

The meeting was conducted with regional members via Zoom **ID 946 8691 2354**

- Allan Hancock College, 800 S. College Drive, Santa Maria, CA93455
- Lompoc Adult School and Career Center 320 North J Street, Lompoc, CA93436

**Northern Santa Barbara County Adult Education Programs Consortium**

Board Members: Dr. Sofia Ramirez Gelpi (AHC), Margaret Lau (AHC), Elaine Webber (LUSD), Brian Jaramillo (LUSD)

Meeting Chair: Dr. Sofia Ramirez Gelpi

**1. Call to Order**

Dr. Sofia Ramirez Gelpi called the meeting to order at 3:00 p.m.

**2. Roll Call & Establishment of Quorum**

Roll called with the following members present: Lau, Webber, Jaramillo, Ramirez Gelpi.

All present: Quorum established; Absent: none

**3. Guest Presentations**

None

**4. Approval of Agenda as Presented**

On a motion by Lau, seconded by Webber, the board approved the agenda.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

**5. Public Comment and Entity Comment\***

**No public comment or entity comment.**

**6. Approval of Minutes/record of meetings**

**6.1.** Approval of Minutes from August 26, 2021 regular public meeting.

On a motion by Ramirez Gelpi, seconded by Lau, the board approved the minutes from August 26, 2021.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

**7. Presentations/Oral Reports**

**7.1. Member reports**

Dr. Ramirez Gelpi, Academic Dean, provided AHC updates.

Ms. Elaine Webber, Principal LASCC, provided LASCC updates.

**8. Discussion/Information**

**8.1. Three-Year Plan Planning**

The board discussed the Three-Year Plan schedule.

**8.2. Governing Documents Review/Revise**

The board discussed the Three-Year Plan schedule.

**8.3. Resolution – AB 361 Flexibility for Remote Open Meetings**

The board discussed continuing with remote meetings.

#### **8.4. Graduate Marketing Agency Proposal**

Graduate Marketing Agency Proposal was discussed.

#### **8.5. Consortium Name Change: Allan Hancock and Lompoc Adult Education Consortium**

The board discussed renaming the consortium.

### **9. Action Items**

#### **9.1. Approval of the 21/22 Member Program Year Budget and Work Plans - Certification due by October 30**

On a motion by Jaramillo, seconded by Lau, the board approved the 21/22 Member Program Year Budget and Work Plans to be filed in NOVA.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

#### **9.2. Certification of 2020-2021 Instructional Hours and Expenses by Program Area**

On a motion by Jaramillo, seconded by Lau, the board approved certification of the 2020-2021 Instructional Hours and Expenses by Program Area.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

#### **9.3. Resolution – AB 361 Flexibility for Remote Open Meetings**

On a motion by Lau, seconded by Webber, the board approved adoption of AB 361 Resolution to continue holding remote meetings.

Roll call vote: Ayes: Lau, Webber, Jaramillo, Ramirez Gelpi. Noes: none; Abstentions: none

### **10. New Business**

**10.1.** Add a standing action item to our agendas for the adoption of the 30-day Zoom Resolution.

**10.2.** Schedule Graduate Marketing to present to the board.

**10.3.** Add a discussion and action item for the renaming of the consortium.

### **11. Adjournment: Adjourned at 4:08 p.m.**

The next regular meeting of the consortium board will be scheduled for first quarter 2022.

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In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Marina Washburn at (805-922-6966 x 3588). Please make requests 48 hours prior to the meeting in order to make reasonable arrangements to ensure accessibility to this meeting.

\*Public comment forms are available at the meeting. If you are unable to attend and wish to make public comment, contact Marina Washburn at (805-922-6966 x 3588). The CAEP Consortium Public Meetings are scheduled regularly each quarter and posted at the Consortium website at both member agencies.

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Zoom Topic: CAEP Meeting ID 946 8691 2354 Meeting URL: <https://cccconfer.zoom.us/j/94686912354>

Phone one-tap: US: +16699006833,,96046898402# or +12532158782,,96046898402#

Join by Telephone – For higher quality, dial a number based on your current location.

Dial US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 646 876 9923 or +1 301 715 8592

International numbers Skype for Business (Lync)

<https://cccconfer.zoom.us/skype/96046898402>

2021-2022 Proposed Bi-Monthly Consortium Regular Meeting Schedule aligned with CAEP Deadlines. Regular Meetings are scheduled quarterly and will be posted online at the Consortium website as well as at both member agencies.

## Calendar of Events/Due Dates

### October 2021

- **Oct 30:** 21/22 Member Program Year Budget and Work Plan certified by Consortia in NOVA \*
- **Oct 31:** Student data due in TOPSPro (Q1)

### December 2021

- **Dec 1:** July 1, 2020 to June 30, 2021 Instructional Hours and Expenses by Program Area due (actuals) in NOVA and certified by Consortium \*
- **Dec 1:** 19/20, 20/21 & 21/22 Member Expense Report Due in NOVA (Q1)
- **Dec 31:** 19/20, 20/21 & 21/22 Member Expense Report certified by Consortia in NOVA (Q1) \*
- **Dec 31:** End of Q2

### January 2022

- **Jan 31:** Student Data due in TOPSPro (Q2)

### February 2022

- **Feb 28:** Preliminary allocations for 2022-23 and 2023-24 released by this date.

### March 2022

- **Mar 1:** Member expense report is due in NOVA.
- **Mar 31:** 19/20 and 20/21 and 21/22 Member Expense Report certified by Consortia in NOVA (Q2) \*
- **Mar 31:** End of Q3

### April 2022

- **Apr 30:** Student Data due in TOPSPro (Q3)

### May 2022

- **May 2:** CFAD for 2022-23 due in NOVA \*

**CAEP Public Meeting Minutes**

**Date:** August 26, 2021

**Time:** 3:00 pm – 4:30 pm

**Zoom:** Meeting ID 946 8691 2354



The meeting will be available at both regional consortium locations via Zoom ID 946 8691 2354:

- Allan Hancock College, 800 S. College Drive, Santa Maria, CA 93455
- Lompoc Adult School and Career Center 320 North J Street, Lompoc, CA 93436

**Northern Santa Barbara County Adult Education Programs Consortium**

**Board Members:** Dr. Sofia Ramirez Gelpi (AHC), Margaret Lau (AHC), Elaine Webber (LUSD), Brian Jaramillo (LUSD)

**Meeting Chair:** Dr. Sofia Ramirez Gelpi

**1. Call to Order**

Dr. Sofia Ramirez Gelpi called the meeting to order at 3:02 p.m.

**2. Roll Call & Establishment of Quorum**

Roll called with the following members present: Lau, Webber, Ramirez Gelpi.

All present: Quorum established; Absent: Jaramillo

**3. Guest Presentations**

None

**4. Approval of Agenda as Presented**

On a motion by Ramirez Gelpi, seconded by Webber, the board approved the agenda.

Roll call vote: Ayes: Lau, Webber, Ramirez Gelpi. Noes: none; Abstentions: none

**5. Public Comment and Entity Comment\***

No public comment or entity comment.

**6. Approval of Minutes/record of meetings**

**6.1. Approval of Minutes from June 24, 2021 regular public meeting**

On a motion by Webber, seconded by Lau, the board approved the minutes from June 24, 2021.

Roll call vote: Ayes: Lau, Webber. Noes: none; Abstentions: Ramirez Gelpi

**7. Presentations/Oral Reports**

None

**8. Member reports**

Elaine Webber provided LASCC updates.

Dr. Ramirez Gelpi provided AHC updates.

**9. Action Items**

- 9.1. Approval of request by AHC and LASCC to uncertify the 2020-2021 budget to align budget items to actual expenses for the 20/21 Member Expense Report (Q4) – e.g. negative value not allowed on final report – and then recertify the 20/21 budget following the needed changes.**

On a motion by Lau, seconded by Webber, the board approved to uncertify the 2020-2021 budget to allow both member agencies to align budget items to actual expenses for the 20/21 Member Expense Report (Q4) – e.g. negative value not allowed on final report – and then recertify the 20/21 budget following the needed changes.

Roll call vote: Ayes: Lau, Webber, Ramirez Gelpi. Noes: none; Abstentions: none

- 9.2 A recommendation that the consortium board approve certification of the 19/20 and 20/21 Member Expense Report certified in NOVA (Q4). Due by September 30, 2021.

On a motion by Webber, seconded by Ramirez Gelpi, the board approved the certification of the 19/20 and 20/21 Member Expense Report certified in NOVA (Q4). Due by September 30, 2021.

Roll call vote: Ayes: Lau, Webber, Ramirez Gelpi. Noes: none; Abstentions: none

**10. Discussion/Information**

- 10.1 Three-Year Plan Template and Planning training was discussed.
- 10.2 Governing Documents Review/Revision was discussed.
- 10.3 Full Capacity Marketing Status was reviewed.

**11. Old Business**

**12. New Business**

**13. Adjournment: Adjourned at 3:21 p.m.**

The next regular meeting of the consortium board will be held on Thursday, October 28, 2021.

**A RESOLUTION OF THE EXECUTIVE BOARD OF THE ALLAN HANCOCK  
COLLEGE CONSORTIUM AUTHORIZING REMOTE TELECONFERENCE  
MEETINGS OF THE GOVERNING BOARD OF THE CONSORTIUM  
PURSUANT TO BROWN ACT PROVISIONS.**

WHEREAS, the Allan Hancock College Consortium is committed to preserving and nurturing public access and participation in meetings of the Executive Board; and

WHEREAS, all meetings of Allan Hancock College Consortium's legislative bodies are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 — 54963), so that any member of the public may attend, participate, and watch the Consortium's legislative bodies conduct their business; and

WHEREAS, the Brown Act, Government Code section 54953(e), makes provisions for remote teleconferencing participation in meetings by members of a legislative body, without compliance with the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions; and

WHEREAS, a required condition is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558; and

WHEREAS, a proclamation is made when there is an actual incident, threat of disaster, or extreme peril to the safety of persons and property within the jurisdictions that are within the Consortium's boundaries, caused by natural, technological, or human-caused disasters; and

WHEREAS, an additional condition for meeting remotely is that state or local officials have imposed or recommended measures to promote social distancing, or, the legislative body meeting in person would present imminent risks to the health and safety of attendees; and

WHEREAS, Santa Barbara County Public Health Department recommends social distancing; and

WHEREAS, the Executive Board does hereby find that meeting in-person has caused, and will continue to cause, conditions within the Consortium Region that are likely to be beyond the control of services, personnel, equipment, and facilities of the Consortium, and desires to proclaim a local emergency and ratify the proclamation of state of emergency by the Governor of the State of California; and

WHEREAS, as a consequence of the local emergency, the Executive Board does hereby find that the Allan Hancock College Consortium shall conduct its meetings without compliance with paragraph (3) of subdivision (b) of Government Code section 54953, as authorized by subdivision (e) of section 54953, and shall comply with the requirements to provide the public with access to the meetings as prescribed in paragraph (2) of subdivision (e) of section 54953; and

WHEREAS, Zoom links have been provided to ensure access for the public.

NOW, THEREFORE, THE EXECUTIVE BOARD OF Allan Hancock College Consortium DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. Recitals. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.

Section 2. The Executive Board has reconsidered the circumstances of the state of emergency, and the following conditions exist:

- a. The state of emergency continues to directly impact the ability of the members of the Consortium Board to meet safely in person; and
- b. Local officials continue to impose or recommend measures to promote social distancing.

Section 3. Remote Teleconference Meetings. The Allan Hancock College Consortium is hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code section §4953(e) and other applicable provisions of the Brown Act.

Section 4. Effective Date of Resolution. This Resolution shall take effect immediately upon its adoption and shall be effective for 30 days, or such time the Executive Board adopts a subsequent resolution in accordance with Government Code section 54953(e)(3) to extend the time during which the legislative bodies of the Allan Hancock College Consortium may continue to teleconference without compliance with paragraph (3) of subdivision (b) of section 54953.

PASSED AND ADOPTED by the Executive Board of the Allan Hancock College Consortium, this

\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

\_\_\_\_\_  
Sofia Ramirez Gelpi  
President  
Consortium Board

\_\_\_\_\_  
Date





# **North SB Consortium:**

## **Allan Hancock College & Lompoc Unified School District**

### **Digital Marketing Campaign Development**

**10/22/21**

Valid for 60 Days



## **SCOPE OF WORK**

### **A. Marketing Plan & Collateral Development**

Graduate Communications will develop a marketing plan that documents the tactics/strategies, messaging, and design elements that will guide a paid, 9- to 10-month media spend starting from April/May 2021. The marketing plan will be organized around digital strategies, budget, consortium program offerings as outlined on the landing page (ESL and Citizenship, High School Diploma/GED/HISET, Career Training and Skills), your service area, demographic targets, and key enrollment dates.

The Move Ahead with Adult Ed toolkit contains a few resources that can be used to execute a paid media strategy. However, the toolkit does not contain any designed materials that can be used in a paid media campaign. In order to execute a paid digital media campaign, the following assets will need to be developed for each of the program areas as well as a general adult education ad:

- Social media ads (in addition to the copy provided) for platforms booked (Facebook, Instagram, etc.)
- Digital marketing ads (in sizes for desktop/phone/tablet)
- A :15 or :30 second video for each program area
- Pay Per Click written ads and search terms

As part of our Scope of Work, Graduate Communications will create the material outlined above, in English and Spanish, and place all media.

### **B. Digital Marketing Media Buying Services**

Graduate Communications will employ some or all of the following paid digital marketing services, depending on the direction of the marketing plan. In addition to building out all the campaigns, we will provide ongoing campaign monitoring, including weekly updates via email or phone, monthly optimizations and reports, and quarterly presentations of campaign performance. In addition, we will provide the Consortium with an online platform to monitor each campaign and training on how to use the platform.



## Social Media

We can highlight your college and reach potential students on nearly every social media platform, including Facebook, Instagram, Snapchat, Tick Tok, LinkedIn, YouTube and Twitter. We employ a variety of tactics to reach your key audiences, including demographics (age, ethnicity, educational level, zip code, etc.); interests; online behavior; and personal email addresses. Our YouTube campaigns regularly break industry records; and we only charge clients if users watch your ads for more than 15 seconds, meaning you get thousands (if not more!) of free impressions.



## Custom Display

Our custom display strategies include geofencing, site retargeting, behavioral retargeting, over-the-top advertising, and in-app advertising. Ads are run jointly, under one campaign spend, so that we can easily move your funds into strategies that are showing results. In other words, we don't just want to serve impressions, we want to make sure users are clicking on ads and then take action on your website that leads to application and enrollment.



## Streaming Radio

Whether it is Pandora, Spotify, YouTube Music or IHeart radio, we can develop persuasive spots and book media across all streaming radio platforms. We will also ensure that we are placing media that will effectively reach target audiences, either by employing demographic booking strategies or placing ads based on behavior and user playlists.



## Traditional Media Buying

Our radio, TV, outdoor (billboards, etc.), mail, and print media buying strategies are based on data and informed by years of experience and best practices. Our founders have booked millions of dollars in media for colleges, with results that have led not only to increased visibility but also to increased enrollments, donations, and awareness.

## Email



The 2019 E Expectations Trend Report identifies email as the preferred way that potential students wish to communicate with colleges, with 97% of students indicating they open emails from colleges they are considering attending. Your college can develop a robust email campaign that targets multiple audiences including students who have applied and not enrolled, those who started an application but dropped out before completing, students who completed a semester and did not return (stop-out students), dual enrolled students, current students and more.



## Text

Text messaging is incredibly popular, racing ahead of even social media platforms. Recent research reveals that people spent over 85 billion hours in just three months texting. Among more surprising stats on text marketing, messages have an incredibly high open rate of 98%. We can manage your text messaging campaigns at a very low cost to the college while following all rules and regulations.

## FEE SUMMARY

Service Description	Total
A. Marketing Plan and Collateral Development as outlined in the scope of work	\$13,500
B. Media Buy: This represents hard costs only for a media spend and is a do not exceed number. Only media booked and ran will be charged. Unused funds can be applied to another portion of the project or not spent.	\$42,000
C. Media management fee	\$6,300
<b>Total</b>	<b>\$61,800</b>

## 01 Allan Hancock College Consortium

## Member Budget &amp; Workplan Summary 2021-22

Status: SUBMITTED

## Member Information

## Member Name:

Allan Hancock Joint CCD

## Member Type:

District

## Member Address:

800 S. College Drive | Santa Maria, CA | 93454

## Member Website:

<https://www.hancockcollege.edu/aaec/>

## Member Allocations 2021-22:

\$756,245

## Member Allocations 2020-21:

\$726,806

## Member Allocations 2019-20:

\$679,560

## Member Contacts

Responsibility	Name	Email	Title	Phone
Member Representative	Sofia Ramirez Gelpi	<a href="mailto:sgelpi@hancockcollege.edu">sgelpi@hancockcollege.edu</a>	Dean, Academic Affairs	(805) 922-6966 ext: 3325
Contact	Margaret Lau	<a href="mailto:margaret.lau@hancockcollege.edu">margaret.lau@hancockcollege.edu</a>	Dean, Academic Affairs	(805) 922-6966 ext: 3261
Member Representative	Marina Washburn	<a href="mailto:marina.washburn@hancockcollege.edu">marina.washburn@hancockcollege.edu</a>	Director	(805) 922-6966 ext: 3588
Contact	Laura Becker	<a href="mailto:laura.becker@hancockcollege.edu">laura.becker@hancockcollege.edu</a>	Director, Business Services	(805) 922-6966 ext: 3268

## Objectives

## Gaps in Service: Strategies

1. Consortium Gaps were identified by analyzing the community data of those 25 and older against existing programs: 1. 27% have less than a high school diploma Need for more ABE (basic skills) offerings than currently being delivered Increase in High School Diploma (HSD) offerings needed Enhancement of High School Equivalent (HSE) programs to foster more completions Infrastructure support required for identified gaps 2. 27% speak English less than very well Provision of English language literacy offerings in more convenient sites 3. 9% living in poverty (Fed Standard), 37% struggling (United Ways of CA standard), 9.4% unemployment in Santa Maria and 8.3% in Lompoc (EDO LMID) Shortage of programs aligned with student interests, regional employment opportunities, and State occupational projections Need for more pre-apprenticeship, CTE, and other programs
2. The following chart taken from the Consortium's Three-Year plan illustrates the goals for 2021-2022. Following is an outline of the Initial Steps/Activities to be considered and taken by the consortium. Goal #3: Improve Consortium's administrative and program effectiveness Activity 3.1: Refine and formalize Northern Santa Barbara County Consortium governance documents Revised governance document outlining Consortium policies, procedures, practices Drafting and adoption of revised governance documents Annual review of governance compliance Comprehensive program review of Consortium/governance structure Activity 3.2: Enhance Consortium professional development opportunities for instructors and staff Develop a deeper and broader understanding of how Adult Ed. is funded, structured, delivered, and evaluated Identification of relevant, high-priority strategic professional development Identification of relevant, high-priority strategic professional development Creation of a schedule of professional development Evaluation of impact and identification of next steps in professional development Activity 3.3: Increase Consortium partnerships to leverage funding and resource opportunities Stronger and more established community partnerships Develop a strategic plan to identify economies of scale across regional partnership and resources Implement strategies to leverage existing resources and identify new funding sources Add strategies to the strategic plan Reevaluation of strategies to align to current funding streams Activity 3.4: Address sustainability by identifying and leveraging new adult education funding sources Develop a strategic plan to identify economies of scale across regional partnership and resources Implement strategies to leverage existing resources and identify new funding sources Add strategies to the strategic plan Reevaluation of strategies to align to current funding streams

## Seamless Transitions: Strategies

1. Seamless transitions for existing and additional course offerings, programs, and certifications will be reviewed beginning in early fall 2021, to deepen understanding of needs from the consortium's 2019-2022 planning date and to identify relevant successes from other consortia. Consortium members will evaluate and identify key transition elements for planning and implementation by June 2022.

## Student Acceleration: Strategies

1. Student Acceleration Implementing strategies for student acceleration includes existing curriculum review to identify opportunities for acceleration, researching the successes of other consortia, assessing viable options to meet our consortium's needs, and analyzing this information among consortium members in early fall 2021, with planning and implementation of strategies by spring 2022.

## Shared Professional Development: Strategies

1. Professional Development Research on ongoing opportunities for professional development will continue in 2021-2022 while seeking experts on a variety of topics to make the best determinations for the annual plan. This will include contracting with agencies that provide professional development, such as COABE, ACCE, and CAEL while reaching out to other consortia to learn from their experiences. Recommendations for professional development also will be obtained from the consortium members and their staff as it supports the annual plan. Consortium-wide professional development planning and implementation will begin as early as spring 2022.

## Leveraging Resources: Strategies

1. Leveraging Resources Employers and select community-based organizations are important partners to engage to communicate needs for curriculum development and serve the needs of students and the community. The consortium is working with community partners to assess needed education level for entry-level positions, Tier 1 jobs, as well as necessary skills needs for mid-level jobs, (Tier 2 jobs) and upper/senior level positions (Tier 3 jobs). Community Key Partners have expressed a need for soft skills (career readiness/preparation) and specific vocational training classes in order to meet industry needs and standards. By exploring partnerships with community-based organizations and businesses, the Consortium can align needs through course offerings as well as explore employment pathways while also creating a pathway from adult school/noncredit classes to industry certificates.



The Consortium will use Labor Market data, employer needs, student feedback and regional demographics to guide the development of new programs and partnerships opportunities. Current key partners, such as Goodwill Industries, Department of Rehabilitation, Workforce Resource Center, and Vocational Training Center offer classes, case management, support services and/or paid internship opportunities. The Consortium will review programs, wrap-around services, and develop course work and certifications for vocational skills training, retaining employment, and advancing in current employment.

#### Budget Breakdown

Allan Hancock Joint CCD	1000 - Instructional Salaries	\$108,822
Allan Hancock Joint CCD	2000 - Non-Instructional Salaries	\$843,285
Allan Hancock Joint CCD	3000 - Employee Benefits	\$301,369
Allan Hancock Joint CCD	4000 - Supplies and Materials	\$122,359
Allan Hancock Joint CCD	5000 - Other Operating Expenses and Services	\$152,679
Allan Hancock Joint CCD	6000 - Capital Outlay	\$181,976
The budget includes plans to purchase two trucks for the noncredit commercial truck driving program, possible purchase of a driving simulator, classroom and office equipment upgrades, and sewing machines for noncredit classes.		
Allan Hancock Joint CCD	Indirect Costs	\$85,054

#### Budget Totals

	Total Available Funds:	\$1,795,544
Allan Hancock Joint CCD	1000 - Instructional Salaries	\$108,822
Allan Hancock Joint CCD	2000 - Non-Instructional Salaries	\$843,285
Allan Hancock Joint CCD	3000 - Employee Benefits	\$301,369
Allan Hancock Joint CCD	4000 - Supplies and Materials	\$122,359
Allan Hancock Joint CCD	5000 - Other Operating Expenses and Services	\$152,679
Allan Hancock Joint CCD	6000 - Capital Outlay	\$181,976
Allan Hancock Joint CCD	Indirect Costs	\$85,054
	Total Budget:	\$1,795,544
	Remaining Amount:	\$0
	Direct Costs Total:	\$1,710,490
	Indirect Costs Total:	\$85,054 (4.97% of Direct Costs Total)
	Consortium Fiscal/Admin Expenses:	\$0

#### Budget Forecast

2021-22 Amount  
\$1,795,544

#### Cumulative Quarterly Expenditure Forecast

	Q1	Q2	Q3	Q4
Percentage	10%	20%	30%	50%
Dollars	\$179,554	\$359,109	\$538,663	\$897,772



California  
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## 01 Allan Hancock College Consortium

## Member Budget &amp; Workplan Summary 2021-22

Status: SUBMITTED

## Member Information

## Member Name:

Lompoc Unified

## Member Type:

Unified School District

## Member Address:

1301 North A Street | Lompoc, CA | 93436-3516

## Member Website:

<http://www.lusd.org>

## Member Allocations 2021-22:

\$1,005,784

## Member Allocations 2020-21:

\$966,640

## Member Allocations 2019-20:

\$1,013,886

## Member Contacts

Responsibility	Name	Email	Title	Phone
Member Representative	Margarita Reyes	<a href="mailto:reyes.margarita@lusd.org">reyes.margarita@lusd.org</a>	Director Fiscal Services	
Member Representative	Elaine Webber	<a href="mailto:webberelaine@lusd.org">webberelaine@lusd.org</a>	Principal	(805) 742-3100
Member Representative	Brian Jaramillo	<a href="mailto:jaramillo.brian@lusd.org">jaramillo.brian@lusd.org</a>	Director	(805) 742-3310
Member Representative	John Grelck	<a href="mailto:grelck4.john@lusd.org">grelck4.john@lusd.org</a>	Budget Analyst	(805) 742-3192

## Objectives

## Gaps in Service: Strategies

1. Consortium Gaps were identified by analyzing the community data of those 25 and older against existing programs: 1. 27% have less than a high school diploma Need for more ABE (basic skills) offerings than currently being delivered Increase in High School Diploma (HSD) offerings needed Enhancement of High School Equivalent (HSE) programs to foster more completions Infrastructure support required for identified gaps 2. 27% speak English less than very well Provision of English language literacy offerings in more convenient sites 3. 9% living in poverty (Fed Standard), 37% struggling (United Ways of CA standard), 9.4% unemployment in Santa Maria and 6.3% in Lompoc (EDD LMID) Shortage of programs aligned with student interests, regional employment opportunities, and State occupational projections Need for more pre-apprenticeship, CTE, and other programs

## Seamless Transitions: Strategies

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1. Professional Development Research on ongoing opportunities for professional development will continue in 2021-2022 while seeking experts on a variety of topics to make the best determinations for the annual plan. This will include contracting with agencies that provide professional development, such as COABE, ACCE, and CAEL while reaching out to other consortia to learn from their experiences. Recommendations for professional development also will be obtained from the consortium members and their staff as it supports the annual plan. Consortium-wide professional development planning and implementation will begin as early as spring 2022.

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programs and partnerships opportunities. Current key partners, such as Goodwill Industries, Department of Rehabilitation, Workforce Resource Center, and Vocational Training Center offer classes, case management, support services and/or paid internship opportunities. The Consortium will review programs, wrap-around services, and develop course work and certifications for vocational skills training, retaining employment, and advancing in current employment.

#### Budget Breakdown

Lompoc Unified	1000 - Instructional Salaries	\$835,425
Instructional Salaries		
Lompoc Unified	2000 - Non-Instructional Salaries	\$237,030
Non-Instructional Salaries		
Lompoc Unified	3000 - Employee Benefits	\$357,070
Employee Benefits		
Lompoc Unified	4000 - Supplies and Materials	\$139,858
Supplies & Materials		
Lompoc Unified	5000 - Other Operating Expenses and Services	\$219,443
Other Operating Expenses & Services		
Lompoc Unified	6000 - Capital Outlay	\$28,619
Capital Outlay		
Lompoc Unified	Indirect Costs	\$90,872
Indirect Costs		

#### Budget Totals

	Total Available Funds:	\$1,908,317
Lompoc Unified	1000 - Instructional Salaries	\$835,425
Lompoc Unified	2000 - Non-Instructional Salaries	\$237,030
Lompoc Unified	3000 - Employee Benefits	\$357,070
Lompoc Unified	4000 - Supplies and Materials	\$139,858
Lompoc Unified	5000 - Other Operating Expenses and Services	\$219,443
Lompoc Unified	6000 - Capital Outlay	\$28,619
Lompoc Unified	Indirect Costs	\$90,872
	Total Budget:	\$1,908,317
	Remaining Amount:	\$0
	Direct Costs Total:	\$1,817,445
	Indirect Costs Total:	\$90,872 (5.0% of Direct Costs Total)
	Consortium Fiscal/Admin Expenses:	\$0

#### Budget Forecast

2021-22 Amount  
\$1,908,317

##### Cumulative Quarterly Expenditure Forecast

	Q1	Q2	Q3	Q4
Percentage	30%	50%	74%	100%
Dollars	\$572,495	\$954,159	\$1,412,155	\$1,908,317



California  
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## Submittal

2020-21 Program Area & Leveraged Funds  
Estimates Saved

Member Representatives  
Dr. Sofia Ramirez Gelpi Ph.D.  
Marina Washburn

## Hours of Instruction

CAEP Program Area	Q1 - Q4 Hours of Instruction
ABE/ASE	23701
ESL/EI Civics	94994
AWD	5151
K12 Success	383
Short Term CTE	11448
Workforce Reentry	182
Pre-Apprenticeship	0
<b>Total</b>	<b>135859 Hours</b>

## Leveraged Funds by Program Area

Fund	ABE/ASE	ESL/EI Civics	AWD	K12 Success	Short Term CTE	Workforce Reentry	Pre-Apprenticeship	Totals
California Adult Education Program	\$99,832	\$196,238	\$77,989	\$0	\$124,801	\$78,403	\$0	\$577,263
CalWORKs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NonCredit	\$129,446	\$506,776	\$0	\$0	\$79,529	\$0	\$0	\$715,751
Perkins	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LCFF	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
K12 Adult Ed Jail Funds	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
WIOA II	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Contracted Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Donations	\$0	\$26,992	\$0	\$0	\$0	\$0	\$0	\$26,992
Comm. College Supportive Services	\$68,000	\$68,000	\$68,000	\$0	\$68,000	\$68,000	\$0	\$340,000
<b>Totals</b>	<b>\$297,278</b>	<b>\$798,006</b>	<b>\$145,989</b>	<b>\$0</b>	<b>\$272,330</b>	<b>\$146,403</b>	<b>\$0</b>	<b>\$1,660,006</b>

## Certification

01 Allan Hancock College Consortium - Primary Contact

Dr. Sofia Ramirez Gelpi Ph.D.  
Dean, Academic Affairs  
[sgelpi@hancockcollege.edu](mailto:sgelpi@hancockcollege.edu)

Marina Washburn  
Director  
[marina.washburn@hancockcollege.edu](mailto:marina.washburn@hancockcollege.edu)

Awaiting Submittal

## Preview & Submittal

### Submittal

2020-21 Program Area & Leveraged Funds  
Submitted

Unsubmit Actuals

#### Member Representatives

Margarita Reyes 3346417  
Lompoc Adult School and Career Center Elaine Webber  
Brian Jaramillo  
John Grelick IV

### Hours of Instruction

CAEP Program Area	Q1 - Q4 Hours of Instruction
ABE/JSE	10121
ESL/EI Civics	17249
AWD	0
K12 Success	26
Short Term CTE	3345
Workforce Reentry	2868
Pre-Apprenticeship	0
<b>Total</b>	<b>33609 Hours</b>

### Leveraged Funds by Program Area

Fund	ABE/JSE	ESL/EI Civics	AWD	K12 Success	Short Term CTE	Workforce Reentry	Pre-Apprenticeship	Totals
California Adult Education Program	\$223,836	\$412,542	\$1,550	\$2,244	\$189,875	\$0	\$0	\$830,047
CalWORKs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NonCredit	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Perkins	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LCFF	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
K12 Adult Ed Jail Funds	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
WIOA II	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Contracted Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Totals</b>	<b>\$223,836</b>	<b>\$412,542</b>	<b>\$1,550</b>	<b>\$2,244</b>	<b>\$189,875</b>	<b>\$0</b>	<b>\$0</b>	<b>\$830,047</b>

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Awaiting Approval