



Develop Your Talent Pipeline While Serving Your Communities

Jason Faircloth, Southwire Company

This session is eligible for 0.5 Continuing Education Hours.

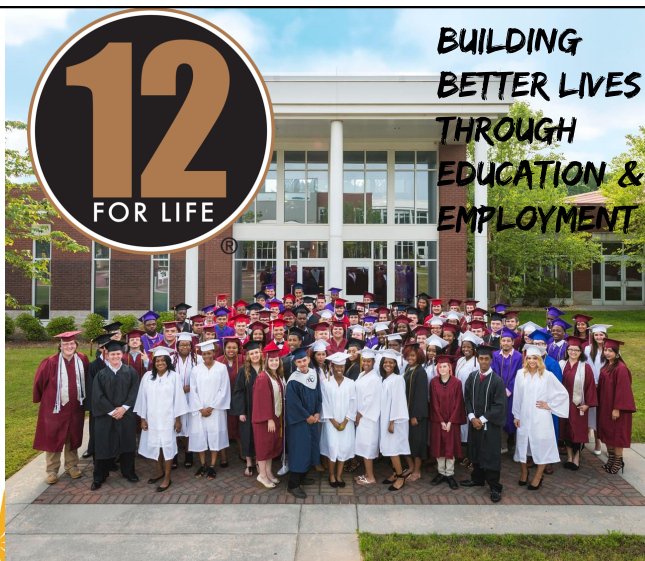
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Online Evaluation

NECA NOW 2023 EXECUTIVE LEADERSHIP CONFERENCE



AT A GLANCE



Origination

12 for Life program is a natural extension of Southwire's commitment of [Giving Back](#)


Southwire partnered with Carroll County Schools in 2004 to create program to receive credit for working

Southwire purchased the 12 for Life building in 2006 with plans to locate a reel assembly shop and other operations within the plant

On January 4, 2007 school officials chose the first group of 71 participants for the program

Vision

Building better lives through education, employment and opportunity



THE CONCEPT

- Manufacturing setting
- High school students

12 for Life students attend school for a portion of the day and work in a Southwire manufacturing facility for another portion of the day. Students spend their time learning important work and life skills from Southwire supervisors and dedicated school system-employed educators. They receive real-world training such as exam preparation, graduation planning, resume building, interview skills, and more.

\$

Financial

🎓

Academic

👤

Social

STUDENT-LED OPERATIONS

- Safety
- Industrial Maintenance
- Quality
- Homewire
- THHN
- Ovens

- Labels
- Reel Shop
- Engineering
- Supervision Support
- Inventory Control
- Administrative Support








THE RESULT

Employable, educated young people prepared to enter the workforce


It all adds up to a successful model that other businesses and school systems can – and should – use to improve graduation rates and improve the long-term earning capacity for the community

THE MODEL



School Resources

- Bus Transportation
- Free & Reduced Lunch
- Delivery
- Principal
- Counselor
- Rotation Classes
- Recruiting
- Class Credit



Work Resources

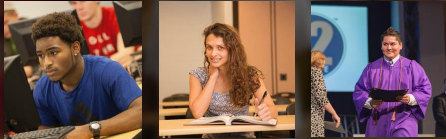
- Wages
- Plant Management
- Mentoring
- Personal Resources
- EAP Counselor
- Employee Engagement Activities
- Meals During School Breaks
- Graduation Ceremony
- Scholarship Opportunities

FOR REFERENCE OF NECA NOW 2023 ATTENDEES ONLY

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STUDENT SELECTION PROCESS

- Graduation Counselors
- Application
- Rubric
 - Five Areas Considered For Selection
 1. Credit Deficiency
 2. Poor Attendance
 3. Economically Disadvantaged
 4. Good Discipline Record
 5. Priority Rating



MOTIVATION

- Students Earn **\$11.00 an hour**
- \$1.00/hour incentive for Attendance
- **\$125 Bonus** every nine weeks for perfect Attendance
- Attendance and Discipline checked daily for all classes



IMPACT

- Scholarships awarded annually to students
- Students complete core high school and college degree-level courses taught on-site at 12 for Life or at their local high school

Featured In:

National Public Radio, Harvard Business School, Forbes Magazine, The Wall Street Journal, Washington Monthly Magazine, Womenetics, Georgia Trend, ED.gov, National Drop-out Prevention Tour, CBS This Morning, U.S. Secretary of Education Back-to-School Bus Tour, 11 Alive News




12 FOR LIFE RESULTS

Graduation Rate Increases:

<u>2007</u>	<u>2022</u>
65%	94%
Overall Group	


<u>2007</u>	<u>2022</u>
55%	94%
Economically Disadvantage Subgroup Group	






"12 FOR LIFE IS A PART OF MY LIFE MORE NOW THAN WHEN I WAS WORKING THERE. THE IMPACT IS SO SIGNIFICANT TO PUT INTO WORDS IS VERY DIFFICULT. I AM THE PRODUCT OF 12 FOR LIFE AND I AM VERY PROUD TO SAY I WAS A PART OF SUCH AN AMAZING PROGRAM."

Toni Kirby
Toni Kirby, class of 2008



You Can Do It

- Feeder program for your company, the industry and NECA.
- Be willing to sacrifice and make it sustainable
- Look for schools with College and Career Academy
 - CCA's already have career path done
 - CTAE director as starting point
- Talk to Work Based Learning Coordinator at HS
 - Look for mentoring help from school
 - Be prepared to monitor the student
 - (report back to school on student)



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Sr Instructor at Southwire Solutions University

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Professional/Life Skills Facilitator CC Schools

Complete the Online Evaluation




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