



**NORTH CAROLINA COMMUNITY COLLEGE SYSTEM**

*H. Martin Lancaster, President*

March 30, 2006

Response Deadline: **April 21, 2006**

**Memorandum**

To: Senior Continuing Education Administrators  
HRD Directors/Coordinators

From: Barbara Boyce  
Director, Continuing Education

Subject: Project Skill-UP - Request for Proposals

The North Carolina Community College System (NCCCS) received \$184,000 from the North Carolina Tobacco Trust Fund to develop and implement a pilot called **Project Skill-UP**. The three focal activities of the project are 1) outreach and recruitment activities to individuals, communities, businesses, and/or agencies who have been impacted by the decline of tobacco-related employment; 2) skills assessment and short-term occupational skills training; and 3) student financial assistance.

Attached you will find the Request for Proposals. NCCCS is seeking four colleges to serve as pilot sites. Each site will receive \$40,000. To be eligible, a college must provide services to a county that has been impacted by the decline of tobacco-related employment (see attachment). The geographic locations for **Project Skill-UP** will be as follows: eastern region (2 sites), western region (1 site), and central region (1 site). The duration of this project will be from May 1, 2006, through December 31, 2006. The deadline for submission is April 21, 2006.

For additional information, please contact Barbara Boyce at (919) 807-7158 or [boyceb@nccommunitycolleges.edu](mailto:boyceb@nccommunitycolleges.edu).

Attachments

BAB/ji

c: Presidents  
Resource Development Officers

CC06-073  
E-Mail

## Project Skill-UP

### Overview

An inescapable reality of today's economy is that education, occupational skills credentials, and lifelong learning are essential to an individual's success in the labor market. The North Carolina Community College System (NCCCS) is experiencing a rapid growth in its enrollment. However, reports indicate that the enrollment and/or graduation rates among minorities (especially males), Hispanics, welfare recipients, and the working poor are low.

Another inescapable reality is that these individuals are traditionally over-represented in tobacco-related employment. As tobacco industries reorganize, streamline, and automate their functions to remain competitive, workers often find themselves not only **unemployed** but **unemployable**. Faced with so many uncertainties, these individuals could greatly benefit from programs and supportive services to help them navigate through all the educational and training options available to them. Many of these individuals are interested in skills training, but typically have had poor experiences in the educational system and do not see the community college as a viable option to upgrade or obtain new skills. Age has been mentioned as another reason for not enrolling in training. Nevertheless, without a well-prepared workforce, tobacco-dependent communities will struggle to create better jobs (with high wages) and/or attract new businesses/industries.

To address the training needs of the aforementioned target populations, **Project Skill-UP** will aggressively seek individuals to participate in activities focused on skills **assessment** and **short-term occupational skills training** to "**upgrade**" their current skills and provide them with portable occupational credentials. While this project will help participants explore a variety of occupations, a concentrated effort will be made to track individuals into the **healthcare industry** because there is a shortage of labor in this field.

NCCCS, through its Continuing Education and Human Resources Development (HRD) programs, will develop customized training programs (2-4 months) for students that focus on the development of basic workplace skills by providing skill assessment services, employability skills training, and career development counseling. The focus is not so much on obtaining a "degree" but obtaining marketable skills that will put them in the labor force **quickly**. Participants in this project will be taught to focus on healthy perceptions, optimism, creative choices, and positive expectations. Instead of perceiving themselves as victims, participants learn to reconstruct their attitudes/behaviors and become more open to new experiences. This project will also develop and implement local and statewide outreach activities geared at helping individuals better understand the programs and services offered at the community college. Local town meetings, media toolkits, and presentations to various groups and organizations are planned.

NCCCS received \$184,000 to develop and implement **Project Skill-UP**. Four colleges will be selected as pilot sites. To be eligible, a college must provide services to a county that has been impacted by the decline of tobacco-related employment (see attachment). The geographic locations for **Project Skill-UP** will be as follows: eastern region (2 sites), western region (1 site), and central region (1 site). It is estimated that 200+ individuals will be served by this project. The duration of this project will be from May 1, 2006, through December 31, 2006.

The expected measurable outcomes for participants are 1) increased enrollment in an education and training program, 2) increased exposure to a variety of work environments and career opportunities, 3) increased contacts for future employment opportunities, and 4) increased educational credentials that will enhance their competitiveness in the job market. The expected measurable outcomes for employers and local communities are a greater pool of "home grown" applicants who are qualified to fill entry level high-demand and high wage jobs.

## Project Skill-UP

# Request for Proposal- Guidelines

The System Office is seeking four community colleges to serve as pilot sites to carry out the goals and objectives set forth in **Project Skill-UP**. Guidelines for submitting a proposal are listed below:

1. Colleges must complete the attached "Request for Proposal" questionnaire.
2. Proposals should be typed using a font no smaller than 10 point.
3. Proposals should include the attached cover page, which contains required signatures.
4. Colleges must submit an original and four copies of proposal to the name and address listed below. If you are sending your proposal by overnight mail, use the physical address; otherwise, use mailing address.

Barbara A. Boyce  
Director, Continuing Education

Physical Address  
200 West Jones Street  
Raleigh, NC 27603

Mailing Address  
5003 Mail Service Center  
Raleigh, NC 27699-5003

5. Deadline for submission of proposal is April 21, 2006 by 5:00 p.m. (faxes and e-mails will not be accepted)
6. Proposals will be reviewed by a 4-8 member panel.

The total allocation to each college is \$40,000. The grant period is May 1, 2006 – December 31, 2006. If you have questions, please contact Barbara Boyce at (919) 807-7158 or [boyceb@nccommunitycolleges.edu](mailto:boyceb@nccommunitycolleges.edu).

### **Time Line**

April 3, 2006	Send out the "Request for Proposal" questionnaire
April 21, 2006	Proposals must be submitted by 5:00 p.m. <b>*** Faxes and e-mails will not be accepted.</b>
April 26, 2006	Grant proposals will be reviewed by a 4-8 member panel
May 1, 2006	Names of Demonstration sites will be submitted for State Board approval
May 19, 2006	Award letters will be sent to Pilots sites
May 25, 2006	Mandatory meeting for Pilot sites

**Tobacco Dependent Counties**  
Reference: Golden Leaf Foundation

**East Region (2 sites)**

<u>County</u>	<u>College</u>
Beaufort .....	Beaufort
Bladen .....	Bladen
Carteret.....	Carteret
Onslow .....	Coastal Carolina
Craven .....	Craven
Edgecombe.....	Edgecombe
Halifax.....	Halifax
Duplin .....	James Sprunt
Johnston.....	Johnston
Greene, Jones, Lenoir.....	Lenoir
Martin, Bertie.....	Martin
Nash .....	Nash
Pitt.....	Pitt
Hertford .....	Roanoke-Chowan
Robeson .....	Robeson
Sampson .....	Sampson
Columbus .....	Southeastern
Wayne.....	Wayne
Wilson .....	Wilson

**Central Region (1 site)**

<u>County</u>	<u>College</u>
Alamance .....	Alamance
Harnett, Lee .....	Central Carolina
Durham.....	Durham
Forsyth, Stokes.....	Forsyth
Guilford .....	Guilford
Caswell, Person .....	Piedmont
Rockingham.....	Rockingham
Cabarrus .....	Rowan-Cabarrus
Hoke .....	Sandhills
Surry, Yakin.....	Surry
Franklin, Granville,	
Vance, Warren.....	Vance-Granville
Wake .....	Wake

**Western Region (1 site)**

<u>County</u>	<u>College</u>
Buncombe, Madison .....	Asheville-Buncombe
Transylvania .....	Blue Ridge
Watauga.....	Caldwell
Haywood .....	Haywood
Mitchell, Yancey .....	Mayland
Graham .....	Tri-County
Ashe.....	Wilkes

## Project Skill-UP

# Request for Proposal – Questionnaire

Below are the instructions for completing this questionnaire. Be certain that all sections are included with narrative specific to the questions/statements listed under each heading. Project Skill-UP is a 6-month project, therefore proposed activities and budget requests should support this time duration. Total points awarded are listed in parenthesis beside each section heading.

I. **Abstract** (5 points)

This section is limited to one, single-spaced page.

Provide a summary of your proposal. Narrative should include a needs statement, services to be provided, collaborative partners, and any other pertinent facts.

II. **Body of the Proposal**

The content in this section, along with the other parts of the proposal, provides evidence that the applicant has the capabilities to carry out the activities proposed in Project Skill-UP.

A. **Needs Statement** (10 points)

This section is limited to two, double-spaced pages.

From a local perspective, explain the need for the project. Include issues related to outreach and recruitment to the target audience, access and retention in education and training programs, and employment opportunities in your service areas. Include statistical data that document the need.

B. **Services Provided** (60 points)

This section is limited to ten, double-spaced pages.

1. Describe your college's experience and/or approach to outreach and recruitment activities to individuals, communities, businesses, and/or agencies who have been impacted by the decline of tobacco-related employment. Narrative should include your plans to develop a media toolkit.
2. Describe your strategies for assessing a participant's career interest, academic skills, barriers to educational and employment opportunities.
3. Discuss your plans to help participants explore a variety of occupations. If your plan concentrates on tracking participants into a specific occupational field, then justify your plan of action.
4. Describe your plans to provide short-term skills training and support services to participants. Narrative should include a rationale for the course of study in terms of helping participants develop work readiness skills and/or obtain occupational credentials.
5. Describe your strategies for connecting participants with employers and/or partner agencies at JobLink Career Centers. Narrative should include networking and job shadowing opportunities that will be provided.
6. Describe your strategies for utilizing the \$10,000 allocation for student financial assistance to participants enrolled in the project.
7. Describe and/or attach any other pertinent information not covered in this questionnaire that explains your college's support and commitment to carry out the goals and objectives of **Project Skill-UP**.

C. **Management Plan** (10 points)

This section is limited to two, double-spaced pages.

1. Describe the role of staff that will be assigned to this project. What percentage of their time will be committed to this project?
2. Provide a timetable that outlines major activities, benchmarks and completion dates.

D. **Coordination and Linkages** (10 points/10 bonus points)

This section is limited to one, double-spaced page.

1. Describe your efforts to coordinate Project Skill-UP with other workforce initiatives at your college or other partner agencies. Narrative should include a list of partners and the scope/extent of the partnerships. Any letters of support for the project should be placed in the appendix.
2. **Bonus:** Up to 10 additional points will be given to proposals that show evidence that their college is committing additional resources (cash or in-kind) to **Project Skill-UP** in an effort to expand and/or sustain the project once the pilot has ended.

E. **Evaluation** (10 points)

This section is limited to one, double-spaced page.

Describe how you plan to evaluate the effectiveness and quality of activities proposed and whether or not goals and objectives were achieved. Narrative should include specific outcomes measures in relation to the intended outcomes of **Project Skill-UP**.

**Expected Outcomes of Project Skill-UP**

- Increased enrollment in an education and training program,
- Increased exposure to a variety of work environments and career opportunities,
- Increased contacts for future employment opportunities, and
- Increased educational credentials that will enhance their competitiveness in the job market.

III. **Budget** (5 points)

This section is limited to the attached budget worksheet and one, single or double-spaced page.

The implementation phase of **Project Skill-UP** will be May 1, 2006, through December 31, 2006. The total allocation to each college is \$40,000. Funds will be used for the following:

- **Program Staff:** Up to \$27,000 for salaries and fringes.
- **Program Operations:** \$3,000 (plus/minus ) for travel, instructional materials/supplies, software licenses, equipment, outreach/recruitment activities and/or media toolkit.
- **Student Financial Assistance:** \$10,000 to pay for tuition, fees, books, instructional materials, transportation, and/or childcare expenses incurred by students enrolled in the **Project "Skill-UP."**

Please complete the attached budget worksheet and include a budget narrative.

# Project Skill-UP

## Budget Proposal

Please complete this budget worksheet and include a budget narrative.

		Budget Request
A.	Salary – Program Staff	
B.	Salary - Instruction	
C.	Fringe - FICA	
D.	Fringe - State Retirement	
E.	Fringe - Health Insurance	
E.	Fringe - Longevity	
F.	Travel - Transportation, Meals, and Lodging	
G.	Registration	
H.	Educational Materials	
I.	General Supplies	
J.	Software Licenses	
K.	Marketing Materials	
L.	Student Financial Assistance	\$10,000
M.	Other: (Please Specify)	
N.	Other: (Please Specify)	
O.	Other: (Please Specify)	
Total Requested:		\$40,000

Budget Narrative:

**Project Skill-UP**  
**Cover Page**

**College Information**

A. College Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_  
 Fax: ( ) \_\_\_\_\_

B. Name of Contact Person: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_  
 Fax: ( ) \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_

**General Assurances**

\_\_\_\_\_ agrees to:  
 College Name

- Provide adequate staffing to carry out the duties and responsibilities of the Project Skill-UP.
- Attend a mandatory meeting on May 25, 2006.
- Work with local and state JobLink Career Centers.
- Participate in monthly conference calls.
- Submit quarterly progress reports.
- Attend quarterly meetings at various locations.
- Make presentations at various meetings/conference on topics related to the project.

	Signatures	Date
Community College President:		
Sr. Continuing Education Administrator:		
Project Contact Person:		