

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 *

Workforce System Navigator for Older Adults and Long-Term Unemployed

Primary Contact Name *

Joyce Aldrich

Primary Contact Email *

jaldrich@kra.com

Primary Contact Phone *

805-614-1543 or 530-957-5100 (cell)

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.

On behalf of the Santa Barbara Workforce Development Board (WDB) and the County of Santa Barbara, KRA is the One Stop Operator and the Adult and Dislocated Worker Program Operator for the Workforce Resource Centers in the County. We are responsible for fulfilling the purpose and intent of the Workforce Innovation and Opportunity Act (WIOA) and helping businesses, individuals, and industries achieve and sustain economic vitality across all communities in Santa Barbara County.

With over three decades of experience and knowledge, KRA provides a full portfolio of services related to workforce and economic development programs. KRA is recognized as a national leader in workforce development for its program innovations, exceptional customer service, and trusted operational results. KRA's guiding principles of Knowledge, Responsibility, and Achievement support its' mission – to provide businesses with a trained and reliable workforce by preparing jobseekers for today's competitive workplace environment, and tomorrow's global economy.

As a partner of the Santa Barbara AEBG Consortium we meet on regular basis to design a regional collaborative system that serves the educational and workforce needs of adults in our region. Under the current competitive labor market, older adults and those who have been out of the workforce for extended period are often the last to be served--if at all. Because the WDB receives limited funding from the US Department of Labor we must prioritize services and take participants on a come first basis. The AEBG funds from prior program years have allowed us to prioritize older adults, the long-term unemployed and veterans. We will be expanding our existing AEBG program to also serve a sub-population of these participants with unique barriers, for example, those with Limited English Proficiency.

In addition, we will strengthen our existing program and support the 2018-2019 AEBG 1-Year Plan goal of supporting job placement for participants.

This proposal requests funding to support one full-time Workforce Services Navigator staff to serve as a "Navigator" and one part-time Business Services Consultant to provide Job Development and Job Placement services for AEBG participants.

The overarching goals of this program will be:

1. Improved labor market engagement of older adults and long-term unemployed to make recommendations to improve their opportunities. This will be done through resume counseling, mock interviews, how to look for a job, how to apply for a job online effectively, etc.
2. Employer outreach and education through the Chambers and one-on-one employer interaction.
3. Outreach and identification of resources designed for this population to ensure effective delivery of services to older workers, long-term unemployed, Veteran workers, and limited English

speakers.

4. Tailoring one-stop programs to meet the specific needs of older workers and long-term unemployed through individualized "Navigator" services.
 5. Work closely with the AEBG Consortium to capture accurate data and analytics for the program.
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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).

The Navigator will work in partnership with the AEBG Consortium and the WDB to engage Community Based Organizations (CBOs) and other entities serving the older population and/or long-term unemployed. The Navigator will serve as an active case manager and be available to answer questions from program participants about the workforce system, including WIOA and Strong Workforce Initiatives, explain where and how the One-Stops operate, and help these two groups stay connected to the workforce system, community colleges, and employers. The Navigator will assist with the first appointment by the participant at the One-Stop Center. The Navigator will also interact with other One Stop staff to assist, as necessary, in tailoring one-stop programs to meet the specific needs of each participant. We will also explore how to customize workshops and supportive services to better address the barriers to employment faced by older workers and long-term unemployed that may prevent them from transitioning to educational programs and/or the workforce. For example, workshops may include: financial literacy; mental health; professional branding; and others. And we will work closely with other agencies to provide wrap around services (e.g. housing, food, professional clothing, transportation, etc.) that are critical in serving these populations and ensuring their success in the workforce.

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.

According to a 2018 U.S. Bureau of Labor Statistics (BLS) report, about 40 percent of people ages 55 and older were working or actively looking for work in 2014. That number, known as a labor force participation rate, is expected to increase fastest for the oldest segments of the population—most notably, people ages 65 to 74 and 75 and older—through 2024. In contrast, participation rates for most other age groups in the labor force aren't projected to change much over the 2014–24 decade.

People are choosing to work later in life for several reasons. They are healthier and have a longer life expectancy than previous generations. They are better educated, which increases their likelihood of staying in the labor force. And changes to Social Security benefits and employee retirement plans, along with the need to save more for retirement, create incentives to keep working.

For long-term unemployed adults, those who are jobless for 27 weeks or more, effects of unemployment can result in significant negative impact to their professional and personal lives including: skills become outdated; decreased self-confidence; strain on personal finances and personal relationships, and others. Specifically, in Santa Barbara, the long-term unemployed includes those individuals impacted by this season's wildfires.

Often older workers and the long-term unemployed are unaware of or are reluctant to participate in the services provided through the local workforce system. Consequently, a connection to the Workforce Resource centers can positively impact these populations ability to transition to educational programs or to the workforce. The workforce system can help these populations strengthen their job search skills and increase an individuals' ability to market their strengths – especially with the advent of the Internet and social networking as job-hunting tools. In 2017/18, our program has served 249 participants. This is 256% above our initial goal of 70.

The current award is \$50,000, as of August 31, 2018, 25,844, with a remaining balance of \$24,156. With current status we will bill another \$16,294.50 between September 2018 and December 2018, leaving a balance of \$7,861.50. When we originally received this award, we budgeted to fund the position until March 2018. The estimated December balance, of \$7,861.50 covers the position until March 2018. However, should there be an allowance to purchase outreach materials with the \$7,861.50, that will bring our balance to \$0.00 by the end of December. Outreach materials will include brochures, Job Fairs, offsite workshops in Carpinteria, Goleta, The Mesa and Isla Vista to ensure more effective outreach than what is currently allowed.

There are many others who can be assisted by this alignment of resources. The WDB funded Workforce and Industry Sector research conducted in 2015 documented a crisis in helping the majority of Santa Barbara County residents to obtain "middle-wage" or "Tier 2" jobs. These are the jobs that pay livable wages in the community. As of 2017, over 15 percent of county jobs still pay less than poverty guidelines, according to UC Santa Barbara's Community Indicator's Report. And local workforce data continues to indicate that One Stop customers served who obtained employment did not get middle-wage jobs--and that those most likely to obtain jobs were those who had recent connection to a job. Therefore, it is important to ensure that older workers and long-term unemployed get access to workforce services, education and/or training to help them obtain employment with opportunities for wage growth.

4. Outreach & Marketing *

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

The Workforce Services Navigator will work with the AEBG Consortium and WDB partners to reach our target population. Partners include but are not limited to: Employment Development Department; Santa Barbara Public Library System; Housing Authority; Senior Community Service Employment Program (SCSEP). They will also outreach and market to older workers at senior centers, places of worship, or other places where older individuals frequent and work to engage CBOs and Non-Profit Agencies serving older residents and the long-term unemployed.

The Business Services Consultant will conduct employer outreach and education to inform employers about available resources to accommodate older workers as well as information campaigns designed to highlight the benefits of employing older workers. They will also assist with job development activities including identifying appropriate job opportunities, providing referrals to open job orders, and training, as appropriate, for older workers and long-term unemployed.

5. Alignment *

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

The program aligns with the mission of the Consortium's Vision, Mission and Goals in that it serves adults who need additional services, that have not been targeted with existing WIOA funding. This project assists the older population and long-term unemployed to more fully participate in the workforce system.

KRA is a data-driven organization and uses an integrated service delivery model to bring together strategic partners to maximize the support we can provide program participants. This approach directly aligns with the Consortium's Vision to use data-driven decision-making and an inclusive, collaborative and coordinated approach, improve or grow existing programs, and design new programs to meet the proven needs of adults in our region. Progress reports will be submitted on a monthly basis—to the AEBG Consortium and will include: enrollments, training, skill certificates, and job placement.

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 *

\$100,000.00

1000 (Instructional Salaries) *

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

N/A

1000 Detail *

Please provide a detailed budget for this category.

N/A

2000 (Noninstructional Salaries) *

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

N/A

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%.

N/A

4000 *

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

N/A

4000 Detail *

Please provide a detailed budget for this category.

N/A

5000 *

Total dollars requesting for CONSULTANTS, MEETINGS, PROFESSIONAL DEVELOPMENT

\$100,000.00

5000 Detail *

Please provide a detailed budget for this category.

Salary of \$35.50 per hour per Consultant (Navigator) at 27 hours a week for duration of grant.
Additional Navigator (case management component) at 20 hours a week for duration of grant.

6000 *

Total dollars requesting for CAPITAL OUTLAY (Computer Hardware)

N/A

6000 Detail *

Please provide a detailed budget for this category.

N/A

Total Number of Adults Students Served *

249

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

90

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. *

N/A

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

KRA will work with the Consortium and the WDB to coordinate the leveraging of resources from various partners to serve older workers, long term unemployed and Limited English speakers. We will continue to work in tandem with the Consortium to strengthen and grow regional initiatives such as WIOA and the Strong Workforce Initiative. By cross-pollinating these workforce initiatives we continue to increase our capacity to serve Adults in the Workforce, including older adults, limited English speakers, and the long-term unemployed.

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

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Google Forms