California Adult Education Program, Santa Barbara Adult Education Consortium (SBAEC) Year-9 2023-2024 REQUEST FOR PROPOSAL (unallocated funds)

Program: SBCC School of Extended Learning, English as a Second Language

I. APPLICATION

This application includes a total of eight questions. Please ensure that each answer is succinct and directly addresses the question. Each answer should be no longer than 500 words per question. All applicants are required to meet with the School of Extended Learning (SEL) Vice President and CAEP SBAEC Director to discuss your proposal to ensure that it is in alignment with the overarching SEL programmatic goals and budget.

THIS APPLICATION IS DUE NO LATER THAN JULY 15, 2023.

*Required

I have reviewed the 2022-2025 CAEP Three-Year Plan and 2022-2023 Annual Plan and attest that this proposal is in alignment with Consortium's current goals and objectives. Yes*

Are you an existing CAEP funding awardee? Yes*

Program Name *
Santa Barbara City College Noncredit English as a Second Language

Primary Contact Name *
Monica Campbell

Primary Contact Email *
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Primary Contact Phone *
805-683-8230

All applicants are required to collaborate with, at minimum, one SBCC School of Extended Learning noncredit faculty member to develop a robust and comprehensive SBAEC request for proposal. Please insert the name of the faculty member(s) below:

Faculty Name(s) *
Angelina Valenzuela, Afaf Turjoman, Gregory Baranoff

**Select Applicable Noncredit Program Area (multi-selection drop-down menu) ** *   Adult
Education (ABE, ASE, Basic Skills)
  Adults with Disabilities

X English as a Second Language
Entry or Reentry into the Workforce
Literacy
Short-Term CTE/Programs in Pre-Apprenticeship
Student Support Services

1. Executive Summary *
   Please provide an executive summary of your proposed plan that includes overarching goals to create new programs or expand existing programs in one of the CAEP programming areas identified above. Please justify the need of your proposed initiatives and include research, labor market information, employer feedback, student surveys, or other relevant information and describe how funding will further your objectives.

   Your answer (500 word limit)

   The Santa Barbara City College (SBCC) School of Extended Learning noncredit English as a Second Language (ESL) program aims to help adult immigrant and English Language Learners (ELLs) develop multi-literacy skills in their efforts to obtain a family-sustaining job, matriculate to post-secondary or career technical education, support children in school, and become productive members of society.

   For this grant cycle, the proposed initiatives are 1) to increase students' attendance and persistence rates for in-person and remote 2) to continue to increase the number of students who receive the state-recognized ESL certificates of competency, achieve CASAS learning gains, and accomplish their educational goals, and 3) to achieve robust enrollment by implementing targeted marketing and outreach strategies to reach more community members, and provide more opportunities for ESL classes out in the community at our satellite locations.

   In order to achieve the above goals, the noncredit ESL program will:

   1. Train instructors and staff by providing innovative training and professional development opportunities, stipend work, and increased professional development hours for all. Continue to train faculty to apply strategies for success for all learners through equity, culturally responsive teaching and learning, and the pedagogy of multi-literacies that recognizes linguistic diversity and multimodal forms of communication influenced by the advancement of technology. Provide more opportunities for professional development and technology training for instructors and staff.

   2. Enhance the enrollment support at the initial stages of student registration and enrollment process, and enhance technology support efforts to meet the needs of the students by providing computer workstations in ESL classrooms for students' technology needs.

   3. Continue to raise awareness through marketing of the certificate and digital badging processes to incentivize course and certificate completion. Continue to provide certificate learners with Digital Badges and paper certificates. Celebrate ESL students' course and certificate completion with an informal ESL Commencement.

   4. Coordinate with the SBCC student support services to provide orientation, enrollment, and assessment to all new and returning students, and strengthen our cross-agency partnerships to offer better wraparound services including childcare, housing, food security, financial support, physical and mental health support, academic and career counseling. Create and disseminate a 'Welcome Map' for students to navigate their way on campus and where to find services.

   5. Continue to keep our ESL website up to date by displaying current offerings, and continue to market the program to the community by providing information through the print schedule, snail mail, radio ads, and TV, and ensure marketing and outreach happens in multiple languages: English, Spanish, Chinese, Russian, and Arabic, to reflect our current student population.

   The intended outcomes are:
   1. Improved student attendance and certificate completion rates
   2. Student data collection, building upon WIOA efforts to collect and report accurate data
   3. Increased number of learners enrolled in the noncredit ESL classes

1. **Noncredit/Credit Integration and Alignment**

Please explain how your proposed program initiative(s) align(s) with other adult education programs at SBCC and creates a transition to credit/transfer educational programs or creates a transition to the workforce (including, but not limited to, internships, jobs, pre-apprenticeships, and self-employment). If there are more than one proposed initiatives, applicants should list each initiative and briefly address how they align.

Your answer (500 word limit)

1. Developing more curriculum alignment and collaboration between credit and noncredit ESL classes, and focusing on ESL pathways to guide students to achieve their educational and professional goals through mapping and support from student support services, as well as more programs and courses that lead to certificates for student motivation, persistence, and success.

2. Accurate assessment and attendance data collection and analysis of the data are crucial to improving our services and practices in order to help students stay on their career or academic paths and achieve their goals.

3. By offering strategies for success for all students through equity, culturally responsive teaching and learning and the pedagogy of multi-literacies, we aim to improve all students' timely achievement of their career and academic goals.

4. By collaborating with the student support services and other community organizations, the noncredit ESL program can help streamline the intake, support, and matriculation processes to enhance learner persistence and goal attainment.

5. The development and enhancement of marketing and outreach materials in print, our website, radio and TV in multiple languages will help reach our potential ESL learners in the adult population in our community and help them get on the path to achieving their educational and career goals.

2. **Outreach & Marketing** *

Please describe your plans to conduct outreach and marketing to promote the proposed program initiatives aimed at increasing enrollment, job attainment or advancement, or transition to credit programs.

Your answer (500 word limit)

The noncredit ESL program will work with the Vice President of the School of Extended Learning, Carola Smith, the SBCC Public Affairs and Communications department, Minsky Group, and the SBAE consortium members, as well as the student, faculty and community representatives in order to determine the needs and effective methods of outreach and marketing of our program.

In Year 9, the noncredit ESL program will utilize our print schedule, radio (Radio Bronco) and TV ads, social media, our updated website, and other translated materials as our main tools to enhance our efforts to reach the low-skilled adults who are non-digital natives. Additional outreach will be to local high schools, local employers with potential ESL students, and other SBCC SEL programs like the Career Skills Institute. We will conduct more outreach to Isla Vista and potential students in Northern part of Goleta, perhaps through partnership with the UCSB Family Student Housing Center and Early Childhood Care& Education Services, and South County in Carpinteria at the Carpinteria Community Library with ESL and Citizenship.

The noncredit ESL program will also continue to target the two zip code areas, 93101 and 93117, in our marketing and outreach efforts. According to the consortium's 3-year plan, the above areas have "the highest population of potential ESL students-adults who speak English less than very well (p.13)."

3. **Partnerships** *

Please list 3-5 provide prospective CAEP Programs or other external community entities you plan to work with to maximize student and client participation and describe your prospective collaborative efforts.

Your answer (500 word limit)

- SBCC Student Services- referrals to wraparound services, career and academic counseling, and development of abbreviated education plans
- SBCC Adult High School/GED/Bilingual GED- Student transfer
- SBCC Career Skills Institute-Student transfer
- SBCC Guided Pathways, EOPS, DSPS- specialized support, and student matriculation - Santa Barbara Workforce One-Stop operator-Referrals, Collaboration through the WIOA Title I and Title II initiatives

- Santa Barbara Public Libraries, Central Library and Eastside Branch-literacy program and one-on-one ESL tutoring referrals for additional ESL support for our learners
- K12 Schools Santa Barbara Unified School District- pilot ESL classes at SBUSD locations in the community, referrals, collaboration for family engagement, and family literacy development
-Carpinteria Community Partners-Carpinteria Community Library, Carpinteria High School

4. **Leveraging Funds** *

Please describe what other funding sources, and the percentage of those funding sources, will be used to support your CAEP proposed program.

Your answer (500 word limit)

- SBCC General Funds- Unrestricted: $1,044,822.22
-The Workforce Innovation and Opportunity Act (WIOA) funds: $220,722.00
- The Lottery Funds: $ 11,000

5. **Diversity, Inclusion, and Equity**

Please describe how your proposed program initiatives will help create a diverse, inclusive, and equitable educational experience for adult learners.

Your answer (500 word limit)

The noncredit ESL program will offer professional development activities to instructors and staff to apply strategies for success for all learners through equity. The strategies include culturally responsive teaching and learning and the pedagogy of multi-literacies that recognizes linguistic diversity and multimodal forms of communication influenced by the advancement of technology.

To ensure equitable access to all learners, the noncredit ESL program will offer enrollment and technology support to students who need it. Furthermore, the ESL program will coordinate with the SBCC student support services and strengthen our cross-agency partnerships to offer better wraparound services including childcare, housing, food security, financial support, physical and mental health support, academic and career counseling to all students. We will also put extra effort into ensuring that our program information reaches the population with low literacy and low technology access. We will use simple language, translation, and varied media such as print and radio to make sure that the immigrant community is aware of our tuition-free courses and all the resources we provide including free Chromebooks, internet access, and textbooks.

6. **Outcomes**

Please list between 3-5 outcomes for the next year.
(e.g. 1. increased enrollments by 5%, 2. two new state certificates in small business development for bilingual learners)

1. 5% increase in student enrollment in all areas, in-person, remote, and Hyflex classes
2. 5% increase in certificate achievers and completion of courses
3. Continue to offer current certificates, and expand certificate offering to 1-2 more program certificates, possibly offering an ESL/Bilingual Childcare Certificate
4. Offer 25% more professional development opportunities for instructors and staff, including new faculty orientation and technology training

7. **Target Number of Students**
   I.   Served during the 2022-2023 grant year-1,589
   II.   Plan to serve for the 2023-2024 grant year-1,800

II.   BUDGET WORKSHEET

For each budget request, please describe the activity, agencies or individuals that will carry out the activity. Per the State CAEP directive, there is an expectation that programs expend funds as equally as possible within the grant's timeframe (e.g. 25%, 25%, 25%, 25%).

TOTAL BUDGET REQUEST	$ 122,000

CATEGORY BUDGET REQUEST TOTALS	
1000	$ 15,000
2000	$ 25,000
3000	$ 10,000
4000	$ 35,000
5000	$ 25,000
6000	$ 12,000

1000: INSTRUCTIONAL SALARIES (instructional personnel)*

1000 Budget Request Total	$ 15,000

Please provide a detailed budget for this category.

Itemized Budget Request	Budget Detail and Activity
$5,000.00	Faculty Stipend: Faculty Lead/Certificate development
$10,000.00	Faculty Stipend: Professional development in culturally responsive teaching, technology, and Diversity, Equity, and Inclusion

2000: NON-INSTRUCTIONAL SALARIES (personnel) *

2000 Budget Request Total	$ 25,000

Please provide a detailed budget for this category.

Itemized Budget Request	Budget Detail and Activity
$15,000	Supplemental support staff for orientation/enrollment/initial assessment and follow up for persistence and completion
$10,000	Outreach and support for technology, additional staff to support student centered workstations

3000: BENEFITS FROM 1000 AND 2000 CATEGORIES (average benefit rate is between 20-25%)*

3000 Budget Request Total	$ 10,000

Please provide a detailed budget for this category.

Itemized Budget Request	Budget Detail and Activity

$10,000	25% of 1000 & 2000 Categories

4000: INSTRUCTIONAL SUPPLIES AND NON-INSTRUCTIONAL SUPPLIES (computer software not hardware)*

4000 Budget Request Total	$ 35,000

Please provide a detailed budget for this category.

Itemized Budget Request	Budget Detail and Activity
$15,000	Non-Instructional supplies-Welcome Map/Steps to ESL Enrollment/sandwich boards/ESL flag/ESL Binders
$20,000	Instructional supplies and software licenses, Burlington English, Newsela

5000: CONSULTANTS, MARKETING, PROFESSIONAL DEVELOPMENT *

5000 Budget Request Total	$ 25,000

Please provide a detailed budget for this category.

Itemized Budget Request	Budget Detail and Activity
$10,000	Marketing, radio ads, social media, community outreach events, and ESL open house
$10,000	Professional development for classified staff/management including travel and conference
$5,000	Bilingual/Spanish Childcare Certificate consultant

6000: CAPITAL OUTLAY (computer hardware) *

6000 Budget Request Total	$ 12,000

Please provide a detailed budget for this category.

Itemized Budget Request	Budget Detail and Activity
$10,000	ESL workstations – 6 desktop computers in the ESL classrooms (one in each)
$2,000	Headsets with microphones and speakers for ESL computer labs