

I have reviewed the 2019-2021 CAEP Three-Year Plan and 2020-2021 Annual Plan and attest that this proposal is in alignment with Consortium's current goals and objectives. *

Yes

No

Are you an existing 2018/19, 2019/20 CAEP funding awardee? *

Yes

No

Program Name *

Equus Career Pathways Navigator

Primary Contact Name *

Janette Dunn

Primary Contact Email *

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Primary Contact Phone *

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Applicable Noncredit Program Area *

- Adult Education (ABE, ASE, Basic Skills)
- English as a Second Language/Citizenship
- Entry or Reentry into the Workforce
- Adults with Disabilities
- Short-Term CTE/Programs in Pre-Apprenticeship
- Literacy

1. Executive Summary: Please provide an executive summary of your proposed plan (to include overarching goals and outcomes) to create new programs or expand existing programs in one of the areas identified above. *

Equus Workforce Solutions (EQS) is a nationally and locally based workforce service provider, with decades of experience supporting individuals in career exploration, measurable skill gains, credential attainment, job search readiness and preparation to enter the workforce. We are innovators of workforce systems development, including adapting to the changes in job seeker demographics, integrating data-driven technology, expanding access to services, and coordinating partner-supported service delivery. EWS has been on the forefront of innovating locally based solutions, such as developing customized group training with community colleges, offering a variety of adult work-based learning opportunities, and preparing job seekers to meet the demands of today's labor market. We believe in the premise that providing direct access to information, education, support and opportunity is essential to working specifically with underserved populations within communities. EWS currently provides One Stop Operator and Adult and Dislocated Worker services through contract with the Santa Barbara Workforce Development Board (SBWDB). EWS proposes to provide comprehensive services from January 1, 2021-June 30, 2022, for a total of eighteen months.

EWS will provide workforce services in collaboration with and support of existing programs and services within the College system. Our service offerings are designed to support existing services in a non-duplicative manner. Our program design, as outlined in the activity chart, will provide unique on-site services that will link current students to community programs, including the WIOA Adult and Dislocated Worker program and other programs in support of their personal, educational and career goals. Our role as the Career Pathways Navigator will be to educate, organize and integrate senior community service organizations, education, employers, and workforce development stakeholders to the benefit of continued education that leads to employment.

EWS has developed virtual service delivery to meet the challenges related to the Covid-19 virus. All service delivery components can be accomplished in the virtual environment via Zoom meetings, including job fairs and community events. We will, as the Covid-19 environment changes also provide services within the community and at Workforce Development Board sites as space available. We propose to develop a schedule for on-site service delivery that meets the needs and helps support goals outlined in this RFP.

Our measurable goals for this program are in alignment with the CAEP and Consortium's goals and include the following:

- 1) Outreach and engage underserved populations, specifically mature adults, adults with limited work experience into City College educational opportunities and the SBWDB program services for the purposes of attaining educational and employment goals.
- 2) Register eligible adult learners into EQS, free of cost, LinkedIn Learning program, including assistance with the development of a LinkedIn account.
- 3) Provide adult learners with access to job leads that support their career goals.
- 4) Link adult learners to the SBWDB Adult and Dislocated Worker services, eligibility, enrollment information and provide WIOA orientations. Develop a bridge between City College and associated schools and the

Santa Barbara Workforce Development Board programs.

- 5) Organize and schedule specialized Job Fairs specifically geared towards growing industries for adult learners.
- 6) Organize special meetings and events with community organizations and stakeholders for roundtable discussions that support adult learner needs.
- 7) Provide the Consortium with monthly activity data reports, including registration and usage of RWS web-based tools, workshop attendance and job leads provided.

In conclusion, EWS is dedicated to providing unique, meaningful employment and community outreach services that will supplement students in their quest to complete their educational goals, create career pathways and become employed.

2. Integration: Please explain how your proposed program integrates adult education programs at SBCC and creates a transition to credit/transfer educational programs or creates a transition to the workforce (including, but not limited to, internships, jobs, pre-apprenticeships, and self-employment). *

EWS is uniquely positioned to be the bridge between SBCC educational programs and the SBWDB WIOA workforce and employment services. Our Career Pathways Navigator will be cross-trained and able to provide onsite WIOA Orientations and determine eligibility requirements for enrollment into the SBWDC Adult and Dislocated Worker program. Eligible and enrolled adult learners/job seekers will have access to a variety of employment services, based on need and in support of career goals. WIOA services, for eligible and enrolled job seekers, provides access to vocational training and on the job, work-based training opportunities. Our efforts in registering adult learners into our web-based systems, providing soft skill and job search readiness onsite workshops as well as WIOA Orientations will prepare adults to continue their education as gaps appear or transition into workforce services. EWS will ensure integration with our One Stop Operator attendance at consortium meetings and overseeing the Career Pathways Navigator.

3. Justification: Please justify the need of your proposed program and include research, labor market information, employer feedback, student surveys, or other relevant information and describe how funding will further your objectives. For programs that have previously received funding, please justify the need, include students served, and provide a status report on your existing award(s) and remaining balance(s). *

EWS proposes to outreach and engage the mature job seeker population in need of services that will support the skill upgrades they will need to join or re-join the workforce. Mature job seekers are coined as the "hidden unemployed" that exist at a higher rate than general unemployment numbers. Labor statistics often do not capture job seekers that have not yet entered the workforce or have been outside of the workforce for extended periods of time. In a 2017 report titled "Older Workers Report," published by SCEPA, an organization dedicated to economic realities, older workers were found to be at a 8.2% unemployment rate within an overall unemployment rate of 3.3%. The report went on to demonstrate that mature workers are currently 50% less hireable than their younger counterparts. In today's economic realities of higher costs and dwindling retirement accounts, more and more mature workers are seeking to find employment or additional employment to augment low paying, part time jobs. In a study completed by the Urban Institute, the reasons for the increase in older American seeking employment are attributed to changes to Social Security rules regarding work requirements and the raising of the retirement age. The study also sites retirement insecurities that encompasses retirement account stability. Many older workers were laid off in the economic downturn beginning in 2007, which continues to impact the mindset of older job seekers as well as their pocketbooks.

What keeps older job seekers from being seen as a desirable candidate in 2020 and beyond? In an article piece, written by Peter Cappelli for the Human Resource Executive, entitled "Discriminating Against Older Workers," it is cited that more than ever older workers not only need to work longer, they actually want to work longer. Advances in lifestyle and medicine mean that we will all live longer, active, robust lives and this includes our contributions within the workforce. Mr. Cappelli makes the case that employers have long held assumptions that hinder them from hiring a mature worker. Some of these assumptions include the belief that mature workers may be sick more often, that their healthcare costs will be higher and that they may not have the skills they need to do the job. Mature workers are not sick at a higher rate than they younger counter parts and they often have healthcare options that lessen the burden on the employer.

In an article published by AARP in 2018, entitled "How Older Workers Can Learn New Job Skills" the "skills gap" issue was discussed as a possible barrier to employment. The article goes on to provide many avenues older workers have access to that can help them shrink their skills gaps, the most valuable being access to specific education avenues related to gaining specific skills needed in today's world.

There is no doubt that technology has developed at a rapid pace and that most jobs require some level of technological skill. Whether in hotel industry, warehousing, dispatch, or customer service positions, computers and operating system experience is needed. Our decades of experience have proved that mature job seekers are often intimidated by using computer-based systems for their skill development and job search. We have designed our model to support these job seekers through their initial hesitance to create resumes, use job search engines, access online learning opportunities-all in our efforts to prepare them for the next phase of their world of work.

Do mature job seekers need to learn technology, and can they learn new skills? The answer to those

questions is yes. In a 2018 article entitled "How to Teach Technology to Seniors," a PEW research study revealed that 77% of seniors need assistance with technology skills. The good news is that this demographic is not only willing to learn, they know they need to learn new skills to join the workforce. The best place for adult learners to gain skills is in friendly, easily accessible, learning environments that move at the pace of the learner and provides for 1:1 help as needed. RWS believes that the SBCC educational opportunities, in conjunction with the RWS Career Pathways Navigator services, will provide the environment needed to successfully service mature adults with overcoming their skill gaps and re-entering the workforce. RWS has had success working with specialized populations within cohorts and would be able to bring best practice ideas on how to engage and serve older learners within peer groups that provide comradery and support.

4. Outreach & Marketing: Please describe your plans to conduct outreach and marketing to reach your target population and increase enrollments. *

EWS proposes to develop outreach and marketing materials and presentations for community organizations and agencies that also serve the older population. The materials presented will bring awareness to these organizations of educational opportunities provided through the SBCC system and services that will be made available through this grant. Often the largest barrier to success is the lack of awareness about programs and services that are available. In partnership with the Consortium and with the help of the One Stop Operator and WIOA partner system, we will be able to overcome the "awareness gap" and open up opportunities to older adults. We will have monthly calendar outreach efforts scheduled each month to not only bring awareness but to establish collaborative partnerships throughout the term of the grant. Add in virtual environment meetings here

5. Partnerships: Please provide 2-3 prospective CAEP Programs or Partners you plan to work with to maximize student and client participation and describe your prospective collaborative efforts; either with current CAEP programs and/or other external community entities. *

EWS plans to partner with SBCC staff, Consortium members, the City Library system, AARP Santa Barbara Chapter #72, Community Family Services, Department on Aging, Veteran's groups, Santa Barbara MeetUp for Seniors and other community-based organizations that serve older adults. We believe in working for the good of the individual through establishing collaboration. In addition, we will be seeking out employers that are older worker friendly as well as employers that we will educate on the value of hiring an older worker. The hub of support from SBCC, the Consortium, a wealth of community groups and agencies and employers will ensure that older learners will receive a higher level of service that will help them reach their educational and workplace goals.

6. SBCC Noncredit Student Support Services: Provide your plans to integrate SBCC Noncredit Student Support Services in order to assist students in obtaining abbreviated educational plans. *

Our Career Pathways Navigator will work on campus to assist students with the services described earlier that will help them define their skill gaps and career pathway. We will work hand in hand with staff to assist in the support of non-credit learners to complete their program and progress to credited classes and or employment.

7. Alignment: Please describe how your program is in alignment and furthers the Consortium's goals and objectives as stated above. *

Our program design encompasses solutions that are aligned with the Santa Barbara CAEP Consortium's primary goals as well as the CAEP 3-year plan.

Primary Goals:

- 1) Building bridges from non-credit to credit learning opportunities:
EWS will provide labor market information for emerging careers and skills needs to obtain those positions.
- 2) Fill gaps in career education in Industrial Technologies and other advancing fields: EWS will provide employer information and forums to discuss skills needed to enter into Industrial Technology fields.
- 3) Focus on mathematics, English and ESL: EWS will provide employer based information regarding skill and educational levels needed for career development.
- 4) Support Adults with Disabilities Career Planning and Training:
EWS's Career Pathways Navigator will develop and implement an outreach and awareness campaign specifically targeted to mature adult job seekers. We will develop presentations and materials for various community organizations, governmental agencies and WIOA partners that serve this population. The awareness campaign will be developed in conjunction with the Consortium to include information on educational opportunities, career pathways to employment and access to WIOA eligibility and enrollment.
- 5) One Stop Operator Partnership:
EWS functions as the One Stop Operator in Santa Barbara County and will ensure the Operator participates in Consortium meetings and assists with partner development.
- 6) Cross-Pollinate CAEP initiatives with WIOA and workforce initiatives:
EWS's Career Pathways Navigator will be cross trained in delivering WIOA Orientations as well as eligibility determination onsite at SBCC campuses on a regularly scheduled basis. Our stall will also conduct in-service WIOA training, as needed, to SBCC staff to increase awareness of eligibility, enrollment processes, program assets and goals.
- 7) Data Collection:
EWS will develop a data collection and reporting system to provide the Consortium with monthly activity and service data for all service delivery points defined below. Reports will include numbers of adult job seeker interactions, job fairs, employer contacts, community events, WIOA orientations and WIOA enrollments.
- 8) Support transition to employment:
EWS will provide job leads, employer forums, labor market information, and LinkedIn account development and access to LinkedIn Learning.
- 9) Alignment with CAEP goals:
EWS will be an active participant in Consortium meetings and other planning meetings that help support idea building and initiatives.

CAEP 3-Year Plan Goals:**1) Provide excellent programming for adults based on proven need:**

EWS is the largest provider of workforce services and programs in the nation. We will bring a wealth of information, ideas, and expertise to our Career Pathways Navigator Program. Our consultant staff will have access to our various Communities of Practice forums, designed to assist in program development and problem solving. We understand that there is a need for a stronger conduit between education and workforce services to ensure adult learners are also successful job seekers. We see our program as that bridge for identified target populations.

2) Provide support to ensure adult learners have access to employment information and opportunities that support their career goals.

3) Innovative professional development for staff:

EWS will provide WIOA 101 training for SBCC staff as needed and requested.

4) Set meaningful outcomes, captured by measure tools and shared with Stakeholders:

EWS takes pride in setting measurable goals for our programs and we have the method and will capture data and success stories that demonstrate the positive impact of the program. EWS will present program data and summaries to the Consortium in a format accessible to stakeholders.

8. Leveraging Funds : Please describe what other funding sources, and the percentage of those funding sources, will be used to support your CAEP proposed program. *

EWS will provide access to LinkedIn Learning for eligible adult job seekers. .

9. Diversity, Inclusion, and Equity: Please describe how your program will create a diverse, inclusive, and equitable educational experience for adult learners. Please identify strategies in which your program plans to address racial inequality and professional development support for instructors and staff. *

EWS believes in and promotes diverse, inclusive and equitable environments. We are an EEOC employer. We instill these values in our staff training and provide those we serve with an avenue to express concerns in a confidential manner. Students will have access to a confidential and professional Compliance Line phone number to lodge concerns and complaints if they arise. All calls are taken seriously and followed up upon until conclusion.

10. Potential Budget Reductions: Please describe what specific programming needs and/or services your program would reduce or eliminate should the CAEP grant budget be reduced (range 10-25% at any point during the grant cycle). Please note that final budget reductions would be determined by the Santa Barbara Adult Education Consortium based on the Consortium’s priorities and goals. *

EWS will provide a reduced activity calendar for consideration.

6. Activity Chart *

Please use the Activity Chart provided in the link under the instructions and email to sbaebg@gmail.com. The Activity Chart should outline your program's specific objectives and activities, along with a timeline for completion, the person/agency responsible, outcomes and data capture methods. Please attach additional pages if necessary.

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

Total Budget Requested *

\$70,000

1000 (Instructional Salaries) *

Total dollars requesting for INSTRUCTIONAL PERSONNEL (include 25% for BENEFITS in 3000 section below)

0

1000 Detail *

Please provide a detailed budget for this category.

0

2000 (Noninstructional Salaries) *

Total dollars requesting for PERSONNEL (include 25% for BENEFITS in 3000 section below)

0

2000 Detail *

Please provide a detailed budget for this category.

0

3000 (Benefits from 1000 and 2000 categories) *

Total dollars requesting for BENEFITS . The average benefit rate is 25%.

0

4000 *

Total dollars requesting for INSTRUCTIONAL SUPPLIES and NON-INSTRUCTIONAL SUPPLIES and Computer Software (not Hardware).

\$2,656

4000 Detail *

Please provide a detailed budget for this category.

Job Fair, Special Event and Office supplies

5000 *

Total dollars requesting for CONSULTANTS, MEETINGS, PROFESSIONAL DEVELOPMENT

\$65,844

5000 Detail *

Please provide a detailed budget for this category.

Career Pathways Navigator at 82 hours per month; Accountant at 4 hours per month; audit fee, cell phone, mileage and management fee.

6000 *

Total dollars requesting for CAPITAL OUTLAY (Computer Hardware)

\$1,500

6000 Detail *

Please provide a detailed budget for this category.

Laptop computer

Do you currently receive other NON-CAEP funding that supports the proposed activity? If yes, please describe how additional funding expands or supports that activity. *

Yes, WIOA Adult and Dislocated Worker funding, access to workforce and employment

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

Provision of specific services will require funding. Bridges to workforce services will be maintained.

Total number of adult students served in 2018-2019 and 2019-2020 (for CAEP awardees). *

0

Target number of adult students you plan to serve from 2020-2022. *

450

This form was created inside of Santa Barbara City College.

