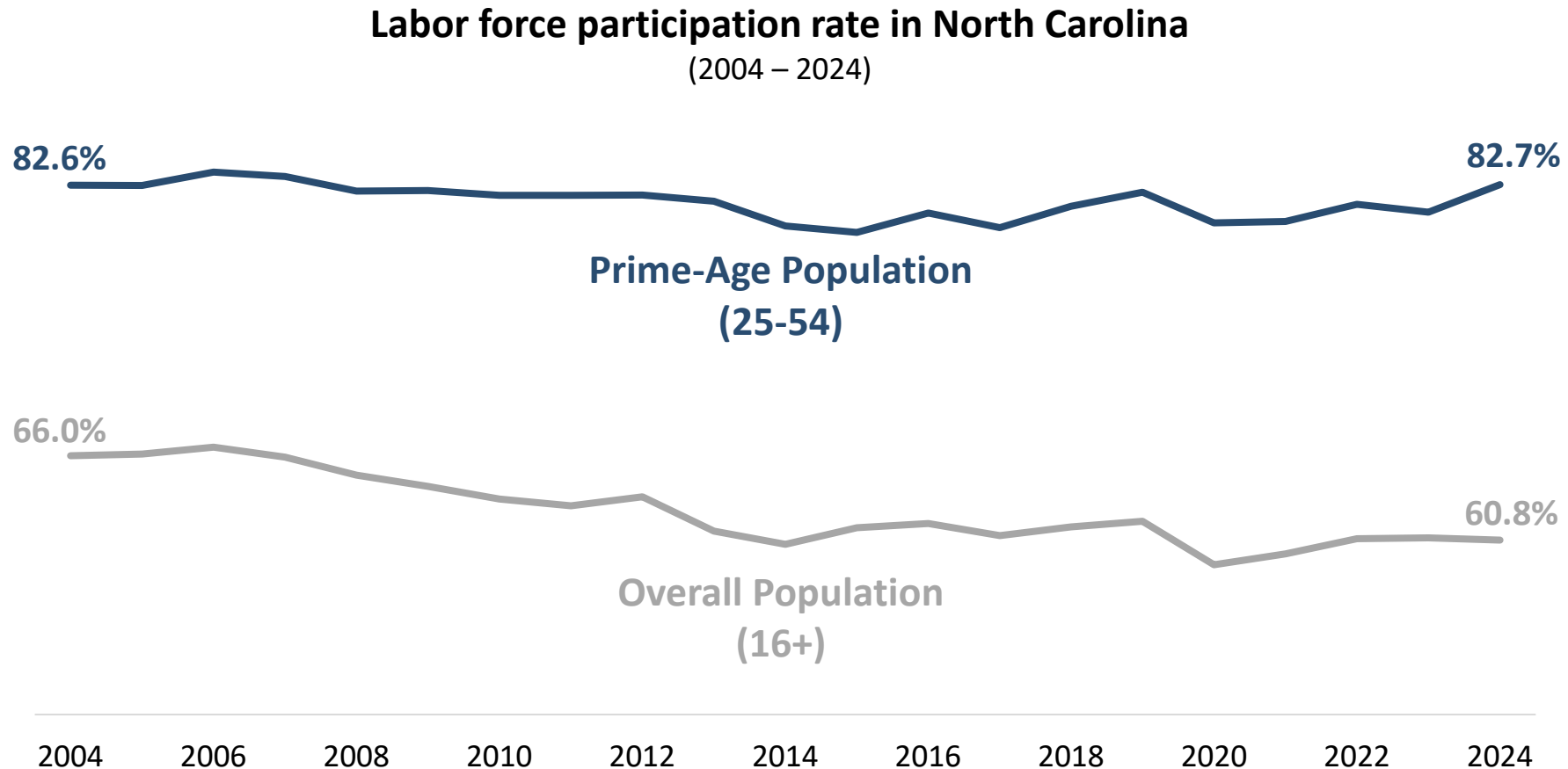1) review existing goals, and

2) begin to brainstorm additional goals.

Labor Market Update & Economic Overview

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Tracking labor force participation
Prime-age workers maintain higher participation rates

Labor force participation rate in North Carolina
(2004 – 2024)

82.6% 82.7%

**Prime-Age Population
(25-54)**

66.0% 60.8%

**Overall Population
(16+)**

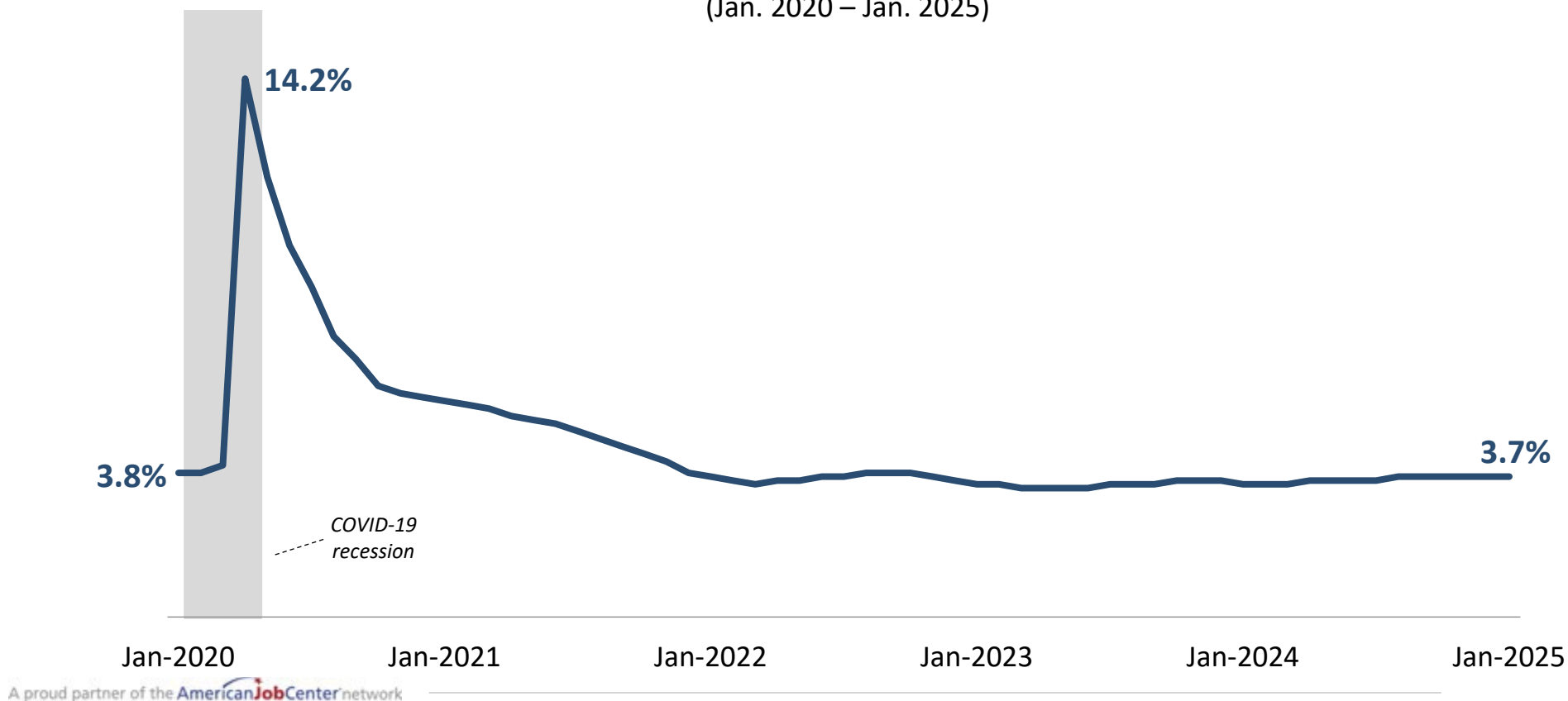2004   2006   2008   2010   2012   2014   2016   2018   2020   2022   2024

The unemployment rate remains low
Statewide unemployment has been below 4% since Dec. 2021

Unemployment rate in North Carolina
(Jan. 2020 – Jan. 2025)

14.2%

3.8%

COVID-19
recession

3.7%

Jan-2020   Jan-2021   Jan-2022   Jan-2023   Jan-2024   Jan-2025

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16

Source: LEAD / US Bureau of Labor Statistics (Local Area Unemployment Statistics)

North Carolina continues to add jobs
The state has added 412,000 jobs since January 2020

Total nonfarm employment in North Carolina
(Jan. 2020 – Jan. 2025)

COVID-19
recession

5,052,000

4,640,100

4,076,500

Jan-2020   Jan-2021   Jan-2022   Jan-2023   Jan-2024   Jan-2025
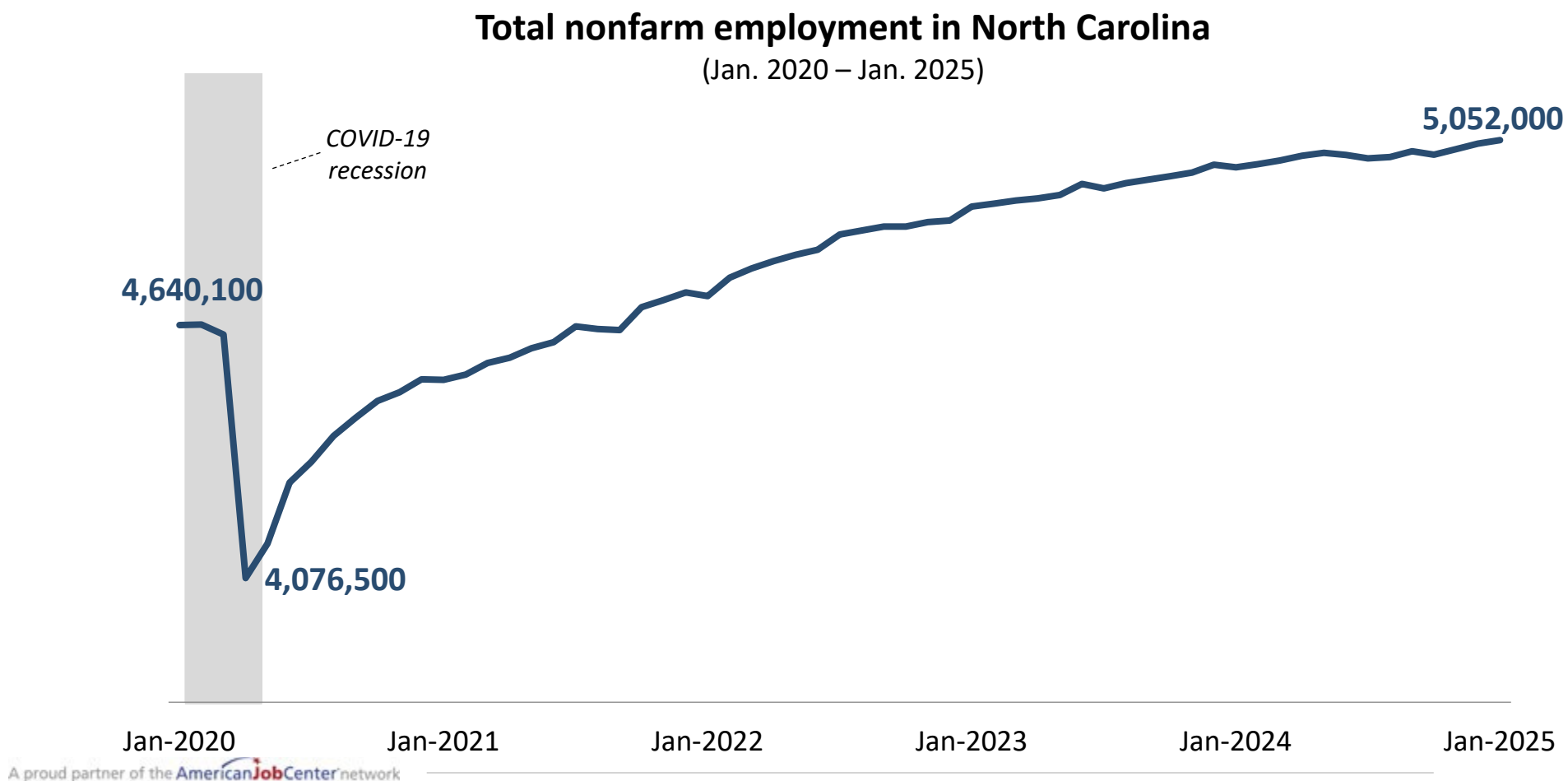
Industries leading job growth
Healthcare and Government have grown the fastest lately

Employment change in North Carolina
By select industry (% change since Jan. 2023)

+8%

Health Care &
Social Assistance

+6%

Government

+2%

All Other Industries

Jan-2023   May-2023   Sep-2023   Jan-2024   May-2024   Sep-2024   Jan-2025

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Source: LEAD / US Bureau of Labor Statistics (Current Employment Statistics)

However, hiring has slowed
North Carolina is seeing the lowest hiring rate in 10+ years

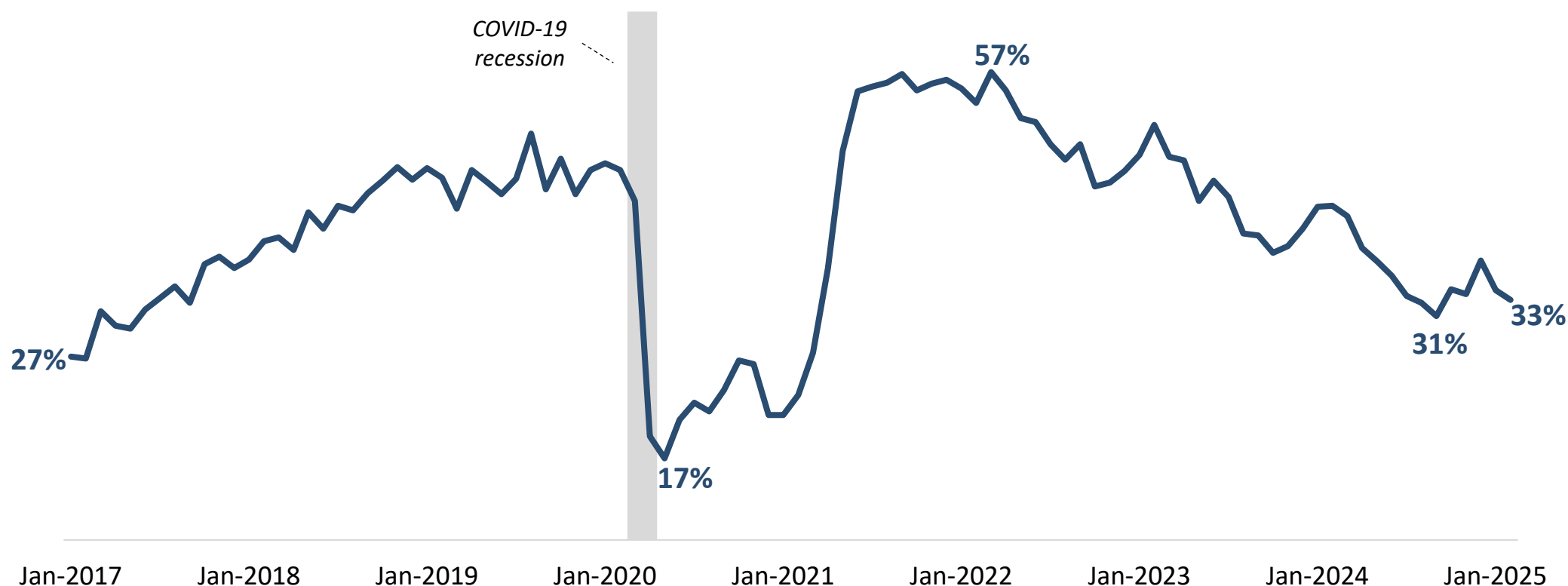**Hires as % of total nonfarm employment in North Carolina**

Jan. 2014 – Dec. 2024

COVID-19
recession

6.6%

2014 average:
3.8%

Jan-2014   Jan-2016   Jan-2018   Jan-2020   Jan-2022   Jan-2024

Source: US Bureau of Labor Statistics (Job Openings and Labor Turnover Survey)
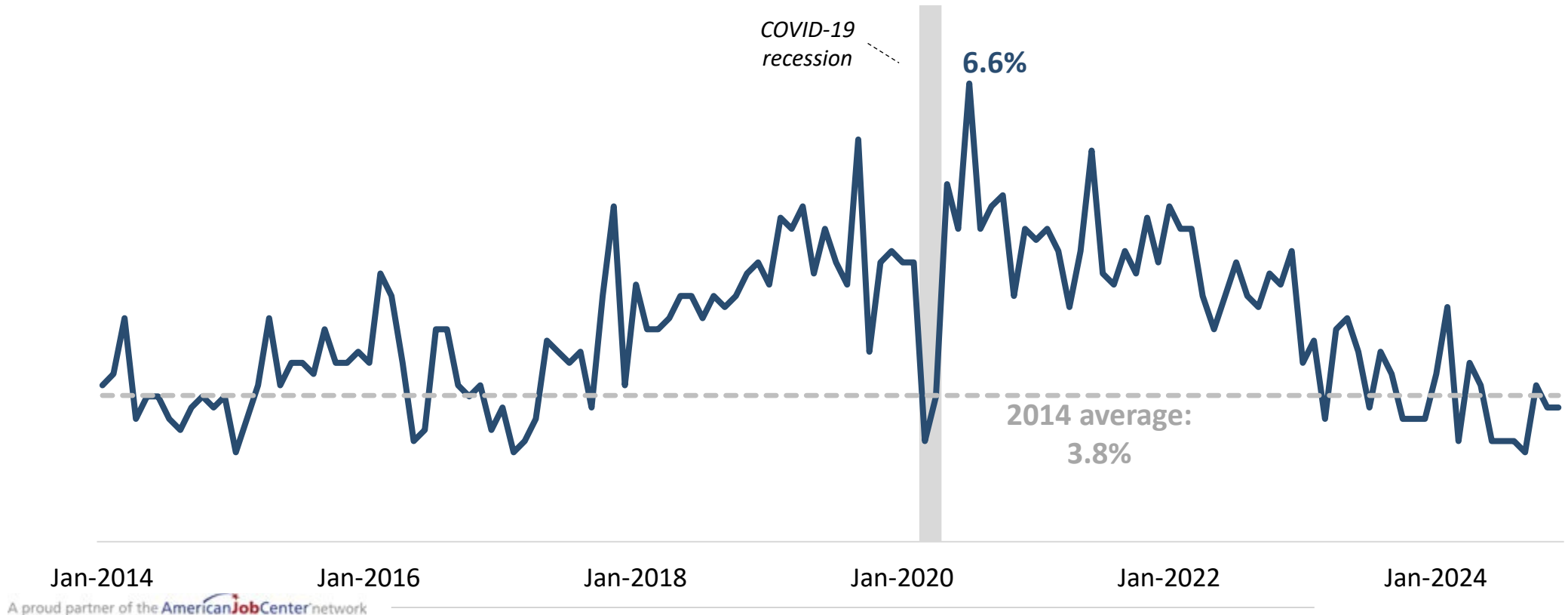
Perceived job availability is down
Individuals are growing less optimistic about job prospects

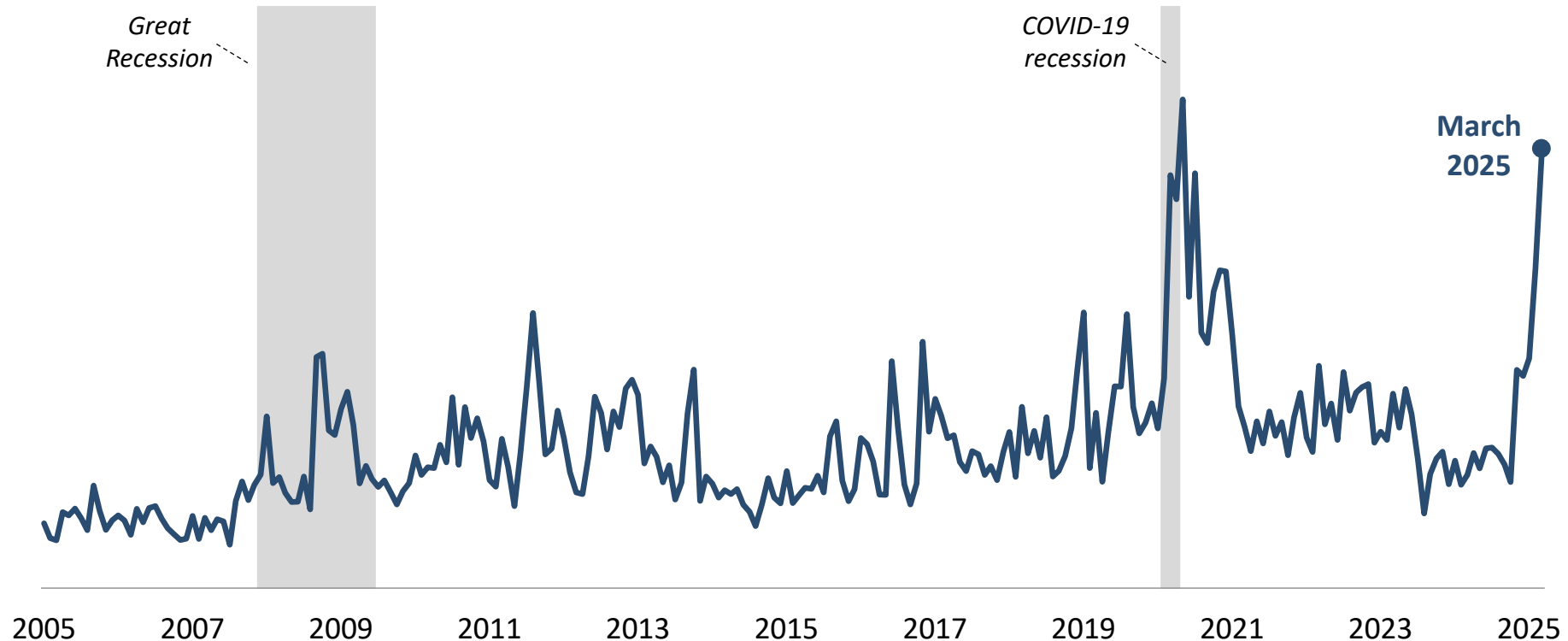**% of individuals nationwide reporting "jobs are plentiful"**
Jan. 2017 – Feb. 2025

COVID-19
recession

57%

27%

17%

31%

33%

Jan-2017   Jan-2018   Jan-2019   Jan-2020   Jan-2021   Jan-2022   Jan-2023   Jan-2024   Jan-2025

Source: Conference Board (Consumer Confidence Survey)

Uncertainty is a theme for 2025

Economic uncertainty is surging to pandemic-era levels

Monthly US economic policy uncertainty index

Jan. 2005 – Mar. 2025

Great Recession

COVID-19 recession

March 2025

2005 2007 2009 2011 2013 2015 2017 2019 2021 2023 2025

Council Feedback

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Summary of Survey Responses

Overarching "BIG" Goals	Information Needed for Goals	Additional Questions
Align educational attainment and labor market alignment goals through 2030	myFutureNC - 18 performance indicators	Alignment of stakeholder fund buckets and resources is critical
Increase number of military–affiliated NCians who obtain a high–quality degree or credential. Increase military personnel (transitioning out of active duty with training in STEM–related military occupations) that go into employment or apprenticeship in STEM industries.	DMVA organization and congressional research; Baseline data from NCCCS and UNC System	How do we prioritize transitioning military at the state level with dedicated staff?
Lift up vocational training as a post-secondary path of choice; create a seamless path for high school students for credential attainment for all students	Enrollment in work-based learning programs, earnings growth, career advancement, job placement rates, and program completion rates. Track local growth through student data and business data metrics (Surry-Yadkin Works).	Additional employer representatives needed to provide educational and work-based learning opportunities; how do we best engage?
Become #1 in Apprenticeships, especially for new fields like tech, clean energy, and biotech	Credential and degree attainment; labor market data	
Be ONE system; work to collectively set goals		

Credential and Degree Attainment

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Existing Goals: Credential Attainment

Current Goal Owner	Goal	Baseline Data (if available)
myFutureNC & codified in state law	By 2030, 2 million North Carolinians aged 25-44 with a high-quality degree or credential	1,664,892 (2023)
myFutureNC - Postsecondary Completion Rate 4-year Public Indicator	By 2030, 80% of students beginning postsecondary at a North Carolina 4-year public institution who complete a degree or credential within 6 years	76% (2024)
UNC System Office 2022-2027 Strategic Plan	By 2027, increase undergraduate 4-year completion rate at UNC system institutions to 61.5%	55.1% (2023)
myFutureNC - Postsecondary Completion Rate 4-year Private Indicator; NCICU	By 2030, 80% of students beginning postsecondary at a North Carolina 4-year private institution who complete a degree or credential within 6 years	75% (2024)
myFutureNC - Postsecondary Completion Rate 2 yr	By 2030, 45% of students beginning postsecondary education at a North Carolina 2-year public institution who complete a degree or credential within 6 years	50% (2024) (goal has been surpassed)
NCCCS Strategic Plan	By 2026, provide resources inside and outside the classroom for all community college students to successfully enroll, persist, and complete education or training in a chosen career path.	Primary measures include: • Curriculum Course Success Comparisons across Demographic Groups • Student Curriculum Persistence • Credit-Level Math and English Completion • Basic Skills Student Progress

Pre-and Registered Apprenticeships

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Existing Goals: Pre- and Registered Apprenticeships

Current Goal Owner	Goal	Baseline Data (if available)
ApprenticeshipNC Strategy 2034 Summary	Increase the number of pre- and registered apprentices to 5 per 1,000 workers by 2029; 10 per 1,000 workers by 2034	
ApprenticeshipNC Strategy 2034 Summary	Increase the number of pre- and registered apprentices to 26,300 by 2029; 52,625 by 2034	9,698 active apprentices in 2023-2024 (excluding national programs)
Governor Stein – announced at 2025 ANC Conference	Double the number of apprentices within 4 years	

Work-Based Learning

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Existing Goals: Work-Based Learning

Current Goal Owner	Goal	Baseline Data (if available)
First in Talent - NC's Economic Development Plan	Become a national leader in employer-engaged work-based learning opportunities, including apprenticeships	PY23 - $13,816,626.86 Total WIOA Title 1 reported for Training or WBL categories
NCWorks Strategic Plan 2023-2025	Increase the number of employers participating in work-based learning experiences and apprenticeships	
NCCCS Strategic Plan	Increase enrollment by focusing on career opportunities and the value proposition of community college education and occupational training	
NCCCS Strategic Plan	Expand apprenticeships and other paid work-based learning opportunities by informing and encouraging community college students to participate in work experience, apprenticeships, and other learn-and-earn opportunities	

Existing Goals: Labor Market Alignment

Current Goal Owner	Goal	Baseline Data (if available)
myFutureNC - Labor Market Alignment Indicator	By 2030, the alignment rate between the skills of college graduates and the needs of North Carolina employers will be 85%	81% (2023)
UNC System Office 2022-2027 Strategic Plan	By 2026-2027, across the UNC System, award 33,000 credentials annually in health sciences and STEM	27,405 (2023)
UNC System Office 2022-2027	By 2026-2027 increase the number of graduates across the UNC System who go on to work in public schools (teachers and principals) to 4,800 annually	5,859 (2023)
NCCCS Strategic Plan	Provide education, training, and credentials to develop the most competitive and agile workforce in the nation	

Existing Goals: Sector-Based Strategies

Current Goal Owner	Goal	Baseline Data (if available)
NCWorks Strategic Plan 2023-2025	Create a workforce system that is responsive to the needs of the economy by fostering employer leadership	

State Government Employment

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Next Steps & Meeting Dates

- **Before next meeting:**
  - Staff will work to answer questions raised
  - Council to continue thinking about additional goals needed
  - Council may solicit feedback from others in your community
    - Staff will provide a survey to share
  - Please send all ideas to staff by April 23

- **Upcoming Meetings:**
  - Meeting 2: Monday, April 28 – 2:00 – 4:00pm – Virtual
  - Meeting 3: Thursday, May 22 - 2:00 – 4:00pm – Virtual
  - Meeting 4: Thursday, June 12 - 2:00 – 4:00pm – In-person (location TBD)