



## STRONG WORKFORCE PROGRAM

# Request for Applications

### Career Education and Workforce Development Division

<b>Application Period</b>	<b>April 8 – May 5, 2025</b>
<b>Support:</b>	<b>Through April 25</b> , One-on-one support is available for applicants to discuss proposals, ask questions, and receive guidance. Contact Alina Varona, Dean (arvarona@marin.edu) or Kathleen Antokhin, Program Coordinator (kantokhin@marin.edu).
<b>Career Technical Education Committee (CTEC) Meeting</b>	<b>April 23, 12:00pm - 1:30pm</b> (online Zoom meeting), the Spring CTEC meeting will cover important updates in career education at the local, regional, and state levels. Guest speakers will share valuable insights on career education trends, workforce development, and funding opportunities. This meeting also serves as the final opportunity for Strong Workforce Program funding applicants to receive guidance before the submission deadline. Attendance is strongly encouraged by those seeking information to strengthen their proposals.
<b>Application Deadline</b>	<b>May 5</b> , Applications are due at the end of day.
<b>Award Decisions &amp; Notifications</b>	<b>May 16</b> , Applicants are notified of funding decisions and next steps.
<b>Funding Period begins</b>	<b>July 1, 2025</b>
<b>Maximum Annual Funding Per Project</b>	<b>\$25,000</b>

# Introduction

The Strong Workforce Program (SWP) is dedicated to expanding and enhancing Career Technical Education (CTE) across California's 116 community colleges, ensuring students develop the skills needed for high-demand, high-wage careers. Since its launch in 2016, SWP has provided over \$1 billion to support the creation and expansion of high-quality CTE programs, aligning with [Vision 2030](#) and Governor Newsom's Roadmap for California Community Colleges. This investment focuses on improving student success, reducing achievement and equity gaps, and developing a skilled workforce.

At College of Marin, SWP funding has been instrumental in modernizing equipment and technology in programs such as Automotive Technology, Machine Metals & Technology, and Multimedia Studies. It has helped establish new workforce training programs, including the Education 2 Career (E2C) programs in partnership with Canal Alliance (Construction Fundamentals, Certified Nurse Assistant/Home Health Aide) and the Marin County Fire Department (FIRE Foundry program). SWP has supported the launch of two apprenticeship programs: the Bus Coach Operator Apprenticeship with Golden Gate Highway and Transportation District and the Early Childhood Education Apprenticeship with Community Action Marin.

To further expand career pathways for students, SWP has strengthened dual enrollment opportunities and Summer Career Academies, including the expansion of Novato High School's Medical Career Pathways program to offer Emergency Medical Response and Emergency Medical Technician training and the addition of popular summer programs such as the Game Development Quickstart Academy.

The Strong Workforce Program at College of Marin continues to advance our commitment to educational excellence, equity, innovation, and career mobility- driving efforts that prepare students for meaningful careers.

## Call for Proposals: 2025–2026 SWP Funding Cycle

The Career Education and Workforce Development Division invites faculty and staff to submit proposals for 2025–2026 Strong Workforce Program funding. The division is committed to leveraging SWP funding to:

- Expand **enrollment** in high-demand career education programs.
- Strengthen **career pathways** and increase **workforce placement**.
- Improve **program quality** through innovation and industry alignment.
- Advance **equity-focused** teaching, learning, and programming.

This year's application is designed to meet the funding and reporting requirements of the California Community Colleges Chancellor's Office (CCCCO) and guide proposals toward alignment with:

- CCCCCO Vision 2030
- Strong Workforce Program funding priorities
- Regional goals outlined by the Bay Area Community College Consortium (BACCC)
- COM's three overarching goals in the developing 2030 Education Master Plan

## Application Considerations

### Pre-approval

- **Equipment requests:** must be submitted to the [Institutional Equipment Committee](#) (IEC), in consultation with area managers and chairs, prior to applying. Requests not reviewed by the IEC will not be considered for SWP funding.
- **Course Units or Personnel Requests:** Must be submitted to the [Planning and Resource Allocation Committee](#) (PRAC), in consultation with area managers and chairs, before seeking SWP funding. Applications without prior PRAC review will not be considered.
- **Technology Purchases:** Projects involving hardware or software purchases must receive IT approval before submission.
- **Professional Development Funds:** Requests must be submitted to the Professional Development and Learning Committee (PDLCL), in consultation with area managers and chairs.
- **Department Review:** All SWP proposals must be reviewed and endorsed by the applicant's department chair and dean prior to submission.

### Eligibility Criteria

- Project proposals must be time-bound, spanning from one semester to a maximum of three academic years. Multi-year projects may be funded one year at a time, contingent on demonstrated progress, outcomes, and available funding.

### Supporting Documentation

- **Advisory Committee Minutes:** Program advisory committees are a required for all state-approved CTE programs. Career Education proposals must include the most recent advisory committee meeting minutes.
- **Program Review:** Submission of program review documentation is encouraged.

### Post-Award Expectations

- Successful applicants will be expected to submit progress and outcomes reports, following guidance provided by Kathleen Antokhin, Program Coordinator for Workforce Projects.

## Application Scoring Rubric

Proposals will be reviewed by the CTEC committee using a 100-point Strong Workforce Allocation Cycle (SWAC) rubric. Details of the rubric will be finalized by the CTEC committee during the Spring meeting. Applicants are encouraged to attend.

**Scoring Areas will include** Project Rationale (25-30 points), Expected Outcomes & Impact (25-30 points), Investment Plan & Budget (15-20 points), Work Plan & Sustainability (20 points), Endorsements (5-10 points).

**Prospective Scoring Guide:** 90-100 points (Strongly recommended for funding), 75-89 points (Recommended for funding with minor revisions), 60-74 points (Needs substantial revision for consideration), Below 60 points (Not recommended for funding).

## Strategic Goals

*To keep in mind as you are building your application.*

### CCCCO Vision 2030

1. Equity in Success
2. Equity in Access
3. Equity in Support

### **Strong Workforce Program Funding Priorities**

1. Completion (Increase, with equity, the number of students completing a meaningful educational outcome.)
2. Baccalaureate Attainment (Increase, with equity, the number of students attaining a bachelor's degree.)
3. Workforce Outcomes (Increase, with equity, the number of students who earn a living wage.)
4. Student Participation (Increase, with equity, the number of students attending a California community college.)
5. Maximizing Financial Aid (Increase, with equity, the number of students receiving state and federal aid.)
6. Reducing Excess Units to Completion (Decrease, with equity, the number of units in excess of 60 for the ADT.)

### Bay Area Community College Consortium Regional Goals

- Goal A: Provide pathways that enable all Bay Area students to find employment and advance family-supporting wages.
- Goal B: Meet the needs of employers in the Bay Region for well-qualified candidates for positions that pay livable wages.
- Goal C: Ensure equity in participation, completion, and employment.

### **COM's three overarching goals in the developing 2030 Plan**

1. Make COM a Great Place to Work and Grow
2. Make COM the Best Place to Study and Learn
3. Make COM a Catalyst for Positive Community Change

# Request for Funding Application

## Section 1: Basic Project Information

1. **Project title** *Unique, clear, and summarizing the proposal at a glance*

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2. **Project lead(s)** *Names, titles, and department(s)*

3. **Anticipated start date of project**

4. **Anticipated completion date of project** *The maximum time-frame for a project plan is three years, ending no later than June 30, 2028.*

5. **Departments, Programs, or Staff impacted by this project** *If applicable, describe potential impacts.*

## Section 2: Project Rationale

**1. Why is this project needed?** *Describe the issue or opportunity this project addresses.*

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**2. Describe in detail how this project aligns with one or more Strategic Goals.** *See the RFA for an overview of the strategic goals.*

## Section 3: Expected Outcomes & Impact

### 1. Which Strong Workforce Metrics Will Be Impacted? *Check all that apply*

- ☐ Increase in program enrollment.
- ☐ Increase in completions (certificates/degrees)
- ☐ Increase in job placement and/or living wage attainment.
- ☐ Other *please describe* \_\_\_\_\_

### 2. How many students do you anticipate will be served? *Please explain how you estimated this number.*

### 3. Please identify how students will be served by this project. *(Check all that apply)*

- ☐ Recruitment
- ☐ Enrollment
- ☐ Certificate attainment or progression
- ☐ Degree attainment or progression
- ☐ Industry credential attainment
- ☐ Transfer
- ☐ Employment
- ☐ Career Counseling
- ☐ Reducing equity gaps across any of the above through targeted improvement among underrepresented groups
- ☐ Other *Please Describe* \_\_\_\_\_



**4. Describe how this project will contribute to workforce development and career pathways.** *Describe how your project helps students gain the skills, credentials, or experiences needed to enter or advance in high-demand careers. Consider:*

- *Does this project support students in obtaining industry-recognized certifications, degrees, or credentials?*
  - *How will it enhance job placement, career readiness, or internship opportunities?*
  - *Does it align with labor market needs?*
  - *What partnerships (e.g., employers, industry groups, workforce boards) support this effort?*
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**5. Will this project support green skills development?**

- ☐ Yes *(Describe: e.g., renewable energy, recycling, energy efficiency, sustainability education.)*
- ☐ No

## Section 4: Investment Plan & Budget

1. Detail your SWP project budget using the chart below.

Budget Category	2025-2026	2026-2027	2027-2028
<b>1000</b> Instructional Salaries	\$	\$	\$
<b>2000</b> Classified & Non-Instructional Salaries	\$	\$	\$
<b>3000</b> Employee Benefits	\$	\$	\$
<b>4000</b> Supplies & Materials	\$	\$	\$
<b>5000</b> Other Operating Expenses (subscriptions, licenses, service agreements, travel, conference registration)	\$	\$	\$
<b>6000</b> Capital Outlay & Equipment	\$	\$	\$
<b>Total</b>	\$	\$	\$
<b>Grant Total</b>	\$		

2. Describe the investments you will make and explain how these investments advance the expected outcomes and impact of this project.

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3. If other funding sources will be combined with SWP dollars to advance this project, please describe.
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## Section 5: Work Plan & Sustainability

### Objectives

Use the fields below to outline up to three objectives.

#### 1. Objective Name

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**Objective Description** *What problem does this objective solve? What is the measurable goal?*

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**Alignment with workforce needs and local, regional, and/or State priorities** *Describe how this objective aligns with one or more strategic goals.*

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## 2. Objective Name

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**Objective Description** *What problem does this objective solve? What is the measurable goal?*

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**Alignment with workforce needs and local, regional, and/or State priorities** *Describe how this objective aligns with one or more strategic goals.*

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## 3. Objective Name

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**Objective Description** *What problem does this objective solve? What is the measurable goal?*

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**Alignment with workforce needs and local, regional, and/or State priorities** *Describe how this objective aligns with one or more strategic goals.*

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## Activities

For each Work Plan Activity, describe the who, what and when of your workplan. Use the fields below to provide up to six activities.

### 1. Activity Name

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#### Objective this Activity Supports

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**Brief Description of Activity** *Key contributors and deliverables and how this activity contributes to a successful outcome.*

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#### Proposed Completion Date

### 2. Activity Name

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#### Objective this Activity Supports

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**Brief Description of Activity** *Key contributors and deliverables and how this activity contributes to a successful outcome.*

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#### Proposed Completion Date

### 3. Activity Name

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**Objective this Activity Supports**

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**Brief Description of Activity** *Key contributors and deliverables and how this activity contributes to a successful outcome.*

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**Proposed Completion Date**

### 4. Activity Name

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**Objective this Activity Supports**

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**Brief Description of Activity** *Key contributors and deliverables and how this activity contributes to a successful outcome.*

**Proposed Completion Date**

## 5. Activity Name

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**Objective this Activity Supports**

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**Brief Description of Activity** *Key contributors and deliverables and how this activity contributes to a successful outcome.*

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**Proposed Completion Date**

## 6. Activity Name

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**Objective this Activity Supports**

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**Brief Description of Activity** *Key contributors and deliverables and how this activity contributes to a successful outcome.*

**Proposed Completion Date**

## Sustainability

**How will the project be sustained after the SWP funding period ends? In your response, please describe:**

- The ongoing resources or funding needed to maintain the project
  - How you plan to secure that funding (e.g., institutional support, external grants, partnerships, etc.)
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## Supporting Documentation

Attach **Industry Advisory Committee meeting minutes**, if applicable.

Attach **Program Review documentation**. (Strongly encouraged).



## Section 6: Signatures

### Applicant Commitment

By submitting this application, you are making a commitment to execute the proposal, meet with the Career Education & Workforce Development department at least once per semester, and complete required Strong Workforce progress reports following guidelines provided by Kathleen Antokhin, Program Coordinator- Workforce Projects.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Department Review and Endorsement

Department Chair Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Chair Name: \_\_\_\_\_

Dean Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Dean Name: \_\_\_\_\_

**If this project involves the purchase of technology, a signature from IT is required.**

IT Director Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Patrick Ekoue-Totou, Director of IT