

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of November 18, 2008

ITEM # 22

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*

Request Authorization for approval of Independent Contractor Agreement for The Workforce Collaborative (TWC) to provide strategic and operational outreach, referral, and case management support to the East Bay Career Advancement Academy/Peralta Community College District (fiscal agent).

Presenter: President Frank Chong

SPECIFIC BOARD ACTION REQUESTED:

ITEM SUMMARY: *(PLEASE DISCUSS THIS ITEM)*

The Workforce Collaborative will sub-contract with community partners to develop a community-based outreach strategy to identify and recruit students and case manager from the community into the colleges as EBCAA students. The amount to be approved shall not exceed \$235,000. Fiscal Agent: State Chancellor's Office, Sacramento. Chancellor's recommends approval.

Presenter: President Frank Chong

BACKGROUND/ANALYSIS:

To date, efforts to bring students from the community into EBCAA cohorts has been limited by the complexity of outreach/recruitment efforts to young adults to be served by the grant. EBCAA faculty and staff have focused on developing powerful instructional models, and thus have had limited time to invest in a comprehensive outreach strategy that serves all programs. The Workforce Collaborative model has been highly successful in the Atlas program (logistics) at the College of Alameda, and we invited them to bring their experience to serve all seven colleges, and 20 cohorts for the spring 2008 semester.

The Workforce Collaborative will provide overall Outreach, Referral, and Case Management System design and implementation for the East Bay Career Advancement Academy, to support grant goals to enroll 650 students in seven colleges and up to 30 program cohorts during the 2008-09 academic year. TWC will have responsibility for recruiting sufficient contacts for EBCAA to be able to meet its program goals, beyond current college efforts. Where practical, existing college efforts to recruit and assess EBCAA applicants will be supplemented by TWC and incorporated in the overall TWC design. TWC will work directly with appropriate instructors, counselors, and administrators, and EBCAA staff to refine referral protocols and processes.

In order to be efficient and systemic, The Workforce Collaborative will be the sole point of contact for the overall community partner outreach strategy, and their work will be supported by community partners they identify who will be sub-contractors in the outreach and referral work. Subcontracts will be decided by the relative merits of the community partners, their ability to be responsive to the overall design, and by recommendations of the community colleges being served.

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

Identifying The Workforce Collaborative as the primary contractor, who will subcontract as necessary with other community partners is an efficient and prudent implementation of grant requirement for active community collaboration in recruitment and outreach.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Funding Agency: State Chancellor's Office, Sacramento—East Bay Career Advancement Academy
(09-091-002)

NO IMPACT

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ No X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?

PRESIDENT FRANK CHONG

DID A BOARD STANDING COMMITTEE APPROVE THE ITEM? YES _____ No X

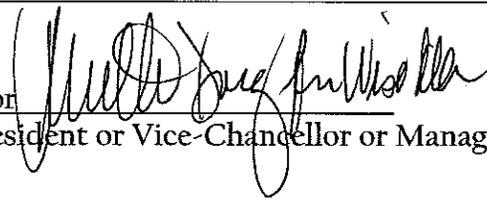
IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

PLEASE ACQUIRE SIGNATURES IN THIS ORDER:

DOCUMENT PREPARED BY:

Prepared by: Carmen N. Fairley, Staff Services Specialist  Date: 11/07/08
[Enter Your Name and Title of Individual]

DOCUMENT PRESENTED BY:

Prepared by: Wise Allen, Vice Chancellor  Date: 11/07/08
[Enter Name of College President or Vice-Chancellor or Manager,
and Title of Individual]

FINANCE DEPARTMENT REVIEW

Finance review required Finance review *not* required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature:  Date: 11-7-08
Thomas Smith, Vice Chancellor for Finance and Administration

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

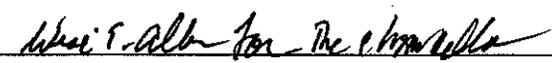
Legal review required Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: _____ Date: _____
Thuy T. Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature:  Date: 11/10/08
Elihu Harris, Chancellor

Outreach Design and Implementation for East Bay Career Advancement Academy

Contract for \$235,000, for The Workforce Collaborative (TWC) to provide strategic and operational outreach, referral, and case management support to the East Bay Career Advancement Academy. Peralta Community College District (fiscal agent). November 3, 2008 to June 30, 2009.

SUMMARY:

The EBCAA grant specifies the participation of community partners in outreach, recruitment and ongoing support for EBCAA students. The Workforce Collaborative will sub-contract with community partners to develop a community-based outreach strategy to identify and bring students from the community into the colleges as EBCAA students.

BACKGROUND/ANALYSIS:

To date, efforts to bring students from the community into EBCAA cohorts has been limited by the complexity of outreach/recruitment efforts to young adults to be served by the grant. EBCAA faculty and staff have focused on developing powerful instructional models, and thus have had limited time to invest in a comprehensive outreach strategy that serves all programs. The Workforce Collaborative model has been highly successful in the Atlas program (logistics) at the College of Alameda, and we invited them to bring their experience to serve all seven colleges, and 20 cohorts for the spring 2008 semester.

The Workforce Collaborative will provide overall Outreach, Referral, and Case Management System design and implementation for the East Bay Career Advancement Academy, to support grant goals to enroll 650 students in seven colleges and up to 30 program cohorts during the 2008-09 academic year. TWC will have responsibility for recruiting sufficient contacts for EBCAA to be able to meet its program goals, beyond current college efforts. Where practical, existing college efforts to recruit and assess EBCAA applicants will be supplemented by TWC and incorporated in the overall TWC design. TWC will work directly with appropriate instructors, counselors, and administrators, and EBCAA staff to refine referral protocols and processes.

In order to be efficient and systemic, The Workforce Collaborative will be the sole point of contact for the overall community partner outreach strategy, and their work will be supported by community partners they identify who will be sub-contractors in the outreach and referral work. Subcontracts will be decided by the relative merits of the community partners, their ability to be responsive to the overall design, and by recommendations of the community colleges being served.

ALTERNATIVES/OPTIONS:

The capacity of the current EBCAA and college staff to provide outreach, referral and case management system design and implementation for all seven colleges is limited, mainly because of the severe time constraints for recruitment for Spring 2009, and the complexity of a multi-county, multi-college grant design. Without the expertise and full staffing of the Workforce Collaborative, we would be severely constrained in our ability to meet student targets of 500 students for the spring 2009 semester.

EVALUATION

Identifying The Workforce Collaborative as the primary contractor, who will subcontract as necessary with other community partners is an efficient and prudent implementation of grant requirement for active community collaboration in recruitment and outreach.