



Santa Barbara AEBG Consortium Quarterly Reporting of Program Deliverables March 2017 - Quarterly Report ESL - Year 1 - #12126

Program Name *

English as a Second Language, Santa Barbara City College

Primary Contact Name

Silvia Morgan

Primary Contact Email

smorgan2@pipeline.sbccc.edu

Primary Contact Phone

805-683-8230

I. Summary of Activities based on the objectives submitted from the Request for Proposal and Activity Chart.

The ESL department is eager to complete all the tasks set forth in our Request for Proposal for Year 1. We have completed all of our Professional Development activities and have been able to continue developing curriculum needed to serve our student population.

The recent purchase of Burlington software has been an exciting addition to our program offerings because we hope to combine it with a push for increased attendance. This will be our first attempt at a hybrid course offering where students will be able to study at home as well as in class. We have spoken with other schools who offer this program and they tie having a Burlington seat with increased attendance and learning gains. Students who miss more than 3 classes in a term lose their seat. Other programs have noticed an increase in CASAS scores with the use of the Burlington software. We have also received 100 free headsets to use the speech correction capabilities of the software.

In April, faculty will be able to attend the local CATESOL conference and perhaps one other conference due to the availability of funds for these very important professional development opportunities.

II. Data Reporting: Fall 2016 - Present (work with AEBG Coordinator on data tracking)

1. Current number of noncredit students served Fall 2016 and Spring 2017: Over 3,000 students registered for noncredit ESL classes in two Fall Terms (as well as in two Spring Terms). Our noncredit program divides each 16 week term into two 8-weeks' terms. Internally, we call these Fall 1 and 2, Spring 1 and 2. Over 250 of these students were new in Fall and 150 in Spring, the rest are returning

students. These are duplicated counts, meaning if a student attends a M/W and a T/TH class in Fall 1 and again in Fall 2, they are counted four times. If they attend a conversation class as well every term, they are counted 8 times. If we consider only unduplicated counts, we have about 700 students attending our program during every major term.

III. Budget Narrative. Members are expected to make their best efforts to expend funding by: December 31, 2017 for AEBG Grant Year 1 (2015-2016 programs) and August 31, 2018 for AEBG Grant Year 2 (2016-2017 programs).

AEBG Year 1	March 2017 report	ESL	12126
	AWARDED	ENCUMBERED or SPENT	REMAINING
Major Object 10	\$20,000	\$20,000.00	
Curriculum Development		-\$6,245.00	
			\$13,755.00
PROFESSIONAL DEVELOPMENT and Committee Work by Faculty		\$18,000.00	
PD Workgroup	\$1,200.00	-\$2,000.00	-\$800.00
Canvas Training	\$3,200.00	-\$3,200.00	\$0.00
Workplace and Career Readiness	\$1,600.00	-\$900.00	\$700.00
PD Seminars -Ventures	\$3,200.00	-\$3,800.00	-\$600.00
PD Seminars-Workplace		-\$600.00	-\$600.00
PD Seminars -Technology	\$3,200.00	-\$6,400.00	-\$3,200.00
Multilevel Workshop + Discussion	\$1,000.00	-\$3,200.00	-\$2,200.00
In-Service Attendance	\$1,000.00	-\$4,100.00	-\$3,100.00
Meetings to discuss webinars	\$800.00		\$800.00
1.1VESL Healthcare	\$800.00	-\$800.00	\$0.00
2. VESL Childcare	\$800.00		\$800.00
3. VESL Foodservice	\$800.00		\$800.00
4. Professional Learning Community	\$400.00		\$400.00
			-\$7,000.00
1.2 VESL Healthcare continued	\$2,500.00		\$2,500.00
Literacy Workgroup	\$1,000.00	-1,000	\$0.00
Major Object 10	\$81,000.00		\$81,000.00
Part Time Instructional Aides	\$33,000.00	-\$19,102.59	\$13,897.41
Staff Assistant	\$23,000.00		\$23,000.00
Hourly part-time	\$10,000.00		\$10,000.00
Part-time CASAS Assessment Proctor	\$15,000.00		\$15,000.00
			\$61,897.41
Major Object 40	\$15,000	\$15,000.00	
Software and Materials (was 431000)	\$10,000.00	-\$10,784.14	Burlington English 100 licenses
Non instructional supplies (was 431000)	\$5,000.00		Peripherals for Chromebooks.
			\$4,215.86
Major Object 50	\$16,000	\$16,000.00	
Consultants	\$5,000.00	-\$413.50	\$4,586.50
Travel and Conference	\$3,000.00		Conference attendance
Advertising and Marketing	\$8,000.00		Banners and sandwich boards
			\$15,586.50
	\$150,000.00	-\$62,545.23	\$87,454.77

IV. Marketing Efforts. Please list and describe marketing and outreach efforts to advertise your program.

We have developed a website utilizing SSSP funds so that students and staff can easily find a suitable class for any interested student: <http://sbccnoncreditsl.com/> . This site has helped drive students to the right class for them and we have seen an increase in student registrations.

We have also begun meeting with faculty who are sharing ideas about marketing with our coordinator. They have developed improved visuals for flyers, and a pencil with an encouraging message.

Thanks to AEBG we were able to send out a massive amount of invitation cards in January which also accounted for increased registrations. We also called every student that registered in 2016 and received great feedback from students who expressed feeling welcomed and appreciated.

We will continue our marketing efforts by creating banners and sandwich boards for each of our sites. Using AEBG marketing funds we will purchase a software to be able to text multiple cell phone numbers at once.

Signage and marketing will have to wait until we find out if we will be under the structure of the School of Extended Learning. We will need to know what our logo and branding will be before we invest in signs, pencils or banners.