

MINUTES

Land of Sky P20 Council: Executive Committee

June 9, 2025: 11am

Location: Zoom

Present:

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

1. Welcome & Introductions

- Emily Nicholson opened the meeting, welcoming attendees.
- Notable updates included:
 - Dr. Gene Loflin's transition to Council membership as a "private citizen."
 - Emily Martin's promotion to Senior Business and Economic Development Director in Henderson County.

2. Strategic Planning Process Kick-Off

Presenter: Tracie Metz, Consultant, Bayberry Group

- Timeline: The strategic planning process includes 5 phases, with targeted completion by September 2025, aligned with the September 10 full Council meeting. Minor post-review edits may follow into October.
- Goal: Develop a 3-year, actionable strategic plan rooted in stakeholder feedback and past initiatives, including Ripple Effect Mapping and Council recommendations.

3. Strategic Planning Focus Areas & Feedback

Council Recommendations:

- Awareness Campaigns: Strong need identified for targeted awareness around:
 - Parent and student understanding of CCPi (Career and College Promise initiatives).
 - Career pathways, living wage careers, FAFSA completion, and credentialing opportunities.
 - Chronic absenteeism and college re-engagement for “some college, no degree” populations.
 - Employer Engagement: Emphasis on connecting employers with middle and high schools and integrating their input into career readiness efforts.
 - Best Practices Repository: Suggested development of a shared resource on effective admission, retention, and completion strategies across the pipeline.
 - Focus on Credential Attainment: Maintain alignment with the P20 Council's original mission, emphasizing postsecondary credentialing without limiting scope to specific age bands or the myFutureNC 2030 goal.

Equity:

- Equity will be embedded as a foundational lens in all goal areas rather than isolated as a standalone section. This continues the Council’s commitment to access for all communities served.

Scope & Structure:

- The plan will emphasize strategies that are region-wide rather than county-specific, while allowing for adaptable local implementation.
- A comprehensive, pragmatic, and flexible document is prioritized—potentially concise in length, but rich in actionable guidance.

4. Implementation Notes & Next Steps

- Engagement Strategy: The strategic plan will identify concrete roles for Council members, ensuring accountability and ownership beyond staff roles.
- Review Materials: Previous strategic plans, upcoming notes from the Hunt Institute convening, and potentially updated myFutureNC strategic plans will be included in background research.
- Point of Contact: Tracie Metz will coordinate primarily through Emily Nicholson; Council members may also reach out directly as needed.

5. Final Remarks

- The Executive Committee expressed full support for Tracie Metz's leadership in the planning process.
- Members agreed to avoid duplicating past policy-focused strategies and instead prioritize high-impact, awareness-driven, and attainable goals.
- The meeting closed with appreciation for all contributions and optimism for the strategic planning process.

Next Meeting: Monday July 14, 2025 @ 11am