



## Strong WorkForce

### Round 4 Grant Proposal Application Form

a. Name of Project:

COM CTE- AR/VR Marketing, Outreach and Guided Pathways Proposal for Adult Education, Sausalito Marin City School District, Marin County Office of Education, Marin County Community Based Organizations (CBO) and COM KTD and IVC Students.

b. Name of Applicant:

Alexander Jones

c. Name of faculty member responsible for managing this project:

Gina Cullen

d. Name(s) of all assisting with this project:

Gina Cullen, Alicia Pasquel, Alexander Jones, Anna Pilloton, Julian Solis, Avi Fernandez, Juan Mercado Trujillo, Nigel Haikins, Kyle Beattie, Byron Ramey, and Brittney West

e. Describe your project. Please describe the CTE program enhancement you would like to pursue, making sure to note any interdisciplinary aspects of the enhancement or potential regional collaborations and how this project aligns with COM mission and goals.

- This proposal was designed to support enrollment and completion outcomes for **ALL** CURRENT COM CTE Programs. In addition, this proposal will provide both current and future COM students with additional access to careers and alternative CTE transfer pathways using current COM CTE programs.
- This proposal aligns with all of the tenets of COM's Mission Statement. This proposal was designed to support current and future COM student populations (e.g. Dual Enrollment, Summer Academy, Non-CTE Students, Adult Education, SMCS and MCOE students) by increasing the number of contact hours with

students, enhancing the current pipeline between COM CTE programs and various student groups (especially economically disadvantaged students), and by increasing the number of qualified certificate holders and graduates that are eligible and pursue middle skilled jobs.

- This proposal will have faculty and classified staff assigned to COM, CBOs, SMCSO and MCOE clients/students.
    - Each group will identify CTE career clusters of interest, design additional CTE pathways and ensure that supports are in place for their assigned groups.
    - Each group will also create marketing and outreach plans, and track student CTE enrollment outcomes.
      - Each group will have access to Oculus Quest VR Headsets to assist with this area.
  - This proposal will design new interdisciplinary CTE pathways using current CTE and Non- CTE courses that align with transfer requirements and industry demand.
    - UC/CSU Transferable Course- HUM 102- CTE Career Exploration Course will be designed.
    - KTD and IVC Counselors will assist with COA Interdisciplinary Certificate design utilizing current CTE and Non-CTE TOPS coded courses.
      - A minimum of 9 CTE TOPS coded units will be combined with Non-CTE TOPS coded units to create COA Certificates that align with industry required competencies.
        - These certificates will provide CTE Graduates and KTD Transfer students the opportunity to immediately enter the workforce within Marin County.
- f. What occupations are related to this project?
- Automotive, Environmental Science/Agriculture, Industrial Tech, Machine Technology, Dental Assisting, Medical Assisting, and Multimedia Studies occupations/programs will benefit from this proposal. In addition to future interdisciplinary CTE career pathways that lead to middle skill jobs and livable wages.
- g. Number of Fiscal Years (July-June) project will Span:
- SW 4 funds will help the CTE Department establish the outreach, marketing and career pathways starting Spring 2020 and continuing through Summer 2020. The outcomes from this project will help COM implement new programming models that will continuously and ongoingly attract various student populations to a variety of COM CTE disciplines and careers/career pathways.
  - In addition, the purchased ZSpace Laptops would be owned by College of Marin, and could be utilized by KTD, IVC, SMCSO and MCOE faculty to continuously promote and support COM CTE program pipelines.

## **Program Outcomes**

Student Success:

- One of the main goals of this project is to broaden and enhance CTE career exploration and planning, and improve CTE student progress and outcomes. Individuals assisting with this project will outreach to students and members of the community to identify CTE programs of interest, develop additional CTE interdisciplinary pathways that lead to certificate completion/and or CTE transfer pathways, and create access to middle skills jobs COM students can pursue after program completion.

#### Career Pathway:

- Develop and broadly publicize industry-informed career pathways that prepare students for jobs needed within the regional labor market.
  - Individuals assisting with this project will help design industry informed pathways for ED COM students and Marin County residents. These pathways will align with industry need and will be designed to be responsive to the current and future workforce pipeline.

#### Curriculum:

- Utilizing current CTE and Non-CTE curriculum, this project will support the design of additional interdisciplinary certificates that will create access and pathways for students (especially ED students) into various middle and high skill positions.

#### Regional Coordination

- This project will enhance COM's current workforce, SMCSO, MCOE and Community Based Organization relations and regional coordination by ensuring that COM continues to be responsive to the needs of each stakeholder.
- a. What trends are present in the program's service to economically disadvantaged students? If this is a new program, please describe the ability of this program to provide opportunities to students in the areas of success (completion, transfer, certification), employment outcomes, and equity.

COM, MCOE, SMCSO, and various CBOs currently work closely with ED students. This program was designed to target ED students in Marin County, especially students younger than 25 who are unfamiliar with the various career alternatives CTE programs offer. This program intends to:

- Target ED SMCSO and MCOE students, educate them about COM CTE Programs, and create access into these programs and careers.
- Create additional CTE pathways that align with ED students' interests and Labor Market demand.
- Work closely with CBOs that provide workforce development trainings for ED clients and create pipelines from their programs into COM CTE programs.
- Target current COM ED students who may be interested in pursuing COM CTE Transfer Pathways.

In addition, this program intends to align more closely with the Strong Workforce metrics that reward COM for identifying, training and placing ED students in CTE occupations, which will help our future SW incentive funding.

## **Project Workplans:**

Describe the who, what, and when of your workplan(s) by describing the following:

### **Workplan 1: SMCS D and MCOE Pipeline- Lead Julian Solis, COM CTE Department and COMPASS**

#### **Coordinators:**

- Middle School and High School AR/VR Outreach
  - COMPASS Coordinators will increase current CTE program enrollment by utilizing Oculus Quest VR Curriculum to market COM CTE Programs and Pathways at SMCS D and MCOE school sites (e.g. Bayside MLK, San Andreas High School, Terra Linda, Tamalpais and San Marin).
    - (e.g. Career fairs, informational sessions, and other career-related activities).
- COMPASS Coordinators will utilize Oculus Quest VR Headsets for KTD Events (e.g. Summer Bridge) IVC CTE Days and open houses.
- COM Summer Academies will be able to use Oculus Quest VR Headsets to supplement current CTE curriculum.
- MCOE ROP Programs will utilize Oculus Quest VR Headsets (2021) to support pipeline into MCOE ROP programs that lead to COM CTE programs.

#### **Workplan 2:**

- **HUM 102 (Manual Arts- Analog to Digital) Course Design for Summer Academy and KTD Student Pipeline- Lead Meg Pasquel**
- An interdisciplinary CTE course that will be UC/CSU transferrable will be created to provide students additional exposure to the “manual arts”. Students who participate in this course will learn about Machining, Welding, 3D printing and XR. In addition, students will be using ZSpace laptops to complete assignments.
- Faculty from these various disciplines will provide instruction and content for each of these areas.
- HUM 102 will be designed to promote CTE programming to KTD students and Summer Academies.

#### **Workplan 3:**

- **Adult Education and ESL- CTE Pipeline-** Lead Kyle Beattie (Stipend rate \$75) for 1 unit (40 hours)
- Goal of this project is to design and market current and new CTE pathways to Adult Education students (n=4,073, 2018-2019 total) enrolled at COM and Marin County Adult Schools.
- Kyle will conduct research designed to identify career clusters of interest for adult ed students, assist with CTE transfer pathways and interdisciplinary certificate design for Adult ED and ESL Students.
- Adult Education students will have access to ZSpace Laptops to promote COM CTE programs.

#### **Workplan 4:**

- **Community Based Organization Pipeline – Alex Jones**
- Goal of this workplan is to identify career clusters for Community Based Organization (CBO) clients and create pathways that lead to COM CTE programs.
- Alex will conduct research designed to identify career clusters of interest for CBO clients, assist with pathway and interdisciplinary certificate design for these future COM students and job placement.
- Alex with CTE faculty assistance will design pre-apprenticeship/ pre-COM CTE training opportunities for CBO clients using ZSpace laptops that lead to COM CTE programs.

#### **Workplan 5:**

- **KTD CTE/Non-CTE Interdisciplinary Certificate- Byron Ramey and Brittney West**
- COM counselors will assist with interdisciplinary certificate design and marketing to KTD students, faculty and counselors.
- The goal of this workplan is to create additional interdisciplinary certificates utilizing current courses and faculty to create additional pathways that **all** faculty and counselors can use to mentor/counsel students.
- Byron and Brittney will identify career clusters, areas of interests and industry needs to design additional CTE certificates for KTD students that align with transfer pathways.
- In addition, Byron and Brittney will collaborate with SMCS D, MCOE k-12 Coordinators, CBOs, ROP Faculty and MCOE counselors to design intentional and meaningful pathways from k-12 to COM.

#### **Workplan 6:**

- **CTE Transfer Pathways- Sofie Totapudi**
  - Gap Year Program for graduating High School Students- Utilizing COM CTE
    - Explore feasibility and designs COM could pursue to attract students to CTE and potential Interdisciplinary Certificates.
  - Assist with long term CTE transfer plan for COM students (e.g. identifying new 4-year transfer opportunities and assist with new college partnerships).
  - Educate and train new Career/CTE/Transfer Student Assistants that will assist with MCOE Middle School and High School Outreach, COM Events, Summer Academies.

## **Program Budget**

Please list a summary of **each expenditure type** that indicates how funds will be utilized to accomplish the plan objectives.

### 1000 – Faculty stipend for program development

1. Alicia Pasquel
2. Alicia will be developing the UC/CSU Transferable-HUM 102- Manual Arts/CTE Exploration Curriculum for COM Students.
3. Alicia Pasquel Rate is \$5500 per unit. Alicia will work 1 unit in Spring 2020- and 1-unit Summer 2020 (\$14,300 total including 30% for benefits).
4. Alicia will develop the HUM 102 curriculum Spring 2020 and Summer 2020. COR will be available by September 2020.

### 1000 – Faculty stipend for program development

1. Kyle Beattie
2. Kyle will conduct research designed to identify career clusters of interest for Adult Ed and ESL students, assist with CTE transfer pathways and interdisciplinary certificate design for these student groups, and facilitate the implementation of this program for this student population.
3. Faculty Stipend Rate: \$74 an hour. Kyle will dedicate 3 hours a week in Spring 2020 (17 weeks) and Summer 2020 (9 weeks)- (\$7504 total including 30% for benefits)
4. Kyle will conduct research and design programming recommendations for Adult Ed and ESL students Spring 2020 and Summer 2020.

### 1000 – Faculty stipend for program development

1. Brittney West
2. Brittney will identify career clusters, areas of interests and industry needs to design additional COA CTE certificates for COM students that align with transfer pathways
3. Brittney- cost per unit (\$3000). Brittney will dedicate 2-units in Spring 2020 and 2-units in Summer 2020 towards this project- (\$15,600 total including 30% for benefits)
4. Brittney will help design additional CTE Interdisciplinary Transfer Pathways and assist with outreach and marketing to KTD campus and MCOE Counselors.

### 1000 – Faculty stipend for program development

1. Byron Ramsey
2. Byron will identify career clusters, areas of interests and industry needs to design additional COA CTE certificates for COM students that align with transfer pathways
3. Byron- cost per unit (\$4500). Byron will dedicate 2-units in Spring 2020 and 2-units in Summer 2020 towards this project- (\$23,400 total including 30% for benefits)

4. Byron will help design additional CTE Interdisciplinary Transfer Pathways and assist with outreach and marketing to KTD campus and MCOE Counselors.

1000 – Faculty stipend for program development

1. Sofia Totapudi
2. Assist with long term CTE transfer plan for COM students (e.g. identifying new 4-year transfer opportunities and assist with new college partnerships.
3. Sofia's hourly (\$58.39). Sofia will support CTE program for 3-hours a week in Spring 2020 (17 weeks) and 3 -hours a week in Summer 2020 (9 weeks). (\$ 1792 total including 30% for benefits)
4. Sofia will assist with CTE Transfer Plan Spring 2020 through end of Summer 2020.

4000 – Instructional and other supplies

1. Oculus Quest VR Headset Warranty (2 year)
2. Warranty for Oculus Quest VR Headset
3. Unit Price (\$80.00), Quantity of 15 (\$1,200.00 for two-year warranty)
4. Warranty will be purchased Spring 2020 and continue through Spring 2022

4000 – Instructional and other supplies

1. TRANSFRVR CTE Career Exposure Curriculum
2. Various CTE Introductory Curriculum for COM programs (700 Users)
3. Unit Price for 700 Users (\$15,000.00)
4. Price supports up to 700 licenses, technical support, customer support, training for 4 staff members and survey data identifying the effectiveness of VR recruitment on CE interest/enrollment.

6000 – Equipment

1. Oculus Quest VR Headset with Travelers Case
2. Oculus Quest VR Headset for Outreach and Trainings
3. Unit Price (\$480.00), Quantity of 15 (\$7,200)
4. Headset will be purchased Spring 2020

PROJECT TOTAL COST: \$ \$85,996

## **Section 6**

### **Department Approval and Applicant Commitment**

**Please request your department chair to review and provide his/her signature signifying the endorsement of your project to be considered by the Strong Workforce Action Committee.  
(Required)**

**Chair Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**By submitting you are making a commitment to working with the CTE/Workforce department to execute the proposal, if it is approved, and to participate in the monitoring and quarterly reporting process for the enhancement during and after implementation throughout the grant period.  
(Required)**

**Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_**