

NARRATIVE # 3:
Educational Attainment

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Plan to Raise Educational Attainment Rate to 39 Percent Within Seven Years:

The Educational Attainment Sub-Committee Includes the Following Community Leaders:

- JoEllen Mitchell, Director of Adult and Community Education,
- Anthony Strong, Superintendent of Pendleton County Schools,
- Bill Mitchell, Director of Economic Development for Pendleton County,
- Brian Thompson, Planning Director for Pendleton County,
- Cory Hatfield, Kentucky Career Center.

According to the American Community Survey 5-year estimates; (2010 to 2014), Pendleton County has a 25 years old and older population of 9,904 people. The educational attainment percentages are broken down as follows:

- 6.5 % have less than 9th grade,
- 10.0 % have 9th to 12th grade, but no diploma,
- 45.6 % have at least a high school diploma or GED,
- 16.5 % have some college but no degree,
- 8.8 % have an Associate's degree,
- 8.0 % have a Bachelor's degree,
- 4.6 % have a graduate or professional degree.

(See Section II, Narrative # 3, Attachment A: American Community Survey, 5 Year Estimates).

These numbers indicate 21.4 percent of the adult population has an associate's degree or higher and 83.5 percent has at least a high school diploma or GED equivalency diploma.

- **Dual Credit:** There have been several initiatives to help address the number of residents obtaining an Associate or Bachelor's Degree. Several years ago, attempts were made to offer Associate level classes with hopes of hosting a satellite campus for a community college. Despite the tremendous progress made, the program did not succeed as originally intended. However, the program did not go away unnoticed. This program helped to stimulate an increase in college and dual credit classes at Pendleton County High School. Now, juniors and seniors can earn up to a total of 30 college credits once they graduate. This strengthens the ability to increase the success of individuals obtaining an associate degree or higher.
- **Financial Assistance for Graduation Seniors:** According to the Office of Housing and Urban Development, for 2016 Pendleton County is 54.2 percent Low and Moderate Income. As such, college presents a financial challenge which must be addressed in order to increase this communities overall educational attainment level. A financial infrastructure does exist to assist students pursuing postsecondary education.

The Pendleton County High School Graduating Class of 2016 includes 48 percent of students going to college. Moreover, approximately \$135, 000 in college scholarships were awarded for high school seniors in May of 2016.

- Financial Assistance for Non-Traditional Students: Pendleton County Adults also have a local scholarship from the Local 109 Board, where \$500.00 is awarded to a non-traditional collage bound student each year. The local WIOA – Kentucky Career Center also has training dollars to assist eligible adults to return to college. Additionally, the local Community Action Office has numerous scholarships available for eligible college bound adults as well. All of these opportunities are advertised in the community.
- College and Career Readiness:
 - All schools district wide are offering numerous programs on college and careers. Both elementary schools provide monthly guidance lessons with each class on college and career readiness, using interest inventories and other programs. The schools also offer a career day at each school to expose students to the variety of careers to explore.
 - Sharp Middle School hosts a “Reality Store” event each year for the 7th graders. This “real life” activity allows students to pretend they are 24 years old and make monthly financial decisions with a monthly salary that is based upon their GPA and career interest.
 - Career Fairs, Expos and Operation Preparation are also offered at both Sharp Middle and Pendleton County High School. Sharp offers College and Career Preparation Course for all middle school students. The high school offers a variety of field trips, Senior Mock Interviews, Career Exposure Programs (seniors in Vocational English class) and numerous other events and programs to help students realize the value of succeeding in post-secondary school.
 - The *Career Exposure Program* is an eight week long program that occurs one day a week. It is designed for a single classroom of high school seniors. These are students that have been indicated to not have a clear plan for after graduation and are not interested in pursuing education resources after graduation. The program introduces the topics of how to choose a career, what careers are in high demand, resume and interview preparation. The majority of the time spent in the program is with presenters that are local workers. These workers are employed in a high demand occupation. With this model, unsure students are offered the one-on-one and intimate interaction with real-world workers in high demand fields. The goal is to broaden the perspective on attainable employment after graduation and to also ignite a passion for a career path. These career paths often include obtaining a degree, certificate, or licensure of some form after graduation.

- **In-Migration of College Educated Workforce:** The percent of a community's population which is college educated does not always rest exclusively with the ability of its local school system to send its high school graduates on to college. In-migration of workers to a community via expansion of the local economy also impacts this percent. Pendleton County has created a robust existing business retention, expansion and attraction program. The Pendleton County Economic Development Office is currently working with several industries on projects which may lead to expansion of employment opportunities for workers in the professional fields. Also, the community has created an industrial and commercial marketing scope of work designed to attract both small entrepreneurial companies as well as advanced manufacturing companies to the community. Marketing includes availability of building, sites and incentives designed to position the county to successfully compete for mid to upper mid-range professional position.

Plan to Reduce the Percentage of Working Age Adults Without a High School Diploma or GED:

As can be seen in Section II, Narrative # 3, Attachment A: American Community Survey, 5 Year Estimates, for 2014, 16.5 percent of Pendleton County's population does not have a high school diploma or GED. This percentage is down significantly from as recently at 2000 when 27.2 percent of Pendleton County residents did not have high school or GED, (See Section II, Narrative # 3, Attachment B: Graphic II.O, 1).

The table below shows the GED attainment level among the Pendleton County Adult Education Program for the past three years. The county goals are set by the Council for Post Education- KY Adult Education.

Fiscal Year	Attainment Goal	GEDs attained	Percent of Goal
2015-2016	16	14	88%
2014-2015	22	9	40%
2013-2014	27	23	85%
2012-2013	26	25	96%

In January 2014, the new version of the GED test was released. There were many changes with the new test that created some early challenges; it was only available online and all subjects were deeper in content knowledge than in previous years.

Enrollment has been a challenge in the last two years, largely due to the strong economy in Northern Kentucky. Residents and current students are able to find and retain employment opportunities without a GED. The salary is sufficient to the fact, that it has been very difficult to recruit students as in past years.

Currently, the center has experienced strong GED attainments, largely due to utilizing a mobile GED Test Unit. The center pays for the services and allows students the ability to take the test in the county; it also increases the motivation level for the students to utilize the local testing opportunity. The center also finds that dependable transportation continues to be a barrier. It is anticipated that the Adult Education Program will meet the goal of 16 GED's attained for the current year.

Plans for Continued Outreach:

- Local Support - Fiscal Court continues to support the ALC with a yearly donation of \$700.00 to assist with GED costs, etc,
- Marketing - The ALC continues to market the program in a variety of venues; the center has a Facebook page, (yet using the county Facebook page has been more successful), flyers are distributed and changed throughout the year (laundry mats, schools, court house, churches, local newspaper, Bingo Hall, grocery stores, library, etc.),
- Satellite locations - The program will continue to serve students in the Butler area. Several students are in walking distance of the Butler City Building, where classes are held twice a week. Currently there is a growing population of Somalian students, where ESL classes are taught,
- Corrections - Pendleton County does not have their own jail. Incarcerated individuals are lodged at neighboring counties. The majority of residents incarcerated are serving time in the Boone and Campbell County Jails. GED classes are held there and they can take the GED test in those communities as well. However, there are times that Adult Education Programs from these counties will communicate with the Pendleton Center to inform them when possible inmates are returning to the county to allow for the opportunity to draw the student back to GED classes.

Plan to Support Workforce Development:

In the economy of the 21st Century, it will be important for all working age populations to possess technical skills which are transferable to various industries and economic applications. While post secondary education is important, not all populations will want to pursue a four year college degree. For those persons, many opportunities are available to gain skills training in fields that will grow and expand as the new economy matures.

Two areas of training in demand today are *Welding* and *Diesel Mechanics*. Pendleton County realizes this reality and is working to create training opportunities in these two areas as a means to better educate its young population as well as provide retraining opportunities for adults who have been either displaced by the recent recession or who wish to retool with new skills to capture opportunities they present.

Welding Certification Program (at Campbell County Area Technology Center):

The Pendleton County Fiscal Court is very aware of the skill level needs many of our industries presently face. Skills such as welding and mechanical trades are in high demand and many industries simply cannot find enough employees with the skills needed to fill the available jobs. At the same time, there is also a real need to help county residents who want to increase their skill level in order to find a better job.

To meet this challenge, community leadership, industry representatives and the Pendleton County Fiscal Court are working cooperatively with Campbell County Area Technology Center to expand their welding certification program to accept many more Pendleton County residents than is currently the case. Classes consist of both students from the high school and adults working for existing companies as well as those who want to improve their ability to find a better job, (See Section II, Narrative # 3, Attachment C: Welding Program).

The partnership between Campbell County Area Technology Center and Pendleton County began in the spring of 2016 with the first basic welding class. This was a 45 hour basic welding class consisting of both Mig and Stick welding. The class was taught by a state certified instructor on Saturdays for seven weeks from noon to 5:30 p.m. A total of 18 adult students took the introductory class.

This program was so successful that an area benefactor, who supports the program, donated funding to be used as scholarships for all who successfully passed the program and received their certification. This scholarship program remains a part of the program.

A description of the program follows:

General Overview:

Minimum 10 students to make a class. 18 is the maximum allowed. All Pendleton students must be 18 and older and a senior. Campbell County ATC will allow high school students to take the class, as long as they are 18. Campbell County ATC will allow Pendleton County to market the class exclusively to Pendleton residents before they begin to market to the region.

Tuition is a flat \$ 472.00 per student. For Pendleton students who successfully complete the class, a local benefactor will contribute a scholarship of \$ 100. Thus, there out of pocket will be \$ 372.00.

Registration Process:

The Kentucky Career Center, Pendleton County Office will market this class to all contacts and adults seeking jobs. The High School will market this class to all 18 year old students who may want to apply.

The Career Center will be responsible to register the students using the forms supplied by Campbell ATC. When One-Stop registers a student, they help them with the registration form, if needed and then direct them where to send the registration form and cashier's check or money order. We do not handle money. The student sends all payments directly to Campbell County ATC. Cashier's check or money order are made payable to: Campbell County ATC. Both are sent to: Joe Amann, Campbell County Area Technology Center 909 Camel Crossing, Alexandria, KY 41001.

A local benefactor is contributing \$ 3,000 to this first class of Pendleton Students. The Pendleton County Fiscal Court will in turn offer \$ 100.00 in a scholarship to each Pendleton student who successfully completes the class and is awarded a certificate.

The Contribution will go to the Pendleton County Education Foundation, which will hold it until the Fiscal Court directs their disbursement to students.

Procedure:

Each student seeking the scholarship will present One-Stop with proof of certification. One-Stop will then advise the Pendleton County Education Foundation which will distribute the scholarship checks to the recipients.

Diesel Mechanics Program:

Pendleton County has an ongoing and robust existing business retention program. This program consists of visits with all businesses on an ongoing basis to understand their labor needs and work with them to improve opportunities for training, employment and retention.

Through these visits in 2014 and 2015, it became clear that employees with diesel mechanics training was of significant need. Thus, the Pendleton County Economic Development Office, working cooperatively with Pendleton County One-Stop and the Pendleton County Fiscal Court began to look for ways to help industry find qualified diesel mechanics in our region of Northern Kentucky.

Pendleton County leadership began to discuss with Gateway Community and Technical College leadership ways we could collaborate to expand their program to better meet the needs of area employers. County leadership met with Gateway in the fall of 2015 and then in the early spring of 2016. Gateway had just purchased property with the intent of creating a new CDL, auto mechanics and diesel program and invited Pendleton to view the facility. Pendleton leadership attended these meeting with the Pendleton County Judge Executive, Pendleton County Schools Superintendent, economic development director and representatives of industry.

Topics of discussion included the following:

- Curriculum,
- Hydraulics,
- Diagnostics,
- Electrical components,
- Truck superstructure.

From these meeting, a partnership was forged among, Pendleton County leadership, industry and Gateway KCTCS. Pendleton County industry offered to assist Gateway with the acquisition of a used truck and diagnostic software, two very expensive commodities. Gateway in turn, offered to discuss the alignment of its curriculum to accommodate some of the needs industry had for training.

Pendleton County High School and the Pendleton County Economic Development Office will also support this new campus by working actively to recruit high school students who wish to pursue this trade. Further, Pendleton County One-Stop will recruit adult applicants who wish to pursue a new career in diesel technology.

The new campus of Gateway KCTCS, housing the CDL, auto mechanics and diesel technology programs opened in October, 2016.