

Regional Workforce Skills Training Initiative

Applicant Organization: Bay Area Community College District

Funding Request: \$2,500,000

Project Period: 36 months

Executive Summary

The Bay Area Community College District seeks funding to establish a comprehensive workforce development program targeting high-demand technology and healthcare sectors. This initiative will serve 1,500 participants over three years, with a focus on underserved communities including veterans, individuals with disabilities, and formerly incarcerated persons.

Our program addresses critical regional skill gaps identified through extensive labor market analysis conducted in partnership with 45 local employers, three workforce investment boards, and regional economic development agencies. We will provide industry-recognized credentials in cybersecurity, cloud computing, medical assisting, and certified nursing assistance.

With projected placement rates of 85% and average starting wages of \$55,000 annually, this program directly supports Executive Order 14096 requirements for workforce development, equity, and employer partnerships.

Statement of Need

The Bay Area faces acute workforce shortages with 12,000 unfilled positions in technology and healthcare sectors. Our region's unemployment rate of 6.2% masks significant underemployment, particularly affecting communities of color and individuals with barriers to employment.

Labor Market Analysis: - Technology sector: 4,500 open positions requiring cybersecurity and cloud computing skills - Healthcare sector: 7,500 vacancies in clinical support roles - 65% of employers report difficulty finding qualified candidates - Average time-to-fill for technical positions: 145 days

Target Population Demographics: - 45% racial and ethnic minorities - 25% veterans - 15% individuals with disabilities - 10% formerly incarcerated persons - 5% displaced workers from declining industries

Our comprehensive needs assessment, conducted with community partners, confirms that existing training capacity serves only 30% of demand.

Program Design and Implementation

Training Pathways:

1. Technology Track (750 participants) - Cybersecurity Fundamentals (CompTIA Security+) - Cloud Computing (AWS Certified Cloud Practitioner) - Data Analytics (Microsoft Certified: Data Analyst)
Duration: 16-20 weeks including 200 hours hands-on lab work

2. Healthcare Track (750 participants) - Certified Nursing Assistant (state certification) - Medical Assistant (AAMA certification) - Phlebotomy Technician (ASCP certification) Duration: 12-16 weeks including 120 hours clinical practicum

Support Services: - Career counseling and assessment - Wrap-around services (transportation, childcare vouchers) - Digital literacy bootcamp (40 hours) - Financial literacy training - Professional development workshops - Job placement assistance and interview preparation

All instruction delivered through hybrid model: 60% in-person, 40% online to accommodate working adults.

Employer Partnerships

We have secured commitments from 45 employer partners representing 8,500 employees:

Technology Sector (18 employers): - TechCorp Systems (committed to hiring 50 graduates) - CloudSecure Inc. (committed to 35 graduates) - DataVision Analytics (committed to 25 graduates) - 15 additional SMB technology firms

Healthcare Sector (27 employers): - Regional Medical Center (committed to 120 graduates) - Community Health Network (committed to 85 graduates) - Senior Care Facilities Alliance (committed to 60 graduates) - 24 additional healthcare providers

Partner Commitments: - Guest instructors and curriculum review - Equipment and software donations valued at \$450,000 - Paid internship opportunities for 40% of participants - Guaranteed interview process for program completers - Advisory board participation

Letters of commitment attached as Appendix A.

Equity and Access Plan

Target: 50% of participants from underserved communities (exceeding EO 14096 40% requirement)

Outreach Strategy: - Partnership with Veterans Service Organizations - Collaboration with Disability Resource Centers - Partnership with Reentry Service Providers - Community-based organization

referral network - Multilingual marketing materials (Spanish, Vietnamese, Mandarin)

Barrier Reduction: - Evening and weekend class options - Transportation vouchers (\$50/month per participant) - Childcare subsidies (\$300/month per participant) - Technology stipends (laptop loan program) - Emergency assistance fund (\$500 available per participant)

Accessibility: - ADA-compliant facilities - Assistive technology available - Sign language interpreters on request - Modified curriculum pacing for diverse learning needs

Cultural Competency: - Staff training in trauma-informed practices - Peer mentorship program - Culturally responsive instruction - Connection to community resources

Budget Summary

Total Request: \$2,500,000 over 36 months

Personnel (35%): \$875,000 - Program Director (1.0 FTE) - Career Counselors (3.0 FTE) - Instructors (8.0 FTE) - Support Services Coordinator (1.0 FTE) - Administrative Assistant (0.5 FTE)

Training Delivery (62%): \$1,550,000 - Curriculum development: \$125,000 - Instructional materials: \$200,000 - Lab equipment and software: \$375,000 - Clinical practicum coordination: \$150,000 - Industry certifications: \$225,000 - Student support services: \$475,000

Operations (3%): \$75,000 - Facilities and utilities - Technology infrastructure - Marketing and outreach

Note: 62% budget allocation to training delivery exceeds EO 14096 requirement of 60%.

Performance Metrics and Evaluation

We will track the following key performance indicators with quarterly reporting:

Enrollment Metrics: - Total participants enrolled - Demographics of participants - Percentage from underserved communities

Program Completion: - Credential attainment rate (target: 80%) - Program completion rate (target: 85%) - Satisfaction surveys (target: 90% positive)

Employment Outcomes: - Placement rate within 6 months (target: 85%) - Average starting wage (target: \$55,000) - Retention at 12 months (target: 75%) - Career advancement within 24 months (target: 40%)

Evaluation Methods: - Third-party evaluator (Community Impact Research Institute) - Pre/post skills assessments - Employer satisfaction surveys - Participant tracking through 24 months post-program - Quarterly progress reports to funding agency - Annual external evaluation report

Sustainability Plan

Post-grant sustainability strategies:

1. Employer Contributions: Negotiated cost-sharing agreements with 12 major employers to subsidize 30% of training costs after grant period.
2. State Workforce Funding: Established pathway for Workforce Innovation and Opportunity Act (WIOA) eligibility, projected at \$400,000 annually.
3. College Integration: Transition successful program elements into permanent college offerings with state apportionment funding.
4. Fee-for-Service Model: Develop corporate training contracts generating estimated \$250,000 annual revenue.
5. Philanthropic Support: Cultivated relationships with three regional foundations committed to workforce development.
6. Equipment Donations: Secured ongoing technology and equipment donations from industry partners valued at \$150,000 annually.

Financial projections demonstrate program self-sufficiency at 75% of current capacity by year 4.