

COMMUNITY COLLEGES

SAN DIEGO & IMPERIAL COUNTIES

CAREER EDUCATION

DATE: October 15, 2021

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 Marketing Project

Please complete the forms attached with the details about your College-Based 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 must be spent by June 30, 2023. The region will ask for preliminary progress and budget reports on May 15, 2022, October 15, 2022, January 15, 2023, and April 2023 to assess investment progress. If progress is not being made, funds may be reallocated to other colleges.

If you have questions about the scope of this RFA, feel free to contact Danene Brown at danene.brown@gcccd.edu or Molly Ash at molly.ash@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 November 19, 2021 to Sally Cox at sally.cox@gcccd.edu.

Regional SWP Request for Applications College-Based 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 and Imperial Counties with their student outreach, retention, and completion marketing strategies.

Marketing Project

The purpose of this funding is to support college-based marketing initiatives that increase the awareness, recruitment, retention and completion of career education students. This project must support the region in improving Strong Workforce outcome metrics including:

- Enrollment
- Students with a noncredit workforce skills gain
- Students who completed 9+ CTE units
- Students who earned a noncredit certificate over 48 contact hours, a CCCCCO approved CTE credit certificate, associate degree, ADT, CCC bachelor's degree or apprenticeship journey status

Examples of aligned initiatives that target specific students include:

- Equity Focus:
 - On a specific population to target
 - On a specific interventions to be implement to address the unique needs of a specific population
- Internal Marketing for students that:
 - 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
- Defined pathways with K12/Adult Education/Noncredit
- Program Collateral – photos, videos: student success stories, career highlights, job duties, etc.

These funds cannot be used to supplant activities or expenses. These funds must be used for college-based marketing strategies related to awareness, recruitment, retention and completion

of career education students. These funds may be used for internal and external marketing campaigns.

Funding Details

Due to the SWP funding round, this RFA will be split into two funding sources:

Round 5: Up to \$50,000 per college Funding must be spent by June 30, 2022.

Round 6: Up to \$100,000 per college Funding must be spent by June 30, 2023.

The maximum allocation per college is \$150,000.

Project Outcome

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

PLEASE COMPLETE THE SECTIONS BELOW

Institution Name:

Project Lead(s) (First & Last Names):

Project Lead(s) Email Address:

Description of proposed project:

Describe the project or activity you plan to implement.

How does this project increase awareness, recruitment, retention, success or completion?

Target Population:

Describe the students who will be impacted by this project or activity. Why was this population selected?

Strong Workforce Metrics:

Which SWP metrics are supported by this project or activity?

Start date: January 1, 2022

End date: June 30, 2023

Budget:

Please provide a detailed budget.

Detailed Budget Round 5 up to \$50,000 - Funding must be expended by June 30, 2022):

Please detail the budget items 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	Capital Outlay		
Total Program Costs			

Detailed Budget Round 6 up to \$100,000 - (Funding must be expended by June 30, 2023):

Please detail the budget items 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	Capital Outlay		
Total Program Costs			

Indirect is not permitted on this project.

Please include an email chain with approvals from the CE Dean responsible for this RFA, appropriate CIO or CSSO and President with your application.