

# 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 \***

SB Public Library: SBPL Works! Workforce Development Program

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**Primary Contact Name \***

Devon Cahill

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**Primary Contact Email \***

dcahill@santabarbaraca.gov

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**Primary Contact Phone \***

805-564-5635

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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.

With support from the Adult Education Block Grant (AEBG), Santa Barbara Public Library (SBPL) will expand the SBPL Works! workforce development program to meet patron demand by adding additional part-time staff and equipment. Additional equipment and staff will allow us to expand both the number of individual interactions and the variety small group classes for library patrons who are preparing to enter or re-enter the work force and also ready them for advanced non-credit and credited classes. Job seekers will not only learn how to write effective resumes and improve interview skills but also develop their digital literacy including essential business software and how to apply for jobs and take tests online. The primary goal is to increase our training capacity to 200 participants over 6 months. Our target outcome is to have at least 50% of those trained attain their stated goals after 21 months.

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## 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).

With improved job skills, SBPL Works! workforce development program clients will reach their personal and professional goals and more fully participate in the Santa Barbara community as active workers, volunteers, students, and family members. With AEBG funding, we propose to increase the capacity of SBPL Works! program to serve clients seeking one-to-one training and to expand the offerings of our small group classes. To date, we have assisted patrons in writing effective resumes, improving interview skills and developing their digital literacy. Further, providing these basic job and computer skills not only prepares clients to enter or re-enter the workforce but also prepares them for more advanced classes at the School of Extended Learning and to enter the credited degree programs at SBCC.

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### 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.

SBPL Works!'s original AEBG grant included funds for hiring two hourly library technicians and purchasing eight computers. Additional AEBG support will allow us to further equip the workforce training lab with our own staff PCs for one-to-one training and data collection (the two we use now are on temporary loan from the Library), maintain and increase staff to expand our one-to-one service hours, and increase our capacity to train more clients through a wider variety of small group classes. Additionally, these additional funds will allow SBPL Works! to continue to subscribe to Big Interview, a vital job interview training software program, and various office software.

Since we started offering training in August 2017 we have assisted 160 individuals, 20 of whom are currently enrolled in the program and whose outcomes have not yet been determined (data collected from August 1st, 2017 through October 9th, 2018). Of the 140 clients who have completed the program, 58 (36.25%) found steady employment, 64 (40%) had more specific goals that we helped them achieve (getting help filling out an application, editing a resume or cover letter, learning computer skills, completing online certification courses and exams), and 18 (11.25%) stopped coming or were unable to complete their personal learning plan.

Our primary objective is to meet the client demand for computer training to improve job prospects. At present, we are almost fully booked for all of the individual sessions during the twenty-nine hours we have available weekly. By adding one additional staff member, we increase our capacity by 50% (16 more sessions weekly).

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### 4. Outreach & Marketing \*

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

Target population for the SBPL Works! program is adults in Santa Barbara and surrounding communities who are entering or re-entering the workforce. Services are provided in both English and Spanish. Bilingual marketing efforts will include hanging flyers in local businesses, posting on social media, ads in local newspapers and radio stations, and in-person canvassing by bilingual staff in target neighborhoods. Additionally, we would coordinate and promote our small group classes to the Workforce Resource Center, and the School of Extended Learning.

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## 5. Alignment \*

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

SBPL Works! provides vital and personalized job training for adults preparing to enter or reenter the workforce. The program also addresses AEBG's stated goals by (1) providing excellent programming by offering personalized job training, (2) developing student support services specifically focused on adult learners to assist in transfer acceleration and career success by building job seeking and digital literacy skills, (3) supporting innovative professional development for staff and faculty by training new staff in career development strategies, and (4) setting meaningful outcomes by working with SBPL Works! clients to set and achieve clear personal and professional goals. SBPL Works! will also build bridges to existing and new AEBG programs both within the Library and in the greater Santa Barbara community by filling in the gaps between services currently offered by SBPL, SBCC credit division, the School of Extended Learning, and other agencies.

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## 6. Activity Chart \*

Please use Activity Chart provided in the link under the instructions and email to [sbaebg@gmail.com](mailto: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](mailto:sbaebg@gmail.com)

## Total Budget Requested \*

\$123,439

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## 1000 (Instructional Salaries) \*

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

0

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## 1000 Detail \*

Please provide a detailed budget for this category.

N/A

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## 2000 (Noninstructional Salaries) \*

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

\$123,438

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## 2000 Detail \*

Please provide a detailed budget for this category.

3 Library Technicians 16hrs/wk at \$25 (including benefits) \$109,200

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## 3000 (Benefits from 1000 and 2000 categories) \*

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

0

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## 4000 \*

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

\$11,939

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## 4000 Detail \*

Please provide a detailed budget for this category.

2 years, 6 MS Office licenses \$1,800

2 years, Big Interview subscription \$3,576

Radio campaign \$2,625

Social media promotion \$1,313

TV public service announcement \$1,313

Print for in-house promotion \$1,313

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**5000 \***

Total dollars requesting for CONSULTANTS, MEETINGS, PROFESSIONAL DEVELOPMENT

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**5000 Detail \***

Please provide a detailed budget for this category.

N/A

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**6000 \***

Total dollars requesting for CAPITAL OUTLAY (Computer Hardware)

\$2,300

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**6000 Detail \***

Please provide a detailed budget for this category.

2 all-in-one PCs \$2,000

Color printer \$200

Color ink \$100

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**Total Number of Adults Students Served \***

160

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

240

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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. \*

No.

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

If the program is successful, meaning we hit our target number of adult students served, we hope to secure funding from the City of Santa Barbara/Santa Barbara Public Library System to continue the program by paying salaries and benefits for the three hourly library technicians.

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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