

# **K12 Strong Workforce Program 2020–2021**

**Los Angeles K-12 SWP  
Round 3 Engagement Session  
September 11, 2020  
9:00 a.m. – 12:30 p.m.**



# Recording and Resource Links

- K12 SWP Engagement Session recording: <https://drive.google.com/file/d/1M2WE7wdHdTcaB8JqWFbGGye50lCkSxal/view?usp=sharing>
- Folder where recording and other materials are: <https://bit.ly/2ZoW9C8>

# Agenda

- Welcome
- Preparation for the Day
- Review Round 3 Request for Proposals
- Introduce K12 Pathway Coordinators
- Break
- Wheel of Life Exercise
- Labor Market in Los Angeles County
- Regional Directors for Employer Engagement

Meeting materials are at:  
<https://bit.ly/2ZoW9C8>

# Session Evaluation

- We appreciate your feedback!
- <https://www.surveymonkey.com/r/6R9L2DN>

# Today's Presenters

Karen Childers, Ed.D., LA Director, LAOCRC

K12 Pathway Coordinators

Bob Fuhs, Client Partner, Newleaf

Luke Meyer, Director, LA/OC Center of Excellence

LA Regional Directors for Employer Engagement



# Chancellor's Office

<https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Workforce-and-Economic-Development/K12-Strong-Workforce>

- Bidder's Conference from September 2, 2020
  - Recording link:

[https://cccconfer.zoom.us/rec/share/6-57DFKwb4Z7LMnjSB24uCPke7eEH7QWHHZwdUTWR6V\\_PRQUwA7AZuQxydawv2cF.wARthu1qqOld73dC](https://cccconfer.zoom.us/rec/share/6-57DFKwb4Z7LMnjSB24uCPke7eEH7QWHHZwdUTWR6V_PRQUwA7AZuQxydawv2cF.wARthu1qqOld73dC)

# Today's Objectives

- Overview of K-12 Strong Workforce Program
- Round 3 eligibility and funding levels
- Review of the Round 3 Request for Applications (RFA)
- Introduce K-12 Pathway Coordinators

# K12 SWP

**K12 SWP is a joint effort between CCCCO and CDE designed to:**

- Support intersegmental partnerships between LEAs (Local Education Agencies) and CA community colleges to strengthen CTE programs and pathways aligned with regional workforce needs



# K12 SWP Objectives

K12 SWP is a joint effort between CCCCO and CDE designed to:

- Support LEAs in developing and implementing high-quality, K–14 CTE course sequences, programs, and pathways that:
  - Facilitate K–12 student exploration and selection of learning opportunities leading to career paths.
  - Build foundational career path skills
  - Enable a seamless and successful transition.

# Eligible Applicants

Eligible K12 SWP applicants (LEAs):

- School district
- County office of education
- Charter school
- Regional occupational center or program (ROC/P)

# Aligning with Regional Priorities

- Applications for K12 SWP funds should be responsive to the regional priorities and regional workforce needs.
- Regional workforce needs reflect the employment gaps in your geographical area.
- Workforce/labor market information, reported in the Regional Consortium's Regional Plan, informs how your CTE Pathways can strategically lead students to living-wage employment.

# Recap of K12 SWP 2019 (Round 2)

## What we accomplished

- 45 K12 SWP applications were submitted in Los Angeles, and 36 applications were awarded funds.
- \$24,643,796 awarded to LEAs in the LA region.
- Range of awarded funds varies from amounts of less than \$51,000 to \$1.8 million.

# Recap of K12 SWP 2019 (Round 2)

- Evaluation survey after K-12 SWP Engagement Sessions
- Focus groups after the 2019 proposal cycle
- Changes to the 2020 application

# Round 3 RFA Page

The California Community Colleges Chancellor's Office (CCCCO), in partnership with the California Department of Education (CDE), is seeking applications from eligible LEAs for K12 SWP funds to create, support, and/or expand high-quality CTE course sequences, programs, and pathways at the K-12 level that are aligned to regional workforce efforts occurring through the SWP.

## BIDDER'S CONFERENCE

REGISTER FOR THE  
CONFERENCE

2020/2021

[K12 SWP Request for Application 2020/2021 \(PDF\)](#)

[High-Quality Career Technical Education Program Evaluation and Plan \(PDF\)](#)

[K12 SWP CTE Pathway/Program Work Plan Template \(PDF\)](#)

[K12 SWP Problem Statement and Project Objectives EXAMPLES \(PDF\)](#)

[K12 SWP CTE Pathway/Program Budget and Match Template \(PDF\)](#)

[K12 SWP CTE Pathway/Program Budget and Match EXAMPLE \(PDF\)](#)

[Scoring Rubrics for K12 SWP Application 2020 \(PDF\)](#)

[FAQs](#)

# K-12 SWP Round 3 (2020-2021) RFA

- <https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Workforce-and-Economic-Development/K12-Strong-Workforce/K12-SWP-Request-for-Applications>

# Round 3 RFA, Section 1

- Alignment with Los Angeles SWP Regional Plan
  - Available under “K-12 SWP” at <https://www.laocrc.org/strong-workforce/la>
- Reporting Requirements (changed from last year)
  - UPDATE: Grantees required to submit 10 quarterly expenditure reports and 1 end-of-year project final report. First report due April 31, 2021
- K-12 SWP Allocations



# K12 SWP 2020 Allocations

REGIONAL CONSORTIUM	K12 SWP ALLOCATION
Bay Area	\$30,825,442
Central Valley-Mother Lode	\$20,846,960
Inland Empire-Desert	\$18,048,425
Los Angeles	\$25,339,879
Orange County	\$11,789,491
North-Far North	\$19,844,596
San Diego-Imperial	\$13,318,371
South Central Coast	\$9,986,836
<b>TOTAL</b>	<b>\$150,000,000</b>

# Round 3 RFA, Section 1, continued

- Match Requirements (p. 13-14)
  - UPDATE: Per recent CO legal review, for 2020 the match must be financial. Applicants can no longer use in-kind match.
- Performance Period (p. 16)
  - UPDATE: January 2021 to June 2023
- Contact information for K-14 TAP (p. 17)
  - K-12 Pathway Coordinators

# Allowable Match

- School district and charter school LCFF apportionments
- Perkins
- Partnership Academies Program
- Agricultural Career Technical Education Incentive Grant
- Community College Strong Workforce Program (SWP) that directly serves K– 12 pupils (i.e., dual enrollment, early college credit)
- California Adult Education Programs (CAEP), as approved by the local board
- Business, industry, philanthropic sources that will directly support the program
- Any other source, except those described on the next slide.

# Unallowable Match

- California Career Technical Education Incentive Grant Program (CTEIG).
- Career Technical Education Facilities Program Grant
- Public School Facilities Bond (Proposition 51)
- The same local match that is being used for a California Career Technical Education Incentive Grant
- The same local match that is being used for another concurrent K12 SWP grant/application.

# Calendar of Key Dates

Date	Event
August 27 – October 16, 2020	K12 SWP Online Application submission window in NOVA
September 2, 2020	Bidders' Conference Webinar
September 2020	Regional Engagement Information Sessions
September 18, 2020	NOVA platform applicant training
September 30, 2020	Questions Submission Deadline to <a href="mailto:K12SWP@cccco.edu">K12SWP@cccco.edu</a>
October 16, 2020	K12 SWP Applications due in NOVA system
October 19 – November 20, 2020	K12 Selection Committees review applications and submit nominations of proposed grantees
November 25, 2020	K12 SWP preliminary awards announced
December 9, 2020	Appeals due to SWP Regional Consortium
January 15, 2021	SWP Regional Consortia communicate intent to award funds to LEAs and initiate subcontract process
January 2021	K12 SWP project term begins
June 2023	K12 SWP project term ends

# Round 3 RFA, Section II

- Problem Statement and Project Objectives (p. 24-25)
  - UPDATES:
    - Character count increased from 1500 to 2500 for each
    - Examples provided as attachment
    - Applicant to ensure Problem Statement / Project Objectives are aligned to Work Plan
    - Applicant to include data on underserved populations served

# Round 3 RFA, Section II, continued

Identification of design purpose (p. 26)

## 2019

- Create a new pathway(s)
- Improve and/or modifying an existing pathway(s)
- Expand and/or scale an existing pathway(s)
- Implement cross-sector work

## 2020 (updated)

- Create a new pathway(s)
- Scale an existing pathway(s)
- Implement cross-sector work

# Round 3 RFA, Section II, continued

- CTE Pathway/Program Work Plan (p. 27)
- Work plan will be entered directly into NOVA
  - Applicants will only have access to those Strategies selected in a prior prompt
  - Work Plan format is simplified with fewer cells
- NOVA training September 18, 2020 at 1:00-2:30 p.m.



# Round 3 RFA, Section II, continued

- Budget
  - **UPDATES**
    - Must include description/narrative by Object Code for funds requested and match (see character counts)
    - NO in-kind match allowed
    - Budget entered directly into NOVA

# Los Angeles K-12 Pathway Coordinators

CCD	Name	Email
Cerritos	Anne Welsh-Treglia	<a href="mailto:Welsh_Anne@lacoed.edu">Welsh_Anne@lacoed.edu</a>
Citrus	Bob Tyra	<a href="mailto:Tyra_Robert@lacoed.edu">Tyra_Robert@lacoed.edu</a>
El Camino	Kim Irons	<a href="mailto:ironsk@centinela.k12.ca.us">ironsk@centinela.k12.ca.us</a>
Glendale	Jeanie Riddell	<a href="mailto:Riddell_Jeanie@lacoed.edu">Riddell_Jeanie@lacoed.edu</a>
LACCD	Mike Dean	<a href="mailto:mdeank12swp@gmail.com">mdeank12swp@gmail.com</a>
Long Beach	Amy Smith	<a href="mailto:amysmith@lbschools.net">amysmith@lbschools.net</a>
Mt. Sac	Erin Lippert	<a href="mailto:elippert@c-vusd.org">elippert@c-vusd.org</a>
Pasadena	Ross Arnold	<a href="mailto:Arnold_Ross@lacoed.edu">Arnold_Ross@lacoed.edu</a>
Rio Hondo	Therese Kennedy	<a href="mailto:tkennedy@tricityrop.org">tkennedy@tricityrop.org</a>
Santa Monica	Nancy Cardenas	<a href="mailto:ncardenas@k14pathways.org">ncardenas@k14pathways.org</a>



**BREAK**

# Resources on RFA Site

[K-12 SWP Request for Application 2020-2021](#)

[Problem Statement and Project Objectives Examples](#)

[Work Plan Template](#)

[Budget and Match Template](#)

[Budget and Match Example](#)

[Scoring Rubric](#)

# Scoring Rubric

## Scoring Rubric for Problem Statement

Strong (7–9 points)	Moderate (4–6 points)	Weak (0–3 points)
<p>Statement is clear and concise, describing problem or need.</p> <p>Statement clearly describes and provides convincing <b>data-based evidence</b> of the following:</p> <ul style="list-style-type: none"><li>• Local/regional workforce need.</li><li>• Targeted underserved students who need more opportunities for access and engagement.</li><li>• Challenges in current CTE programs or pathways that this plan will address.</li></ul>	<p>Statement adequately describes a problem or need.</p> <p>Statement includes, but does not provide sufficient evidence for the following:</p> <ul style="list-style-type: none"><li>• Local/regional workforce need.</li><li>• Targeted underserved students who need more opportunities for access and engagement.</li><li>• Challenges in current CTE programs or pathways that this plan will address.</li></ul>	<p>Statement lacks clarity or evidence.</p> <p>Statement does not address:</p> <ul style="list-style-type: none"><li>• Local/regional workforce need.</li><li>• Targeted underserved students who need more opportunities for access and engagement.</li><li>• Challenges in current CTE programs or pathways that this plan will address.</li></ul>

# Budget and Match Example

## C. K12 SWP Total Financial Match Funds Descriptions/Source **EXAMPLE**

Please describe the financial match funds and identify the source by Object Codes (100 characters maximum for each object code description)

Expenditure Type	Financial Match	Description/Source of Financial Match Funds
1000 – Certificated Salaries	\$254,000	<ul style="list-style-type: none"> <li>Deep River EMR instructors/Deep River CCD (DRCCD)</li> <li>Deep River CCD Tutors and Counselors/Maple USD</li> </ul>
2000 – Classified Salaries	\$190,000	<ul style="list-style-type: none"> <li>Deep River K-12 CTE liaison/DRCCD</li> <li>CTE Coor/Perkins V</li> <li>Deep River Tutors/Deep River Fed Work Study</li> </ul>
3000 – Employee Benefits	\$115,268	<ul style="list-style-type: none"> <li>Benefits for Deep River EMR instructor at 38%, Maple staff at 35%, Deep River Tutors at 5%</li> </ul>
4000 – Books and Supplies	\$21,000	<ul style="list-style-type: none"> <li>EMR textbooks /DRCCD SWP</li> <li>Recruitment events refreshments/Mountain Fire Safety Assn Donation</li> </ul>
5000 – Services and Other Operating Expenditures	\$32,108	<ul style="list-style-type: none"> <li>Development of marketing materials for recruitment events/Mountain Fire Safety Assn Donation</li> </ul>
6000 – Capital Outlay	\$82,560	<ul style="list-style-type: none"> <li>30 laptops; upgrades needed to create computer lab at second high school/Maple USD LCFF, Perkins V</li> </ul>
7000 – Indirect		None
<b>Total</b>	<b>\$574,828</b>	

# RDEEs for Project Consultation

## Energy, Construction, and Utilities

Bruce Noble

[bruce.noble@rio.hondo.edu](mailto:bruce.noble@rio.hondo.edu)

[949-300-3345](tel:949-300-3345)

## Health

Shari Herzfeld

[sherzfeld@rio.hondo.edu](mailto:sherzfeld@rio.hondo.edu)

562-463-7004

## Health

Ozzie Lopez

[olopez63@mtsac.edu](mailto:olopez63@mtsac.edu)

[909-274-4972](tel:909-274-4972)

## Global Trade

Ruth Amanuel

[rmanuel@lbcc.edu](mailto:rmanuel@lbcc.edu)

[562-938-3240](tel:562-938-3240)

## Business & Entrepreneurship

Judy Fox

[jfox@cerritos.edu](mailto:jfox@cerritos.edu)

714-715-5963

## Advanced Transportation & Logistics

Katie Mishler

[kmishler@cerritos.edu](mailto:kmishler@cerritos.edu)

[562-758-5199](tel:562-758-5199)

## ICT / Digital Media

Charlotte Augenstein

[Charlotte@Glendale.edu](mailto:Charlotte@Glendale.edu)

(714) 235-0499

<https://www.laocrc.org/member-resources/rdee>

# Regional Directors of Employer Engagement

- Building and strengthening pathways
- Advisory committees
- Connection to industry
- Consultation regarding industry needs
- Gaps in workforce
- Distance Education resources
- Selecting a sector to focus on
- Strong pathways for special populations



# RDEE - Health



**Ozzie Lopez**  
Health Workforce Initiative  
[Olopez63@mtsac.edu](mailto:Olopez63@mtsac.edu)  
[www.ca-hwi.org](http://www.ca-hwi.org)

## PHLEBOTOMY

- The number of jobs for phlebotomists and clinical laboratory technologists and technicians is projected to increase by 7% through 2022.
- Over 1,500 job openings will be available annually due to new job growth and replacement need. In the past 12 months, there were 4,204 online job postings for both occupations, phlebotomists and laboratory technologists and technicians, in Los Angeles and Orange Counties.

## HOME HEALTH AIDE

The number of jobs for home health aides is projected to increase by 29% through 2022.

Nearly 52,000 job openings will be available annually due to new job growth and replacement need. In the past 12 months, there were 10,924 online job postings for home health aides, personal care aides, or other related jobs in Los Angeles and Orange Counties.

# RDEE - Health



Shari Herzfeld, RN  
Health  
<http://ca-hwl.org>

- The healthcare sector is large and growing.
- Healthcare occupations range from entry level to highly skilled, patient facing and support.
- Healthcare jobs require specialized knowledge, basic skills, compassion, caring, and integrity.

# RDEE – Global Trade



Ruth Amanuel  
Global Trade Sector  
<http://globaltradeworkforce.com>

- Top Middle Skill Jobs:
  - Ocean/Air Freight Agents
  - Custom Agents/Brokers
  - Import/Export specialist
  - Sales/Customer Representatives
- Future Trends: *Go Global Online Cross-Border* ecommerce- an important sales channel for business recovery
- Largest Employers: Port of LA, Port of Long Beach, LAWA, FedEx, Amazon, Airline Cargo, Global 3PL and Freight Forwarders

# RDEE – Business and Entrepreneurship



Judy Fox  
Business & Entrepreneurship  
<http://eshipeducator.net>

- Top (3):
  - Accounting, Bookkeeping, Accounting & Auditing Clerks
  - Secretaries & Administrative Assistants
  - Paralegals & Legal Assistants
- New startups and support resources on the rise.
- Training opportunities for education and industry re: surviving/thriving in a virtual environment.

# RDEE – Advanced Transportation and Logistics



**Katherine Mishler**  
Advanced Transportation & Logistics  
<http://altdeducation.org>

- ATL includes: automotive (mechanical/collision), aviation, rail, shipping, alternative fuels, logistics
- CV19 has increased job growth in logistics
- Largest area employers include Amazon, FedEx, UPS

# RDEE – Energy, Construction, and Utilities



**Bruce Noble**  
Energy, Construction & Utilities

- EC&U Sector – High Demand / High Wage Middle-skills Careers
- EC&U sector jobs are more than carpenters, plumbers & electricians
- 73% of firms report having difficulty finding qualified workers
- Annual demand for 15,000 entry/replacement workers (LA/OC)

# RDEE – Information Communication Technology (ICT) and Digital Media



Charlotte Augenstein  
ICT DM Sector  
<http://ictdmsector.org>

- Cloud Certification Programs
- Artificial Intelligence – Are you ready?
- Digital Badging – Is it recognized by Industry?

# Session Evaluation

- We appreciate your feedback!
- <https://www.surveymonkey.com/r/6R9L2DN>



# Thank You

Karen Childers, Ed.D.

Los Angeles Regional Chair

[Childers\\_Karen@rsccd.edu](mailto:Childers_Karen@rsccd.edu)

(714) 564-5771

Luke Meyer

Center of Excellence Director

[lmeyer7@mtsac.edu](mailto:lmeyer7@mtsac.edu)

(909) 247-8510

