



MINUTES

Land of Sky P20 Council:Leadership Meeting

December 16, 2024: 11am-2pm

Location: Biltmore Park Offices

[Link to Agenda](#)

Present:

Johnny Burleson (Creative Fundraising Advisors), Dr. Ivry Cheeks, Pam Hartley (myFutureNC), Dr. Gene Loflin, Emily Martin, Emily Nicholson (Staff), Dr. Tracy Parkinson, Katlen Smith (Staff), Melissa Zenz (Staff)

- Mrs. Nicholson welcomed the council members and introduced Johnny Burleson with Creative Fundraising Advisors. Mr. Burleson started with an overview of the scope of work he is doing for P20 and continued on with his presentation, which can be found [here](#). The following areas of his presentation were discussed:
- Initial Research:
 - Study Objectives
 - Methodology
 - Process
- Findings:
 - SWOT Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
 - Interviews
 - What We've Heard
- Interim Recommendations
- Next Steps: Strategic Planning

- Dr. Loflin asked about the adult learner impact of our work as it relates to the work CFA is doing. Mr. Burleson said he would need to review the feedback and would get back to P20 on that.
- Mrs. Martin believes that the workforce goals are more long term goals, with early-ed falling more towards short term goals. It was then discussed how P20 manages all the areas of need from ‘P’ to ‘20’. From a sustainability perspective the funding for the ‘P’ is very different from the funding sources for the ‘20’.
- Mrs. Smith asked if the other P20 organizational models could help bring guidance. Mrs. Nicholson went through the various other models and our’s is the only collaborative effort.
- The discussion continued with comments about the importance of identifying essential goals, more participation from all council members and the importance of storytelling to create more involvement. that in P20 can’t market the work we are doing, if it only involves 10% of those on the council.
- Mrs. Nicholson reminded the group that P20 is unique in that our funders want to participate, which is rare. She then asked if there are any objections or further comments on Mr. Burleson’s presentation.
- Dr. Loflin thinks the 2025 timeline seems a bit aggressive. Mrs. Nicholson asked if we think the whole council needs to be involved with the creation of a new strategic plan. Mrs. Martin does not think so, rather a select group of members. Mr. Burleson recommended a strategic planning committee be created with current and non-current council members, possibly incorporating select original members. Dr. Cheeks is worried about the Pre-K demographic in the plan and how it fits in. Dr. Loflin reminded the group of the Pre-K reports stating that change either cost money or legislative modifications, which is outside of the work that P20 can effect.
- Ms. Hartley mentioned how the myFutureNC 2030 goals are similar at the state level with the work P20 is doing regionally. Dr. Cheeks expressed her desire to get the superintendents involved with P20. Everyone agrees, and also understands what they all have on their plates already.
- Ms. Hartley then gave her myFutureNC presentation which can be viewed [here](#). It covered:
 - Goals
 - 2024 Attainment Profiles
 - 2024 Policy Priorities

- NC Workforce Credentials
- Access, Persistence & Completion
- Cross-Sector Collaboration
- Credential Categories
 - Foundational
 - Essential
 - Career
 - Advanced
- NC currently has no way to count credentials, so the NC Workforce Credentials Advisory Council was established. Dr. Cheeks asked if high school credentials will be counted and Ms. Hartley replied that apprenticeships will be but she is not sure if others will. Mrs. Nicholson sees the NC Advisory Council being something P20 could possibly help with. Mrs. Smith asked what the deadline is to have current credential information to reference and if P20 should consider using that while the strategic plan is being created. Ms. Hartley does not know when the initial findings will be completed, but will reach back out to Mrs. Nicholson and let her know.
- Mrs. Nicholson presented our proposed 2025 meeting schedule and locations. There were no objections and they are as follows:
 - Quarterly Meetings:
 - Feb 19, 2025 - Depot Railroad Ave Park - Brevard - Transylvania County
 - April 29, 2025 - Land of Sky Regional Office - Asheville - Buncombe County
 - Sept 10, 2025 - Chamber of Commerce - Hendersonville - Henderson County
 - Nov 18, 2025 - Mars Hill University - Mars Hill - Madison County
 - Action Team Meetings:
 - 2nd Fridays @ 11am - Accessibility and Persistence through Community Engagement
 - 2nd Wednesday @ 11am - Amplifying Local Innovation
 - 2nd Wednesday @ 1pm - Advocacy through Employer Engagement

- Ms. Zenz presented next on the P20's current Strategic Direction & Goals, slides can be found [here](#). Mrs. Nicholson explained that Ms. Zenz's presentation is to show the data that we realistically have and what we don't have. So as P20 starts to possibly move towards creating its own Strategic Plan, it is in P20's best interest to stay with myFutureNC 2030 goals and use their data. Ms. Zenz presented on the following:
 - Refresher on Our Goals
 - myFuture NC's 2040 Data
 - Attainment Trends
 - Labor Market Alignment & Data
 - U.S. Census ACS Data
 - Other Data Tools
- Mrs. Nicholson asked the council to come to the January 2025 meeting with a recommendation based on your institution's goals as listed in Ms. Zenz's presentation. Ms. Nicholson will consult with Amy Barry regarding Pre-K.
- Mrs. Nicholson shared with the council that P20 was awarded a *YouthBuild* grant from the [Department of Labor](#).
- Mrs. Nicholson adjourned the meeting.