RCC LIBERTY: A WORKFORCE INVESTMENT FOR NORTH CAROLINA





A scalable education and workforce center positioned to convert unprecedented regional growth into careers, talent, and long-term prosperity.

THE CASE FOR INVESTMENT

Growth is already coming. RCC Liberty ensures Randolph County and the Carolina Core are prepared to participate in that growth. It ensures employers have the skilled talent to sustain it.

45,905
Manufacturing vacancies projected in the Piedmont-Triad by 2030

46,247
Healthcare vacancies projected in the Piedmont-Triad by 2030

88,078
Projected regional population growth, 2024–2030

$30B+
Private-sector investment across the Carolina Core

Sources cited in RCC planning materials: NC Department of Commerce, Piedmont-Triad Regional Council.
Private-investment figure reflects the Carolina Core region.

WHY LIBERTY – *WHY NOW*

Liberty is geographically and strategically positioned at the center of one of North Carolina's most significant growth corridors.

- More than 70% of Randolph County adults age 25+ have no degree or professional certificate for the skilled jobs of the future.
- More than 40% of the current labor force commutes outside the county, which is talent that could be connected to high-quality careers closer to home.
- State, county, and regional forecasts point toward Liberty for emerging workforce demand and career growth.
- Liberty, local employers, public agencies, and RCC have worked toward workforce development opportunities in this area for more than 30 years.

THE RISK OF WAITING

The region will grow with or without this Center. The strategic question is whether local residents and employers will fully benefit from that growth.

- Without added workforce capacity, employers face harder-to-fill positions and constrained expansion.
- Residents risk watching new opportunities develop around them without the credentials and skills to compete for them.

WHY RCC

RCC has spent more than six decades turning education into opportunity and workforce needs into solutions.

- A governing board and leadership team prepared to move at the speed of business.
- A strong reputation for quality, efficiency, effectiveness, and employer responsiveness.
- A proven platform for education, customized training, and industry partnership, beginning with "Earning Through Learning" in 1962.

Recent rankings cited by RCC include #1 community college in North Carolina, #2 nationally among community colleges, and #3 in Nursing among public and private colleges and universities.

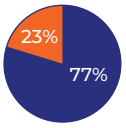
PUBLIC COMMITMENT IS ALREADY VISIBLE

- North Carolina: $85 million allocated to Randolph County for water and wastewater improvements, including Liberty and the RCC Liberty site.
- Randolph County: 22 acres of prime land purchased for RCC, survey work completed at purchase.
- RCC: Architectural firm retained for a conceptual model and future expansion plan for the proposed 30,000-square-foot Center.

RCC IMPACT

$142.4
Million Annual Economic Impact

Annual Budget
- State: $24,165,464
- County: $7,020,500



"Community colleges are America's most efficient and effective workforce development enterprise. Our nation's future depends on their ability to scale."
– Shah Ardalan

THE INVESTMENT

A FLEXIBLE CENTER BUILT FOR SCALE, SPEED, AND RETURN

The proposed RCC Liberty Center is designed around high-demand careers, shared-use spaces, employer responsiveness, and measurable outcomes.



THE FUNDING OPPORTUNITY

RCC is seeking a combined $30 million capital investment from a mix of federal, state, county, philanthropic, and other partners to create a regional workforce asset with the capacity to scale.

$30M
CAPITAL NEED

INITIAL CAREER FOCUS

- Healthcare and health sciences
- Advanced manufacturing, automation, and industrial technology
- Skilled trades and smart-building systems

Healthcare pathways under development include:

- Associate Degree Nursing and Practical Nursing
- LPN-to-RN and planned Paramedic-to-RN pathways
- Medical Sonography and Respiratory Therapy
- Nurse Aide and Emergency Medical Technician training

A DIFFERENT KIND OF CENTER

- Adaptable simulation, diagnostic, classroom, and convertible technical spaces maximize use across programs.
- Daytime, evening, and weekend scheduling expands access and asset utilization.
- Designed as a regional workforce asset serving employers and communities across the region, not any single corporation such as Toyota, Wolfspeed, or JetZero.
- The 22-acre site enables future university, industry, and community co-location and partnerships.
- Students can move from short-term training to industry credentials, diplomas, and degrees without starting over.

A SUSTAINABLE OPERATING MODEL

Operating Model	Year 1	Year 2	Year 3
Projected enrollment	300	430	500
Operating expenses	$1.86M	$2.64M	$2.74M
Propel NC revenue	$1.93M	$2.73M	$2.84M
Projected operating margin	+68K	+94K	+98K

Operating sustainability: Projected Propel NC revenue exceeds projected operating expenses in each of the first three years. *Potential additional annual funding of approximately $600,000 from multicampus-center designation is not included in these margins.*

WHO BENEFITS

- Students and high school students: earlier access and stackable pathways to credentials and degrees.
- Adult learners: Retraining and career advancement while working.
- Employers: Customized training, incumbent-worker development, collaborative problem-solving, and a stronger talent pipeline.
- Families and communities: Higher wages, expanded opportunity, and the foundation for generational wealth.

ACCOUNTABILITY FOR RESULTS

RCC Trustees, Foundation, and executive leadership will measure and report the Center's impact.

- Enrollment and credential completion
- Job placement, wage gains, and career advancement
- Employer training partnerships
- Private investment and partnerships in the Center
- Expanded economic opportunity across Randolph County