

## **2016 -2107 AEBG Request for Proposal**

### **Program Name:**

Career Skills Institute

### **1. Executive Summary**

In 2014, SBCC collaborated with Santa Barbara business leaders on what skills were needed to survive and compete in the marketplace. This series of sessions provided the outline for the SBCC Career Skills Institute (CSI)

In September 2015, Santa Barbara City College (SBCC) launched the "Career Skills Institute" (CSI). The CSI offers a series of short courses that have been carefully selected to provide training to get a job, advance in a job, and/or provide skills needed to grow a business. SBCC career skill courses are packaged together to enable students to earn a certificate and digital badge demonstrating mastery of new skills for the new world of work. These noncredit certificates and badges cover three areas: business, design and technology.

In December 2015, the CSI was awarded \$90,000 to add certificates to our business and technology areas along with create a third party certification program. Additionally we set objectives to meet with faculty members on an ongoing basis as well as add to our business and design certificates.

As reported in our 1st and 2nd quarterly report, we have made great strides in meeting the objectives set forth in our December 2015 proposal. We have addressed current needs for adult education programs within our region by creating two new technology certificates. We have developed 4 new Business certificates and a third party certification with our Computer Information Systems department. Regular faculty meetings continue to ensure that the faculty understand the nature of teaching for the Career Skills Institute.

We are on target to expend the remaining funds by December 31, 2016.

Our proposal asks for funding to ensure the continued vitality of the Career Skills Institute.

We are asking for funding in four areas:

- 1) Research
- 2) Curriculum Development
- 3) Marketing
- 4) Professional Development.

#### Research

While we have made great strides in the development of the Career Skills Institute we need to review the organization of our program and ensure our approach in presenting this material is relevant and current.

For example, Lynda.com's website is organized by specific vocations and job titles, such as "Become a Database Designer", "Become a Web designer", "Become a Graphic Designer". The CSI would like to determine if this approach would make sense to integrate into the CSI.

Additionally, the world of Social Media is evolving and skills such as creative writing are emerging as critical in creating compelling content. Is the CSI meeting all the training needs for the use of social media in the workplace?

We will engage a local firm to perform research for the Career Skills Institute. They will identify the gaps that exist in the CSI based on current labor market trends and data. The outcome from this research will identify 12 new CSI certificates and identify if there any modifications needed in the presentation of our CSI materials.

#### Curriculum Development

Once the research study is complete we will have 12 certificates identified for development. We will also take the information from the research study and determine if any additional courses need to be added to our Social Media for Business Certificate.

## Marketing

The research study will inform any changes that need to be made to our marketing materials. In addition, as we develop new certificates we need to continue to update our marketing materials and get the word out to our community about the CSI. This will serve as a tool for increasing enrollment and serve the community's professional training needs.

Our marketing strategy is twofold:

(I) one to work in tandem with the SBCC marketing department to continue our specific CSI marketing effort;

(II) provide the CSI with increased visibility within the community by developing a comprehensive website

Other marketing materials include:

The CSI hardcopy catalogue, CSI packets, the Fall, Spring, and Summer Flyers, and Mailers, and possible reorganization of the certificate catalog (based on the research study).

## Professional Development

Hold ongoing faculty meetings for professional development to ensure course development follows CSI standards. This objective ties to the AEBG Consortium's 2015-2016 Objective 1: Improve existing offerings by redesigning programs to ensure clear pathways to either internship and is a continuation of Activity 1 on our 2015-2016 AEBG proposal

## **2. Integration**

Our proposal creates a transition to the workforce via jobs and self-employment by providing work-based skills. By performing a research study we will identify the gaps that exists within our current program so that we can add to our existing offerings to meet the most current career skills needs in our community.

## **3. Justification**

As we reported in our 2015-2016 proposal, in 2015, the association of American Colleges and Universities (AACU) did a companion survey of college students and employers, the results of which indicated that employers gave graduates very poor grades in skills, while students believe their skill set to be better than it actually is. According to the employers, skills lacking include working in team, staying current on technologies, using ethical judgement, making sound decisions, etc. While our 2015-2016 funding has allowed us to enhance our Career Skills Institute offerings to address this gap, and we are on target to expend our funds, we feel its critical to step back to do local research of employers and find those skills that match the need in the workplace that we have not addressed. Through this research we will be able to add to our certificate catalog and increase the skills of our workforce and those seeking employment that are most relevant for the workforce today.

## **4. Outreach & Marketing**

The research study will inform any changes that need to be made to our marketing materials. In addition, as we develop new certificates we need to continue to update our marketing materials and get the word out to our community about the CSI. This will serve as a tool for increasing enrollment and serve the community's professional training needs.

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## **5. Alignment**

Goal 1- Augmenting each program area's work group with appropriate faculty to continue creation of new or modification of existing noncredit certificates.

By developing new CSI certificates and courses we are supporting this goal.

Goal 3-Creating an additional work group to build an outreach and in reach marketing plan in order to reach new target groups. The CSI will work with our SBCC marketing team as well as an outside vendor to ensure our programs are reaching employers and those in our community who need the skills sets provided within our program.