

NORTH CAROLINA

Community College System

ASE Grant Award	\$1,811,412.20
Target Industries	Manufacturing, information technology, healthcare
Target Occupations	None identified
Registration Entity	North Carolina Community College System
ASE Goals	800 apprentices, 200 new Registered Apprenticeship Programs

Key ASE Expansion Strategies

- Hire and train three new apprenticeship coordinators to provide support to employers, apprentices, and partner agencies and double ApprenticeshipNC's impact area.
 - Partner with the North Carolina Chamber of Commerce and industry associations to build awareness of Registered Apprenticeship.
 - Improve management and dissemination of research and data relative to apprenticeship by contracting a company to provide research and technical expertise and support.
 - Employ a marketing subject matter expert to implement a statewide media and social media marketing campaign.
 - Organize, plan, and execute eight awareness and outreach convenings and a statewide apprenticeship conference.
 - Coordinate with military partners to connect veterans and transitioning from military directly to community colleges and Registered Apprenticeships.
 - Utilize NCWorks Career Centers to recruit and screen potential candidates for Registered Apprenticeships, beginning with three pilot sites.
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