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AB86 Adult Education Consortium Planning Grant

Palo Verde Community College District
Planning Project Deliverables

Background

The 2013-2014 State Budget appropriated $25 million to the California Community College Chancellor's Office (CCCCO) to allocate funding for two-year planning and implementation grants. The funds will be provided to eligible consortia for the purpose of developing regional plans for adult education. Assembly Bill 86 (AB 86) outlines expectations for consortium development as well as planning and implementation requirements to establish the Adult Education Consortium Program. The intent of AB 86 is to expand and improve the provision of adult education –via these consortia– with incremental investments starting with the 2015-16 fiscal year.

The AB86 Planning Grant is a noncompetitive grant for regional consortia made up of K-12 school districts and community college districts within the 72 community college district boundaries to develop plans to better serve the educational needs of adults. The Palo Verde Community College District (PVCCD) has identified its adult education stakeholders that will need to engage in a comprehensive planning process to achieve the key objectives as outlined in the grant that each consortium must address.

FCM has extensive background and experience in AB86 and California's education market and serves as strategic consultants for the statewide AB86 initiative, the Doing What Matters framework, and the Economic and Development programs of the California Community Colleges. FCM submits this scope of work to the PVCCD, detailing how the assigned team would facilitate the group, develop the collaborative plan, and communicate the results.

Grant Planning Objectives

AB86 provides the opportunity for developing the statewide collaboration and regional approach needed to maximize the state's return on its investment in adult education. The planning grant provides funds to regional consortia to improve the delivery of adult education in the following program areas and address existing gaps in programs and services.

- Elementary and secondary basic skills, including classes required for a high school diploma or high school equivalency certificate.
- Classes and courses for immigrants eligible for educational services in citizenship and English as a second language, and workforce preparation classes in basic skills.
- Education programs for adults with disabilities.
- Short-term career technical education programs with high employment potential.
- Programs for apprentices.

Project Approach

Noted below is FCM's approach to ensure that the grant objectives are met. Direct relationship to the seven mandatory planning objectives is noted within each section. Given the late start date of this consortium, FCM recommends a set of deliverables to support PVCCD in the development of the mandatory final report in March 2015 that will detail key strategies, followed by an onsite event in the second phase of the project to garner more stakeholder input.

Phase 1: December 1, 2014 – March 30, 2015

Task #1: Project Planning

Plan Objective Alignment: #1-#7
Lead: Kristy Fairfax, Sr. Consultant
Support: Margo Turner, FCM Sr. Consultant

- Kickoff planning meeting with PVCCD lead to identify key stakeholders and a communications strategy.
- Kickoff meeting with key stakeholders to overview project, expectations and communications protocols.
- Schedule a series of sub-committee meetings to identify protocols for market research and key questions to be answered.
- Identify goals, key dates, schedule for the planning process (including meetings and events).
- Review progress of sub-committee teams.

Task #2: Data Collection & Analysis - Market Needs

Plan Objectives #1 and #2
Lead: Josh Williams, Sr. Research Director
Support:
Kristy Fairfax, Sr. Consultant

Inventory of Current Levels of Adult Education
Plan Objective #1

- Meeting with stakeholders to clearly define what needs to be included in the "adult education" definition for current levels and types of adult education programs.
- Develop and pre-test an online survey form to capture which schools are doing what types of programs.
- Work with stakeholders to determine contacts in the region who will need to complete this online survey (include partners such as libraries, etc who might be offering adult ed).
- Follow up to ensure maximum participation on the online survey.
- Compile information, provide recommendations based on findings and where relevant include information in a geographic map as part of a phase 1 memo of findings.

Evaluation of Market Need
Plan Objective #2:

- Meeting with stakeholders to identify what measures they would like to use to determine needs.
- Regional economic analysis of labor market demand and demographic profile of regional workforce supply.
- Executive Interviews with stakeholders to determine how they identify needs at their own organization and compile projections from each member and partner that offers training.

- Regional employer surveys (phone and online, up to 12 minutes long) to get additional insight into workforce needs, including short term hiring needs, skills and training preferences.
- Compile a comprehensive report that builds upon first phase findings and incorporates all that has been learned.
- Meet with members to present findings and identify gaps based on current levels and needs.

Task #3: Communications

Plan Objective Alignment: #1-#7
Lead: Celina Gradijan, FCM President/CEO
Support:
Donna Ryals, FCM Sr. Brand Manager
Kathy Doucette, FCM Sr. Web Developer
Ivan Freaner, FCM Sr. Creative Director

- Identify technology requirements and communications needs.
- Website development and technology with file sharing; discussion threads; posting documents.
- Constant Contact database communications with all members and partners.
- Ongoing communications support with team members.
- Develop content.
- Develop final report that outlines high level strategies.

April 1, 2015 – June 30, 2015

Task #4: Meeting and Event Planning

Plan Objective #3,5,6
Leads: Kristy Fairfax, Sr. Consultant; Margo Turner, Sr. Consultant
Support:
Donna Ryals, FCM Sr. Brand Mgr
Ivan Freaner, FCM Sr. Creative Director

- Manage logistics for face to face and virtual meetings.
- Develop and plan an Adult Ed Summit to support the professional development opportunities for faculty and other staff and identify how to achieve greater program integration and improve student outcomes of the plan.
- Develop agendas and materials for meetings.
- Facilitation & wrap up reports.

Task #5: Solutions/Plans to Address Gaps

Plan Objectives #3 and 4
Lead: Kristy Fairfax, Sr. Consultant
Support Team:
Celina Gradijan, FCM President/CEO

- Once programming and service gaps are identified, would need to work with consortium members and partners through facilitated, goal oriented meetings to determine solutions, identify resources needed and methods/common metrics to track.
- This would be a part of 2 days of facilitated meetings with members followed by meetings with stakeholder or “expert” groups that are tasked with focusing on a specific need.
- Outcomes include a plan to integrate existing programs, create seamless transitions into postsecondary education or the workforce, and how to address gaps.

Task #6: Plans for Acceleration

Plan Objective #5
Lead: Kristy Fairfax, Sr. Consultant
Support Team:
Celina Gradijan, FCM President/CEO

- Would convene local expert panel made up of faculty and other staff assigned by members and partners to determine best practices for acceleration to implement and help student's progress toward academic or career goals.
- Facilitate subcommittee meetings to identify best practices for acceleration and make recommendations to the members.

Task #7: Plans for Leveraging Existing Resources

Plan Objective #7
Lead: Kristy Fairfax, Sr. Consultant
Support Team:
Celina Gradijan, FCM President/CEO

- Convene partners and identify other resources that can be leveraged to complement existing Adult Education resources.

Line Item Budget

FCM's line item budget is noted in Appendix A which details the seven task areas and approximate hours allocated to each of the tasks. FCM invoices monthly for only actual deliverables, so there is flexibility built into the plan to move various line items, as the need arises from the Consortium. Invoices are due net 30 days.

About FCM

Now in its 11th year, FCM is a national consulting firm that specializes in aligning an organization's business processes with its brand strategy resulting in streamlined operations, improved community awareness, strategic partnerships, and funding for our customers. FCM has won nine international awards in the past three years for its work in government and nonprofit communications. The FCM team has completed extensive work in the COS region as consultants for the Tulare County Workforce Investment Board and its Youth Council and the Tulare County Office of Education, the Central Region Consortium made up of the 14 Community Colleges in the Central Valley and Mother Lode regions. Additionally, FCM consultants currently work with the California Community Chancellor's Office on three key initiatives including the AB 86 Adult Education Regional Consortium Program, the Doing What Matters framework, and the Workforce and Economic Development Division.

Celina Gradijan, President/CEO

FCM is led by President/CEO Celina Shands Gradijan, a former American Marketing Association *Marketer of the Year* and a two-time *Women Who Mean Business* finalist. Celina holds a B.S in Business and Marketing and has over 25 years experience as a consultant and facilitator. Her private sector experience with Fortune 500 companies lends itself to building systematic approaches in the nonprofit public sector, finding creative solutions to shrinking budgets, and aligning staff around organizational objectives and values. Prior to FCM, Celina held multiple executive level corporate marketing and communications positions including Levi Strauss, various California advertising agencies, and the County of San Diego. She is well versed in all aspects of branding, marketing, and communications including complex brand architectures and brand strategies, market research, public relations, media buying, creative design, advertising, Web development, social media, strategic planning, and consensus building and facilitation. Celina has produced television shows and served as editor-at-large for magazines and publications. Celina keynotes and presents at national and state conferences for workforce development, education, and economic development organizations.

Kristy Fairfax, Sr. Consultant

Kristy Fairfax brings a unique skill set gained in three years of corporate finance and six years of workforce development. She has a degree in economics from the University of Michigan and takes an analytical approach to her work. Following a career in finance at LaSalle Bank and Ernst and Young, LLP, she discovered her passion for workforce development. Her experience in workforce development includes work as a Program Coordinator with the Workforce Investment Board of Tulare County as well as management of the Corpus Christi Industry Outreach Program, which was awarded the Theodore E. Small Workforce Board Partnership Award. Since beginning consulting, Kristy has had the opportunity to work on a variety of projects including management the WIB of Tulare County's local plan development, management of the Central Region Consortium made up of the 14 Community Colleges in the Central Valley and Mother Lode regions, and communications management for the California Community Chancellor's Office AB 86 Adult Education Regional Consortium Program.

Margo Turner, Sr. Consultant

Margo has more than 25 years experience as a senior executive in Fortune 500 companies and startups. With a B.S. in Business and Marketing, Margo is currently the lead communications consultant for the California Community Chancellor's Office AB 86 Adult Education Regional Consortium Program, the Doing What Matters framework, and the Workforce and Economic Development Division. She is a seasoned facilitator and strategic planner with highly effective communications skills. 5

Josh Williams, Sr. Research Director

Josh Williams, the president and founder of BW Research has been leading and directing applied economic and market research studies for almost 15 years. His work typically uses complex research methodologies to find data to reveal the strengths and weaknesses of different policies, strategies and ideas. His passion for applied research is tied to his work on education, employment and economic opportunity. Prior to founding BW Research in 2006, Mr. Williams was Director of Research for another west coast-based research firm. With a deep understanding of how applied research, Mr. Williams has been a keynote speaker at several conferences and summits, and has been a guest lecturer at different universities on workforce and economic development research, as well as applied research methods. Mr. Williams received his B.A. in International Economics from George Washington University and his M.A. in Economics from California State University, Long Beach.

Donna Ryals – Sr. Consultant

Donna is a Cum Laude graduate in Business Administration and Marketing from Meredith College in Raleigh, NC. For the past twelve years, Donna has held a variety of marketing management positions including California Quivers, Inc., Harte-Hanks, Inc., Market Intelligence Division and Family Health International. Her skill set includes design and implementation of eMarketing campaigns, brand strategies, public relations, event planning, and marketing and communications plans. Donna manages client relationships for FCM and ensures that project details are on time and on budget.

Ivan Freaner – Creative Director

As FCM's Creative Design Director, Ivan has been immersed in the graphics and creative field for the past ten years, and has taught digital design, Web and Film, Photoshop, Illustrator, and Color Theory for New York University. He has worked on large-scale design projects, eMarketing and advertising campaigns for the National Football League, Hugo Boss, Nordstrom, RightGin, 3G Technologies, American Express, BET - Black Entertainment Television, AIG Insurance (México), PETCO.com,Mrs.Dash.com, SkyMall.com and St. Yves. Ivan's creative design specialties include logo identities, brand guidelines, print, environmental signage, PowerPoints, interactive Websites with eCommerce and social media, advertising, and campaigns. Ivan is fluent in Spanish and French and is a graduate from the Advertising Arts College in San Diego, CA.

Kathy Doucette – Sr. Web Developer

Kathy is responsible for the development and implementation of FCM client websites and web applications. She has worked in the high-tech industry for the past 12 years for Unisys, Tandem, and Progress Software with client application initiatives, technical sales and support management. Kathy interfaces with marketing and design teams to ensure design concept, marketing messages and desired functionality is carried through to a professional, well performing site. She is proficient in XHTML/CSS, Javascript, ASP, MS Access, MS SQL, PHP, Dreamweaver, Fireworks, Photoshop, and Flash. Kathy has worked on multiple outreach campaigns developing user-friendly and feature reach websites and is experienced in web design, content management systems, navigation design, code development, hosting, social networking integration, search engine optimization, and database design.

Contact Information

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PVCCD Adult Education Consortium
7 Month Budget

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Area of Focus	Billable Tasks & Action Items	Assigned Staff	Hourly Rate	Hours	Task Total
Project Planning	Initial and ongoing project planning; org structure	Kristy	$115.00	75	$8,625.00
	Development of org structure	Kristy	$115.00	8	$920.00
Meeting Facilitation	Determine outcomes; prepare agendas & materials; facilitation	Kristy	$115.00	90	$10,350.00
	Support role for meeting prep, materials & facilitation	FCM Rep	$115.00	60	$6,900.00
Communications	Content development & management	Kristy	$115.00	56	$6,440.00
	Template development for eNews & updates; web design	Ivan	$95.00	35	$3,325.00
	Technology & website development & support	Kathy	$110.00	95	$10,450.00
	Final report layout	Ivan	$95.00	50	$4,750.00
Market Research & Data	Meet w/members to determine framework/metrics	Josh	$115.00	8	$920.00
	Survey development & deployment for inventory	Josh	$115.00	35	$4,025.00
	Mapping of current assets based on inventory	Josh	$115.00	40	$4,600.00
	Market needs analysis	Josh	$115.00	150	$17,250.00
	Employer validation	Josh	$115.00	55	$6,325.00
	Final report & recommendations	Josh	$115.00	70	$8,050.00
Summit Development & Facilitation	Prepare agendas & materials	Kristy	$115.00	80	$9,200.00
		Celina	$115.00	16	$1,840.00
	Graphics support	Ivan	$95.00	25	$2,375.00
	Facilitation of summit	Kristy	$115.00	16	$1,840.00
		Margo	$115.00	16	$1,840.00
		Josh	$115.00	16	$1,840.00
Post Summit Strategy	Convene panels and gaps planning	Kristy	$115.00	50	$5,750.00
	Final plan and report	Kristy	$115.00	40	$4,600.00
Travel Costs					$2,500.00
Total Budget					**$124,715.00**