



Santa Barbara AEBG Consortium Quarterly Reporting of Program Deliverables July 2017 - 2nd Quarterly Report ESL - Year 1 - #12126

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.

In March, we reported having just purchased the Burlington software. By April the software was installed at all our fixed computer labs which are located at Schott and Wake Campuses. These labs receive a rotation of students who come with their teacher to learn English while using technology. Burlington has been piloted by many instructors and we have found that there is a direct correlation between ability of instructor to use the software and students level of excitement in using the software. We have been gladly surprised by instructors and students embracing this tool. However, we only purchased 100 seats and they are all being utilized at capacity (a good problem to have.) We have provided faculty with the headsets they need so students can actively participate even in multilevel classes.

Faculty who have been selected for this first year pilot have received ongoing training from Burlington. They pay for the instructor while we pay for faculty attendance. They are also able to send the instructor to work one-on-one in the classroom lab with each of our instructors who are interested.

Thanks to AEBG funding, 15 faculty members participated in the local Los Padres CATESOL conference.

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 were new in Spring, the rest are returning or continuing 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. During Summer 1 2017 over **700** students registered for class and again more than **700** registered for Summer 2. We have assessed and registered more than **70 new** students in Summer 1 and more than **40 new** students in Summer 2.

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 1	March 2017 report	ESL	12126
	AWARDED	ENCUMBERED or SPENT	REMAINING
CURRICULUM Development			
Major Object 10	\$20,000.00		
Curriculum Development		-\$20,000.00	\$0.00
PROFESSIONAL DEVELOPMENT and Committee Work by Faculty	\$18,000.00		
		-18,000.00	\$0.00
Major Object 20	\$81,000.00		
Part Time Instructional Aides	\$33,000.00	-18,107.36	\$14,892.64
Staff Assistant	\$23,000.00	-19,102.59	\$3,000.00
Hourly part-time	\$10,000.00	-830.16	\$9,169.84
Part-time CASAS Assessment Proctor	\$15,000.00		\$15,000.00
Major Object 40	\$15,000.00		
Software and supplies		-15,000.00	\$0.00
Major Object 50	\$16,000.00		
Consultants	\$5,000.00	-413.50	\$4,586.50
Travel and Conference	\$3,000.00	-3,000.00	\$0.00
Advertising and Marketing/Banners and signs	\$8,000.00	-273.20	\$7668.46
	\$150,000.00	-94,726.81	54,317.44

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

We have developed a website utilizing SSSP funds so that students and staff can easily find a suitable class for any interested student: <http://sbccnoncreditesl.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 can now be purchased because we have the new logo for the School of Extended Learning and our communications director has met with the marketing consultant to approve our flyers.