

CITY OF SAN MARCOS
CORONAVIRUS RELIEF - GENERAL FUND GRANT
2021 APPLICATION



Due Date: June 6, 2021 at midnight

I. **APPLICANT CONTACT INFORMATION**

Applicant Organization: Splash Coworking

Contact Name: Carina Boston Pinales Telephone: 5126670492

Mailing Address: P.O. Box 694 San Marcos, Texas 78667

Physical Address, if different from mailing address: 326 North LBJ Drive San Marcos, Texas 78666

Contact E-Mail Address: splash@splashcoworking.com Web Address: www.splashcoworking.com

Who is authorized to execute program documents? Carina Boston Pinales

II. **APPLICATION SUMMARY INFORMATION**

Program Name: Future Proof Your Career

Amount of Funds Requested: \$37,569.00

Program Location: Splash Coworking 326 North LBJ Drive San Marcos, Texas 78666

By approximately what date will funds be expended? May 2022

III.

ORGANIZATION DESCRIPTION

1. What is your organization's mission?
Support sustainable independence through community.
2. How many volunteers does your agency/organization have and how many hours will they spend on the program requesting funding?
3 volunteers expecting to spend up to 80 hours total
3. How many direct clients did your organization serve in the last full program year?
In a similar program, we serviced close to thirty participants who completed our workshops in this sector.
4. Provide information regarding your Board of Directors, including how they are selected and how often they meet. Please also include attendance figures.
In progress for filing our 501.c3
5. Please list all funding received from the City for the current program year, by source and amount.
None

1. Provide a brief description of the proposed program.

As we emerge from the COVID-19 pandemic we need to resolve skill shortages in our area specific to the future of work. This program is a robust, adaptable curriculum that accommodates participants of all levels of professional experience and development and brings them all up to the high standard necessary to be competitive in a global jobs market.

2. In what ways does this program serve people who have been negatively impacted by the COVID-19 pandemic or related economic shutdowns?

COVID-19 left many San Marcos residents vulnerable when businesses closed and work opportunities dwindled. Remote work allows San Marcos residents to access employment opportunities around the world, but many unemployed residents were not probably equipped to access these resources. As COVID-19 jumpstarted the shift towards remote work, it is imperative that we prepare San Marcos residents for the future of work and all the opportunities and challenges that come with it. The gap between the skills San Marcos workers currently have and the ones they need to succeed in the future has only widened due to accelerated digital transformation and the shift to remote work. We will help applicants navigate existing job databases and identify high-potential job listings. Translate existing skills and experiences for new opportunities and professional workforce development.

3. Is this a new program or the expansion of an existing one?

This particular program is new. It is based on previous program components that have been successful. The needs addressed in this program are also based on community requests and the direct pain points within the San Marcos community based on the pandemic response in the workforce.

4. Is there a fee to clients to participate in the program? If yes, please provide fee structure.

There is no fee to participate. If the participant completes the 4-week program they are qualified for supplemented professional equipment supplies to get started in a remote position.

5. Describe the proposed days and hours of operation of the program.

Tuesday evenings 6pm-8pm or Sundays 1pm-3pm

Teaching modules will happen on evenings and weekends for accessibility, with consultations available as needed during the workweek.

Four weeks total with three curriculum-based and a fourth for a make-up course or personal consultations.

6. What are the goals of the program for which you are requesting funding?

Improve hiring outcomes by identifying and closing skills gaps so local talent can grow their competencies.

7. How will you know you met these goals?

Our key performance indicators (KPIs) are the number of participants who exit the program with a personal digital portfolio that is turn-key to apply for remote positions. Due to the customization of this program per the participant's needs, we will set those KPIs that are relative to the participant. For example, if someone attends and doesn't have a remote-friendly resume or LinkedIn profile we would set a goal for these to be completed and meet a digital industry standard.

8. If requesting funding for salary, describe the activities of this position? (Please breakdown each funded position and hours worked per week.)

Facilitator

20-30 Hours a week

Must have a facilitation background and success in working with lower income individuals with program experience in working in an inclusive environment and with low income communities.

Essential Duties and Responsibilities include the following Other duties may be assigned.

Hold expertise in one or several of the areas,

Personal Budgeting and Accounting Expertise

Communications and Digital Work Performance

Future of Work

Professional Development (including resume and cover letter conucling)

Social Media and Marketing Management

Personal Branding

Administer programming directly to participants.

Consult participants individually or collectively; provide referrals as needed.

Inform supervisor and other necessary staff of challenges, needs, and trends.

Prepare program reports as requested.

Participate in goal-setting for program objectives, strategies, and tactics.

Program Manager

25-40 Hours a week

Must have a facilitation background and success in working with lower income individuals with program experience in working in an inclusive environment and with low income communities.

Essential Duties and Responsibilities include the following Other duties may be assigned.

Research and secure outside vendors and remote opportunities within a viable network

Broker relationships to bring participants valuable job opportunities and engagements

Organizing daily activities based on the goals of the program

Devising curriculum with facilitators that support the program's objectives

Ensure sustainable goals for the program are completed

Working with other staff to develop budgets and plans for the programs

Evaluating and assessing the programs' strengths and weaknesses

Monitoring projects and overseeing project's management to ensure goals are met

Meeting with stakeholders to discuss program status and goals

Working with the marketing team to improve strategies and recruitment calendars

Marketing Manager

15-25 Hours a week

Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan

Market through various channels and segment databases working with set goals

Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics

Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow, LTV and conversion

Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications

Partner with creative teams, other internal stakeholders, and external agencies and vendors

Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes

Work with the other marketing teams, other internal stakeholders, and external agencies and vendors

Internship

20 Hours a week

Must have an interest in the future of work and entrepreneurship and a desire to improve skills in marketing, business, and operations.

Responsibilities may include but are not limited to

Email Campaign Management

Event Marketing

Marketing Automation

Graphic Design

Data Analysis

Social Media

Content Generation

Engagement

Promotion

Business Operations

Business Performance

Customer Service

Other responsibilities as needed.

Helps and assiste the facilitators both outside and inside course hours and program operating times. Act as administrative support for the program manager and marketing manager. Works directly with the marketing manager.

Translator

20 Hours a week

A Translator, is responsible for having knowledge in both Spanish and English including cultural meanings to translate texts from one language to another. Their duties include consulting with facilitators and the program manager to determine meanings, completing translations within set deadlines and using word processing software with special features to aid their progress as needed. Proficiency in both writing and speaking Spanish is required.

9. Discuss how you will measure program success.

We will measure program success by participants attending all of the courses offered within a four-week time frame. We will also measure success by each participant confidently being able to apply for remote positions with the resources and education provided by our team.

10. What additional funding is your agency requesting for this program? Please provide Funding Source, Amount Requested, Amount Granted, and whether funding is Pending.

We have secured \$23,950.00 in in-kind services

V.

PROGRAM BENEFICIARIES

1. How many persons are proposed to be assisted if funding is received? 15-25
2. What percentage of persons proposed to be assisted are expected to have low to moderate incomes? 75%
3. Will this program have income limitations? ☒ If so, how do you propose to document the income of the beneficiaries? (check all that apply)
 - ☒ Evidence that the child is approved for free or reduced lunch
 - ☐ Evidence that the family lives in housing sponsored by the Housing Authority
 - ☐ Evidence that the family is WIC approved
 - ☐ Income documentation using one of the 3 HUD approved methods
 - ☐ Self-certification, with income verification required of 20% of certifications
 - ☒ Other, describe: see below

Statement of need, proof of unemployment or career gap. While our program is specifically targeted towards the un- and underemployed, some participants may simply be transitioning jobs or careers. Since job stability is inconsistent and situations are highly dynamic, we recognize that some of these markers of financial vulnerability are lagging indicators, so while we will document them through pre-survey, we recognize situations vary. For example, someone who was recently unemployed may have an income of zero, but may not yet check some of the boxes listed above.

VI.**LINE ITEM BUDGET**

Please use the following format to present your proposed line item budget. Secured funds are funds on-hand, pledged, or awarded. Supporting documentation may be attached as an Appendix. Programs will be considered for which funds have already been spent.

Expense Category	Total Program Budget	CDBG Portion	Other Funding Source	Other Funds Amount
Personnel Services			Secured Funds	
Salaries	49,800.00	28,050.00	21,750.00	
Fringe Benefits	500.00	500.00		
Supplies				
Office Supplies	300.00	300.00		
Program Supplies		2,593.00		
Client Materials	2700.00	1200.00	1,500.00	
Operating				
Training	600.00	600.00		
Insurance	400.00	400.00		
Utilities/Rent/Mortgage	1400.00	700.00	700.00	
Other (please specify)				
Total	\$58,293	\$34,343.00	\$23,950.00	

Please provide an explanation for any unusual budget expenditures listed in the line item budget above.

N/A

VII. **PROGRAM IMPLEMENTATION SCHEDULE WITH PERFORMANCE GOALS**

Program Start Date:
October 2021

Program Completion Date:
May 2022

Activity Description	Start Month/Year	End Month/Year	Performance Measurement Goal
<i>Example: Hiring New Staff Member</i>	<i>October 2019</i>	<i>December 2019</i>	<i>Employment process complete</i>
Program Development and Community Partnering	October 2021	December 2021	Sourcing and securing attendees through marketing efforts as well as securing community partners to add opportunities and benefits to attendees.
Program participation and attendance	January 2022	May 2022	Attendees complete course work and attend the program in its entirety leaving with a turn-key portfolio to apply to remote job opportunities.