

# DETAILED EXPLANATION OF SPARKPOINT CENTER REVENUE EXAMPLE



## GOVERNMENT SOURCES

**Hunger Free Campus:** The California State Legislature approved \$2.5 million dollars of one-time funding in the 2017-18 State Budget for California Community Colleges willing to provide particular services that address the food security of their students. The 2018-19 State Budget allocated \$10 million in additional funds. SparkPoint tapped into this funding as they address food insecurity through their on-site food pantry, assisting with CalFresh enrollments, partnering with Associated Students to provide a discounted lunch program, and providing free snacks distributed throughout the campus. The funding allocation for each campus is based on enrollment numbers. This college was allocated \$59,696 (this example budget reflects carry over). It is flexible use. To distribute the funding, email notifications went out to all college campuses through the CA Chancellor's Office.

**Strong Workforce:** Strong Workforce is a state funding source. To develop more workforce opportunity and lift low-wage workers into living-wage jobs, California took a step in 2016 to create one million more middle-skill workers. At the recommendation of the California Community College Board of Governors, the Governor and Legislature approved the Strong Workforce Program, adding a new annual recurring investment of \$248 million to spur career technical education (CTE) in the nation's largest workforce development system of 113 colleges. SparkPoint at XX college received one-time funding of \$30,000 which expired on December 31, 2018. SparkPoint was a fit due to providing financial coaching to CTE students and helping to improve job pathways. The Dean of Counseling and the Director of Workforce Development believed SparkPoint would be a good fit. It was a non-restricted funding source, so they used it to support the SparkPoint financial coach or coordinator's salary. This is one-time funding.

**Fresh Success:** CalFresh Employment and Training: Fresh Success is a partial federal reimbursement program for employment and training activities provided to CalFresh recipients at college campuses. The average reimbursement is \$1,350 per participating student. Through Fresh Success, CalFresh participants gain education and training that will lead to better employment and a path to economic self-sufficiency. Fresh Success participants strengthen

their employability through classes and training programs offered at community colleges. Participants receive supportive services such as career counseling; interview training; job search, placement, and retention services; educational plans; academic monitoring; tutoring; and case management. Participants also receive help to reduce their financial barriers to participation, such as transportation assistance, textbooks, and supplies.

**Workforce Accelerator Fund:** The goal of the Workforce Accelerator Fund is to improve labor market and skills outcomes for target groups through the development of strategies that fill gaps, accelerate processes, or customize services to ensure greater access to workforce services and employment opportunities. WAF funding is designed to implement, replicate and scale successful innovations that emerged from previous Accelerator projects or create new modes for service delivery and funding alignment that can be replicated across the State and tailored to regional needs. Amounts range from \$150,000 for new projects to \$500,000 for continued projects or \$300,000 for technical assistance providers.

**AmeriCorps:** AmeriCorps is a network of national service programs, made up of three primary programs that each take a different approach to improving lives and fostering civic engagement. Members commit their time to addressing critical community needs like increasing academic achievement, mentoring youth, fighting poverty and more. It is funded through the Community College Foundation through the state. It was a one-time funding source that expired on December 1, 2018. The purpose of these funds is to increase access to health programs and employment and career programs for students. SparkPoint was a fit due to their focus on nutrition as well as their ability to help increase access to employers and career readiness programs. Emails about this funding came from the State Chancellor's Office, encouraging community colleges to apply. The funding was a partnership with the Career Center that provided in-kind support. The Career Center was under SparkPoint at that time (it is currently a different department). The initial plan was to obtain this funding every year; however, the state changed its guidelines and only did it for one year.

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## DISTRICT AND COLLEGE FUNDING

**Student Equity Plans:** The Student Equity Plan is a state funding source administered through the Student Success and Support (SSSP) unit at the Chancellor's Office. College student equity plans focus on increasing access, course completion, ESL and basic skills completion, degrees, certificates and transfer for all students as measured by success indicators linked to the CCC Student Success Scorecard, and other measures developed in consultation with local colleges. The 2017-18 State Budget allocated \$140 million to community college districts to implement Student Equity. SparkPoint received \$50,000 for one year from the overall funding that was allocated to the college. It was a one-time funding source and it expired on June 30, 2019. SparkPoint was written into the Strategic Plan as a provider of services that focus on Equity. It is written into the college's strategic plan that this money will be used toward financial coaching services. Every college in the state received this funding and the funding amount was based on enrollment numbers. SparkPoint secured the funding in collaboration with the Dean of Equity.

**Promise Funding:** This is a District funding source. Promise Scholars funding is raised by the District's Foundation. The goal of the Promise Scholars program is to make college more affordable for its participants. This funding also falls under AB19 which is also known as the "California College Promise" - AB19 provides funds to districts to advance the goals of the legislation, which is focused on covering fees for first-time, full-time college students. SparkPoint received it as a one-time funding source of \$38,077.62 which expired on June 30, 2018. SparkPoint was a fit for this funding as SparkPoint provides financial coaching and workshops to support the Promise Scholars. The VP of Student Services had discretion over this funding and decided to allocate it to SparkPoint. The main focus of this funding is to support the Promise Scholars; however, the funding is not restricted so it went toward hiring a staff person. After the budget proposal was submitted, this funding changed so that they no longer receive Promise funding. They receive Strong Workforce funding instead.

**District Funding, which includes Innovation Funding:** Innovation Funding is a district funding source. This college received \$275,000 of district funding and \$75,000

of that was Innovation funding. It is an ongoing funding source with no expiration date. This funding source is meant to institutionalize staffing positions. SparkPoint specifically received Innovation funding to go toward maintaining the Director and Office Assistant positions. The District makes decisions on who receives this funding and the President of the college had a lot of control over that as well. The SparkPoint Director does not have to submit an application to apply for the funding, but they do have to complete an annual report that shows the work they are doing, staffing needs, staffing positions and general processes. They are able to obtain this funding through the support of the college President and through the strategy that was already put in place surrounding the importance of SparkPoint. The District received \$200,000 for this over the last two years.

**Earned Income:** This could be any type of earned revenue. One college's Ceramics Department conducts an "Empty Bowls Fundraiser" specifically for SparkPoint that goes toward "helping those in need." They raise around two to three thousand dollars each time and all of it goes to SparkPoint. The funding comes every two years. It can be used for anything that supports SparkPoint, but it is currently being used to support the food pantry.

**President Innovation Fund:** PIF Funding: The President Innovation Fund is an internal funding source from the college. PIF is an initiative designed to support creativity and innovation at the college. Faculty, staff and administrators are encouraged to "Dream Out Loud" and propose ideas that will support the college's mission, vision, and values. The primary provider of the funds is the President's Council, a group of dedicated community members committed to actively supporting the college. The President's Council raises financial support for the President's Innovation Fund by hosting the President's Breakfast every spring. SparkPoint was awarded \$8,000 as a one-time funding source. They will need to re-apply next year. It was awarded to SparkPoint specifically for their SparkPoint cash program that provides cash incentives to students for meeting financial behavior goals.

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## PRIVATE AND FOUNDATION

**Local Foundation:** One of the objectives of this foundation is to support grassroots programs with financial grants to assist in their operations. They operate scholarship programs at multiple college campuses. This college has a scholarship program operated at multiple colleges. SparkPoint hosts and runs this scholarship program by providing financial coaching, career counseling and 25 \$5,000 scholarships to CTE students. The total amount of funding that they received is \$125,000. It technically expires on June 30, 2019 but it is considered ongoing as they receive it every year. SparkPoint has been receiving this funding for over nine years. The President of this college was able to

obtain this funding through networking with various partnerships. There is no application, and the SparkPoint Director submits a simple report every year.

**Corporate Foundation Donation:** This was a one-time donation of \$10,000 from a private corporate foundation. There was no specific purpose or outcome for the donation. It came to SparkPoint through United Way. A representative was present during a presentation or public appearance by SparkPoint staff and became interested in their work. A corporate representative then contacted SparkPoint to make the donation.

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## OTHER (INDIVIDUAL, EVENTS, LOCAL COLLABORATIVES)

**Event Revenue:** This could include any type of fundraiser or event to raise funds for SparkPoint programming. Centers could tap into client expertise for catering, music, art, sharing success stories, etc.

**Service-specific funds:** This could include funds raised specifically for the free tax preparation site, for example, that could be part of SparkPoint and serve a specific purpose.

**Individual donations:** Centers could tap into client expertise for individual asks.

**Adult education or other consortia:** Depending on the local landscape, some counties or geographical areas have local collaboratives, such as an adult education consortium, that provides funding for connecting to post-secondary education.