



Figure 1. L to R: President John Gossett, Trustee Frances Ramsey, Vice President Deborah Bailey, NC Works Director Stacy Peek, A-B Tech Madison Director Sherri Davis, Emergency Services Dean Clint Gorman, ACA Instructor Caroline Diepenbrock, and Transitional Studies Director Rebecca Loli.



Figure 2: Welding student working on project at A-B Tech Madison.

MADISON COUNTY LISTENING SESSIONS

A-B Tech serves more than 23,000 students a year in Buncombe and Madison counties through its academic, workforce training, and continuing education programs.



OUR JOURNEY

GOALS

- Improve Engagement in Madison County.
- Record and report the needs of Madison County residents in relation to A-B Tech's offerings.

PARTICIPANTS

- John Gossett
- Frances Ramsey
- Deborah Bailey
- Stacy Peek
- Sherri Davis
- Clint Gorman
- Caroline Diepenbrock
- Rebecca Loli
- Porscha Orndorf
- Joan Vassey
- Andrew McKinney
- Debra Lynn Rodriguez
- Sandra Brown

PROCESS

We began our work by working through the REA curriculum and digging into existing data about our students in and residents of Madison County. We threw some ideas for Capstone projects around, and then we learned that we just did not have the input from Madison County residents we needed to be thorough in implementing any project.

TOPIC IDENTIFICATION

Because of identifying our blind spot - information from Madison County residents who might interact with A-B Tech but currently do not, we developed a plan to hold listening sessions throughout Madison County.

Action Items:

- Hold public listening sessions in Madison County's public libraries and community centers
- Gather and analyze data
- Present actionable data analysis to ELT

CHALLENGES ALONG THE WAY

Once we realized that we needed to take our show on the road and open our ears, we overcame all challenges we faced. Initial challenges included designing an intervention in our Madison County service area that truly served the needs of people living in the area.

WINS ALONG THE WAY

- Built relationships with our Madison County residents that can be built upon further.
- Madison County loves A-B Tech, and we can show up more.
- We have strong partnerships we can leverage to overcome barriers to enrollment in Madison County

PROGRESS

- We held listening sessions at 3 public libraries and 1 community center
- We coupled our listening sessions with an online survey to collect more data from folks who could not attend the public sessions
- We presented our findings to our ELT with some promising proposals for better engaging our Madison County service area

NARRATIVE

Our team found that working across divisions and departments from our campus provided us with rich information about our service area, things we have tried before, things that have worked, and things that haven't worked as well. Our biggest gain was creating relationships that have potential to grow into powerful partnerships.

