

SPOTLIGHT ON LOCAL WORKFORCE INNOVATIONS

Helping Hands from the Metallica Band

The All Within My Hands (AWMH) Foundation was established in 2017 by the rock band Metallica as a means to invest in the people and places that have supported the band. It also provides a mechanism for Metallica's fans to become engaged in philanthropy and volunteerism. The foundation is focused on supporting sustainable communities through workforce education (in addition to combating hunger through an alliance with Feeding America), and is fully supported by the band, the AWMH board, and by fans. All expenses of the foundation are covered by the band, the board, and a few special friends, so that 100 percent of donations go to the organizations it supports.

Central Piedmont Community College is proud to report that 80 percent of their Metallica Scholars who were scheduled to graduate in the 2019 spring and summer semesters were successful.

The Metallica Scholars Initiative is transforming lives, providing students with the financial assistance and support services they need to succeed inside and outside the classroom.

DR. KANDI DEITEMEYER
President, Central Piedmont Community College

In 2018, the AWMH Foundation wanted to reinvest in communities that supported Metallica during their recent United States tours (2017-2019) and leverage the influence of Metallica to elevate the importance of career and technical education. The AWMH Foundation partnered with the American Association of Community Colleges, an organization that represents the nation's 1,103 community colleges and created the Metallica Scholars Program.

In late 2018, as part of their new workforce education initiative, Metallica's AWMH Foundation and the Association of Community Colleges selected just 10 community colleges from across the country that best demonstrated support of relevant jobs skill training for community college students and supported the band during their tours. Charlotte-based Central Piedmont Community College was eligible to apply and was awarded a \$100,000 grant to support career and technical education programs.

The funds help more than 1,000 students across these colleges gain the training they need to enter the workforce.

Central Piedmont is using the grant funds to provide direct support for students enrolled in one of four healthcare career programs who need financial assistance to complete their studies and become licensed healthcare professionals. The project targets underrepresented students who would not be able to complete their program or obtain credentials without financial support. The focus of this project is on high-demand healthcare programs, including:

- [Dental Assisting](#)
- [Medical Assisting](#)
- [Ophthalmic Medical Personnel](#)
- [Pharmacy Technology](#)

The project is also an opportunity to help attract and recruit students into high-quality CTE programs. The American Association of Community Colleges (AACC) will provide Central Piedmont technical assistance to promote efforts to build the branding for career and technical education (e.g. through local, regional, or statewide media) and elevate the importance of the initiative.

PROGRAM REVIEW:

How does the Metallica Scholars Initiative benefit NC's Workforce?

Program Outcomes

Central Piedmont has explored student financial assistance beyond the traditional, tuition-based approach, and will use lessons learned from the Metallica Scholars Initiative to inform the college's broader, student success agenda. The collected student stories and other evidence of success generated from the initiative will be useful in the engagement of future funders and other approaches to sustain the initiative. Data obtained from the Metallica Scholars Initiative 2.0 will also guide the development of collaborative efforts to increase support services to students and career and technical education instructors in discipline areas other than health sciences. Collaboration among college departments such as Academic Advising, Counseling Services, International Programs and Services, English as a Second Language and Global Learning will provide opportunities to take holistic student advising to scale and establish support for Conversation Circles and/or other formal supports college wide.

Program Highlights

- Central Piedmont Community College served 96 students through the Metallica Scholars Initiative in 2019.
- Central Piedmont Community College has served 44 students since the beginning of this year with the goal of serving 70 by the end of the year.
- "Central Piedmont Community College is proud to report that 80 percent of their Metallica Scholars who were scheduled to graduate in the 2019 spring and summer semesters were successful," said Dr. Kandi Deitemeyer, president of Central Piedmont. "The Metallica Scholars Initiative is transforming lives, providing students with the financial assistance and support services they need to succeed inside and outside the classroom."



► About the Series

Brought to you by the NCWorks Commission, the Spotlight on Local Workforce Innovations series showcases local innovations in collaborative, employer-led workforce development partnerships across our state. The series will highlight promising practices that can be replicated across North Carolina.

The NCWorks Commission is the state's Workforce Development Board. Led by a private sector chair, the 33-member, Governor-appointed commission includes representatives from the business community, heads of state workforce agencies, educators, and community leaders.

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