

Member
Santa Barbara Community College District
Program Name
Professional Development Center
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Applicable Program Area
Careers and Technical Education
Please provide an executive summary of your proposed plan to expand opportunities in the program area
<p>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. 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. With the funding from AB104 Adult Education Block Grant, the Career Skills Institute plans to continue to enhance existing certificates and develop new certificates to meet the ever-changing new world of work. Since the launch of the Career Skills Institute technology continues to evolve and with it the CSI certificates need to reflect the changing needs of the workplace. We have discovered areas of redundancy as well as gaps in the technology certificates. Clarification needs to be made between introductory computer certificates to more advanced computer certificates. Industry demands for new work-based soft skills continue to evolve as well. The recent CWIB State Strategic Workforce Development Plan for 2013-2017 highlights many skills that need to be included in the CSI offerings. Specifically, critical thinking, speaking, active listening and monitoring are listed as the top shared in-demand skills that are commonly required in job listings today. In addition to the current CSI certificates and badges, development of third party certifications in such areas as Computer Information Systems is in high demand. Students need to have this opportunity to meet the demands in the workplace today. To facilitate the continued development of CSI-branded badges and certificates, regular meetings with faculty by administration will ensure that student needs are met. And to ensure that business industry needs are met, the Professional Development Center Director will conduct research with the AEGB Grant Coordinator to obtain a pre/post-skills based assessment tool. Badges backed by data driven methods will help assure industry endorsements. Finally, our community, students and employees need to know about the CSI. Through effective marketing we can get the word out about this vital program so industry can meet the emerging leaders developed through our programs.</p>
Please explain how you plan to integrate existing programming to create seamless and accelerated transitions
<p>The Health Professionals Institute (HPI) has existed since 2003. In Spring 2016, we will incorporate this program into the CSI. Cottage Health System, one of the largest employers in our community has been a participant of this program since its inception. Employees who show potential as an emerging leader attend our programs, and it was recently revealed at a recognition ceremony that 100% of the participants of this program were promoted. With the resources from this grant, we will be expanding our offerings to include courses/certificates that have been identified as providing needed skill sets to their emerging leaders.</p>
Please demonstrate the need or gap in our region with respect to the program area identified. Please include

According to numerous recent studies, employers are more concerned than students or educators about new graduates having a range of skills in areas like innovation, communication, applying knowledge to real world problems and teamwork. 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 give 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 teams, staying current on technologies, using ethical judgement, making sound decisions, oral and written communication and analytical thinking, applying knowledge skills to the real world, and solving complex problems. There is a clearly demonstrated gap in what educators refer to as employability skills, soft business skills and/or 21st century skills. The Career Skills Institute continues to address this gap by ensuring programs are relevant, current and not redundant.

Please describe how this proposed plan aligns with and is in the furtherance of the vision, mission and goals of

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

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

Goal 2: Convening a task force of SBCC credit and noncredit faculty, along with student support services staff, charged with creating bridge courses to help students in all five program areas seamlessly transition to credit programs and or the workforce.

Credit and noncredit faculty now work together in developing and providing CSI certificates.

Goal 3: Creating an additional work group to build an outreach and in reach marketing plan in order to reach new target groups. Resources will be requested to facilitate these tasks.

The CSI is working with the SBCC Marketing department to develop a comprehensive marketing plan.

Please attach the specific objectives and specific activities to complete the objectives, along with a timeline for

I certify that the Activity Chart has been completed and emailed to sbaebg@gmail.com

Total Budget Requested

\$90,000

1000/2000/3000

\$75,810

1000/2000/3000 Detail

1) Create 2 tiered technology certificates and revise existing technology certificates

4000

None

4000 Detail

N/A

5000

\$14,190

5000 Detail

Marketing efforts

Target Number of New Students Served for 2015-16

2,000

Do you currently receive funding that supports the proposed activity? If yes, please describe how additional

Yes, the CSI was developed using the AB86 funding. The additional funding will allow the CSI to increase its offerings, revise technology certificates and incorporate assessments to assure industry endorsements.

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

The CSI is a program under the Professional Development Center. As such the CSI is an existing program that will remain funded through general funds by the college.

Current Number of Students Served

700 Fall 2015

Please list specific objectives, activities, timeline, person/agency responsible, outcomes and data capture.