



2024-25 FACULTY AND STAFF
GRANT PROGRAM APPLICATION

Name of Project/Program: Child and Family Education Date: May 27, 2024

Applicant's Name: Barbara Flynn

GCC Position: Faculty/Department coordinator Department: Parent Education

E-mail: bflynn@glendale.edu Phone 818-243-5196

Please check which category best describes your project:

- Arts & Culture
- Athletics & Fitness
- Career & Work Training
- College Operations & Facilities
- Humanities/Social Sciences
- Science & Technology
- Other

Amount requested: \$ 10,000

Please attach a one- to two-page typed request that provides a comprehensive summary of your project/program and establishes the need. Please include the following:

- What do you propose to do?
- Who will be involved in the project/program?
- What are the benefits of this project/program to the students, college, and the community?
- How does this project/program support the College's [Institutional Strategic Plan](#)?
- Timeline for the project/program.
- How do you propose to use the funds requested? Please include specific budget information.
- Please list any other sources of funding you have applied for and include dollar amounts if already awarded.
- How will the Foundation's support be recognized?
- How do you plan to evaluate this project's success?
- If your project/program is successful, how will it inform your practice moving forward?

Please email this completed and signed form along with your proposal to zjacobs@glendale.edu

Submission Deadline – Thursday, May 30, 2024 by 5:00 PM PST

Your signature indicates approval of this request to the Glendale College Foundation

Barbara Flynn

Applicant's signature

Chair or Department Head Signature

Print name of Chair or Department Head

Grant Review Committee comments and/or recommendations:

This grant was denied/approved on _____ The amount awarded is \$ _____

Glendale Community College Foundation Grant Application

For seventy-one years, the Glendale College Parent Education Program has been educating and supporting families in the greater Glendale area. Through the ebb and flow of growth and cutbacks over the years, the Parent Education program has remained a strong presence in the community. Even with no funding for marketing and advertising, the program was known as “the best kept secret in town”. Even with that, word of mouth was the predominate advertising source for the program. With the onset of COVID 19 shutdowns, most of our students followed us to the online format. Those students have now graduated and moved on leaving a gaping hole in students who are aware of the program and word of mouth advertising.

Additionally, changes in state funding priorities have pushed institutions to focus on programs that lead to advanced education pathways and short-term certificates that lead to employment. The Parent Education staff has long known that our students not only gain skills to improve their family outcomes, they go on to the workforce better prepared to balance work and family. Some students are professionals with advanced degrees who return to the “Community” college to learn new skills for their new job as parents. Some students are caregivers, attending classes to improve skills, learn child development and network. Additionally, many students start their own businesses, go to work in the public sector, take jobs as child care workers in private facilities and local elementary schools, work as nannies, tutors, or open their own family day cares. Some students are new immigrants learning English and looking for entry level job training, and some are looking to change careers. The current Parent Education program strengthens families, marriages, educates young children, and improves family outcomes but it does not provide a career certificate training program, validating their hard work and increased skills, for those students seeking entry level employment working with families and children or those looking to move on to advanced credit college coursework.

The Parent Education staff is excited about the new direction in which we are moving.

The current program is evolving and changing to include new opportunities for current students and new enrollees with the creation of certificates in Noncredit Child and Family Education. These certificates will lead to entry level employment working with families and children and include employment in Title 22 child care facilities. These short term certificates will lead directly to the workforce and a pathway to advanced course work in credit courses in Child Development, Social Sciences, or Education. Whether enrollees are parents, students wanting to gain skills to work in private child care settings, open their own Home Day Care business, go to work in the public sector with local elementary schools or city libraries and recreation departments, these certificates will offer a free, short-term options for nontraditional students and create new pathways. Our goal is to reach more diverse and underserved populations. We plan to offer 4 certificates: Infant Development and Care; Toddler Development and Care; Early school age Development and Care; Working with Families and Children. Students will get early childhood education and hands on practice working with children, opportunities for observations, and early childhood curriculum development practice.

Other California Community Colleges are already offering Noncredit, free, certificates in Child Education or Child Development and a pathway, some with articulation agreements, to credit coursework. This opportunity will open the possibility to bring in many more students and award new career certificates which will help the college not only in the number of certificates awarded but in the FTES collected. Currently, (2023-24 Base allocation amount) the Parent Education classes bring in \$4,717 FTES. With the change to career certificates, the FTES will rise to \$7,346 which is a 56% increase

We are applying for the Glendale Community College Foundation Grant to assist with marketing this new opportunity, reach a more diverse and/or underserved population and to purchase supplies needed to have a safe model classroom where adult students can practice the skills being learned, complete sample teaching practice with children, and complete child observations. The Foundation grant will help grow this new program as no other funds are available at this time to get awareness of this new opportunity to the community.

The planning, creation, and development of marketing materials for this new opportunity will occur in the 2024-2025 academic year.

Success can be measured by new certificates awarded.. Moving forward, an articulation agreement with credit Child Development Department is being discussed, creating a pathway for nontraditional noncredit students toward credit opportunities.

Foundation Grant funds would be used to:

-Create a short video to place on the website introducing the new certificates and explaining career and education pathways

-Creation and distribution of flyers, banners, and postcards, advertising the new certificate to the community, particularly intended to enroll a diverse student population including new immigrants and the area's Hispanic population to increase enrollment to contribute to our mission as a designated Hispanic Serving Institution.

- Some equipment upgrades. A safe classroom is essential for the safety of everyone attending and to demonstrate a safe model classroom so students know how to set up child safe classroom spaces in their future homes or employment.

Brochures, flyers, postcards, printing, and Peachjar posting at GUSD sites \$ 5000

Peachjar flyer posting to GUSD schools = \$20.00-\$22.50 per school posting x 33 schools =
2 postings a year = approx. (3 postings would be \$2,100.00) **\$ 1,400.00**

Color Flyers for college and community advertising - 2000 flyers to start- approx. **\$500 - \$1,000**

Color Brochure for certificate program 1000 to start **\$1,000**

Postcards for new certificates **waiting for quote (\$)**

New classroom **carpeting** (for safety): current carpets have caused injury to adults and children. The binding is worn and staples are protruding). (estimate- The cost was \$1685 five years ago) **\$2000**

New outdoor adjustable 6 ft. laminate top **tables** (2) \$900 (plus shipping 98lbs ea.) approx.. **\$1,200**

New hands on classroom educational equipment for use in lesson practice (including STEAM) : **\$2,00.00**

These new certificates align with the Glendale Community College Institutional Strategic Plan in the following areas by creating new pathways and education and employment opportunities:

Goal A. Promote and Protect Anti-Racism, Diversity, Equity, Inclusion, and Accessibility Throughout the District

Reducing barriers for nontraditional students, creating free career exploration and preparation

Goal B. Clarify Student Pathways

Creates pathways to entry level careers and further education in credit programs such as CDC, Psychology, Sociology, Nutrition, Education

B.1. Create accessible pathways and Learning and Professional Pathways informed by data ensuring that student completion is the primary basis of course and program development

B.2. Communicate pathways, Learning and Professional Pathways, and potential occupational and educational outcomes internally to credit and noncredit students and campus constituencies

B.3. Communicate pathways, Learning and Professional Pathways, and potential occupational and educational outcomes externally to high school students and counselors as well as universities, workforce partners, and the community.

B.4. to support the development of new CTE programs meeting student and industry needs

Goal C. Facilitate Student Entry into Pathways

Intended to increase percentage of noncredit students transitioning to the workforce or credit classes. Increases community awareness through marketing and local school district partnerships .Expands program outreach not just to parents, but to anyone looking to work with families and children in the public or private sector. Provides access to GCC resources.

C.1. Promote access by expanding outreach to prospective traditional and nontraditional students, including expansion of dual enrollment partnerships, online outreach, and effective use of branding

C.4. Improve the effectiveness of external and internal communication about the value of college, its relationship to job and transfer opportunities, and the value of GCC programs.

Goal D. Help Students Stay on Pathways

Seeks to increase student retention through noncredit certificates, alternative curricular methods, flexible pathways, and low cost options for students

D.1. Explore alternative curricular methods to improve student retention and progress (e.g., backwards design, competency-based education, assessment of prior learning) **(future articulation with CDC)**

D.4. Improve student retention through early alert, intrusive interventions, flexibility of pathways, and improved awareness of services available to students. **(future articulation with CDC)**

D.6. Lower costs associated with being a student (noncredit free courses)

Goal E. Ensure Student Learning

Number of students completing degrees, certificates, skill awards, or acquiring skill sets (CCCCO Vision for Success)

E.3. Work with K-12, noncredit, and transfer partners to maximize matriculation, articulation, and applicability of credits.

Goal F. Improve Operational Effectiveness

Increase student satisfaction with facilities and increase the number of classrooms upgraded to current standards

F.6. Maintain and improve learning spaces in all buildings

- Dashb
- Submi
- Post & Notify
- Repor
- Deals

One Flyer Distribution

5 credits x \$5/credit = \$25 each



One flyer email
to the school's parents
(or staff)



One flyer posting
on the school's web flyerboard
(up to 28 days)



Flyer call-to-actions
to drive leads to your
program or event



Flyer reporting
on the performance of the flyer
email and posting

STARTER KIT

50% Off



200
credits

~~\$1,000.00~~
\$500.00

10% Off



100 - 299
credits

~~\$500.00 - \$1,495.00~~
\$450.00 - \$1,345.50

15% Off



300 - 749
credits

~~\$1,500.00 - \$3,745.00~~
\$1,275.00 - \$3,183.25

20% Off












750+
credits

~~\$3,750.00+~~
\$3,000.00+



My Cart

Ship Order (9 items)

Item	Price	Qty	Total
 <p>Heavy-Duty Fold & Roll Storage Unit Item # DG237</p> <p><input checked="" type="radio"/> Ship Item <input type="radio"/> Store Pickup</p> <p>Not eligible for store pickup.</p>	\$1,299.00	1	\$1,299.00
 <p>Jumbo Magnetic Gears Item # GG481</p> <p><input checked="" type="radio"/> Ship Item <input type="radio"/> Store Pickup</p> <p>Not eligible for store pickup.</p>	\$139.00	1	\$139.00
 <p>Big Tape Measure Item # FA219</p> <p><input checked="" type="radio"/> Ship Item <input type="radio"/> Store Pickup</p> <p>In Stock at Pasadena, CA.  +  In-Store & Curbside Pickup Available</p>	\$14.99	1	\$14.99
 <p>Super-Safe Prisms - Set of 6 Item # FS326</p> <p><input checked="" type="radio"/> Ship Item <input type="radio"/> Store Pickup</p> <p>Limited stock at all locations.</p>	\$49.99	2	\$99.98
 <p>Real Bugs Discovery Kit Item # DD646</p> <p><input checked="" type="radio"/> Ship Item <input type="radio"/> Store Pickup</p> <p>In Stock at Pasadena, CA.  +  In-Store & Curbside Pickup Available</p>	\$34.99	1	\$34.99



Science Instant Learning Centers - Complete Set
Item # DD970X

\$299.00

1

\$299.00

Ship Item

Store Pickup

Not eligible for store pickup.



See-Inside Bucket Balance
Item # BA109

\$24.99

1

\$24.99

Ship Item

Store Pickup

Not eligible for store pickup.



Super-Safe Specimen Viewers
Item # DD614

\$39.99

1

\$39.99

Ship Item

Store Pickup

In Stock at Pasadena, CA.

+ In-Store & Curbside Pickup Available

Order Summary

Subtotal

\$1,951.94