K-64 BACKGROUNDER

WHAT IS K-64?

An education & economic development initiative that:

- Prepares students from kindergarten (K) through retirement (64) to compete in the global economy; and
- Creates a highly qualified talent pipeline to support local workforce and economic growth.

WHY K-64?

- Catawba County's working age population is not growing at the rate needed to meet current and future workforce needs and drive our local economy forward.
- Our three public school systems need to be as competitive as possible to attract and retain young families.
- Many kids coming out of K-12 are not informed about career opportunities. Their work in the classroom has not always tracked with workforce needs, and many lack employable skill sets.
- More and more often, working adults need to transition to new careers or adapt skills to new technologies.

THE HOW: K-64's SIX FOCUS AREAS

1. **1-to-World Technology**
   o Connecting every student with the technology device he or she needs to accelerate learning inside and outside the classroom.
2. **Character & Soft Skills Development**
   o Teaching critical soft skills, such as goal setting, interpersonal communication and team building, to ensure students are well prepared to engage in work and in life.
3. **Tech Savvy Educators**
   o Continually equipping teachers with the knowledge and skills needed to incorporate leading-edge technologies into lesson plans and classroom environments.
4. **Work-based Learning**
   o Facilitating job shadowing, internships, co-ops, work-study programs and apprenticeships to connect students with global career opportunities and local employers.
5. **Employer Engagement**
   o Cultivating collaborative partnerships with businesses to invest in the development of a well-prepared and highly engaged workforce of tomorrow.
6. **Career Adaptability**
   o Ensuring access to relevant educational services and training opportunities to help adults develop nimble skill sets and assure career longevity.

WHAT MAKES K-64 WORK?

- Continually exposes all students to tangible career paths through job shadowing, internships, tours, apprenticeships, etc., by taking the classroom out to businesses and bringing businesses into the classroom.
- Enables students to choose courses of study that track with real-world jobs from an earlier age and throughout their career.
- Ensures the entire local education system is teaching relevant, job-ready skill sets.

WHAT MAKES K-64 DIFFERENT?

- All of the K-64 focus areas are already happening to some degree in individual schools. K-64 taps these model programs and expands them system-wide.
- A few school systems in our region are implementing some of these programs. The combination and integration of all six will differentiate Catawba County's education system from the competition in our region and potentially the Southeast.

K-64 GOVERNING BOARD

Comprised of 12 members representing private/public sectors + 7 ex-officio members representing K-64's founders. One board position is vacant but is expected to be filled in the near future.

Board Responsibilities:

- Establish long-term vision for K-64
- Secure continuous financial support
- Ensure transparency and accountability for use of public funds
- Implement concrete plans with both tangible and timely goals and outcomes
- Direct executive staff hired in conjunction with, and overseen by, K-64 board
- Deliver communication and engagement resulting in continued buy-in by partner organizations and community at large

Voting Members:

Larry Aiello, Jr.	*K-64 Board Chair.* Retired Corning Cable Systems LLC President & CEO	Catawba Valley Community College Board of Trustees
David Brittain	IRS Enrolled Agent/Manager, Rita S. Brittain CPA, PA	Catawba County Board of Education
Sherry Butler	Executive Director, The Green Room Community Theatre	Catawba County Board of Commissioners
Mike Ellwanger	Director, Global Cable Product Development, Corning Optical Communications	Private Sector
Kimberly George	Vice President, Communications and Corporate Citizenship, Alex Lee, Inc.	Private Sector
Reginald Hamilton	Department of Corrections	Hickory Board of Education
Jeanne Jarrett	Assistant Chief Financial Officer, Catawba County	Newton-Conover Board of Education
Robyn Mingle	Senior Vice President, Human Resources, CommScope	Private Sector
Tony Rose	*K-64 Board Vice Chair.* President & CEO, Catawba Valley Medical Center	Private Sector
Stephen Shuford	CEO, Shurtape Technologies LLC	Catawba County Economic Development Corporation Board of Directors
Sheree Watson	CEO, Graystone Eye	Catawba County Chamber of Commerce Board of Directors
Vacant		

Dr. Robbie Adell, Superintendent, Hickory Public Schools

Mick Berry, Catawba County Manager

Dr. Garrett Hinshaw, President, Catawba Valley Community College

Lindsay Keisler, President & CEO, Catawba County Chamber of Commerce

Scott Millar, President, Catawba County Economic Development Corporation

Dr. David Stegall, Superintendent, Newton-Conover City Schools

Dr. Matthew Stover, Superintendent, Catawba County Schools

NEXT STEPS FOR BOARD

- Begin search for Chief Executive Officer
- Assess district readiness with all three school systems
- Focus on implementing teacher development/training in technology this summer

K-64 TIMELINE

January 17, 2017	Board of Commissioners adopts resolution to form K-64 and approves bylaws
March 22, 2017	K-64 Memorandum of Agreement signed; formalizes K-64 partnership
May 15, 2017	Board of Commissioners appoints 11 K-64 Governing Board members
May 30, 2017	First K-64 Governing Board meeting

K-64 FOUNDING PARTNERS

Catawba County

Catawba County Chamber of Commerce

Catawba County Economic Development
Corporation

Catawba County Schools

Catawba Valley Community College

Hickory Public Schools

Newton-Conover City Schools

K-64 MANAGEMENT

K-64 is governed by a Board of Directors. K-64 will be managed day-to-day by Chief Executive Officer, who will be employed by Catawba Valley Community College and overseen by the Board of Directors.

K-64 FUNDING

The K-64 Board will leverage tax dollars, private contributions and grant funds to support program expansion and sustainability. In January 2017, the Board of Commissioners committed $2.6 million in seed funding over two years to help launch K-64.