



Santa Barbara AEBG Consortium Quarterly Reporting of Program Deliverables March 2017 - Quarterly Report ESL - Year 2 - #12127

Program Name *

English as a Second Language, Santa Barbara City College

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I. Summary of Activities based on the objectives submitted from the Request for Proposal and Activity Chart.

We began this calendar year with the purchase of 36 Chromebooks because they fit the cabinet and because other expenses slated for the Chromebooks were slightly reduced, giving us more funds for the small computers themselves. Our ESL technology lead and our IT department at SBCC worked together to get these set up with the software needed to run portable computer labs for classes we offer at off sites, from Isla Vista to Carpinteria. The next major step includes labeling all equipment, testing the equipment together and purchasing the peripherals so that instructors can check these out to use in their classrooms.

We are very grateful to AEBG for making this dream come true for our students who have not had access to computers for many years. We firmly believe and are backed by research, that the employee of today must have digital literacy as well as English literacy to succeed in the workplace.

The other deliverables will be executed starting in April 2017 as stated in our original request for proposal.

II. Data Reporting: Fall 2016 - Present (work with AEBG Coordinator on data tracking)

1. Current number of noncredit students served Fall 2016 AND Spring 2017: Over 3,000 students registered for noncredit ESL classes in two Fall Terms (as well as in two Spring Terms). Our noncredit program divides each 16 week term into two 8-weeks' terms. Internally, we call these Fall 1 and 2, Spring 1 and 2. Over 250 of these students were new in Fall and 150 in Spring, the rest are returning students. These are duplicated counts, meaning if a student attends a M/W and a T/TH class in Fall 1 and again in Fall 2, they are counted four times. If they attend a conversation class as well every

term, they are counted 8 times. If we consider only unduplicated counts, we have about 700 students attending our program during every major term.

III. Budget Narrative. Members are expected to make their best efforts to expend funding by: December 31, 2017 for AEBG Grant Year 1 (2015-2016 programs) and August 31, 2018 for AEBG Grant Year 2 (2016-2017 programs).

AEBG Year 2 - March 2017 report	ESL	12127
	Awarded	Encumbered
BALANCE	\$85,838.36	or Spent
MAJOR OBJECT 20 - FACULTY PROFESSIONAL DEVELOPMENT	\$35,350.00	
IN-SERVICE AND COMMITTEE WORK STIPEND		
16 Noncredit faculty @ 4hrs. Each to attend training sessions on use of Chromebooks and language-learning software	\$3,200.00	
2 Noncredit faculty @ 8 hrs. Each to prepare and deliver 2 technology training sessions for off-site ESL instr.	\$800.00	
35 Noncredit faculty @ 4hrs. Each to participate in Core Curriculum Implementation In-service	\$7,000.00	
2 Noncredit faculty @ 6hrs. Each to prepare and deliver Core Curriculum Implementation In-Service sessions.	\$600.00	
6 Noncredit faculty @ 10 hrs each for Curriculum Committee Work	\$3,000.00	
7 Noncredit faculty @ 10 hrs each for pd Committee	\$3,500.00	
35 Noncredit faculty @ 6 hrs each to participate in pd activities	\$10,500.00	
3 Noncredit faculty @ 10 hrs each to participate in pathway development	\$1,500.00	
FACULTY PARTICIPATION IN OUTREACH PLANNING AND EVENTS	\$5,250.00	
7 Noncredit faculty @ 15 hrs each to serve on the Outreach Task Force	\$750.00	
PART-TIME OFFICE SUPPORT STAFF	\$15,589.36	
1 part-time office support staff worker: 19.5 hrs per week @ 41 weeks	\$15,589.36	
MARKETING AND OUTREACH	\$10,267.00	
1 part-time outreach support employee: 19.5 hrs per week @ 26 weeks	\$10,267.00	
MAJOR OBJECT 50 - CONSULTANTS (THIS PROJECT WILL BE SPLIT WITH CREDIT ESL SO WE CAN REDUCE IT BY 50%)	\$12,500.00	
Bilingual consultant to assist in ESL Outreach Task Force data collection	\$12,500.00	
MAJOR OBJECT 60 - COMPUTERS/TECHNOLOGY	\$25,400.00	
30 Chromebooks	\$8,100.00	
2 Standard Dell laptops	\$3,000.00	
1 Charging/storage cart for 30 devices	\$2,000.00	
30 headphones, mice, & carrying cases	\$1,000.00	
30 Management licences for Chromebooks	\$900.00	
8 % Sales Tax	\$1,200.00	
5 Jetpacks to provide Wifi access + data plan	\$3,300.00	
TOTAL COST FOR MOBILE TECH CLASSROOM	\$19,500.00	

Other equipment :2 Projectors	\$900.00	
Supplies: Non -instructional supplies, outreach materials	\$5,000.00	
	\$85,838.36	\$0.00

IV. Marketing Efforts. Please list and describe marketing and outreach efforts to advertise your program.

We continue the same marketing efforts from the first year report.

We have developed a website utilizing SSSP funds so that students and staff can easily find a suitable class for any interested student: <http://sbccnoncredits.com/> . This site has helped drive students to the right class for them and we have seen an increase in student registrations.

We have also begun meeting with faculty who are sharing ideas about marketing with our coordinator. They have developed improved visuals for flyers, and a pencil with an encouraging message.

Thanks to AEBG we were able to send out a massive amount of invitation cards in January which also accounted for increased registrations. We also called every student that registered in 2016 and received great feedback from students who expressed feeling welcomed and appreciated.

We will continue our marketing efforts by creating banners and sandwich boards for each of our sites. Using AEBG marketing funds we will purchase a software to be able to text multiple cell phone numbers at once.

Signage and marketing will have to wait until we find out if we will be under the structure of the School of Extended Learning. We will need to know what our logo and branding will be before we invest in signs, pencils or banners.