

GRANT CONCEPT FORM

Office of Institutional Advancement

November 2024

1. Grant Project	
Project Title: Project RISE: Readiness, Integration, Success, and Employment	
Funding Opportunity URL: https://simpler.grants.gov/opportunity/ba012c91-053e-4d63-aafc-48560d1ecd78	
Abstract (Fill in below)	
Hartnell College requests \$3,000,000 over a five-year project period (Oct. 1, 2026 – Sept. 30, 2031) under the U.S. Department of Education's Strengthening Institutions Program (Individual Development Grant, Assistance Listing 84.031A) to fund Project RISE: Readiness, Integration, Success, and Employment. The project addresses the Absolute Priority (Strengthening Institutional Capacity) and Competitive Preference Priority 1 (Career Pathways & Workforce Readiness) through four integrated activities: (1) Workforce Pathway Alignment with industry-recognized credential partners in Healthcare/Allied Health, Advanced Manufacturing/Trades, Agriculture/AgTech, and Information Technology; (2) development of Shortened (compressed, stackable) Academic Terms for CTE coursework; (3) a Course Redesign Institute providing faculty/staff professional development for shortened-term instruction; and (4) an expanded, cohort-based First Year Experience (FYE) for first-time students, including two new counseling courses. By Year 5, the project aims to increase first-time, full-time enrollment by 15%, raise first-to-second-year retention from ~52.6% to 57.6%, raise the 3-year graduation rate from ~39% to 52%, and increase median graduate income to \$40,000.	
2. Grant Type	Funding Source (Sponsor) Due Date
☒ New ☐ Continuation	June 23, 2026
Is this proposal a subaward from another institution? ☐ Yes ☒ No	
Funding Source	Funding Source (Sponsor)
Public: ☐ State ☒ Federal	U.S. Department of Education, Strengthening Institutions Program, administered on ED's behalf by the U.S. Department of Labor, Employment and Training Administration.
Private: ☐ Foundation ☐ Corporation	
3. Fiscal Agent	
☒ College ☐ Foundation	
4. Does the funding source require matching funds or in-kind contributions?	
☒ No ☐ Yes If yes, explain:	
5. Are indirect costs allowed?	
☒ No ☐ Yes If the indirect cost rate established by the funder is less than the college's federally negotiated rate of 30%, please list the rate here:	
6. Grant Timeline	
Grant Start Date: <u>October 1, 2026</u>	Grant Ending Date: <u>September 30, 2031</u>

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7. Proposal Lead

- Proposal Lead: Itza Gutierrez-Reyes
- Title: Project Director / Director of Student Success (currently Interim Director of Strategic Initiatives)
- College Department: Office of Institutional Research, Effectiveness, and Success
- Phone: _____
- Email: igutierrez-reyes@hartnell.edu

8. Alignment with the College's Strategic Plan and Feasibility

- 30 % **Goal 1:** Ensure that we put students first in everything we do.
- 25 % **Goal 2:** Optimize student access, momentum, and success.
- 10 % **Goal 3:** Maximize operational efficiency and effectiveness.
- 35 % **Goal 4:** Implement fiscal health and sustainability practices.
- % **Goal 5:** Create and sustain meaningful relationships with communities.
- 100 % **Total (Total should equal 100%)**

Feasibility Scoring Criteria (1-5 WEAK to STRONG)

* Be prepared to provide data, such as Labor Market Data, to support the scoring below.

- 4 1. Staff expertise/experience in similar projects
- 5 2. Compelling need at college or in community
- 5 3. Strong business/community/education partnerships
- 3 4. Low demand on resources (space, equipment, etc.)
- 4 5. Capable of sustaining project after grant ends

21 **Total (Total should not exceed 25)**

List Accreditation Standards (i.e., 1, 2, 3):

[Accreditation Standards](#)

1, 2, 3, and 4

List the Hartnell values that this grant fulfills:

[Hartnell College's Values](#)

Education, Connection, Cultural Wealth, and Impact

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9. Intellectual Property

Will the proposed project include the development of intellectual property?

☒ No ☐ Yes If yes, explain:

10. Additional Partners

Will this project include other agencies?

☐ No ☒ Yes If yes, explain:

CSUMB, UCSC, and other four-year institutions (K-16 collaborative); Hartnell Ag Steering Committee (19 owners/CEOs of major ag employers); Salinas Valley Ag Technology Innovation Alliance; SVAEC Adult School; Registered Apprenticeship program partners TBD; and an external evaluator, to be selected via competitive bid after award.

11. If the project is for broad institutional capacity building, what are the plans for institution-wide development & implementation of proposed activities?

Project RISE is explicitly designed for institution-wide capacity building rather than a siloed pilot, with scale-up built into both its implementation timeline and its governance structure. Each activity is phased to expand beyond its initial cohort: pathway maps reach 100% of CTE programs across all four target sectors by Year 5; shortened-term course redesign moves from 2 pilot CTE programs toward a Year 5 framework to extend shortened-term delivery across all CTE offerings college-wide; the Faculty on Special Assignment serves as a resource, not just participating programs; and the FYE model grows to serve roughly 80% of all incoming first-time students. This is governed through a cross-divisional Advisory Committee — spanning the Deans of STEM, CTE/Workforce Development, and Creative & Language Arts; the VPs of Student Affairs, Academic Affairs, and Advancement & Development; and the Directors of Institutional Research and Career/Transfer Hub — that meets twice yearly, with quarterly progress reporting to the Superintendent/President and President's Cabinet. Sustainability is built in from the outset by routing each activity into a standing institutional home (Curriculum Committee, Professional Development Center/CTL, standard Student Services infrastructure, and the Workforce Development office), so implementation is designed to outlast, and extend beyond, the five-year grant period.

12. Does the project align with or overlap with current activities or events? If yes, please provide information about activities and how current directors and program staff are involved in developing this new project/grant proposal.

Project RISE builds directly on current activities: the existing FYE ecosystem (Salinas Valley Promise, Math/Writing Academies, Panther Connect, Career Hub, Basic Needs), current Guided Pathways practices, the College's ATD action plan, and Swim Digital's onboarding and scheduling work. Per your confirmation, all named staff were involved in developing this proposal — though the narrative itself only states their assigned roles, not a development process. Those staff are: Dr. Rosslyn Knight (Interim VP of Institutional Research, Effectiveness, and Success), Principal Investigator; Itza Gutierrez-Reyes (Interim Director of Strategic Initiatives), proposed Project Director, whose prior role led the NeoEd Onboard implementation — directly overlapping with this project's onboarding/data infrastructure; Belen Gonzales, proposed Career and Transfer Hub Director; Dr. Gabriela Lopez (Dean of Student Success); Dr. Layheng Ting (Director of Institutional Research); and a cross-divisional Advisory Committee spanning STEM, CTE/Workforce Development, Student Affairs, Academic Affairs, and Institutional Research leadership.

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13a. Human Resources: Staffing Positions to Support the Grant

What new/continuing positions will be created to meet the proposed project objectives? Please list the proposed titles and a one-sentence job description below; include cost detail and a source of funding.

Grant Funding: Project Director (1.0 FTE, stepping to 0.5 FTE in final 2 years) Itza Gutierrez-Reyes; overall project leadership, coordination, reporting, and budget oversight; Peer Mentors (5.0 FTE; 5–10 mentors at 0.5 FTE, scaling up) Peer mentoring/navigation support for students in workforce pathways; Faculty on Special Assignment (0.5 FTE) Campus expert/resource on transitioning courses to shortened academic terms; and Faculty Special Project Contracts (0.03 FTE each; ~6 contracts/yr) Engage faculty in Course Redesign Institute and related PD activities (\$3,500/contract). In-Kind (institutional): Data/Research Director (0.35 FTE) Data support and research analysis; formative/summative evaluation; and Data/Research Analyst (0.5 FTE) Data support and research analysis; formative/summative evaluation. In-Kind (other): Workforce Development Manager Employer engagement, labor market alignment, work-based learning and partnership tracking; Work-based Learning Manager Coordinates internships, job shadowing, and other career-connected learning experiences; Career and Transfer Hub Director Belen Gonzales (proposed); oversees Career Hub services, career readiness, and employer partnerships; Peer Mentors (3.0 FTE; 6 mentors at 0.5 FTE) Peer mentoring/navigation support for students in academic pathways; and Staff Special Projects (5 staff, growing to 20 by Year 5) Participate in Professional Learning Center implementation and training.

13b. Will the proposed project require HCCD to eventually absorb the cost of staffing for the project?

☐ No ☒ Yes If yes, explain below **and** complete 19a and 19b:

Partially, and indirectly. The Institutionalization Plan states that FYE-related advising will transition to Student Equity and Achievement Program (SEAP) funding — an institutional/state categorical source, not the general fund directly — beginning Year 4. Positions marked "In-Kind" above are already funded through institutional resources throughout the grant period, not absorbed later. For the grant-funded Project Director, Peer Mentor (5.0 FTE), and FOSA positions, the narrative does not commit to a specific post-grant funding source; instead it relies on projected SCFF revenue growth from higher enrollment/retention to cover ongoing costs generally.

14a. Facilities, Furniture, and Equipment Resources to Support the Grant

Will new/remodeled space be needed? (e.g., offices, lab and activity space, etc.)? Will furniture and equipment be needed (e.g., workstations for staff, computers, phones, chairs, etc.)? If so, include the estimated cost and source of the funding below.

Workstations will be needed for approximately 7–12 new grant-supported staff (Project Director, FOSA, and grant-funded Peer Mentors), at an estimated cost of roughly \$8,400–\$30,000 total (based on a generic \$1,200–\$2,500 per-workstation planning range, not verified); this cost will be funded through HCCD/institutional funds, not the SIP grant, consistent with the program's restriction on charging standard office equipment to grant funds.

14b. Will proposed facilities, furniture, and equipment needs continue after grant?

☐ No ☒ Yes If yes, explain below **and** complete 19a and 19b:

The workstations for the Project Director, FOSA, and Peer Mentor positions will continue past Year 5. A conservative 5% enrollment increase would generate over \$1.9 million in additional annual SCFF revenue, which it states exceeds the project's annual sustainability cost.

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15. Impact on Student Affairs

What current resources will be used to implement the grant? What new resources will be needed?

Current resources used: Existing FYE ecosystem components — Salinas Valley Promise, Panther Connect, Career Hub, Basic Needs initiative, Math/Writing Academies.

New resources needed:

Two new credit-bearing counseling courses: COU 1 (first-year, college success strategies — piloted Year 1, institutionalized Year 2) and COU 2 (second-year, career development/transition — piloted Year 2).

Dedicated first- and second-year advising, cohort-based learning communities, and career-pathway-focused orientation.

New Peer Mentor positions (grant-funded and in-kind) and a Career and Transfer Hub Director.

16a. Impact on Institutional Research?

What new institutional research will be needed (e.g., evaluation, new data sets, new reports)? Will the project require a data-sharing agreement? If a data-sharing agreement is required, please provide details.

Ongoing tracking of pathway-map conversion rates, meta-major selection, and FYE participation outcomes; pre-/post- and follow-up surveys and focus groups; an external evaluator engaged at a budgeted \$20,000/year (per the application's Evaluation Plan).

16b. Will the proposed institutional research needs continue after grant?

☐ No ☒ Yes If yes, explain below **and** complete 19a and 19b:

See above.

17a. Impact on Information Technology Resources?

What new informational technology will be needed (e.g., new or additional software)?

uConnect career-planning software (expanded licensing/usage); a digital project repository for data collection; print and digital career pathway maps for all CTE programs in the four target sectors.

17b. Will the proposed institutional research needs continue after grant?

☐ No ☒ Yes If yes, explain below **and** complete 19a and 19b:

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18. Budget Plan – over the term of the grant

	Grant	HCCD Match	Match Other
Personnel Salaries	\$1,681,464		
Personnel Benefits	\$747,108		
Travel	\$41,000		
Equipment	\$0		
Supplies	\$0		
Contractual*	\$515,428		
Construction	\$0		
Other	\$15,000		
Indirect**	\$0		
Total	\$3,000,000		

*Include third-party evaluation contracts, procurement contracts, and subawards. Costs related to individual consultants should be listed in the "Other" category. If applicable and charged as a direct cost, include third-party renting or leasing agreements for equipment.

**Required Budget Note:

The indirect cost rate is 0%; the **actual** indirect collected is 0% of the total budget.

Additional Budget Notes:

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19a. If proposed activities will continue after grant funding ends, what are the plans for sustainability?

Indicate years and activities that will be included in Program Planning and Assessment (PPA) and Resource Requests.

- Pathway maps/counselor guides: maintained annually by the Workforce Development office; uConnect licensing absorbed by the Career Hub.
- Shortened Academic Terms: institutionalized via Curriculum Committee approval as permanent program offerings (target: 4+ CTE programs fully in shortened-term format by Year 5).
- Faculty/Staff PD (Course Redesign Institute): materials maintained by the Professional Development Center / Center for Teaching and Learning as a standing PD offering.
- FYE: integrated into standard Student Services infrastructure; funded via SEAP beginning Year 4.

19b. Budget Plan – HCCD institutional commitment – after grant term ends

Fiscal Year:	20__ / 20__	20__ / 20__	20__ / 20__
Personnel Salaries			
Personnel Benefits			
Travel			
Equipment			
Supplies			
Contractual			
Construction			
Other			
Total			

Budget Notes:

A conservative 5% enrollment increase would generate over \$1.9 million in additional annual SCFF revenue, which it states exceeds the project's annual sustainability cost.

20. Academic Senate - New Programs, Curriculum, and/or Faculty

Does the proposal include new programs, curriculum, or faculty?

☐ No ☒ Yes Proposed date to present to the Academic Senate: September 30, 2027

List faculty members involved in development:

Faculty members TBD. Redesign of at least 12 CTE courses into shortened-term format, requiring Curriculum Committee/Senate approval beginning Year 1, with 4 full CTE programs targeted for shortened-term format by Year 5.

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21. The proposed project supports the goals and objectives of Hartnell College

The following signatures are the responsibility of the Proposal Lead:

☒	☐	<u>Itzamar Gutierrez Reyes</u> Itzamar Gutierrez Reyes (Sep 2, 2026 13:51:04 PDT)	
Support	Do Not Support	Proposal Lead	Date
☐	☐	N/A	
Support	Do Not Support	Dean	Date
☐	☐	See below	
Support	Do Not Support	VP	Date

22. The proposed project supports the goals and objectives of Hartnell College

The following signatures are the responsibility of the Office of Institutional Advancement:

☐	☐		
Support	Do Not Support	Academic Senate	Date
☒	☐	<u>Rosslyn Knight</u> Rosslyn Knight (Sep 2, 2026 13:48:55 PDT)	
Support	Do Not Support	Vice President of Institutional Equity	Date
☒	☐	<u>Lucy Cruz</u> Lucy Cruz (Sep 2, 2026 13:26:40 PDT)	
Support	Do Not Support	Vice President of Institutional Advancement	Date
☒	☐	<u>David Techaira</u> David Techaira (Sep 2, 2026 14:10:55 PDT)	
Support	Do Not Support	Accounting Manager	Date
☐	☐	<u>Graciela Mendoza</u> Graciela Mendoza (Sep 2, 2026 15:43:57 PDT)	
Support	Do Not Support	Vice President of Administrative Services	Date
☒	☐	<u>Chelsey Pham</u>	
Support	Do Not Support	Vice President of Information Technology	Date
☒	☐	<u>César Torrico</u> César Torrico (Sep 2, 2026 13:40:27 PDT)	
Support	Do Not Support	Vice President of Human Resources	Date

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☐	☐	<u>Sandra Jimenez</u>	
Support	Do Not Support	Vice President of Student Affairs	Date
☒	☐	<u>Eric Grubiel</u>	
Support	Do Not Support	Vice President of Student Success & Teaching	Date

23. Approval

The proposed project is approved and supports the goals and objectives of Hartnell College.

☒	☐	<u></u>	
Support	Do Not Support	Superintendent/President	Date