

# 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 \***

Passport Internship Program

**Primary Contact Name \***

Amber Lloyd

**Primary Contact Email \***

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**Primary Contact Phone \***

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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.

The County of Santa Barbara Human Resources (COSBHR) department, in collaboration with the Santa Barbara City College School of Extended Learning and several community-based organizations, implemented the Passport to Public Service in Paradise Program to create a vital pathway to public service employment and career success.

Similar to other government agencies, there are perceived barriers and stigmas tied to obtaining County employment. Due to civil service rules and the merit system processes, some job seekers find it too complex, mysterious, and daunting to pursue public employment. These perceptions impact the County's ability to attract the most diverse and qualified applicant pool. The public perception and unflattering stereotypes of "government workers" are also barriers that can prevent potential applicants who have the desire to serve their community from submitting their application.

Through the Passport to Public Service in Paradise Program, the County of Santa Barbara has mitigated some of the barriers and stigmas tied to obtaining County employment, created greater community access to public service jobs, along with a pipeline of untapped talent.

The Passport to Public Service in Paradise Program is disrupting these common barriers to entry into public service jobs through free employment open access workshops. In March 2018, the Santa Barbara County Human Resources (SBCHR) department began hosting the 3-4 hour monthly Passport Program Employment Workshops. These workshops are designed to establish a pathway for employment and career success, as well as to introduce the County as an employer to community members.

Through multiple outreach efforts (posting online, distribution of county newsletter, press release, and printed materials along with media channels) we disseminated program information to the community at large. The Passport Program was featured in the Santa Barbara Independent on May 10, 2108, in an article titled "Who's Hiring? Big Employers" written by Molly Forster.

The Passport to Public Service in Paradise Program marketing efforts targeted and reached three critical groups.

- 49% unemployed or underemployed
- 31% of SBCC students who may need work experience and business exposure in order to become employable, and
- 26% of County employees in entry-level and extra help positions who need support to advance in their career

Participants are required to register online to familiarize themselves with the county of Santa

Barbara job application process using NEOGOV. During the application process participants also:

- Discover career opportunities of over 400 job classes across 23 departments
- Obtain information and updates about the AEBG passport program

At the Passport to Public Service in Paradise Program Workshops participants are provided with employment-related information to help alleviate:

- Unfamiliarity with civil service terminology
- Fear of testing and lack of clarity around the merit system processes
- Unfavorable images of public servants
- Negative bias about the quality of public sector work

At the employment workshops Passport Program participants also:

- Get one-on-one help with submitting job applications online
- Meet and interact with county recruiters
- Register for classes at the Employees' University and SBCC at no cost

As of October 8, 2018, we have hosted seven (7) workshops serving a total of 162 community members. We conducted multiple online surveys to gather feedback and updates on participant's job search efforts. A total of twenty-six (26) individuals have responded regarding their job search efforts and employment status. Of that amount, a total of 20 people have obtained employment. We have met the following key objectives targeted for the Passport Program workshop:

- 12 met the minimum qualifications/employment standards for specific jobs (successfully establish eligibility)
- 10 have taken a Civil Service Exam for an open position
- 17 achieved placement on a certified eligibility list
- 13 were called to interview
- 11 accepted a job offer with the County
- 9 accepted a job offer with outside organizations

### Participant Needs & County Challenges

Over the course of the past seven (7) months, we have met and spoken with many attendees during the workshops, following EU/SBCC classes, and through continuous contact via email, one-on-one telephone employment coaching sessions, and follow up surveys. One topic that repeatedly arose is the issue of overcoming the barriers to:

- entry and reentry into the workforce after a gap in employment such as unemployment, underemployment, or staying at home to care for a family
- lack of workplace experience and business exposure in order to become employable and
- lack of career and job skills to meet entry-level job openings at COSB

Many find themselves discouraged by their inability to enter employment of their choice. As a result, Passport workshop attendees often ask about an internship. It has become evident that

this target population (Vulnerable populations who are unemployed or underemployed and SBCC students) would benefit from support that provides work experience and business exposure via a structured internship in order to gain employment at COSB. Providing these tools is not only valuable across all occupations, but will build confidence and prepare candidates for employment.

The County of Santa Barbara has an equally pressing need to link and leverage community collaboration and to hire, engage, and retain qualified workers through a talent pipeline. In September 2017, SBCHR confirmed that approximately 42% of the general COSB employees are eligible to retire within the next 3-5 years. The retirement of senior employees creates entry level positions as existing employees move up the career ladder.

The Human Resources department is concerned that if a substantially increased effort is not put into reconciling the gap between interested applicants and County job vacancies, we will not be able to provide essential services to meet the needs of the community, nor those of job seekers. In addition, according to the California Employment Development Department Labor Market Information Division local government jobs are expected to grow 10% between 2014-2024.

### Proposed Solution

Using the above data for decision making, we have a unique opportunity to solve these problems through the expansion of the existing Passport to Public Service in Paradise program and the utilization of existing partnerships in new ways. This proposal is "The Passport Internship Program", a career preparation initiative designed to provide local job seekers with real world job experience. This internship will last three months on a part-time basis. The target population will be comprised of vulnerable populations who are unemployed or underemployed, along with SBCC students who may not know what direction to go or what jobs and training may be available to them within local government.

Internships are defined by the National Association of Colleges and Employers (NACE) as: "a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give individuals the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths, and give employers the opportunity to guide and evaluate talent."

Although some departments currently offer internships, there is not a cohesive internship program at the County of Santa Barbara. The County of Santa Barbara's Employees' University serves as the employee training and organizational development unit for the COSB and regularly interacts with all departments.

The overarching goals of the Passport Internship Program are to:

1. Prepare participants for entry-level positions at the County

2. Set meaningful outcomes captured by various measurements and shared with participants and stakeholders
3. Provide a combination of high-level training in career development specifically focused on the needs of adult learners and to close job-related skills and experience gaps
4. Provide information and resources available to assist with job search and placement
5. Engage participants in the inner working of how county government operate
6. Provide supervision by a professional with the relevant and related background in the field
7. Provide the necessary tools to perform the learning goals agreed upon for the duration of the internship
8. Give interns insights into departmental missions, processes, and procedures

Program outcomes are aligned with preparing job seekers to enter county employment and fill vacant county positions. The overarching goal is to enable interns to be competitive for entry-level positions with the County. We will know the program is working when interns;

1. Participate and complete the assigned learning objectives
  2. Continue to apply for County employment
  3. Take and pass a Civil Service Exam for an open position
  4. Achieve placement on a certified eligibility list
  5. Obtain a favorable recommendation from their internship Supervisor
  6. Are called to interview for a position
  7. Receive/Accept an employment offer
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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 Passport Internship Program is designed to provide local job seekers with real world job experience in preparation for entry level county employment. Given the political and public nature of local government, it is imperative for participants to understand, before pursuing County employment; the commitment requires to practice accountability and integrity. While this environment can seem daunting, the exposure itself has to the potential to reduce the anxiety associated with working in the public eye under pressure.

This internship program will prepare program participants for entry-level positions at the County; provide an opportunity to engage with County employees, network with leaders, build confidence through on the job learning and equip them with data and tools that will empower them to pursue a career in the County.

Part of the Passport Internship Program will include customized training, on-the-job training, and networking provided by the Santa Barbara County Employees' University (EU) and Santa Barbara City College School of Extended Learning (SBCC) to reinforce in-classroom learning. The interns will be connected with the 23 County departments and functional areas to gain on-the-job experience, networking to establish meaningful relationships that will foster their career aspirations.

Through the Employees' University training will focus on career exploration, creating a career path, and personal development, such as setting and achieving personal goals.

### Partnered Learning via In Classroom Training

The educational component will focus on building aptitude and proficiency and will include SBCC/EU training topics such as:

1. Job Skills (e.g. Building good work habits (motivation and engagement,) getting along with co-workers, conflict resolution, being a productive team member, outstanding customer service)
2. Personal Development (e.g. How to better understand yourself and others; speaking to influence others; differences in communication; active listening; understanding business communication, setting and achieving personal goals)
3. Communication Skills (e.g. Business Writing Fundamentals, Communication Fundamentals, speaking to influence others, cultural differences in communication, active listening, Emotional Intelligence)

#### 4. Career Skills (e.g. How To Dress, Present And Conduct Oneself In Professional Settings, Tracking Personal Achievements, Panel Interviewing Skills, Setting And Achieving Goals)

##### On-the-Job Training

The structured on-the-job training (OJT) component will be aligned with an Individual Development Plan created at the start of the program along with AEBG consortium objectives. OJT will provide interns opportunities to learn in a hands-on, experiential public service environment to acquire job skills and develop habits as preparation for county employment. A number departments have reached out previously to Human Resources requesting interns (Public Health, Auditor's Office, Fire, Social Services, and Human Resources)

##### Networking

Peer-to-peer and peer-to-leadership networking opportunities will be provided as interns work alongside county employees to prepare for entry into the local government workforce. Interns will have the opportunity to observe county events to further understand county culture, departments and objects so that they may seek out job opportunities relevant to their interest, training and skill set.

The Passport Internship Program will include an application process, job descriptions defining the expectations, performance measurements of the role, an orientation for Interns and program evaluation.

The interns will receive the following:

- Assessments to determine skill gaps to create an individual development plan with specific goals aimed at closing those gaps
  - COSB New Employee Orientation program which provides an overview of the organizational culture, structure, and goals
  - Customized training based on the department in which they are placed in
  - AB1825 Workplace Harassment Prevent Training
  - A view of the inner workings of local governance
  - Opportunity to establish and build meaningful workplace relationships to help advance their career
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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.

In the last seven (7) months, we have hosted seven (7) Passport Program Workshops and participated in two (2) job fairs. During those events, we learned from the target population (Vulnerable populations who are unemployed or underemployed and SBCC students) that they were seeking a way to obtain work experience and business exposure required for employment at COSB.

We also asked attendee complete an "interest card" to determine what positions they would like to be notified about when recruitments in that area begin. We collected 125+ interest cards from the target population. In those interest cards, roughly 50% of attendees stated they were interested in an internship program.

Passport workshop attendees often asked about an internship program with the County of Santa Barbara. One attendee stated, "I overall want to find a way to be a student worker with the County. My major is Administrative Assistant secretarial, but how do I go about applying for a student internship with the county, also is their only specific departments for interns? Please let me know how I can go about making my dream come true."

We entered the information into our NEOGOV applicant tracking platform. Participants continue to inquire about an internship opportunity with the County. Specifically, student participants have expressed frustration with applying for jobs that require previous experience, however, lacking the opportunity to obtain that necessary experience. Also, in attending local career fairs, students have expressed interest in part-time employment that will correlate with their areas of study. However, due to the lack of a structured internship program, we are not able to meet these needs.

This internship program aligns with the following AEBG initiatives:

1. Continue its commitment to the collection of accurate data and analytics for all AEBG programs and services.
2. Continue to support our Student Support Services to help transition students from noncredit to credit or jobs/careers.
3. Support job placement assistance efforts where feasible and allowable.

The County of Santa Barbara has an equally pressing need to link and leverage community collaboration and to hire, engage, and retain qualified workers through a talent pipeline. In September 2017, SBCHR confirmed that approximately 42% of the general COSB employees are eligible to retire within the next 3-5 years. The retirement of senior employees creates entry level positions as existing employees move up the career ladder. We anticipate vacancies in the

following job classes:

- Office Professional series (entry-level general clerical and financial clerical)
- Department Business Specialist (entry-level analytical)
- Eligibility Workers
- Medical Assistants
- Accountant series
- Maintenance Worker and Park Ranger series

The Human Resources department is concerned that if a substantially increased effort is not put into reconciling the gap between interested applicants and County job vacancies, we will not be able to provide essential services to meet the needs of the community, nor those of job seekers. In addition, according the California Employment Development Department Labor Market Information Division local government jobs are expected to grow 10% between 2014-2024.

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## 4. Outreach & Marketing \*

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

The EU will continue to work collaboratively with community partners such as SBCC to ensure that as many of our target population as possible are made aware of the internship program. We will draw our interns from our database which contains past Passport Program Workshops participants information specifying interest in internships and entry level positions.

We will also partner with KRA, SBCC, and Workforce Resource Centers, et. al. to continue reaching our target audience. We will establish a referral process with KRA Corporation who services this same target population. KRA is committed to the highest level of customer-service standards. Operating nationally, they support county and regional Workforce Boards and local Departments of Human and Social Services to provide comprehensive workforce development programs that produce results-oriented employer-jobseeker connections.

We will work closely with our internal HR recruitment team who is familiar with departmental workforce development needs. The recruitment team will advise the EU on requested internship positions and upcoming vacancies.

Marketing and outreach efforts will be employed to recruit additional community members using;

- Job Fairs
- County Web Pages
- Posters and Flyers
- Community Events
- Professional Organizations
- Community Based Organizations

Marketing and outreach efforts will also focus on explaining the internship program in detail during the Passport Workshops and in printed handouts. Information will include a description of the program and the commitment requirement.

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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.

In support of the Santa Barbara AEBG Consortium's vision to advance and design new programs tailored for adults in our region "using data-driven decision-making", The County has growing service needs in almost all departments. The public is demanding quicker and better access to county services and information and we are losing experienced employees to retirement. Approximately 42% percent of our employees can or will be retiring in the next few years. In addition, one of the problems the County faces is high employee turnover due to employees failing probation or leaving the County because public service is not what they expected. The Passport Internship Program would strengthen employee retention by providing participants the opportunity to acquaint themselves with the field they're interested in, give them an edge in that position, and allow them to make an educated decision about whether they want to pursue a career in public service.

The Passport Internship Program is by its very nature, "inclusive"; it enables the targeted population with barriers to become competitive in an applicant pool that might otherwise be out of reach. The Passport Internship Program, like the workshops, is an open access program available to local community members who have an interest in working in a public sector environment and who want to experience how gratifying public service employment can be.

The Passport Internship Program will continue their "collaborate and coordinate approach" with SBCC, KRA, and the AEBG consortium. We will refer participants to relevant SBCC training opportunities and work with KRA to identify additional eligible community members.

In support of the Consortium's mission to "provide excellence in adult educational programming", the County of Santa Barbara's Employees' University has established and maintained high standards for professional adult educational programming. This has been necessary to satisfy the ongoing training and development needs for the large (4,000 employees), complex (23 departments) County organization, and promote the long-term career success of its employees.

In support of the Consortium's goals and objectives; The Passport Internship Program will specifically focus on the following Consortium goals;

Goal 7: Continue its commitment to the collection of accurate data and analytics for all AEBG programs and services

Goal 8: Continue to support our Student Support Services to help transition students from noncredit to credit or jobs/careers.

Goal 10: Support job placement assistance efforts where feasible and allowable

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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 \*

\$114,900

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### 1000 (Instructional Salaries) \*

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

\$46,500

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### 1000 Detail \*

Please provide a detailed budget for this category.

Program Administrator Salary and Benefits

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### 2000 (Noninstructional Salaries) \*

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

0

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### 2000 Detail \*

Please provide a detailed budget for this category.

n/a

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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).

\$6,000

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### 4000 Detail \*

Please provide a detailed budget for this category.

Program materials and supplies including orientation materials, certificate of completion ceremonies

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### 5000 \*

Total dollars requesting for CONSULTANTS, MEETINGS, PROFESSIONAL DEVELOPMENT

\$62,400

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### 5000 Detail \*

Please provide a detailed budget for this category.

3 month internship at 20 hours a week=240 hours per intern at \$13 an hour=\$3120 per intern  
This will provide salary for interns.

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### 6000 \*

Total dollars requesting for CAPITAL OUTLAY (Computer Hardware)

0

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**6000 Detail \***

Please provide a detailed budget for this category.

n/a

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

162

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

20-30

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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, other than Employees' University operating expenses that are funded by the County of Santa Barbara General Fund.

AEBG funding is critical for the implementation of the Passport Internship Program, specifically for intern compensation, training, and associated administrative work related to grant administration.

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

Once the Passport Internship Program is in place and results achieved our funding level requirement would be reduced to only intern compensation which departments might be willing to cover in the future when they see the value of the program.

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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

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This form was created inside of Santa Barbara City College.

Google Forms