Working Title: Learning for Life: SBCC’s Adult Education

This proposed collaboration between Santa Barbara Channel 21 and SBCC Adult Education will produce a series of 30 minute programs focusing on unique and visually interesting adult education courses and events. The produced video programs are not intended to be instructional or to duplicate course work but instead will highlight the breadth and depth of SBCC’s adult education.

Programs will focus on individual areas of interests with instructors willing and able to help sustain a 30 minute video program. Selection criteria will include what would have potential as a visually interesting program, timely topics, and compelling instructors.

Each program will have an on air host, unique graphics and be promoted on both Santa Barbara Channels (17 and 21). Each program will conclude with information on screen about how to access the catalogue on the internet. The end result should be a series of video programs that create a history of some Adult Ed programs while expanding the potential audience for future Adult Ed programs.

Initial program topics may include:

MIND SUPERMIND SERIES

THE SILK ROAD
Emergent China

COOKING & CULINARY COURSES
Food and Wine Pairing

JEWELRY MAKING

GARDENS & LANDSCAPING
Landscape Horticulture and Construction Management

ENVIRONMENTAL EDUCATION
Building green and sustainable construction program
The 2030 Challenge: How Building Design Can Turn Down the Global Thermostat

WOODWORKING & CARPENTRY

DECORATING & INTERIOR DESIGN
To Make A House Your Home - Part 1
Art
Drawing & Painting

ELDERHOOD
Successful Aging:
Debunking Myths-Creating Joys

AS THE WORLD TURNS:
Jerry Roberts, moderator

PARENT EDUCATION & PARENTING SKILLS:
Helping Children Flourish - Bilingual

Budget:

For each 30 minute segment:

<table>
<thead>
<tr>
<th></th>
<th>Hours</th>
<th>Rate</th>
<th>Total</th>
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<tbody>
<tr>
<td>Host</td>
<td>2</td>
<td>$100</td>
<td>$200</td>
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<tr>
<td>Preproduction (Coordinator, scripting)</td>
<td>8</td>
<td>$50</td>
<td>$300</td>
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<tr>
<td>Production</td>
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<tr>
<td>Producer/videographer</td>
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<td>$300</td>
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<tr>
<td>Production Assistants</td>
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<tr>
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<td>$320</td>
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<tr>
<td>Misc and Supplies</td>
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An initial budget of $1500 would be necessary for the development of an intro with graphics, identity and logo.
Institute for Innovation and Entrepreneurship in the 21st Century

Mission Statement

The Institute for Innovation and Entrepreneurship in the 21st Century is dedicated to encouraging and supporting the development and growth of small businesses and improving the chances of success for 21st century entrepreneurs through innovative technology and communication.

The Institute has three areas of activity with approximately equal priority: (1) small business development (2) international entrepreneurship and (3) internet based commerce. The interface and collaboration between these areas will lead to the development of new companies, companies with global perspectives and innovative methods of conducting business.

The Institute for Innovation and Entrepreneurship in the 21st Century will be a clearly branded and cohesive program with a physical identity. The Institute will strive to reach individuals interested in starting a business (including recent retirees), small businesses wishing to grow, and students wishing to develop business skills for increased job marketability. The Institute will offer programs and mentoring in English and Spanish. The program will include the opportunity to receive certificates of completion for selected courses/programs of study and individual counseling/mentoring will be available to course completers. All clients/businesses will be tracked over a two year period using a variety of metrics by the Small Business Development Center.

Individual consulting/mentoring

The Small Business Development Center (SBDC) located in Ventura will provide the individual consulting and tracking of students who complete any of these courses. The Center for International Trade Development will provide individual consulting for students who complete any of the International Certificate courses. All consulting will be free of charge to the student and at no cost to SBCC.

Organization

The Institute will be under the overall direction of the Professional Development Center (Dr. Diane Hollems).

Proposed budget

The program will be developed using existing courses and new courses will be created. A complete branding and community-wide launch, however, will require the following budget:

| Development of advertising media: (web, print) | $10,000 (one-time) |
| Advertising | $10,000 |
| Administrative Assistant (19.5 hours) | $20,000 |
| Supplies | $10,000 |
| **Budget Total** | **$50,000** |
Certificate Options

New/Small Business Development
Required Courses:
Entrepreneur Training Program
Or
Seminarios
4 courses from the Electives List (entire list)

E-Commerce Business Certificate
Required Courses:
2 courses from New/Small Business and/or International Electives List
4 courses from the E-Commerce Electives List

International Business Certificate
Required Courses:
2 courses from New/Small Business and/or E-Commerce Electives List
4 courses from the International Business Electives List

ELECTIVES LIST

New/Small Business
Introduction to Bookkeeping
Introduction to Quickbooks Pro
Secrets to Buying and Selling Businesses
Tax Overview for the Small Business
Strategic Planning for Entrepreneurs
Startup Innovation
Legal Issues for Entrepreneurs
Principles of Effective Selling*
Excelling as a Consultant/Independent Contractor*
Designing Eye-Catching Brochures and Flyers*

E-Commerce
Enterprise Creation in Electronic Commerce*
Web Based Marketing*
Optimizing Web Enterprises*
Media for Marketing*
Email Marketing*

International Business
Imports and Exports: Getting Started
Basics of Imports and Exports I
Basics of Imports and Exports II
Implementing an Export Management System
Update on Trade Relations with Europe and the Pacific
The State of the World
Doing Business with China and Hong Kong
Global Trading in the 21st Century

* new courses to be developed