



DATE: April 15, 2020

TO: Presidents, Chief Instructional Officers, Chief Student Services Officers, Career Education Deans and PIOs
San Diego and Imperial Counties Community Colleges

FROM: San Diego-Imperial Regional Consortium

**Regional Strong Workforce Program (SWP) Request for Applications (RFA)
College-Based Internal Marketing Project**

Please complete the forms attached with the details about your College-Based Internal Marketing Project Plan. This will be used as a scope of work for the contract with your college. This is also the information needed to submit a Strong Workforce Plan in the statewide system NOVA.

These funds need to be spent by December 31, 2020. The region will ask for preliminary budget report on September 30, 2020 to assess investment progress. If progress is not being made, funds will be reallocated to other colleges.

If you have questions about the scope of this RFA, feel free to contact Mollie Smith at mollie.smith@gcccd.edu or Sally Cox at sally.cox@gcccd.edu. If you have questions about the RFA process and details, please contact Sue Fisher at sue.fisher@gcccd.edu or (619) 644-7095. Please submit the application by May 10, 2020.

Regional SWP Request for Applications College-Based Internal Marketing Project

Context and Purpose of the RFA

The gap between job openings and the availability of qualified applicants is expected to increase – with employers unable to find qualified applicants for more than one million jobs statewide by 2025. With current enrollment and retention trends, the current number of students training in CE programs in the region and statewide is not expected to fill this gap. Strong Workforce Program local funds will provide additional CE training opportunities, but students must be able to access programs and successfully complete these programs. This project will support the colleges in San Diego/Imperial in their student retention marketing strategies.

Internal Marketing Project

The purpose of this funding is to support college-based internal marketing initiatives that increase the retention and success of career education students. These projects must support the region in improving Strong Workforce outcome metrics including:

- Students with a noncredit workforce skills gain
- Students who completed 9+ CTE units
- Students who earned a noncredit certificate over 48 contact hours, a CCCC approved CTE credit certificate, associate degree, ADT, CCC bachelor's degree or apprenticeship journey status
- Students who reported that their job is closely or very closely related to their field of study
- Median annual earnings for non-transfer exiting students, in the first year after exit
- Students who exited but did not transfer who attained the living wage for a single adult in the county where the college's district office is located

Examples of aligned initiatives might include email retention campaigns that target specific students who:

- Need one more class to complete a certificate or degree
- Have applied to the college but have not enrolled in any courses
- Have taken classes in previous semesters, but are not currently enrolled

Other examples might include:

- Creating awareness of on-campus academic support services such as tutoring and writing centers
- Creating awareness of career education programs
- Developing a marketing strategy utilizing Google Analytics data
- Other student support resources that will facilitate student retention, success and completion

Promising Practices

Promising practices from the regional CE marketing campaign include:

- Ensuring clear, measurable media KPIs (ex. Landing Page Visits) that tie to the desired outcomes (ex. Increased retention) that will allow for the campaign to deliver actionable learnings in the immediate and long term;
- Auditing the online environment for ease of user flow and ability to measure & track to ensure that the campaign is set up for success prior to launch;
- Using attention-grabbing, vibrant, engaging creative assets that will help boost the performance of the campaign.

These funds cannot be used to supplant activities or free up expenses in already budgeted activities. These funds must be used for internal college-based marketing strategies related to student retention and success. These funds are not available for any external marketing campaigns.

Funding Details

Up to \$50,000 per college is available. Funding must be spent by December 31, 2020. The region will ask for preliminary budget report on September 30, 2020 to assess investment progress. If progress is not being made, funds will be reallocated to other colleges.

Project Outcome

This regional investment is designed to increase student retention, success and completions at the colleges, with the long-term impact of reducing the middle-skills jobs gap in San Diego and Imperial Counties.

PLEASE COMPLETE THE SECTIONS BELOW

Description of proposed project:

Describe the project or activity you plan to implement. How does this project increase student retention and success?

Target Population:

Describe the students who will be impacted by this project or activity.

Start date:

End date: December 31, 2020

Budget:

Please provide a detailed budget.

Detailed Budget (Funding must be expended by December 31, 2020): *Please detail the budget items under by object code.*

Object	Classification	Itemized List of Budgeted Expenses	Total
1000	Instructional Salaries		
2000	Non-instructional Salaries		
3000	Employee Benefits		
4000	Supplies and materials		
5000	Other Operating Expenses and Services		
6000	Equipment		
Total Program Costs			

Indirect is not permitted on this project.

Please include an email chain with approvals from the CE Dean, CIO and President with your application.