

North Central P-16 Council Minutes

July 26, 2019

Hosted by Cumberland University

Members Present:

Bob Bell	Rod Kirk	Reggie Mudd
Nick Bishop	Hilary Marabeti	Barbara Parker
Jerry Faulkner	Bill McKee	Clint Satterfield
James Fenton	Emily Mitchell	Tami Wallace
Margo Fosnes	Karen Mitchell	
Denise Geminden	William Moss	

Business:

Welcome

Dr. Eric Cummings, Dean of the School of Humanities at Cumberland University welcomed P-16 council members and guests to the Cumberland campus. Dr. Cummings gave a brief history of the 125-year old facility. Dean Cummings applauded the partnership between education and industry and believes the Council can make strides through their partnership to foster growth in the number of high school graduates pursuing teaching as their chosen career. He expressed concern that there were approximately 300 fewer graduates in teaching between 2015 and 2017.

Call to Order

The meeting was called to order by Co-Chair Margot Fosnes.

Approval of Minutes

Bill Moss made a motion to approve the minutes from the April 12, 2019 meeting, seconded by Barbara Parker. The minutes were approved unanimously.

Career Exploration Fair Update

Clint Satterfield noted that Macon and Trousdale Counties had combined efforts were conducting their own Career Exploration Fairs. Students visit the Vol State Gallatin campus, visit with divisions/departments, engage in fun activities and are encouraged to enroll at Vol State. He indicated that 70% of Trousdale graduates attend Vol State and about 80% of this year's graduates will enroll in post-secondary education. Mr. Satterfield stated that Sumner County likes the Trousdale County approach.

Margot Fosnes provided an update on the Robertson County Career Exploration Fair. The Fair will be scheduled earlier in the school year before students begin registering for high school classes. 8th graders visit Highland Crest and are divided into groups based on career areas for presentations. She expressed interest in having students visit the Gallatin campus which may add one day to the schedule. She also mentioned that they are looking to change from Kuder to another assessment, perhaps YouScience.

BEST Award 2019

Hilary Marabeti reminded members about the opportunity to nominate a business or an individual within a business who exemplifies the support of education. Support is not solely financial. It may be providing human resources for students through in-class lectures, on tours, mentoring, coaching. It may be providing physical resources for students to experience real world skills through internships or shadowing. Nominations are due August 15th. The press has picked up the story and the coverage has been greater than usual. Handouts that include the criteria and nomination information were distributed.

Economic and Community Development Panel Presentation

The panel, listed below, was moderated by Dr. Jerry Faulkner.

Bob Bell, Upper Cumberland
James Fenton, City of Gallatin EDA
Denise Geminden, City of Portland

Margot Fosnes, Robertson County
Rod Kirk, City of Hendersonville
Reggie Mudd, State ECD

Question 1: In your time in ECD, how has it changed?

- It has changed dramatically. It used to be as simple as someone calling the local chamber, getting invited for lunch and a tour, and that was that! Today it is digital and expectations are higher.
- The internet has created great change. In the past, printed materials were used effectively, manually updated, and printed as needed to influence businesses to choose that location.
- Today the workforce is a more critical piece. Expectations are greater. The feel of a community is still critical – it has to “feel” right.
- Priorities changed. Now top/down is workforce then property. We have to get the “talk on the street” right – what the average citizen says about schools, etc. They talk to gas station attendants, waitresses, store clerks, everyone!
- Technology has changed as has vetting of a region/state. Choices are made with a visit, sometimes unscheduled visits.
- There is a greater hurdle for small communities – small staffs have to keep up with all the new technology.
- Seems to be more private visits. Private visits and site selection teams are now utilized about 50%/50%.

Question 2: How do we get on the radar?

- Networking – electronically.
- Trade shows
- Nashville is the draw – gives merit to local communities surrounding it.
- Used to be extremely competitive and now it is more collaborative, working for the county and the region.
- TVA and the State need to remember community development for the infrastructure needed.
- TVA offers support, grants, and incentives.
- Have to stay in front of TVA and the State.
- State provides incentives. No set time to get the State involved.
- Chambers are directly involved, especially those that work closely with education. Education matters – fostering ECD.

- Quality of Life – hard to qualify since quality is defined by the individual. Is it sports, shopping, entertainment? Consider the term “Quality of Place.”
- Selections are covert/secret. If word gets out, it could jeopardize the company’s existing workforce wherever it is located – panic, resignations, etc. The company may pull the plug.
- For privacy, projects get names – “Uno,” “Foghorn,” “Wilhite.”
- Expansion and retention is more important today. ECD offices need to stay in touch and in tune with existing companies, need to continue to serve needs. Consider how one new company can affect another’s workforce numbers.

Question 3: What are some good stories?

- Panel members mentioned the following companies in response to that question:
 - Macy’s
 - Lowe’s
 - Beretta
 - A O Smith
 - Hemlock

Clint Satterfield asked, “What does industry want?” Responses:

- Applicants need to be able to think
- Individuals should possess a long-term potential
- Candidates must be drug free
- Candidates need to be career ready
- Soft skills are critical
- Education is key – local schools and higher education

Question 4: What question was not asked for which you may have a response?

- A comment was made bragging about our airport – the most northern point to some areas
- Never be surprised about the length of time it takes for some selections to materialize.

Closing Remarks

Co-Chair Clint Satterfield closed the meeting by thanking the panel members for their input and insights and thanked members for their participation today.