

Certified State Government Budget Professionals Program



Setting a new standard for state fiscal management and expertise

Presenters



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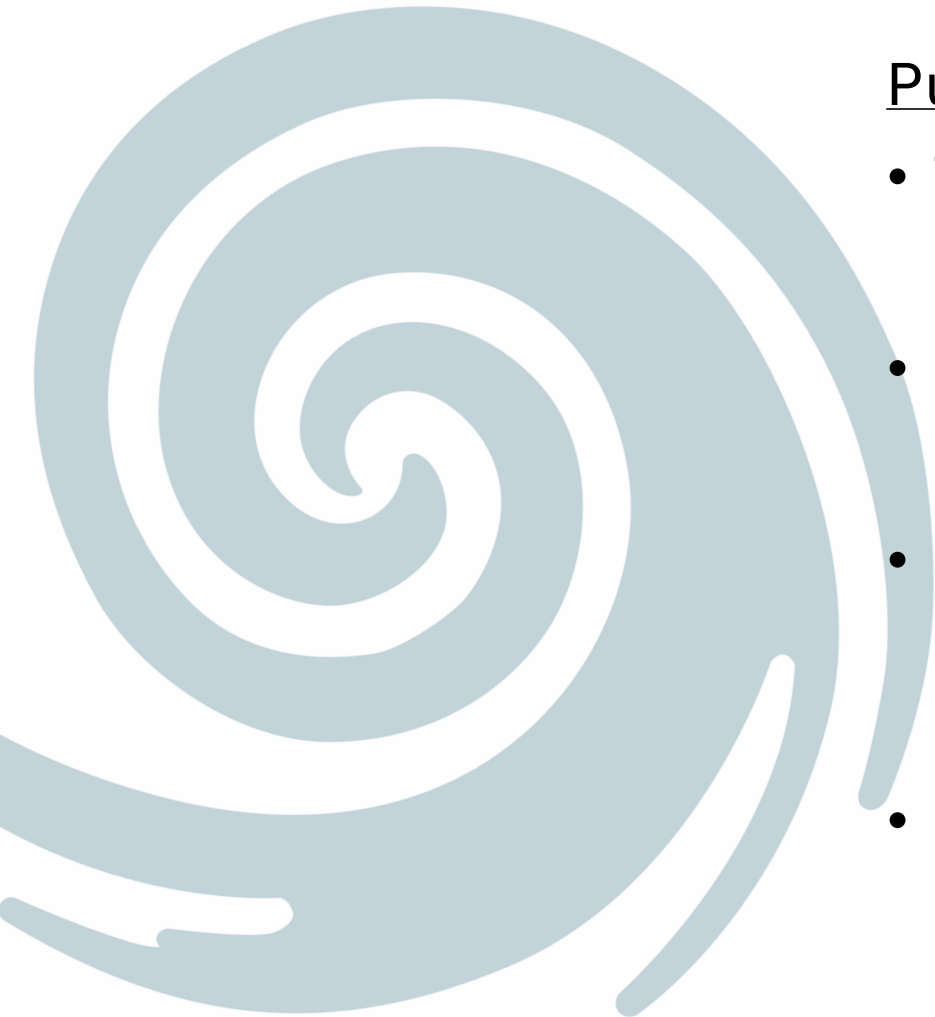
Deputy Budget Director and Chief Operating
Officer

North Carolina Office of State Budget and
Management

Perfect Storm post-COVID

Public Employee Retention Crisis

- The Great Resignation
- Surge in public sector retirements – continues today
- Historic levels of State / Federal Funding = massive spike in demand for fiscal management workers
- Intense competition for workers



Turnover Trends

- **Turnover** peaked at 16%; now 12%*
- **First-year turnover** hit 36.7%; remains at 31%
- **Vacancy rate** hit 28% in 2023; now at 19%

Fiscal Management Brain Drain

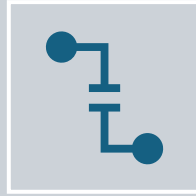
- Vacancy rate reached 18-22%
- OSBM went from 7-10% vacancy rate to 30%

Estimated cost to state per year: \$493 million*

* 2023 OSHR annual cost of turnover estimate



Risk & Frustration



Onboarding and training systems not equipped to handle turnover, lack of experienced financial management



Public fiscal management is different from private sector financial management > new staff not trained in public sector needs and fewer experienced staff to train them



State budgets set policy framework governments operate in. Budget management is critical to all government functions

Why does the CSGBPP matter?

- Training and career advancement opportunities for state budget professionals improves the work product of budget professionals and increases retention rates
- Budget staff turn appropriations into action

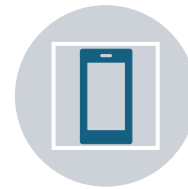


BUILT ON COLLABORATION & PARTNERSHIP

State Budget Certification



Certification Process



APPLICATION



3 WEEKS OF
COURSES



AN EXAMINATION AT
THE END OF EACH
WEEK



FLEXIBILITY IN
TIMING OF COURSES



IN-PERSON FORMAT

Curriculum

Week 1: Introduction to NC Budget

- Overview of state structure, history
- Primer on revenues
- Administration & law - operating & capital budgets
- Internal controls

Week 2: Understanding the Data

- Forecasting
- Analytical thinking
- Performance management, measurement
- Data analytics
- Program evaluation

Week 3: Understanding Systems and Language of Budgeting

- Communicating budget data
- Accounting for budget professionals
- Purchasing, contracting
- Federal grants management
- Local governmental budgeting

PARTICIPANT FEEDBACK

“

I've already used the forecasting methods we learned and the Excel techniques in my daily work.

”



ATTRACTING STUDENTS

Flexible & Practical

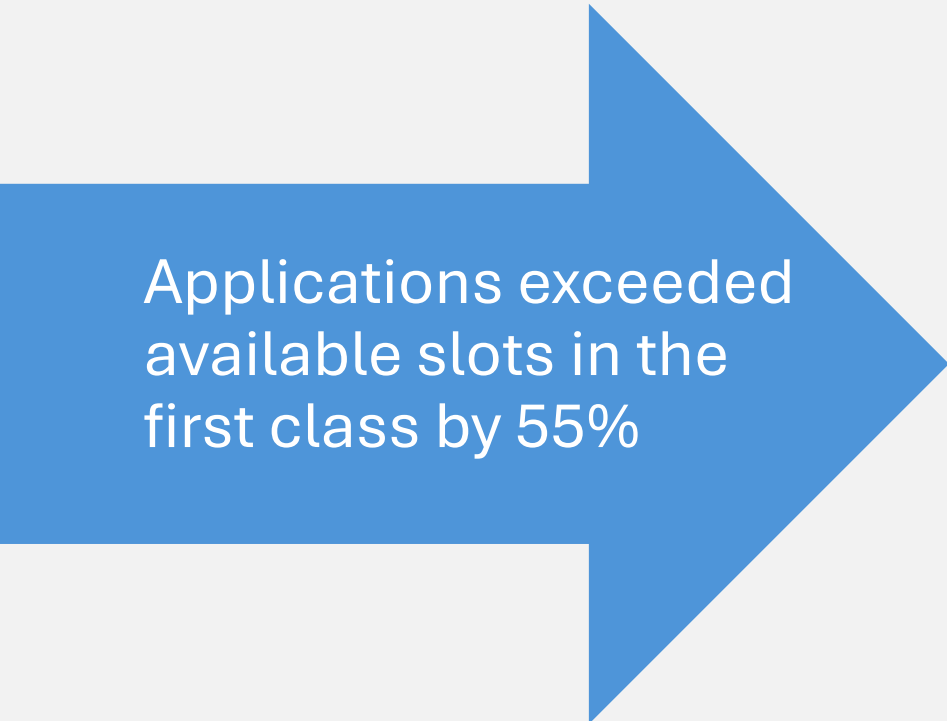
- \$670 per week; \$2,010 for certification
- Students do not have to take classes consecutively
- Can spread across multiple years
- Campus 45 minutes from Raleigh
- Instructors come from academia and professional practice

A man with short brown hair, wearing a dark blue pinstripe suit, a light blue shirt, and a blue tie, is speaking at a dark wood podium. He is gesturing with his right hand. The podium has the UNC School of Government logo on it. The background is a plain, light-colored wall.

UNC'S EXPERTISE INVALUABLE

Costs, Structure

- Expenses average \$33,000/week
- UNC covers overhead costs, built on existing education infrastructure
- Any profits reinvested into School of Government programming for public officials



Applications exceeded
available slots in the
first class by 55%

Top Reasons Cited for Applying

1. Career advancement
2. Increase knowledge of budgeting and finance operations
3. Increase efficiency at job
4. Learn new skills

R E A C H

~ **1,100**

State employees
potential students

170

Participants in
first 18 months

53

Certified in
first year

80

Additional
employees have
completed at
least 1 week of
the program

I M P A C T

90%

Of certified employees still work for the state

10%

Of certified employees have received a promotion

100%

Recognition of credential by state CFOs. Emerging as a desired credential for all hiring managers in the field

New Professional Network

- ✓ CSGBPP connects staff across agencies and institutions
- ✓ Creates a recognized professional standard for peers and hiring managers



PARTICIPANT FEEDBACK

“

The ability to network was
extremely helpful!

”

Participant Surveys

Rated the
course overall
4.7 out of 5

97% said the
course
**increased
professional
knowledge
and/or skills**

Average session
usefulness
rated
4.5 out of 5

Program Evaluation

Preliminary data from ongoing evaluation of program

- Pre-program: **84%** said they plan to continue working in state government two-years from now
- Six months after program: **91%** said they plan to continue working in state government



PARTICIPANT FEEDBACK

“

It is helpful to see how everything fits together and why we do what we do and why it is important

”

Keys to Success

Recognition of Need

- Surveys & risk assessments prior to retention crisis pointed to need
- Agencies sought a clear career progression path for budget & fiscal management employees
- Inconsistencies in skills/knowledge made it hard for staff to move from agency to agency

Partnership & Collaboration

- Curriculum developed based on assessment of needs, input from multiple interests
- Professional development institution partner = strengths government agencies could not provide alone



Dual Champions

State Side

- Governor, Cabinet, Council of State
- Existing network and established forums to market program

Professional Development/ Education

- Network of professionals
- Knowledge of best practices
- Established infrastructure for training/development

Looking Ahead

GROW

Increasing pool of
Certified Budget
Professionals
across state

TARGET

Identifying
agencies or
institutions that
need support or
have skill deficit

EXCEL

Setting the **Gold
Standard** for state
budget skills and
knowledge

BUILD

Identifying next
level training and
skills for career
progression

PARTICIPANT FEEDBACK

“My experience has improved my outlook on continuing my career in this field and I am looking for additional opportunities to grow professionally. This preparation will increase my confidence to seek leadership positions in my chosen career field.”

Thank you!

Certified State Government Budget Professionals

<https://www.sog.unc.edu/courses/nc-certified-state-government-budget-professional-program>

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