

2018 - 2019 Santa Barbara AEBG Consortium Request for Proposal for Noncredit Adult Education Funds

The Santa Barbara AEBG Consortium allocation for the Year-4 grant cycle is \$804,710.00. All awardees are expected to expend funds no later than September 1, 2020. The Consortium has historically awarded 70% or more of its total funding to programs.

A comprehensive and competitive Request for Proposal submission will align with the Adult Education Block Grant and the Consortium's Goals and Objectives set forth below.

The overarching AEBG 3-year plan goals of the Consortium are (1) to provide excellent programming for adults in a variety of program areas based on proven community needs; (2) to develop student support services specifically focused on the needs of adult learners, to assist in transfer acceleration and career success; (3) to support innovative professional development for staff and faculty; and (4) to set meaningful outcomes captured by various measurements and tools and shared with her stakeholders.

The Santa Barbara AEBG Consortium's primary goals for upcoming 2018-2019 year are the following:

- 1) Continue to support our noncredit faculty in building bridges to credit for existing and new AEBG programs.
- 2) Continue to fill gaps in Career Education in Industrial Technologies (or other areas supported by the study currently underway to be completed by 2018).
- 3) Support new activity resulting from AB705 implementation (focused on mathematics, English, and ESL).
- 4) Implement and support the new the Adults with Disabilities Career Planning and Training Program
- 5) Continue to partner with local Santa Barbara One-Stop operator and other agencies for career training initiatives.
- 6) Continue to cross-pollinate AEBG initiatives with WIOA and Strong Workforce initiatives.
- 7) Continue its commitment to the collection of accurate data and analytics for all AEBG programs and services
- 8) Continue to support our Student Support Services to help transition students from noncredit to credit or jobs/careers.
- 9) Continue to support our existing SBCC programs that are aligned with the AEBG goals and initiatives.
- 10) Support job placement assistance efforts where feasible and allowable

The statewide AEBG targets programs in areas with a focus on economic mobility and include:

- Programs in elementary and secondary basic skills, including programs leading to a high school diploma or high school equivalency certificate.
- Programs for immigrants eligible for educational services in citizenship, English as a second language, and workforce preparation.
- Programs for adults, including but not limited to older adults that are primarily related to entry or reentry into the workforce.
- Programs for adults with disabilities.
- Programs in career technical education that are short term in nature and have high employment potential.
- Programs offering pre-apprenticeship training activities conducted in coordination with one or more apprenticeship programs approved by the Division of Apprenticeship Standards for the occupation and geographic area.

AEBG Fiscal Regulation for all Independent Contractors and External Partners:

- (I) Indirect, for Profit, or Fringe Benefits are not allowable expenses and cannot be reimbursed.
- (II) All Independent Contractors and External Partners must submit invoices to the AEBG Coordinator for reimbursement

THIS APPLICATION IS DUE NO LATER THAN MIDNIGHT, WEDNESDAY, OCTOBER 10, 2018.

Are you an existing 2015/16, 2016/17, 2017/18 AEBG funding awardee? *

Yes

No

Program Name *

Santa Barbara City College, Career Skills Institute

Primary Contact Name *

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Applicable Noncredit Program Area *

- Adult Education (ABE, ASE, Basic Skills)
- English as a Second Language/Literacy
- Adults in the Workforce
- Adults with Disabilities

1. Executive Summary *

Please provide an executive summary of your proposed plan (to include overarching goals and outcomes) to create new programs or expand existing programs in one of the areas identified above.

In 2014, SBCC collaborated with Santa Barbara business leaders on what skills were needed to survive and compete in the marketplace. This series of sessions provided the outline for the SBCC Career Skills Institute (CSI).

In September 2015, Santa Barbara City College (SBCC) launched the "Career Skills Institute" (CSI). CSI offers a series of short courses that have been carefully selected to provide training to get a job, advance in a job, and/or provide skills needed to grow a business. SBCC career skill courses are packaged together to enable students to earn a certificate and a digital badge demonstrating mastery of new skills for the new world of work. These noncredit certificates and badges cover four areas: business, technology, design, and career education.

We continue to address needs for adult education, and in November 2017, CSI rolled out seven new business certificates. Regular faculty meetings continue to ensure that the faculty understand the nature of teaching for the Career Skills Institute. Given that AEBG has a three year grant cycle, we are on target to expend these remaining funds by November 30, 2018.

For AEBG's current, 2018-2019 grant cycle, we respectfully request funding to ensure the continued vitality of the Career Skills Institute in the following three areas:

- 1) Curriculum Development,
- 3) Outreach and Marketing,
- 4) Non-instructional Supplies for printing of CSI certificate catalogue, along with printing our CSI flier of classes for AEBG partners.

While we have made great strides in the development of CSI, we want to strengthen our offerings in each of our four programmatic areas.

For our Business classes, we would like to create 2 new certificates focused on Communications in a Multi-Generational Workforce and Resilience. For the first time ever, 5 generations are in the workforce: Silent Generation, Baby Boomer, Gen X, Gen y (Millenials) and Gen Z. As each of these generations grew up during extremely different times, especially technology-wise, communication styles and the way that each generation communicates in the workplace are equally as varied. Thus learning best practices about how to communicate with each of the generations will increase productivity and effectiveness at work.

The Resilience certificate could focus both on resilience in the workplace and how to develop resilient strategies while searching for a new job. In April 2018, we held our first classes at the Employment Development Department (EDD). This topic would be of significant importance both

to students at the EDD and to inmates at our local prison, where CSI also teaches classes.

In addition, these certificates could support AEBG 2018-2019 Objectives 2 and 3, respectively (Objective 2: Programs for immigrants in citizenship, ESL, and workforce preparation and Objective 3: Programs for adults, including, but not limited to, older adults that are primarily related to entry or re-entry into the workforce).

For our Design, Technology and Career Education classes, we would like to develop or redesign a total of 8 certificates in these areas. Currently the School of Extended Learning is undergoing a gap analysis utilizing Strong Workforce and AEBG dollars. The goal of this project is for the School of Extended Learning generally, and the Career Skills Institute specifically, to determine what types of courses/certificates that CSI could offer to provide our students with the competitive edge to enter, re-enter, or upskill within the job market. A portion of the analysis focuses on a survey of local employers. Thus we would learn directly from Santa Barbara's main labor sources of their most pressing workforce needs.

Furthermore, should the project identify specific Career Technical Education gaps, CSI would develop certificates that directly address AEBG 2018-2019 Objective 6 (Programs in career technical education that are short term in nature with high employment potential). Depending on the nature of the certificates identified, they could also address AEBG 2018-2019 Objectives 2 and 3, respectively (Objective 2: Programs for immigrants in citizenship, ESL, and workforce preparation and Objective 3: Programs for adults, including, but not limited to, older adults that are primarily related to entry or re-entry into the workforce).

Finally in the area of career education, we would like to build upon our current Green Gardener Certificate by creating a Green Gardener Recertification Certificate. Courses in this certificate would include a Green Gardener Recertification and a Green Gardener Skills Lab. Our Green Gardener program represents a successful and longtime partnership with County of Santa Barbara's WaterWise program and more recently, the City of Santa Barbara's Water Wise Landscaping Project.

Once an individual successfully completes the two courses comprising our Green Gardener certificate, they are provided with a certification card by the County and then the individual's name is placed on the County of Santa Barbara's website. Thus when an employee of the County, City, SBCC's Environmental Horticulture Department, Career Skills Institute, and/or any community member who knows of this website receives a referral request for a commercial or residential landscape gardener, they will be directed to the County's website.

As a Green Gardener needs additional certification hours every two years for their certification to remain current, offering this re-certification would allow current Green Gardeners to remain both active in the workforce and current on the latest trends. In addition, the County has already expressed that they would like to create a special designation on their website next to an

individual's name who has successfully completed both our Green Gardener and Green Gardener Recertification courses.

This certificate could potentially address AEBG 2018-2019 Objectives 2, 3, and 6 (Objective 2: Programs for immigrants in citizenship, ESL, and workforce preparation, Objective 3: Programs for adults, including, but not limited to, older adults that are primarily related to entry or re-entry into the workforce, and Objective 6: Programs in career technical education that are short term in nature with high employment potential).

Curriculum Development

Once the gap analysis is complete, we will have 10 certificates identified, either for curriculum development or redesign.

Outreach & Marketing

Please see Section 4 for Outreach and Marketing Plan.

Non-instructional supplies

As the types of certificates offered by CSI has greatly expanded, copies of the most up-to-date CSI Certificate Catalogue would need to be printed. In addition, thanks to the collaborative environment of our local AEBG consortium, we are receiving requests to print hundreds of copies/term of our one page, two-sided schedules for our local AEBG partners including the County of Santa Barbara, the Santa Barbara Public Library, and the Employment Development Department.

2. Integration *

Please explain how your proposed program creates a transition to credit/transfer educational programs or creates a transition to the workforce (including, but not limited to, internships, jobs, pre-apprenticeships, self-employment).

Our proposal creates a transition to the workforce via jobs and self-employment by providing work-based skills.

3. Justification *

Please justify the need of your proposed program and include research, labor market information, employer feedback, student surveys, or other relevant information and describe how funding will further your objectives. For programs that received 2015/16 or 2016/17 or 2017/2018 AEBG funding, please justify the need and provide a status report on your existing awards and remaining balances.

In 2015, the association of American Colleges and Universities (AACU) conducted a tandem survey of college students and employers. The results indicated that employers rated graduates very low with respect to their skill sets, while students rated their skill sets higher than what they are in reality. According to employers, employees lack skills including working in a team, using ethical judgement, making sound decisions, and staying current on technologies.

While past AEBG funding has gratefully allowed us to enhance our Career Skills Institute offerings, especially in the business area, we are on target to expend our funds. We would like to expand upon the momentum that the grant funding has allowed by focusing specifically on the needs identified in the above-mentioned gap analysis. Findings of the gap analysis will be available in late 2018/early 2019.

4. Outreach & Marketing *

Please describe your plans to conduct outreach and marketing to reach your target population and increase enrollments.

As CSI falls under the umbrella of the School of Extended Learning, the goal is both to integrate within Extended Learning's overall marketing activities, while also continuing to promote the CSI brand within the community.

Our marketing strategy is three-fold:

(I) to work in tandem with SBCC's marketing department and SurfMedia (marketing partner) to enhance our CSI-specific marketing efforts;

(II) to coordinate with SBCC's School of Extended Learning marketing efforts. These efforts include a monthly newsletter sent on behalf of the School of Extended Learning, and a tri-annual print schedule that markets all classes, including CSI.

(III) to strategically distribute our CSI Certificate Catalogue to HR Directors and large employers in Santa Barbara; and

In addition to the School of Extended Learning's print schedule, CSI has specific Fall, Spring, and Summer marketing fliers, in addition to its own Certificate Catalogue.

5. Alignment *

Please describe how your program is in alignment and furthers the Consortium's goals and objectives as stated above.

2018-2019 AEBG Objective 2: Programs for immigrants in citizenship, ESL, and workforce preparation

The gap analysis may identify certificates to be developed that specifically address immigrants preparing for the workforce here in Santa Barbara.

2018-2019 AEBG Objective 3: Programs for adults, including, but not limited to, older adults that are primarily related to entry or re-entry into the workforce.

As the mission of CSI is to provide students with the competitive edge to enter, re-enter, or upskill within the job market, our courses satisfy Objective 3.

2018-2019 AEBG Objective 6: Programs in career technical education that are short term in nature with high employment potential.

The Green Gardener Recertification Certificate is a career technical education program that is short term in nature with high employment (and potentially higher pay per hour with this certification) potential. In addition, the gap analysis may identify specific career technical education courses that CSI could develop.

6. Activity Chart *

Please use Activity Chart provided in the link under the instructions and email to sbaebg@gmail.com. The Activity Chart should outline your program's specific objectives and activities, along with a timeline for completion, the person/agency responsible, outcomes and data capture methods. Please attach additional pages if necessary. *

I certify that the Activity Chart has been completed and emailed to sbaebg@gmail.com

Total Budget Requested *

95000

1000 (Instructional Salaries) *

Total dollars requesting for INSTRUCTIONAL PERSONNEL (include 25% for BENEFITS in 3000 section below)

\$60,000

1000 Detail *

Please provide a detailed budget for this category.

Curriculum Creation and Curricunet work to partner with credit faculty (when needed) and to shepherd these courses through the curriculum process.

30 courses (for 10 certificates) * \$1500/course = \$45K

\$1500k/certificate * 10 certificates for Curricunet work to partner with credit faculty (when needed) and to shepherd these courses through the curriculum process = \$15k

2000 (Noninstructional Salaries) *

Total dollars requesting for PERSONNEL (include 25% for BENEFITS in 3000 section below)

0

2000 Detail *

Please provide a detailed budget for this category.

N/A

3000 (Benefits from 1000 and 2000 categories) *

Total dollars requesting for BENEFITS . The average benefit rate is 25%.

\$15,000

4000 *

Total dollars requesting for INSTRUCTIONAL SUPPLIES and NON-INSTRUCTIONAL SUPPLIES and Computer Software (not Hardware).

\$5,000

4000 Detail *

Please provide a detailed budget for this category.

\$3000 – printing of updated CSI Certificate Catalogue. As we continue to develop new courses, the need to print updated catalogues continues.

\$2000 – printing of our CSI, one page, two-sided schedule of classes for our AEBG partners.

5000 *

Total dollars requesting for CONSULTANTS, MEETINGS, PROFESSIONAL DEVELOPMENT

\$15,000

5000 Detail *

Please provide a detailed budget for this category.

\$10K – SurfMedia is an integral part of promoting our classes. In the past year, they have produced numerous press releases that have been published in popular and local publications such as the Independent, Noozhawk, EdHat, Amigos 805, NPRN (Nonprofit Resource Network) and Pacific Coast Business Times.

Examples of press releases have been highlighting the graduations of our Green Gardener and Medical Assistant programs while also promoting the upcoming sessions for these respective courses. In addition, SurfMedia sends targeted press releases on our class offerings several times per semester to their contacts and these press releases are frequently picked up and published.

\$5K – Contractor to update our CSI Certificate Catalogue

6000 *

Total dollars requesting for CAPITAL OUTLAY (Computer Hardware)

0

6000 Detail *

Please provide a detailed budget for this category.

N/A

Total Number of Adults Students Served *

5100 enrollments during 2017-2018 Fiscal Year.

Target Number of New Adult Students Served for 2018-19. *

5400 enrollments, representing a 5% growth, during 2018-2019 Fiscal Year.

Do you currently receive other NON-AEBG funding that supports the proposed activity? If yes, please describe how additional funding expands or supports that activity. *

Yes. CSI has received \$160K through Strong Workforce to develop a regional Career Strategist initiative for students to create a LinkedIn profile which then allows colleges to track progress of their students and alumni. In addition, the grant is also helping other regional colleges develop their own Career Strategist noncredit certificates of completion, in addition to providing them with digital badge starter kits, should they want to develop a model similar to CSI's model.

In addition, CSI has \$194K through Strong Workforce which is helping to underwrite the cost of the Gap Analysis that is currently underway.

What is your sustainability plan for this activity when funding is no longer available? *

Once these courses are either redesigned or created and then approved, the course becomes self-sustaining as it becomes part of CSI's tuition-free, course offerings for which we are able to claim funding from the State of California.

I have reviewed the 2018-2019 AEBG 1-Year Plan and attest that this proposal is in alignment with AEBG current goals and objectives. *

Yes

This form was created inside of Santa Barbara City College.

Google Forms