

President's Community-Based Job Training Grants

Broward Community College

AWARD AMOUNT: \$1,603,627

AREA SERVED: Ft. Lauderdale and the Counties of Broward, Dade, Monroe, and Palm Beach, Florida

INDUSTRY: Automotive

KEY PARTNERS AND LEVERAGED RESOURCES: \$2,919,147 in leveraged resources from one employer partner, one workforce partner, three education partners and one other partner

CHALLENGES AND CONSTRAINTS: The automotive industry has a poor image and unknown career opportunities. The college lacks sufficient resources to adequately support the operation of training facilities at all sites, lacks equipment for the core competencies and the manufacturer-sponsored programs, has identified a need for accelerated learning, web-based, web-enhanced and project-based curriculum and a need for additional student services/support to help students complete the program, lacks a sufficient pool of students enrolled in the program and has an insufficient number of industry-certified instructors for expanding program offerings.

ACTIVITIES: The project will develop and implement a marketing plan to change the image and/or perception of careers as a service technician. The project will distribute marketing materials, schedule tours for high school students and teachers and recruit individuals to increase enrollment and awareness of careers in automotive technology. Employers will sponsor students upon enrollment in training. Students will receive support services to increase program completion rates, and high school students will complete the Academic Preparation Summer Institute to help them pass the college entrance requirements to increase enrollment. The project will develop and implement a training model, develop a standards-based curriculum, review web-based materials, and develop an accelerated learning format to provide curriculum development and instruction for the automotive industry. Faculty members will be recruited and trained by industry for certifications in order to attain a sufficient number of full/part-time certified faculty.

PROJECTED OUTCOMES:

- Enroll at least 120 new students in the automotive technology program from targeted populations: high school students, out-of-school youth, adults, women and minorities;
- Enroll at least 50 incumbent workers in Cooperative Work Experience (CWE) upgrade skills/certification training;
- Graduate at least 80% of the students enrolled in the program;
- Provide dealer sponsorships to 100% of the students in the automotive program;
- At least 80% of students enrolled in the summer institute will complete the training;
- Engage 95% of full-time/adjunct instructors in certification training; and
- Engage 90% of the partnership in capacity development activities.

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EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

*Community-Based Job Training Grants
Announced October 19, 2005*