

AEBG: YR3 2017-2018: Request for Proposal

SBCC: Career Skills Institute

Are you an existing 2015/16 or 2016/17 AEBG funding participant?

Yes

Program Name

SBCC - Career Skills Institute

Primary Contact Name

SBCC - Career Skills Institute

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Applicable Program Area

Adults in the Workforce

1. Executive Summary

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). The 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 digital badge demonstrating mastery of new skills for the new world of work. These noncredit certificates and badges cover three areas: business, technology, and design.

In December 2015, the CSI was awarded \$90,000 to add certificates to our business and technology areas along with create a third party certification program. Additionally we set objectives to meet with faculty members on an ongoing basis, as well as add to our business and design certificates. We continue to address needs for adult education, and in November 2017, the 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 December 31, 2018.

For AEBG's current, 2017-2018 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 update catalogue of 36 CSI certificates.

While we have made great strides in the development of the CSI, we need to review the organization of our program and ensure our approach in presenting this material is relevant and current.

During a recent review of CSI's 36 certificates, 12 of the certificates are computer/technology-related. Of the 112 computer-related badges issued since July 2015, over half (57) of the badges issued have come from three certificates. These three badges comprise 15 courses and are in need of a curriculum redesign. A redesign would allow CSI to 1) redesign curriculum to ensure that we are delivering the most relevant and necessary curriculum for individuals looking to enter, re-enter, or upskill in the job market, 2) receive noncredit, enhanced funding for these CDCP (career development, career prep) certificates, in perpetuity, and 3) share this revamped curriculum across AEBG's, 70+ consortia across the state of California.

Finally because these certificates are geared towards preparing an individual, technology-wise, for an office job, this initiative meets Goal 6 for AEBG's 2017-2018 Annual Plan: maximize tuition-free offerings in allowable AEBG areas to cross-pollinate with WIOA and Strong Workforce initiatives.

In addition to business, technology, and design courses, the CSI also runs short-term vocational programs including ServSafe (for individuals serving food) and Green Gardener. In November the 2017 calendar year, the CSI expanded to include all of SBCC's noncredit, short-term vocational programs including Construction Technology, Medical Assistant, Restorative Nursing Assistant, and Personal Care Attendant. Curriculum review and refresh may also be needed for these important programs. As AEBG and CSI efforts continue to grow, our short-term vocational programs may include more certificates in Industrial Technology, addressing AEBG's 2017-2018 Goal 3 [Fill gaps in Short Term Vocational Training in Industrial Technologies].

During the curriculum review and redesign process, we anticipate that 2-3 new, high priority certificates in need of development, will be identified. By redesigning current curriculum, and identifying and developing new curriculum, we would further strengthen our offerings, which are all geared towards upward employment mobility for our community.

Curriculum Development

Once the curriculum review is complete, we will have 7-10 certificates identified, either for curriculum redesign or development.

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 need to be printed.

2. Integration

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

3. Justification

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 technology/computer-related concerns that employers expressed during this survey.

Also now that CSI encompasses all of SBCC's short-term vocational programs, we need to hold a curriculum review to ensure that these important programs are still meeting its goal of providing individuals with pathways to viable employment, and in a relatively brief period of time. Through this effort, we will also enhance to our certificate catalog to ensure that employers and our community know about these substantial, and potentially life-changing, programs.

4. Outreach & Marketing

In terms of outreach, the CSI will redouble its effort to join the local Human Resources (HR) Association. As many employers need, and sometimes even require, employees to take the types of courses that CSI offers, this type of partnership is ideal. To ensure success of the partnership, the employer would need only to support employees by providing release time from work (without the employee having to take vacation or lose pay).

In addition, we will strengthen our current employer partnerships with large employers, such as Cottage and University of California at Santa Barbara (UCSB), while also forging new relationships with agencies such as Vocational Rehabilitation and EDD (Employment Development Department). The more that HR Directors at large companies, in particular, understand our mission and focus, the faster we can propel our students towards upward job mobility.

In terms of marketing, we need to continue updating our marketing materials as certificate offerings increase and to promote community awareness about the CSI. This collateral will serve as a tool for increasing enrollment, in an effort to fulfill the community's professional training needs.

During 2017, SBCC went through a major re-organization. At the beginning of 2017, SBCC had three major departments: Credit, Noncredit (CSI fell into this department), and Center for Lifelong Learning. By the end of 2017, SBCC had two major departments: Credit and School for Extended Learning. One of the main goals of the School for Extended Learning is to maximize tuition-free courses in accordance with the State of California's allowable funding areas.

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 boost CSI's visibility within the community by developing a comprehensive set of webpages that will be housed within the School of Extended Learning's website; and

(III) 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 new, tri-annual print schedule that markets all classes, including CSI.

In addition to the School of Extended Learning's print schedule, the CSI has specific Fall, Spring,

and Summer marketing mailers and fliers. CSI also has a certificate catalog. As the CSI now has 36 certificates, a reorganization and update of this catalog is needed.

5. Alignment

Goal 3 - Fill gaps in Short Term Vocational Training in Industrial Technologies:

In November 2017, the CSI expanded to include all of SBCC's noncredit, short-term vocational programs including Construction Technology, Medical Assistant, Restorative Nursing Assistant, and Personal Care Attendant. As AEBG and CSI efforts continue to grow, our short-term vocational programs may include more certificates in Industrial Technology.

Goal 6 – Maximize tuition-free offerings in allowable AEBG areas to cross-pollinate with WIOA and Strong Workforce initiatives.

In performing a curriculum redesign for our most commonly-issued certificates among our computer classes, we can ensure that we are being responsive to student and employee needs so that students are prepared, technology-wise, for employment in an office environment. Also by identifying new, high priority certificates to be developed, we are further supporting this goal.

Total Budget Requested

\$91,375

1000/2000/3000

\$71,875

1000/2000/3000 Detail

Curriculum redesign of 15 existing computer courses: \$37,500 (15 courses * \$2500/course)

Curriculum review and design of 7 existing or newly identified CSI courses: \$20,000 (8 courses * \$2500/course)

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Total: \$57,500

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Per AEBG Grant Meeting, 25% in payroll tax and benefits to be added to the total figure:
\$71,875

4000

\$2,000

4000 Detail

Printing of redesigned catalogues to include all 36 CSI badges.

5000

\$15,000

5000 Detail

CSI works with media partner, SurfMedia, to craft targeted press releases, aimed at attracting the interest of HR Directors (one of CSI's biggest audiences). In addition, SurfMedia creates specialized 'Nudge and Fill' eblasts that are sent to students, geared towards increasing enrollment for upcoming classes.

SurfMedia also creates and distributes calendar listings for both new and existing courses and

sends them to the 50+ media outlets whose focus is on Business, Technology, Design, and Human Resources. Finally SurfMedia will redesign the certificate catalogue to include all 36 CSI badges.

6000

\$2,500

6000 Detail

10.5 inch iPad Pro with Stylus and potential laptop

Total Number of Adults Students Served

2,800

Target Number of New Adult Students Served for 2017-18

3,500

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 \$80K through Strong Workforce program, both to design the Career Strategist Badge and to roll out this program with Construction Technology students. In addition, CSI received \$70K to develop a set of Nonprofit-related certificates.

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.