

More Than A Job NC (MTAJ-NC)



What is “More Than A Job NC (MTAJ-NC)?”

MTAJ-NC, formerly known as Food and Nutrition Services Employment & Training (FNS E&T) program empowers individuals to reach their career potential and meets the workforce needs of North Carolina by providing jobs-driven skills-based training, education, and support services that improve the confidence, health, and well-being of participants, families, and communities.



MTAJ-NC and the Community Colleges

- The North Carolina Community College System (NCCCS) in partnership with the North Carolina Department of Health & Human Services (NCDHHS) to provide education/training and support services to SNAP recipients in North Carolina.
- MTAJ-NC is currently active at 13 of our 58 community colleges.
- Participants enrolled in MTAJ-NC may be eligible for scholarships toward continuing education & curriculum programs and support services.

Active Colleges & Service Areas

2023-24 FFY

College	Counties Served
Asheville-Buncombe Technical Community College	Buncombe County
Central Carolina Community College	Chatham County
Central Piedmont Community College	Mecklenburg County
Durham Technical Community College	Durham & Orange Counties
Forsyth Technical Community College	Forsyth County
Gaston College	Lincoln County
Guilford Technical Community College	Guilford County
Mitchell Community College	Iredell County
Pitt Community College	Pitt County
Rowan-Cabarrus Community College	Cabarrus County
Sandhills Community College	Moore County
Tri-County Community College	Cherokee County
Wilson Community College	Wilson County

Program Benefits

MTAJ-NC participants may be eligible for scholarships and support services

SCHOLARSHIP OPPORTUNITIES

- Financial assistance toward tuition, registration, and fees for continuing education and curriculum programs.
- Financial assistance toward:
 - books/supplies
 - certifications/licensing;
 - uniforms/tools;
 - criminal/drug screenings;
 - credentialing exams;
 - and other eligible participant expenses as applicable.

SUPPORT SERVICES

- Transportation
- Childcare
- An assigned Education Navigator to provide support and case management services.
- Referral Services

Program Funding Model

MTAJ-NC operates on a reimbursement funding model which requires colleges to cover the cost allowable expenses up front and request reimbursement.



100% funds can be used for any allowable cost that is necessary and reasonable for the planning, implementation, and operation of MTAJ-NC program, such as salaries, marketing, tuition, registration and fees.



50/50 funds are match funds that require a non-federal funding source be used to cover eligible expenses up-front.



Providers are eligible to receive 50% reimbursement for every dollar spent on eligible expenses.

Example: A participant receives a \$500.00 scholarship from State Employees Credit Union (SECU), the college would be eligible for 50% reimbursement in the amount of \$250.00.



50/50 match funds can be used for two types of reimbursements:

Expenses for administrative costs - planning, implementing, and operating the MTAJ-NC program

Participant reimbursements – Dependent care, Transportation, Supplies/Materials, Personal safety items require for participation, etc.



50/50 reimbursements can be filtered back into the college's program to support expansion

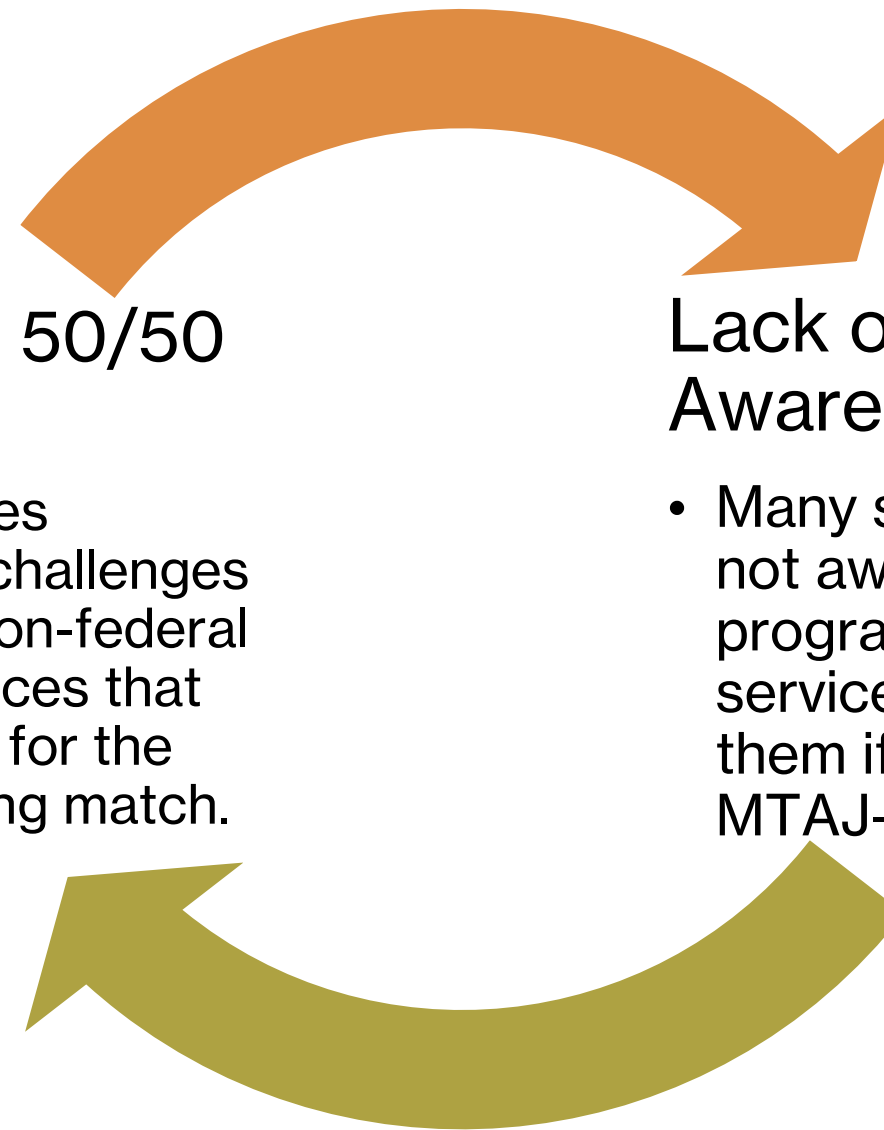
Enrollment Challenges

Leveraging 50/50 Funding

- Many colleges experience challenges identifying non-federal funding sources that can be used for the 50/50 funding match.

Lack of Awareness

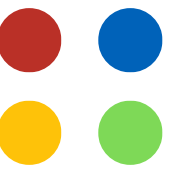
- Many students are not aware of the program and support services available to them if eligible for MTAJ-NC.



A group of four people (three men and one woman) are seated around a table in a meeting room, smiling and engaged in conversation. The image is overlaid with a semi-transparent blue filter. The background shows a window with vertical blinds.

**CCR: ADVOCATES
FOR CHANGE!**

Understanding Our Students



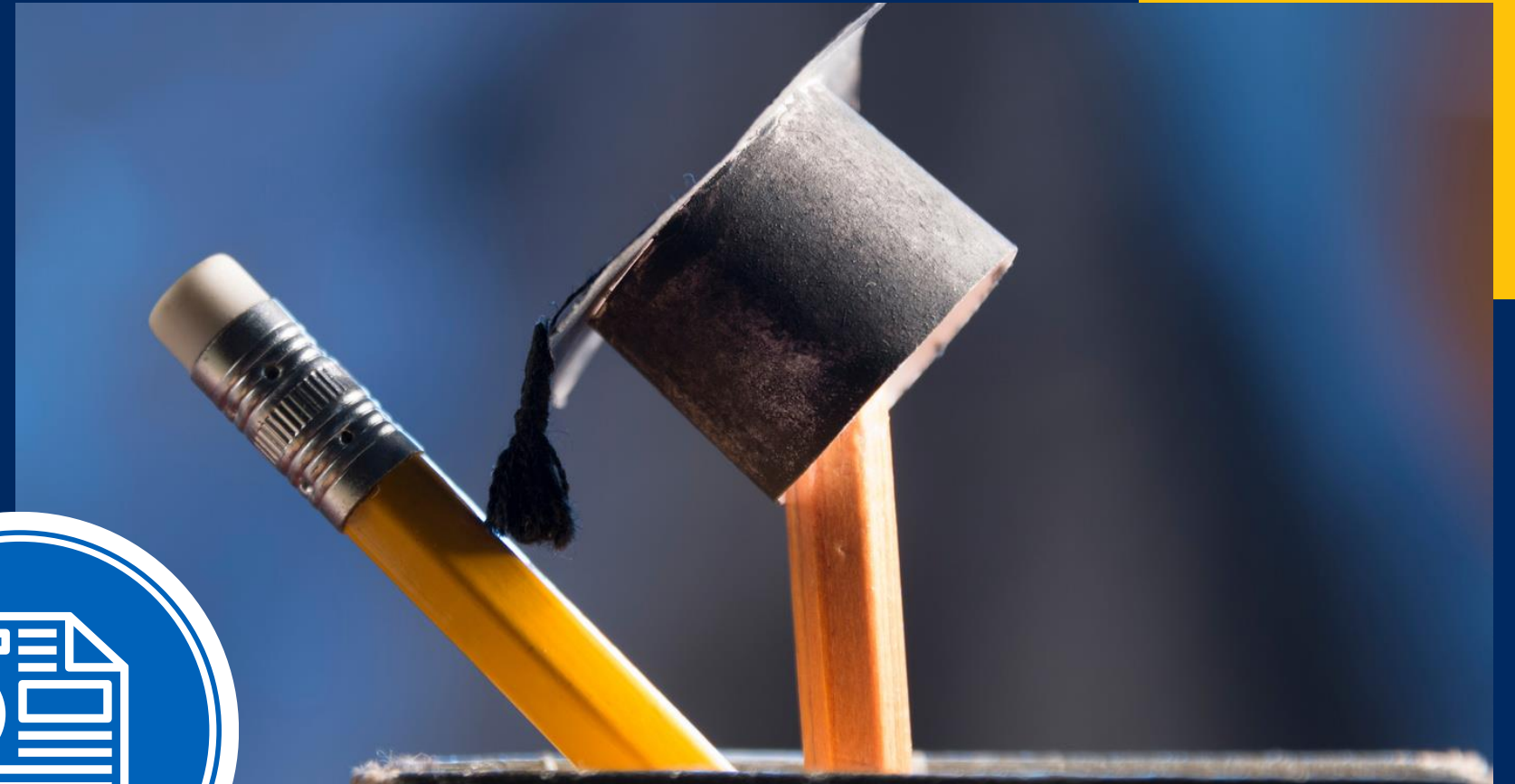
<https://www.nccommunitycolleges.edu/about-us/data-reporting/data-dashboards-page/basic-skills-headcount/>

•Students often include first-generation learners, immigrants, working adults, and people with interrupted education.

•Special populations: Students from low-income backgrounds, students with disabilities, non-native speakers, and parents with childcare challenges.



Student Challenges



- Language barriers
- Lack of time due to work or family commitments
- Limited digital literacy
- Skepticism about formal education due to past failures or systemic barriers.

THEY ARE AFRAID!!!



Recruitment

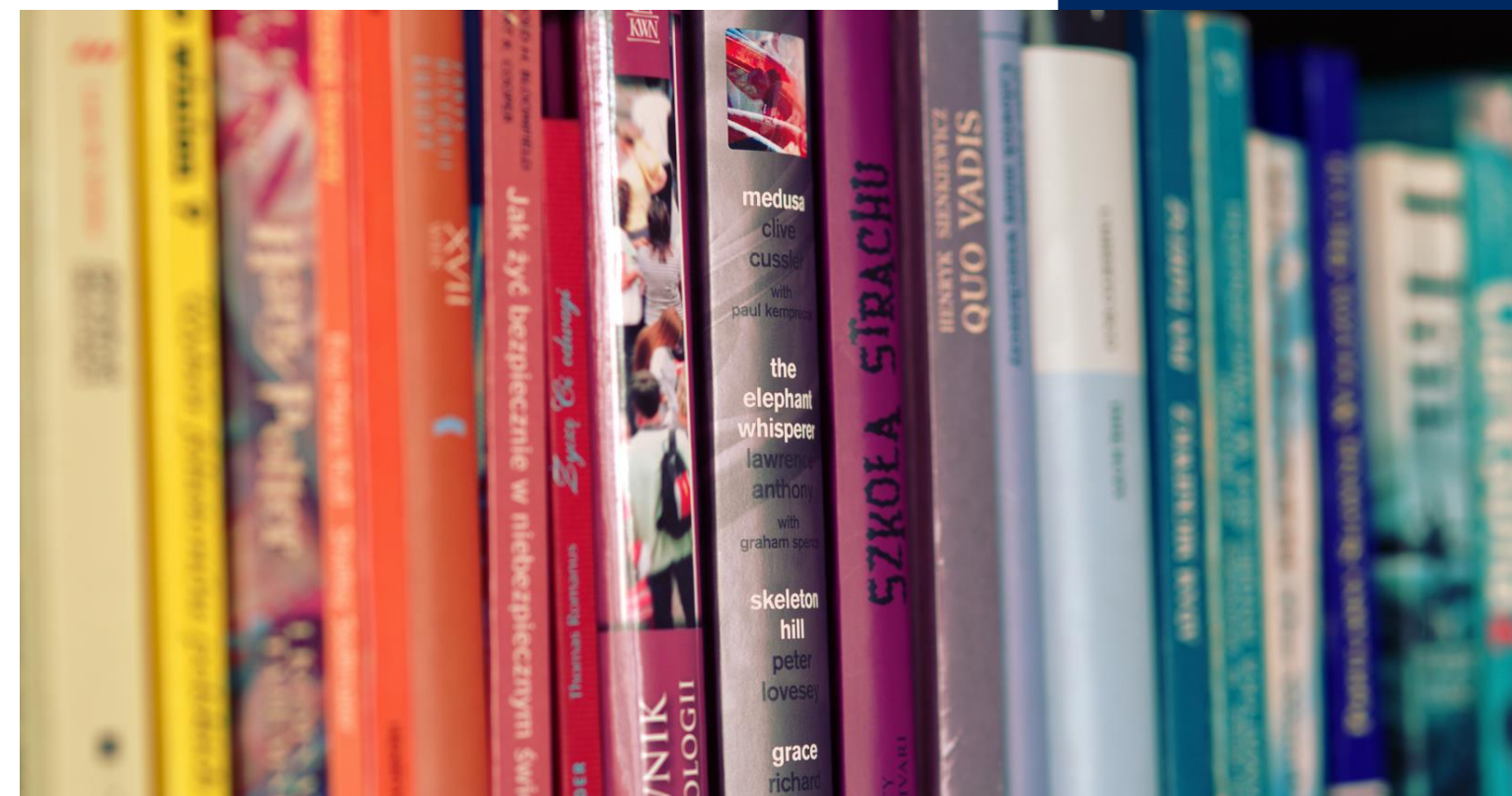
COMMUNITY PARTNERSHIPS

- Collaborate with community organizations, churches, local employers, and immigrant advocacy groups to reach potential students.
- Set up recruitment drives at local community centers, shelters, and food banks.



TARGETED MARKETING

- Use culturally relevant messaging in multiple languages.
- Leverage social media, radio, and local influencers that resonate with potential students.
- Create compelling testimonials from successful graduates of HSE and ESL programs.



Leverage Peer/Community Influencers



AMBASSADOR PROGRAMS

Recruit successful alumni or current students to act as ambassadors who reach out to prospective students within their own communities. Peers often have greater influence than institutions.

INVOLVE LOCAL INFLUENCERS

Collaborate with trusted leaders or influencers from the target communities. These individuals could help promote programs and motivate their communities to enroll.

HIGHLIGHT SUCCESS STORIES AND CAREER PATHWAYS:

Use real-world success stories of past students who have improved their career prospects to inspire current enrollees. Show concrete examples of how the skills learned translate to immediate job opportunities.



ENGAGEMENT: CREATING A WELCOMING ENVIRONMENT



Increase Follow-up and Mentorship: Even if mentorship is in place, consider more frequent check-ins or additional mentors for students in need of more support. Regularly tracking a student's progress and adjusting their learning plan in real-time can help prevent disengagement.



Address non-academic barriers (transportation, childcare, food insecurity) by linking students with community services.



Holistic Support Models: If possible, expand the support system to include mental health services, more career coaching, and even financial literacy workshops. Addressing non-academic barriers in a comprehensive manner might increase retention.



Onboarding and Retention Strategies

- Provide a one-stop-shop onboarding session where students can receive academic assessments, meet instructors, and get help with registration in one day.
- Incorporate orientation videos in multiple languages and formats.
- During onboarding, engage students with immediate skill-building activities so they feel a sense of progress from day one.
- Establish regular check-ins and progress reviews in the first few weeks.



DEVELOP NEW AND MORE TARGETED PROGRAMS

Niche or Specialized Programs: If general HSE or ESL programs aren't seeing enough enrollment, consider creating more specialized or niche offerings—such as an HSE program that integrates specific job training or a business-focused ESL program. Some students may be more motivated by targeted pathways aligned with their personal interests or job prospects.

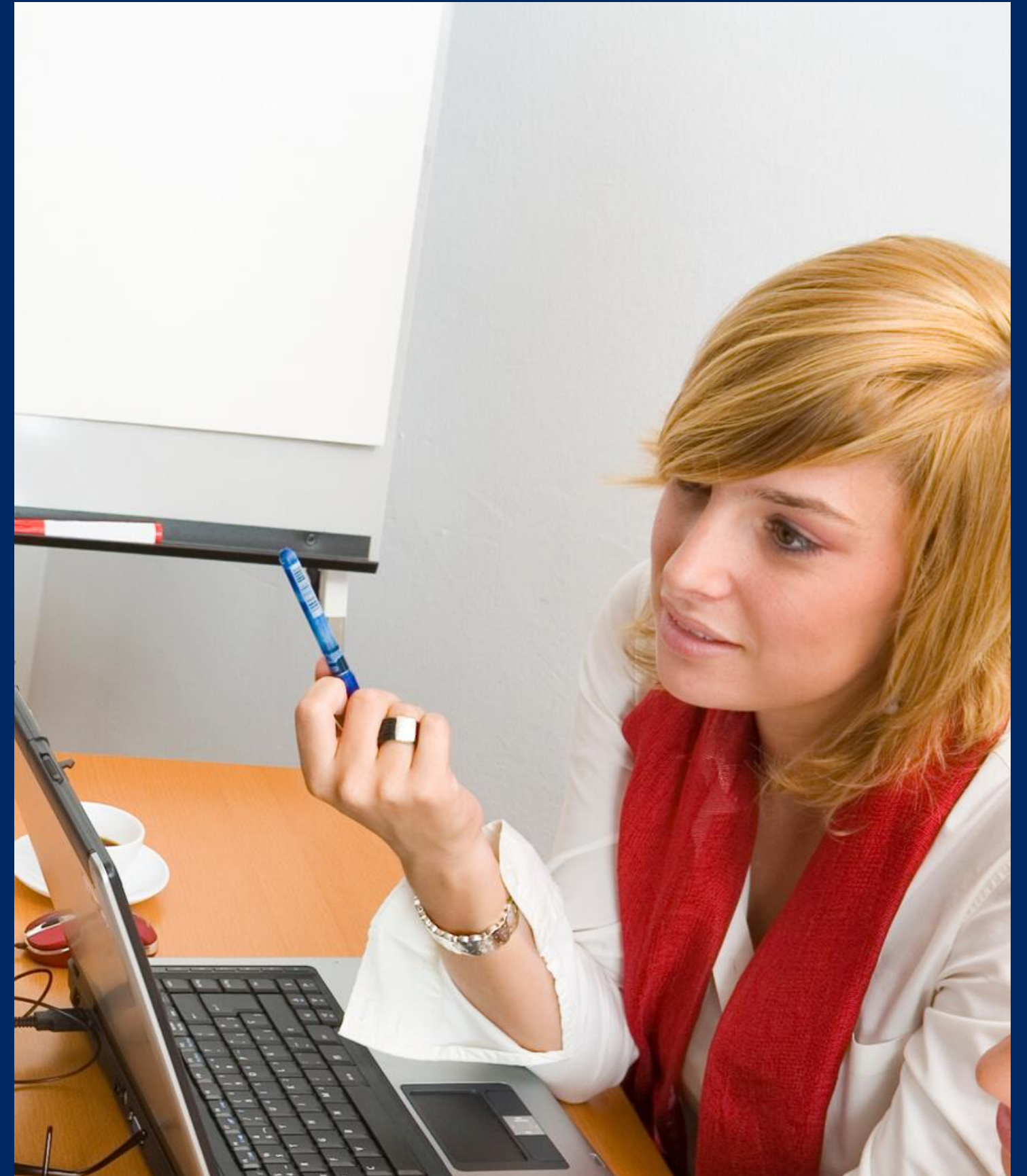


Employer-Sponsored Programs: Collaborate with local employers to sponsor students in the HSE/ESL programs. Companies might cover tuition costs if there's a guarantee that students will work for them after program completion.



EXAMINE INSTITUTIONAL BARRIERS

- Review Institutional Policies: Sometimes, outdated policies can unintentionally create barriers to student success. Review and adjust policies related to attendance, financial aid eligibility, or course requirements that may not meet the realities of today's student population.
- Remove Financial Barriers: If possible, provide more scholarships, stipends, or even free learning resources to remove the financial burden for students





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For all “More Than A Job NC” inquiries/concerns, please
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THANK YOU!
