

SWAC RECOMMENDATIONS TO PRAC

December 7, 2021

Five Applications Received, Four Accepted

1. Supporting K-12 Career Education Pathways through COM Counseling
2. QuickBooks Certification
3. Teaching the Entrepreneurial Mindset using the ELI Ice House Program
4. ESL Hospitality Training Workshops



SUPPORTING K-12 CAREER EDUCATION PATHWAYS THROUGH COM COUNSELING

Objective *College of Marin partners with Four Marin County High Schools to Build Awareness of Career Education Opportunities*

Goals: Develop and strengthen K-12 outreach and partnerships, extend student learning/college credit

Increase student, high school counselor and career center staff awareness of COM career education programs at four local high school

Increased dual enrollment in COM classes (at least 5% increase)

Number of student educational plans will increase: at least 20 students per HS site

Student Impact

The target student population is historically underrepresented high school students at Terra Linda, San Rafael and Novato high schools. The goal would be to reach an average of 20 student contacts per week, considering that it would take some time to build awareness of the program. Students will be positively impacted by learning more about career education programs at COM, college pathways and possibly enrolling in a COM career education class. Student Success Metric: Increase annual Strong Workforce Program Participants

Means

On-site COM Counselor- seeing at least 5 students/day at each HS location

On-Site Orientations and Workshops

Budget COM Counselor Salary, Benefits and travel: \$150,500



QUICKBOOKS CERTIFICATION

Objective After a semester of the 'Computerized Accounting - QuickBooks', students have the opportunity to take the QuickBooks certification exam without incurring the cost of the exam

Goals

Support workforce re-entry and wage increases for bookkeepers

Encourage enrollment growth in the Business program through effective marketing showcasing free certification exams

Student Impact

The students who are working and completing the Business and Accounting program are the main population who would benefit from this certification program. QuickBooks certifications could reach as high as 100 students, over a 1 year period based on the interest level for this particular professional certification, as indicated from the survey results. Professional certificate holders typically average a higher wage than those with similar education and background. Certificate holders are considered to be more desirable to employers and have a higher employment rate than noncertified counterparts. Student Success Metric: Median Annual Earnings increase for Strong Workforce participants.

Means Purchase of the Certiport/GMetrix QuickBooks certification preparation and exam bundle, schedule and proctor exams

Budget License purchase and faculty stipend: \$23,000



TEACHING THE ENTREPRENEURIAL MINDSET USING THE ELI ICE HOUSE PROGRAM

Objective Three additional ELI certified Business faculty will teach the Entrepreneurial Mindset to Marin HS students and first year COM students using the ELI Ice House Entrepreneurship Program leading to a demonstrated increase in student success.

Goals

Expand the reach of BUS 128- Learning the Entrepreneurial Mindset through dual enrollment and the Summer Career Academy

Increase the number of COM graduates who possess the entrepreneurial skills the workforce demands

Incorporate the entrepreneurial mindset in COM workforce programs

Student Impact

ELI Ice House engages students with mindset, behaviors and practice of increased self-efficacy, service to others, self-discipline and self-control, innovation and creative thinking, and critical analysis skills. This program will serve as a student success course or first year experience at the onset of a student's journey to drive student engagement and persistence to goal completion. ELI Ice House has already been deployed at several community colleges, high schools, middle schools, correctional facilities and more. It has proven an extremely effective student success program, strongly correlating with positive student outcomes including increased retention, persistence and completion. Student Success Metric: Increase Student Completions/Transfer

Means

Certify 3 additional faculty in ELI program, offer 4 SWP funded BUS 128 courses (20 students/course)- Summer '22 through SU '23.

Budget faculty training, course delivery, ELI course pack: \$39,720



ESL HOSPITALITY TRAINING WORKSHOPS

Objective The non-credit Hospitality program is augmented with ESL Workshops for credit and noncredit COM English Language Learners

Goals

Workforce- Increase number of students who report being employed in their field of study

Reduce Equity Gaps through content ESL support services

Student Impact

The ESL Hospitality workshops is catered specifically towards the ESL credit and non-credit student population of College of Marin. The workshops will be open to all students who have completed ESLN 40 or above. The restaurant and hospitality industry may be one of the largest sectors in Marin Country, it should be expected that many of the workshop participants will have some experience working in this industry whether it is in the front of the house as a server, runner or busser, or in the back of the house as a chef, line cook, prep cook or dishwasher. For these students with industry experience, the workshops will serve as means to realize their potential and pursue higher positions in their jobs and a career in Hospitality Management. Student Success Metric: Increase SWP Students with a Job Closely Related to Their Field of Study

Means

1-2 ESL Faculty will be Servsafe and TIPS certified

4 ESL Hospitality Workshops will be designed and piloted in Fall 2022

Budget Faculty training, program development, instructional supplies, \$16,000

