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## **NC RECONNECT**

### **NC Reconnect Cohort 6 Launches *Better Skills. Better Jobs.*, Five New Colleges Join Proven Adult Learner Marketing Campaign**

*New data shows adult learners who returned  
to community college saw major earnings gains*

**CHARLOTTE, NC** – Five more North Carolina community colleges have officially launched their *Better Skills. Better Jobs.* campaigns through NC Reconnect, joining 24 other community colleges across the state in helping more adult learners return to school to gain the skills they need to connect to higher-wage careers.

The community colleges participating in Cohort 6 of NC Reconnect include:

- [Alamance Community College](#)
- [Cleveland Community College](#)
- [Sandhills Community College](#)
- [Roanoke-Chowan Community College](#)
- [Western Piedmont Community College](#)

Funded by the [John M. Belk Endowment](#), NC Reconnect is a statewide effort created to engage more adult learners and provide them with fast, flexible and—thanks to the [Next NC Scholarship](#)—in many cases tuition-free education and job training programs.

The initiative first launched in 2021, and [new research](#) following the success from the initial cohort confirms that these efforts are successfully translating into increased earnings and greater career mobility.

In recently released research from the [Belk Center for Community College Leadership and Research](#) at North Carolina State University's College of Education, in partnership

with the [North Carolina Community College System](#) and [InsideTrack](#), new data revealed that adult learners from the first NC Reconnect cohort, who enrolled and completed a credential are now earning a median wage of \$17,100 to \$20,700 more per year than before they re-enrolled.

“We’ve seen year after year that adult learners have an interest in returning to college to pursue new opportunities and build a stronger future, and with the right outreach and nurturing, they are taking the steps to re-enroll,” said MC Belk Pilon, President and Board Chair of the John M. Belk Endowment. “Now entering our 6th round of these efforts, we can proudly say that the success goes beyond just re-enrollment. This work is changing the trajectory of people's lives and North Carolina’s workforce.”

The vast majority of higher-wage jobs today require more than a high school diploma, but unfortunately, less than half of North Carolinians between the ages 25-44 have the education and training needed to fill these jobs. Meanwhile, employers across the region are frantically looking for the skilled talent needed to fill current jobs.

The *Better Skills. Better Jobs* campaign includes direct outreach to adults who previously earned some college credits, but left without a degree or certification; special community events and earned media promotions; targeted digital marketing and advertising, and customized materials designed to quickly help more adult learners reconnect and re-enroll.

Past community colleges that have participated in NC Reconnect include:

#### **Cohort 1**

- Blue Ridge Community College
- Durham Technical Community College
- Alamance Community College
- Fayetteville Technical Community College
- Vance-Granville Community College
- Pitt Community College

#### **Cohort 2**

- Caldwell Community College & Technical Institute
- Wilkes Community College
- Forsyth Technical Community College
- Central Carolina Community College
- Lenoir Community College

**Cohort 3**

- Catawba Valley Community College
- Davidson-Davie Community College
- Brunswick Community College
- Edgecombe Community College
- College of The Albemarle

**Cohort 4**

- Central Piedmont Community College
- Haywood Community College
- James Sprunt Community College
- Robeson Community College
- Wayne Community College

**Cohort 5**

- Carteret Community College
- Southeastern Community College
- Halifax Community College
- Isothermal Community College

For more information about NC Reconnect, please download and view the latest edition of the [Adult Learner Guidebook](#) prepared by the Belk Center.

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