2021-22 ANNUAL REPORT

UNC SCHOOL OF GOVERNMENT
ncIMPACT Initiative

Dedicated to Improving the Lives of North Carolinians

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The Team

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Our Vision

Serve as the go-to place in North Carolina for trusted tools that bridge policy and practice in response to complex challenges.
Over the next 10 years, ncIMPACT will touch tens of thousands of lives across North Carolina, some in every one of the state’s 100 counties. Our fingerprint will be found in the expanded capacities and program and policy innovations of civic leaders who will use new strategies and tools to meet their community needs better.

This past fiscal year (June 2021 to July 2022), engagement in new counties included our Carolina Across 100 initiative launching its Our State, Our Work program for Opportunity Youth in Caswell, Lincoln, and Stokes counties and our PBS NC ncIMPACT show highlighting the work of communities in Montgomery, Moore, and Stanly counties.
STRATEGY 1  Engage in deep experiments on pressing community challenges using sound data, high-quality research, and rigorous analysis.
Challenge
ARPA has provided unprecedented federal funds to local governments to help with their COVID recovery efforts, but some municipalities and counties will need planning and administrative capacity support to put these funds to successful use and comply with federal and state regulations.

Response
The ncIMPACT Initiative is working with state leaders and regional councils of government to ensure that communities have access to the technical assistance needed.

Process
Partnering with the North Carolina Pandemic Recovery Office (NCPRO), the ncIMPACT Initiative has been an engaged member of a broad group of stakeholders convened monthly by the NCPRO. In addition, the ncIMPACT Initiative has helped local governments to create and share community engagement efforts as encouraged by the ARPA.

Impact
We have touched hundreds of local governments with this work. We are confident, based on feedback from appreciative local governments, that many of them are finding high value in our contributions.

Project Lead
Anita Brown-Graham

Funder
UNC School of Government
Challenge
Each community’s talent development potential remains key to its economic competitiveness or disadvantage in today’s economy, whether high-tech or service industries dominate their region. Before the pandemic, 58 percent of jobs in North Carolina required some form of postsecondary attainment. The pandemic accelerated this trend, while decelerating attainment.

Response
In 2021, the ncIMPACT Initiative, in partnership with myFutureNC, launched a two-year pilot program that supports 15 local educational attainment collaboratives (LEACs) across the state that seek to significantly increase the number of students completing post-secondary credentials of value in the workforce: a degree, credential, or certification.

Process
For the past 18 months, the core team in each community has identified and engaged the full community team (local collaborative). Each collaborative includes a diverse team of community stakeholders, all committed to active participation in the two-year program. ncIMPACT assisted communities with stakeholder identification to build the collaborative team.

Impact
This effort will help achieve the state’s legislative goal of two million individuals between the ages of 25 and 44 who possess a high-quality credential or postsecondary degree by 2030. The teams have collectively committed to increasing the educational attainment of almost 100,000 North Carolinians by 2030.

Project Lead
Anita Brown-Graham

Funders
John M. Belk Endowment, Dogwood Health Trust, and UNC Rural
Challenge
The State Historic Preservation Office in the NC Department of Natural and Cultural Resources received federal funding due to extensive damage to the state from multiple hurricanes. These hurricanes reflect the increased frequency of natural disasters impacting the state and threatening historic sites and assets.

Response
The Historic Resilience Project team is working to:

- Develop design standards that integrate resilience for local governments and provide training for local staff on these new design standards.
- Train communities to better link local disaster planning (hazard mitigation) with historic resource resiliency planning.
- Provide disaster preparedness and response training for state agency personnel, local governments, and non-profit historic sites.

Process
The ncIMPACT Initiative recruited a team of experts to provide the deliverables requested to address this statewide challenge.

Impact
The project team developed the Historic Preservation Resilience Advisory Group to engage local government officials, subject matter experts, and other stakeholders to provide input that will ensure the effectiveness of products developed by the Historic Preservation Resilience Project. The first set of trainings will be offered in 2023.

Project Leads
Adam Lovelady, Emily Gangi

Funder
National Park Service and NC Department of Natural and Cultural Resources, State Historic Preservation Office
Challenge
NCARCOG and the UNC School of Government share a commitment to meeting the needs of local governments in North Carolina. As such, local governments are better served when the two groups work seamlessly to build on complementary strengths.

Response
The ncIMPACT Initiative serves as a liaison between the School of Government and the NCARCOG and provides:

- Two hybrid training programs—that utilize School faculty—for regional leaders who may gather at respective COG offices.
- A primary point of contact for COG staff seeking connections to School faculty for subject-matter consultations.

Process
The ncIMPACT Initiative meets quarterly with the NCARCOG liaisons to identify training and research topics of interest and then recruits School faculty and staff to provide training content.

Impact
The two hybrid trainings this fiscal year served local governments in all 16 COG regions of the state and enrolled more than 400 public officials.

Project Leads
Emily Gangi, Anita Brown-Graham

Funder
UNC School of Government
Challenge
As communities work to recover from the far-reaching effects of COVID-19, they seek to partner with the research-based insights generated at UNC. However, with a campus as large and decentralized as Carolina, it can be difficult to know where to turn for support.

Response
In 2020, Chancellor Kevin Guskiewicz charged Carolina Across 100 to serve as a five-year initiative that partners with cohorts of communities across the state as they work on their most challenging issues, many of which were exacerbated by the COVID-19 pandemic.

Process
The team began its work by interviewing and surveying community members from across the state to determine the primary pain points to which the expertise at the University is particularly well suited to respond. The results of the survey and interviews determined the focus subjects for Carolina Across 100.

The team prepared requests for participation in the program and conducted interviews with applicant communities. Communities were asked to apply as cross-sector teams of critical stakeholders, including local governments, nonprofits, faith leaders, and local business representatives.

The team will spend the next two years focused on expanding and deepening education and employment pathways for “Opportunity Youth,” young adults between the ages of 16-24 who are out of school and work.

Continued on next page
Impact
Thirteen teams representing 37 counties were selected to participate in the “Our State, Our Work: Connecting Young Adults with their Future” program. These teams span from the mountains to the coast and are home to nearly 40 percent of our state’s population of Opportunity Youth. Carolina Across 100 will facilitate an effective and efficient cross-sector collaboration process that allows the participating communities to ensure the successful removal of barriers to advancement for these Opportunity Youth. Additionally, the team will offer a menu of resources to which participating communities have access.

Expected outcomes will:
• Create deep local impact by increasing the number of Opportunity Youth connected to educational systems and employers.
• Enhance capacity across the state by creating collaborative cross-community learning and partnerships, and delivering model policies to inform North Carolina’s broader policy landscape.
• Increase resources—including federal, state, and philanthropic funding focused on Opportunity Youth—as well as shared data tools and metrics to measure collaborative progress toward achieving the goals.

Project Leads
Anita Brown-Graham, Jess Dorrance, Abigail Holdsclaw

Funders
Seed funding provided by the Office of the Chancellor, UNC-Chapel Hill, and Blue Cross of North Carolina
Challenge
The Earned Income Tax Credit (EITC) is the federal government’s largest benefit for workers. In North Carolina, around 180,000 filers do not claim the tax credit even though they could benefit from the boost to their household budgets. Low- and middle-income North Carolinians lose a total of $450 million each year. For people who earned income from working for someone or running a business or farm, it’s money that positively impacts change in their life, family, and community.

Response
The project team partnered with local leaders and stakeholders in the targeted rural counties to deliver recommendations and strategies based on data and best practices locally identified as helpful in supporting increased understanding of the EITC and improved uptake in rural counties. Partners in the project included The Jordan Institute for Families at the UNC School of Social Work and Rural Forward at the Foundation for Health Leadership and Innovation.

Process
Hosted 12 Community Conversations on the EITC with 98 total participants to understand the different reasons people in local communities do not utilize the EITC. These conversations took place with participants from Beaufort, Bladen, Columbus, Edgecombe, Halifax, McDowell, Nash, Robeson, and Rockingham counties.

Impact
Local leaders are pleased that an estimated 1,500 additional North Carolinians in the target rural communities are now aware of the EITC benefit.

Project Lead
Anita Brown- Graham

Funding
Robert Wood Johnson Foundation

GET BACK MONEY YOU HAVE EARNED
THE US FEDERAL EARNED INCOME TAX CREDIT (EITC) IS A TAX BENEFIT FOR WORKING INDIVIDUALS AND FAMILIES
RECLAIM UP TO $6,728
Challenge
One in five Americans lives in a rural place. The same is true in North Carolina. While many rural places in our state are dynamic and thriving, others are struggling, with economies under stress and declining livelihoods and health outcomes.

Response
Thrive Rural is an effort of the Aspen Institute Community Strategies Group in partnership with the University of Wisconsin Population Health Institute that aims to create a shared vision and understanding of what it will take for communities and Native nations across the rural United States to thrive.

Process
Using a National Advisory Board, which includes the ncIMPACT Initiative as well as a Theory of Change Working Group, Thrive Rural worked to:

- Discover, synthesize, curate, and build a shared understanding of the state of relevant policy, systems, and practices—and what is needed to realize improvements in rural community conditions, health, and wellbeing.
- Create systems for iterative learning, asking questions that prompt new ideas and insights, and frames new research and analysis.
- Connect practitioners, policymakers, and academics across sectors and regions to weave a more organized, unified, and powerful network to improve rural community conditions.
- Heighten awareness and strengthen understanding of the interdependence of urban and rural America, providing stories of people and places that offer a truer account of rural America’s diversity, contribution, and value to our nation.

Impact
Thrive Rural has developed a new framework for rural development and is publicizing the work through several written products, including one by Anita Brown-Graham.

Project Lead
Anita Brown-Graham

Funding
Robert Wood Johnson Foundation
The ncIMPACT Initiative engaged 141 experts in its projects and convenings this year. The following School of Government faculty and professional staff participated in funded projects coordinated by the ncIMPACT Initiative:

**Expanding EITC in Rural Communities**
- WHITNEY AFONSO

**Historic Preservation Resilience Project**
- ADAM LOVELADY
- BEN HITCHINGS

**myFutureNC Local Educational Attainment Collaboratives**
- RICARDO MORSE
- J OHN STEPHENS
- PEG CARLSON

**ARPA Support for Local Governments**
- KARA MILLONZI
- PATRIC E ROESLER
- TESHANEE WILLIAMS
- J OHN STEPHENS

**NC Association of Regional Councils of Governments Partnership**
- ADAM LOVELADY
- J IM J OYCE
- TYLER MULLIGAN
- SARA ODIO
STRATEGY 2

Share knowledge on evidence-based insights and creative policy options for responding to the most important questions communities face through a virtual civic solutions lab.

2021-22 GOALS AND OUTCOMES
Present to various audiences
We gave 40 presentations to nearly 4,000 participants. Audiences included public sector policymakers, foundation staff and boards, economic developers, business leaders, workforce developers, community residents, and nonprofit organizations.

Expose leaders to new facts and emerging research
Facts That Matter blog
We published 25 blog pieces on topics including maternal health, school safety, pandemic learning loss, mental health, cross-sector collaborations, student success, affordable housing, and the economy.

Help decision makers use data
The ncIMPACT Initiative sponsored six data-focused webinars.

ARPA Support for Local Governments
Community Engagement • October 26, 2021

NC Association of Regional Councils of Governments Partnership
Land Use Top 10 Training • November 18, 2021
Affordable Housing Webinar for Local Government Leaders • June 15, 2022

myFutureNC Local Educational Attainment Collaboratives
Local Attainment Goal Setting • October 26, 2021
Tips for Engaging Employers in Workforce Initiatives • April 26, 2022
Data Tools to Support Shared Attainment Measures • May 12, 2022

Website utilization
Traffic increased on our website as we continue to drive our audience to robust resources, including nearly 40,000 views and more than 20,000 users from all 50 states.
Social Media

We leverage social media to publicize our work, targeting local, state, and community leaders and strategic partners whose work aligns with the ncIMPACT Initiative.

Aside from our content, we share partner content related to community innovations and collaborations. We also utilize social media advertisements to increase followers. We package content for each social media channel, prioritizing high-quality and high-interest images and videos.

Facebook

Followers increased from 1,547 in the first quarter to 1,821 in the fourth quarter.

Twitter

The ncIMPACT Initiative’s use of Twitter as a social media vehicle remained strong. We ended the fiscal year with a total of nearly 879,000 impressions, 2,758 followers, and 14,603 engagements (likes, tweets, replies).

Instagram

We saw similar growth on Instagram, from 400 followers in the first quarter to 636 in the fourth quarter.

LinkedIn

ncIMPACT launched a LinkedIn account in November, ending the year with 621 followers and 177,211 impressions.
STRATEGY 3  Create a high-impact culture of innovation in NC communities by supporting relevant practices.
ncIMPACT introduces promising community collaborations to hundreds of thousands of civic innovators (or potential civic innovators) in North Carolina. We highlight partners working together to respond to challenges that are often mirrored in other NC communities. In each episode, we ask, “Could you do this in your community?” and offer online resources to support viewers who choose to do so.

- In partnership with PBS North Carolina and UNC Health, the fourth season of ncIMPACT yielded 13 new episodes and four town halls.
- These episodes drive the series’ multi-platform content distribution strategy across broadcast, the website, and social media.
- Content is complemented by a dynamic social media and marketing campaign promoting the series.

For season four of the ncIMPACT series with PBS NC, the team offered a Facebook Live event for two virtual town halls so as we recorded the broadcast, viewers across the state could participate and pose questions to the panelists. Topics for these events included “Workforce Shortages in NC” and “Mental Health Access.”
Our strategies

By engaging in on-the-ground projects that are bold, creative, and that tackle the most pressing issues facing communities with new tools and strategies, ncIMPACT will produce measurable improvements in each of NC's 100 counties.

By using multiple platforms to communicate the learnings from projects and disseminate relevant tools, ncIMPACT will facilitate the creation of a virtual civic solutions lab across NC.

By connecting the learnings from civic solutions delivered across the state, ncIMPACT will support a culture of innovation where leaders experiment, take strategic risks, and collaborate effectively.