



Made in Durham

Board of County Commissioners Work Session

April 7, 2025



Today's Agenda

👋 A quick hello

Quick History

- Formation
- Mission, Vision, Purpose
- History of the Work

Current Structure/Work

- Systems
- Research/Analysis
- Incubation/Demonstration
- The Team

BULLS Academy

- Structure
- Outcomes

What's Next?

- Integration
- Dual Graduation
- Next Industry Sector
- Sustainability

Questions?



Casey Steinbacher

Executive Director



GREETINGS:
Dr. Victor Dzau
Chairman of the Board



David Dodson

Philanthropic Advisor



Who is Made in Durham?



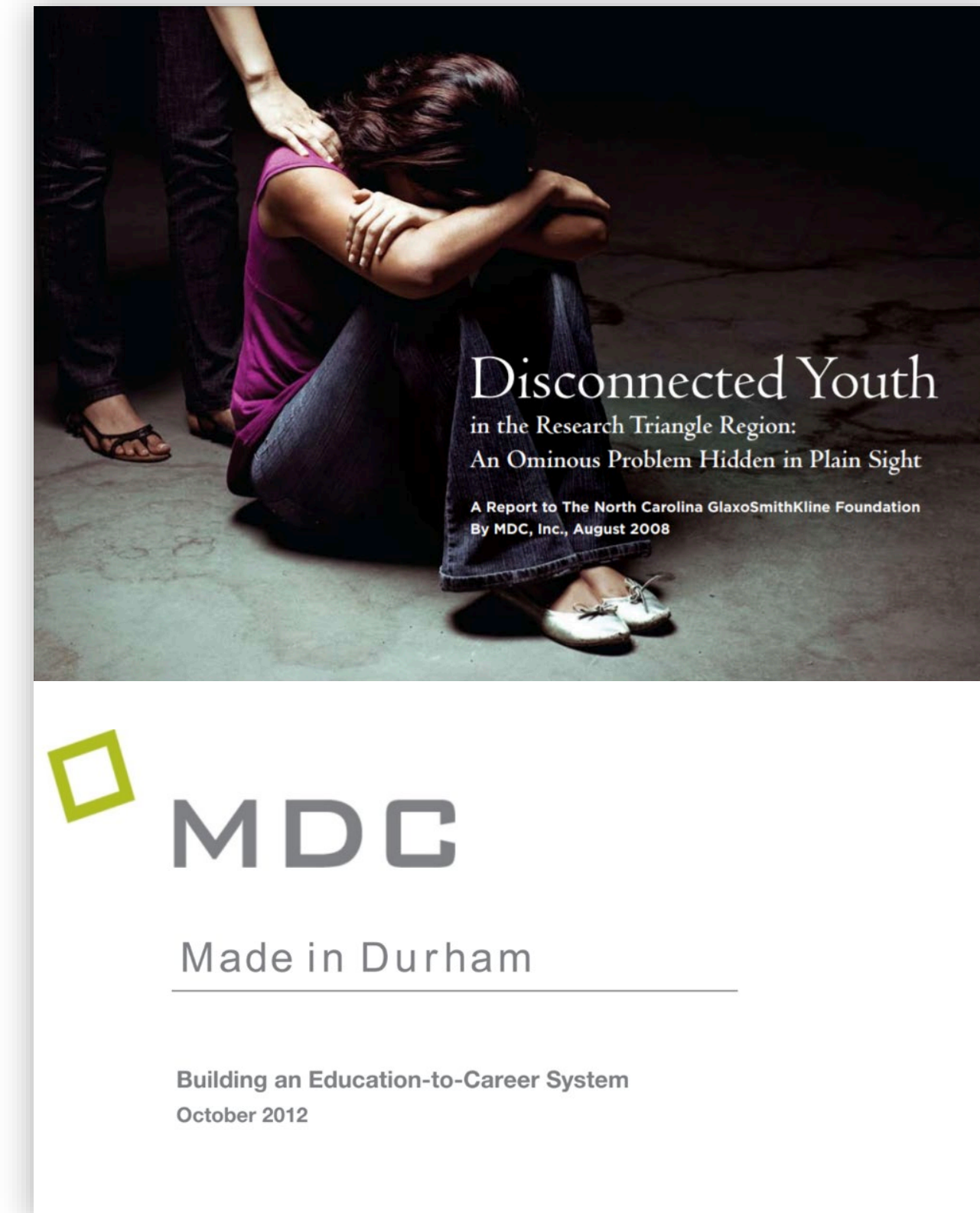
>> Made in Durham's origins

Disconnected Youth Report: MDC: August 2008

- + 3,600 youth ages 16-24 in Durham: roughly 12% of youth, were neither in school nor working.
- + Made in Durham task force was created comprised of business, community, and government leaders

Task Force Report: MDC: Made in Durham Education to Career System Report, October 2012

- + Durham Youth: Progressing with Age Group
 - On Track (60%)
 - Behind (25%)
 - Disconnected (15%)
- + Durhm employers finding talent through recruitment rather than hiring locally; little incentive to rely on the Durham talent pipeline



Task Force Recommendation: Create an independent education to career systems organization

>> Made in Durham's POV

MISSION

Made in Durham...

identifies and addresses gaps and barriers in Durham's Education to Career system through new models of collaboration between area youth, community organizations, and businesses.

We do...

VISION

Made in Durham...

sees a future in Durham when multiple pathways of choice exist for residents, a robust pipeline of talent exists for businesses, and our whole community thrives.

So that...

PURPOSE

Made in Durham...

believes all Durham youth and young adults should have access and opportunity to participate in the area's economic prosperity.

Because we believe...

OUR GOAL: Economic Mobility

All Durham youth should have a meaningful career at a family sustaining wage by the time they are 25.

Our organization truly was and is Made in Durham.

- '15** Made in Durham Task Force official establishes MID as non-profit organization
- '17** Made in Durham engages with DPS to create 3-2-1 and Work-based Learning Collaborative Durham CBO's
- '19** NC Biotech engaged a conversation about Durham's youth in Life Sciences talent pipeline
- '20** Framework for BULLS finalized and initial pilot was launched
- '21** Partnership with Durham Technical Community College deepened and larger buildout began
- '23** Durham County provides ARPA funding to Scale



What's does Made in Durham do?



>> How do we **OPERATIONALIZE OUR WORK TO ACHIEVE** our SYSTEM GOAL?

How Made in Durham CURRENTLY OPERATES:

SYSTEM EFFECTIVENESS

Overall System Effectiveness:

Identifies the overarching goal for an effective education to career system for Durham and how it's currently operating against that goal:

Strategic Engagement with the System:

- **Goals:** System North Star: What is the Goal for the System
- **Roles:** System Partner Identification and Roles
- **Current Effectiveness:** System Gaps, Barriers, Misalignment Identification
- *Advocate adoption of lessons emerging from Demos*

EXAMPLE: Economic Mobility North Star

CURRENT Budget: \$ 750,000

RESEARCH AND ANALYSIS

Analysis and Strategy Development:

Research and analysis on possible strategy and solutions to assist the system in increasing its effectiveness to meet the system goal:

Strategic Solution Engagement:

- **Research:** *Identify opportunities to address gaps, barriers and misalignment.*
- **Documentation/Evaluation::** *Document current practices to assist in determining effectiveness and integration into the system*
- **Next Solutions/Activation:** *Create frameworks for activation of potential solutions*

EXAMPLE: Next Industry Sector Analysis

CURRENT Budget: \$380,000

SOLUTION DEMONSTRATION

Solution Incubation Execution:

Executes strategy and solutions developed as possible system improvements either through incubation or direct integration:

Strategic Execution Engagement:

- **Solution Capacity Needs::** *Provide capacity to improve outcomes*
- **Solution Incubation:** *Demonstrate solutions to provide proof of concept/scale*
- **System Integration:** *Create playbook for integrating demonstration into system*
- **Ongoing Iteration**

EXAMPLE: BULLS

CURRENT Budget: \$1.6M

>> How do we **ENGAGE PARTNERS TO COLLABORATIVELY ACHIEVE** our SYSTEM GOAL?



>> Ambassador Feedback:



“The BULLS Community Ambassador program introduced me to life sciences and specific career examples I could share with students. **I did not realize how expansive life sciences was until the Made in Durham initiative!** The combination of Ambassador and Coaching PLC programs helped me learn about BULLS at Durham Tech, which feels like a promising option for many of my students.”



“Most valuable was the opportunity to **meet other nonprofits doing similar work and build further partnerships** using the ambassador model.”

100% of respondents strongly agreed or agreed:

“MID BULLS Community Ambassador Trainings increased my knowledge of the BULLS program and life science careers.”



“**Love this program!** It was great having a MID representative attend many portions of our program. This is the level of engagement we feel is a model for other partners.”

>> PLC Feedback:

“Thus far, the BULLS Coaching Professional Learning Community sessions have **profoundly impacted my approach to coaching young adults.** They have equipped me with a more nuanced understanding of my role, the challenges young adults face, and the strategies to support them effectively. With these insights, **I am committed to continuously learning and growing as a coach,** ensuring that I can make a meaningful difference in the lives of those I work with.”



100% of respondents strongly agreed or agreed:
The BULLS Coaching PLC Cohort benefited me as a professional



“Developing skills, tools, and knowledge offers more **flexibility to meet clients where they're at rather than trying to shoehorn clients into a rigid set of skills/tools.** The BULLS Coaching PLC shared **a wealth of resources that were directly applicable** to the work being done.”

What's is the **BULLS Academy?**



>> BULLS Academies:



Criteria: Industry Sectors that...

- + High Growth: High Wage
- + Low barrier to entry
- + Progression within Industry
- + Identified gap in supply
- + Committed industry partners



Goals for Success...

- Opportunities that provide:
- + Structural equitable access to the regions key economic sectors for Durham's historically excluded populations
 - + Marketable skills in shortest amount of time








Key Components...

- Participants receive:
- + Success Coach, Resource Coach, Tutoring
 - + Laptops, Internet, Daycare, transportation
 - + \$10,000 Life Stipends
 - + Guaranteed Job Interviews
 - + Alumni Support

>> **BULLS:** Labor Market & Training Capacity Synthesis

Life Science Entry Level Job Opportunities

Job titles vary among companies, but the graphic below offers a comprehensive list of roles BioWork graduates can pursue. Furthermore, many major biomanufacturing employers in the area have started explicitly mentioning BioWork in their job postings.

 <p>Education Level Career Opportunities and starting Annual Base Salaries</p>	 <p>Research and Development Develop new procedures and solve problems to improve systems</p>	 <p>Manufacturing Operate and troubleshoot advanced equipment to manufacture drugs</p>	 <p>Quality Assurance & Quality Control Ensure products and processes are safe and meet required standards</p>	 <p>Facilities and Operations Keep systems and equipment running smoothly</p>
<p>Certificate or Apprenticeship</p>	<p>Limited career opportunities</p>	<p>\$31k - \$58k</p> <ul style="list-style-type: none"> • Technician: Manufacturing, Process Production • Operator: Packaging & Filling, Machine, Chemical Equipment • Cleanroom Associate 	<p>Limited career opportunities</p>	<p>\$31k - \$55k</p> <ul style="list-style-type: none"> • Technician: Facilities, HVAC & Refrigeration, Maintenance • Industrial Machinery • Mechanic • HVAC & Refrigeration • Warehouse Associate

>> BULLS Life Sciences Academy

Our work exists in three areas of emphasis.

Our model taps into the unique residents and resources of our community to create economic mobility.



COMMUNITY

Awareness, Engagement, Recruitment, Support:

MID leads with CBO and DTCC support



EDUCATION

Classroom and Lab Instruction, Success Coaches, Tutoring:

DTCC leads with MID and CBO support



CORPORATE

Career Fairs, Interviews, Hiring, Progression:

DTCC and MID lead with Corporate support

>> BULLS is also **DEMONSTRATING SUCCESS!**



COHORT DASHBOARD: C01 - C09

	ENROLLMENT	GRADUATION #	GRADUATION %
COHORT 01	08	04	50.0%
COHORT 02	13	06	46.1%
COHORT 03	20	08	40.0%
COHORT 04	17	13	76.4%
COHORT 05	16	106	62.5%
BENCHMARK	Total : 74	Total : 41	Avg: 55.0%
COHORT 06	20	18	90.0%
COHORT 07	30	26	86.6%
COHORT 08	28	25	89.2%
COHORT 09	23	22	97.5%
OPTIMIZATION	Total : 101	Total : 91	Avg: 90.8%

SNAPHOTS of SUCCESS

* 30 student are enrolled in Cohort 10

>> **Made in Durham: Participant/Graduate Demographics:**

93.1%
Young Adults
Of Color

AGE

18-21 years old	60.0%
22-26 years old	40.0%

GENDER

Male:	52.0%
Female:	47.4%
Nonbinary:	0.6%

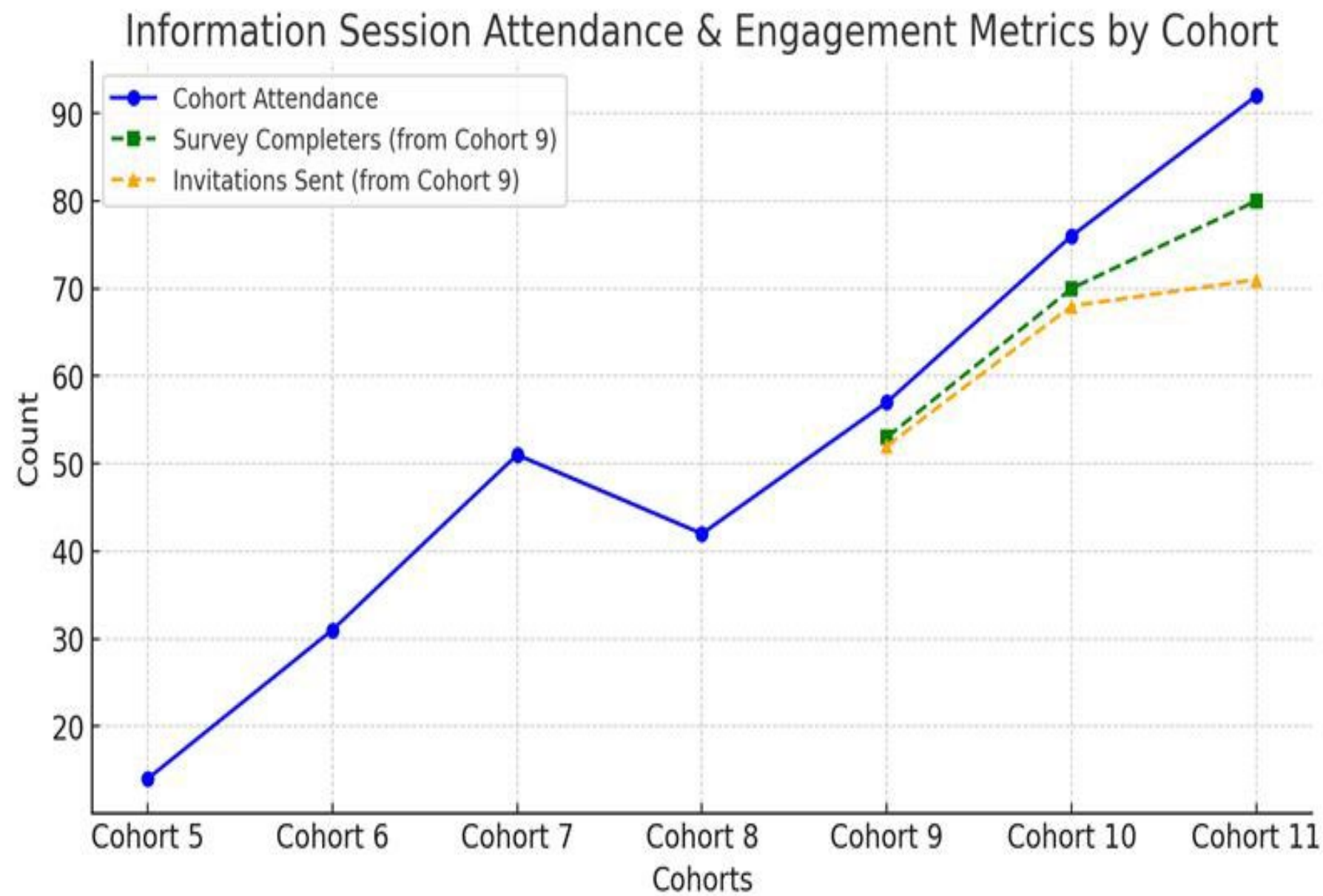
RACE

Black:	73.7%
Hispanic/Latino:	14.2%
White Caucasian:	6.9%
AAPI:	0.6%
Other:	4.5%

>> BULLS Life Sciences Academy: Is the system improving?

BULLS: Applications filed

Cohort 09	Cohort 10	Cohort 11
32	40	50



Durham Tech BIOWORK Certification: 2022-2024 Graduation Rate

2022 TOTAL			Enrolled	Passed	% Graduated
		OVERALL TOTAL	167	89	53%
		Annual Total (not including BULLS):	127	71	56%
		Annual Total (BULLS only):	40	18	45%

2023 TOTAL			Enrolled	Passed	% Graduated
		OVERALL TOTAL	125	94	75%
		Annual Total (not including BULLS):	72	53	74%
		Annual Total (BULLS only):	53	41	77%

2024 TOTAL			Enrolled	Passed	% Graduated
		OVERALL TOTAL			
		BioWork Annual Total:	191	177	93%
		General BioWork:	112	104	93%
		Annual Total (BULLS only):	79	73	92%

What's NEXT for Made in Durham?



>> Made in Durham: The future

THE BIG GOAL

Collaborative development and adoption of North Star GOAL:
Economic Mobility for Durham young adults
Robust Talent Development pipeline for Durham employers

INITIATIVES

BULLS ACADEMY Integration into the Existing System
DPS Engagement: Dual Graduation
Additional Industry Sector Development
Placement Tracking Advocacy

ORGANIZATIONAL

Sustainable Funding that provides:
Ongoing support for System Accountability Role
Demonstration funds for Best Practice development and integration

MADE IN  **DURHAM**

Any
questions?





Thank you!

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