

## 2018-19 SparkPoint Center Annual Program Plan

### I.A. Program Profile: Purpose

Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College?

#### Narrative

SparkPoint at Skyline College implements a suite of services led by a financial education and coaching model based on the Annie E. Casey Foundation's Centers for Working Families in order to mitigate poverty and increase college access and completion. The program's goal is to provide bundled services and resources that students and other non-enrolled community members use to achieve financial stability and self-sufficiency in pursuit of their educational and economic goals.

SparkPoint services include:

**-Financial Education Workshops:** Customized curriculum is available for classes, support programs and community organizations, as requested by faculty, staff and external partners.

**-Individualized Financial Coaching:** One-on-One appointments are available as requested by students and community members or as designated by partner program requirements (TRiO, Guardians Scholars Program, etc.) Topics include budgeting, savings, safe financial products, credit reports, debt, etc.

**-Financial Game Plan (FGP):** Workshops and one-on-one appointments are available to support Promise Scholars in completing the FGP document as a requirement for their program.

**-Free Income Tax Preparation Assistance:** Free tax services are available to students and community members as part of a partnership with the Accounting Program.

**-Public Benefits Support:** Support with benefits application pre-screening, processing and advocacy is available to students and community members through partnership with local Human Services Agencies.

**-Community Resource Referrals:** Information and referrals for off-campus resources are available to students and community members in the areas of housing, child care, health services, transportation, etc.

**-Food Pantry:** A "personal shopping experience" that is available to students and community members by walk-in or by appointment with a focus on fast and private grocery distribution.

**-The Free Community Market:** This weekly event provides free groceries to students and other community members in a farmers' market style with a goal of creating a fun and welcoming environment.

**-SparkPoint Snacks:** Free snacks attached to SparkPoint service information are available in baskets around campus with no registrations or sign ups required with a goal of addressing student food insecurity.

- The Legal Clinic:** Partnership with Paralegal Program, which offers free legal services and referrals to students and community members in the areas of immigration status, tenant rights, domestic abuse, and others.
- The Grove Scholars Program:** Scholarships, financial coaching and career counseling are available to students enrolled in Career and Technical Education programs.
- The Dream Center:** Support services area available for undocumented students and community members.

These services are vital for SparkPoint participants to achieve outcomes in four key areas: increasing income, improving credit, reducing debt, and building assets. Positive outcomes in these areas also have a positive impact on college access, persistence rates, and completion rates for all students, especially low-income and non-traditional students. In this way, the goals of SparkPoint contribute directly to Skyline College's mission to empower and transform a global community of learners, as well as its vision to inspire a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.

**I.B. Program Planning Team**

Annual program planning is intended to be a collaborative process which promotes dialogue and reflection. Please identify all individuals who contributed to or shaped the narrative. Include names and the title or role of each person.

**Narrative**

Chad Thompson – Director for SparkPoint

Flor López – SparkPoint Coordinator/Financial Coach

Pamela Ortiz – Dream Center Program Services Coordinator

Raul Amaya – SparkPoint Staff Assistant

Kevin Eifler – SparkPoint Office Assistant

## **II.A. Analysis: Progress on Prior Program Objectives (Goals) and Activities**

Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. New programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities.

### **Narrative**

#### **Food Pantry and Free Community Market:**

During the 2017/18 fiscal year the SparkPoint Food Pantry served 457 unique families, which was a 32% increase from the previous year. The pantry distributed 108,721 lbs. of food valued at \$123,361, which is roughly equal to last year's total. We attribute this to improvements in our ordering protocols and implementation of a new waste minimization strategy. This food was distributed in 3,638 touchpoints, including food pantry shopping appointments and food pantry drop-in grocery bag pick ups.

As of April 12st of the 2018/19 fiscal year, the SparkPoint Food pantry has already served 936 unique families, which is a 150% increase compared to this time last year. We attribute this to the addition of the Free Community Market weekly distribution in February 2019, which has increased visibility and engaged new participants. This food was distributed in 3,171 touchpoints including food pantry appointments, food pantry drop-ins, and the Free Community Market. We anticipate an increase in all food pantry outcomes compared to last year.

#### **Financial Coaching:**

During the 2017/18 fiscal year SparkPoint Financial Coaches provided 708 financial coaching efforts, which was a 57% increase from the previous year. We enrolled 187 clients and collected financial outcome data from 144 measurable clients, which was a 34% and 103% increase from the previous year. We attribute these increases in stability with the permanent SparkPoint Coordinator/Financial Coach and the addition of the short-term/temporary SparPoint Coordinator/Financial Coach.

As of April 12th of the 2018/19 fiscal year, the SparkPoint Financial Coaches have already provided 466 financial coaching efforts, enrolled 165 clients and collected financial outcome data from 112 measurable clients. These outcomes are similar to last year, but we have achieved them without the support of the additional short-term/temporary SparkPoint Coordiantor/Financial Coach.

#### **Benefits Access:**

During the 2017/18 fiscal year the SparkPoint Benefits office provided 119 benefits support services, which was a 42% increase from the previous year. 51 of the individuals receiving these services also reported achieving a financial outcome as a result, which is a 21% increase from the previous year.

As of April 12th of the 2018/19 fiscal year the SparkPoint Benefits office provided 151 benefits support services, which is a 27% increase from last year. 91 of the individuals receiving these services also reported achieving a financial outcome as a result, which is a 98% increase from the previous year. We attribute this

increase to the inclusion of benefits access as a major program priority and the additional support of the SparkPoint Coordinator/financial coach in benefits services.

### **Financial Game Plan:**

During the 2018/19 fiscal year SparkPoint created a Financial Game Plan (FGP) document for students in the Promise Scholars Program to help these students understand their current financial aid/scholarship package and create an appropriate budget while they are at Skyline College and after they complete their educational goals. To support the completion of this document, SparkPoint Financial Coaches offered 10 workshops, as well as availability for one-on-one appointments and lab hours. With this first iteration, SparkPoint created Financial Game Plans for 90 Promise Scholars.

As of April 12th of the 2018/19 fiscal year the SparkPoint has offered 4 Financial Game Plan workshops, but the outcome data is not yet available. The Promise Scholars Program and the Financial Game Plan continue to change as external factors change. The structure and strategy for year 3 of the Financial Game Plan may be very different.

### **Dream Center:**

The Dream Center launched in February 2017 in response to the needs of Skyline College undocumented student community. From its launch in April 2017 until April 2018, the foot traffic count for the Dream Center is over 500 individual visits. This is the first year tracking this metric, but monthly foot traffic has increased as awareness of the center has increased on campus.

As of April 12th of the 2018/19 fiscal year the Dream Center has had foot traffic of over 651 individual visits.

### **SparkPoint Snacks:**

Sparkpoint Snacks launched in August of 2018 as a new strategy to address student food insecurity with an emphasis on reducing barriers to access. SparkPoint partnered with faculty, staff and administrators to place 13 baskets around campus, which are regular filled with healthy snacks attached to SparkPoint marketing materials. A secondary goal was to increase the visibility of SparkPoint's food access services and drive food insecure students to the food pantry and public benefits office.

As of April 12th of the 2018/19 fiscal year SparkPoint has distributed over 13,000 individual snacks to students around campus.

## **II.B. Analysis: Program Environment**

Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur.

### **Narrative**

In San Mateo County, home to some of the most affluent neighborhoods in California, one-fifth of the county's population struggles to make ends meet. In 2010, Skyline College became the first college in California to partner with United Way Bay Area (UWBA) and launch a SparkPoint Center in an effort to better serve these individuals and their families. Since then, community colleges throughout the bay area have launched SparkPoint Centers or partnered with existing SparkPoint Centers in an effort to replicate our model and serve their students and local community. UWBA has shifted the regional SparkPoint initiative to focus heavily on community college partnerships. The California Community College Chancellor's Office (CCCCO) has also shifted their focus to basic needs for students, which has led to regulations and funding related to addressing student food insecurity, housing security and financial wellness. Due to SparkPoint at Skyline College's role as a national leader in this field, we have consulted with UWBA and CCCCCO on several summits, conferences, project launches and initiatives in the bay area and throughout the state.

### **Financial Game Plan:**

In the 2018/19 academic year, the Promise Scholars Program plans to increase from 270 students to 500 students, which will impact the support needs for this service. The strategic design of the FGP program will also change to yield higher workshop attendance and document completion rates.

### **Free Community Market:**

The launch of the Free Community Market in February 2019 has dramatically impacted the rest of the Sparkpoint program. The Food Pantry operation schedule has shifted to coincide with the bulk grocery delivery. Staff time has been reallocated and staff schedules have shifted accordingly. This weekly event has grown consistently since its launch and has increased the visibility of SparkPoint program in the community and on campus. If the market continues to grow, additional staff time will need to be allocated to support it, which could be disruptive for other SparkPoint projects.

### **NOVA:**

At the end of the 2017/18 fiscal year, transitioned from Skyline College being a NOVA grant-funded partner to having NOVA provide services as a co-located partner. This shift was intended to increase NOVA service provision at Skyline College and Skyline College continued to provide support with logistics, outreach and referrals as a program partner, without having contractually responsible for NOVA service numbers. However, NOVA was still unable to reach their outcome

goals and they pulled out of the partnership entirely in November 2018. NOVA is no longer a co-located partner at Skyline College.

**Dream Center:**

In Spring 2018 a permanent Program Services Coordinator was hired, which allowed for increased project planning and leadership for the center. Since then, the Dream Center has consistently increased its programming and regional network.

**Swing Space:**

SparkPoint and the Dream Center were scheduled to move to the Pacific Heights building in December 2018, but this move was cancelled due to changes in the facilities planning. Many of the concerns that the swing space move was going to cause are no longer applicable.

**United Way Bay Area Funding:**

United Way Bay Area has been one of SparkPoint's oldest and largest donors. Unfortunately, their mission is starting to shift, which could result in small annual funding reductions in the short-term and larger funding reductions in the long term.

**SparkPoint Coordinator Staffing:**

We did not have the funding to hire a second SparkPoint Coordinator/Financial Coach (either at short-term/temporary or permanent status). This limits our ability to grow our services and impact, while also putting us in a precarious and inflexible position. Turnover in this position would have dramatic effects on crucial outcomes related to client financial outcomes.

## II.C. Analysis: Student Learning Outcomes (SLOs and PSLOs)

- (1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.
- (2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable.

### Narrative

#### **In the 2017/2018 academic year, SparkPoint supported the following student learning outcomes:**

PSLO: Students will engage SparkPoint services and resources by completing the SparkPoint Welcome Form and identifying SparkPoint services to pursue.  
CRITERION: 250 students will complete Welcome Forms, identifying SparkPoint services to pursue.

RESULT: 749 SparkPoint participants completed welcome forms and identified desired SparkPoint services. (Measured by Efforts to Outcomes software.)

LESSONS LEARNED: The number of participants accessing all SparkPoint services is directly related to the number of students completing welcome forms. Maintaining strong outcomes in this area requires constant outreach on campus and special attention to program partnerships.

#### **In the 2018/2019 academic year, SparkPoint is supporting the following student learning outcomes:**

PSLO: Students will engage SparkPoint services and resources by completing the SparkPoint Welcome Form and identifying SparkPoint services to pursue.  
CRITERION: At least 250 students will complete Welcome Forms, identifying SparkPoint services to pursue.

RESULT: N/A. 1,085 SparkPoint participants completed welcome forms and identified desired SparkPoint services. (Measured by Efforts to Outcomes software.)

LESSONS LEARNED: The number of participants accessing all SparkPoint services is directly related to the number of students completing welcome forms. Maintaining strong outcomes in this area requires constant outreach on campus and special attention to program partnerships.

PSLO: SparkPoint clients who engage in Financial Coaching will improve their financial stability by identifying financial goals, creating a budget and taking up two or more SparkPoint Services.

CRITERION: At least 80% of Financial Coaching clients are taking up two or more SparkPoint Services.

RESULT: N/A. Data will be collected and entered after 6/30/19 (Measured by Efforts to Outcomes software.)

LESSONS LEARNED: Although this PSLO has not been assessed in 2018/19, we have learned that this PSLO and criterion needs to be updated.



### III.A. Reflection: Considering Key Findings

Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness.

#### **Narrative**

##### **Food Pantry and Free Community Market:**

Last year, we found that physical location and access was a concern for elderly food pantry participants with mobility issues and participants using public transportation. Our conclusion was that SparkPoint needed to launch a satellite distribution site closer to the bus stop and the center of campus. These findings were some of the factors considered during the planning for the Free Community Market, which launched in February 2019 as a satellite distribution location in the middle of campus.

The Free Community Market has been very successful in increasing access to students and community and it has increased the overall visibility of SparkPoint, which has increased engagement with all other SparkPoint services. We have not yet found the ideal registration, disbursement, volunteer and rollout processes, so we will continue to analyze, modify and improve with an emphasis on a positive participant experience for both students and community members. This increased workload to support the Free Community Market and the increased engagement in all other SparkPoint services has made it clear that additional coordination staffing (SparkPoint Coordinator/Financial Coach) is necessary to meet the need of the Skyline College students and surrounding community.

##### **Financial Coaching:**

To meet the financial coaching needs of Skyline College students and surrounding community, especially after the increased visibility and engagement caused by the Free Community Market, SparkPoint will need to hire a second permanent SparkPoint Coordinator/Financial Coach.

##### **Benefits Access:**

To increasing the number of benefits screenings and benefits applications submitted compared to 2017/18 outcomes, SparkPoint has developed a more intentional recruitment, training and on-boarding process for Benefits Office Student Assistants, but an additional SparkPoint Coordinator/Financial Coach will be necessary to have the intended impact on eligible low-income students accessing CalFresh and other public benefits programs.

##### **Financial Game Plan:**

To meet the needs of the growing Promise Scholars Program, SparkPoint will need to allocate more financial coaching resources to the Financial Game Plan services launch a Financial Game Plan peer coaching program. Similar to the Benefits Office Student Assistant model, Student Assistants will need to be hired



and trained to provide Financial Game Plan support to Promise Scholars in workshops, one-on-one appointments and small group lab hours. This new approach will allow for FGP support capacity to grow in conjunction with the anticipated Promise Scholar Program growth.

### III.B. Reflection: ISLOs

If your program participated in assessment of ISLOs this year:

(1) What are the findings and/or conclusions drawn?

(2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do.

#### **Narrative**

In 2017/18, SparkPoint assessed one SLO related to student engagement of SparkPoint services through completion of Welcome Forms.

In 2018/19, SparkPoint will assess two SLOs related to student engagement of SparkPoint services through completion of Welcome Forms and bundling of two or more services within financial coaching. Through financial coaching and uptake of multiple services, participants build social capital and practice positive behavioral economics towards the following four outcomes: 1) Improving Credit, 2) Decreasing Debt, 3) Increasing Savings, and 4) Building Assets. SparkPoint's SLOs are mapped specifically to the ISLOs of Effective Communication, Critical Thinking, and Lifelong Wellness.

#### **Effective Communication:**

Upon completion of the Welcome Form and interest cards (PSLO #1), participants are able to effectively identify and communicate their initial needs for SparkPoint services. Through uptake of services and engagement in financial coaching (PSLO #2), clients employ effective communication allowing for deeper exploration of participant needs and referrals.

#### **Critical Thinking:**

Both SparkPoint PSLOs map to the ISLO of Critical Thinking in that the students engage in activities which require deep self-reflection and critical thinking of internal and external factors which contribute to one's financial self-sufficiency. Through financial coaching, students work to develop budgets, requiring critical thinking around spending habits and flexible/inflexible monthly expenses. Students engaged in financial coaching also work to reduce debt and build credit, requiring them to think critically about the elements of credit (lenders, borrowers, credit reporting agencies) and how their present actions affect future opportunities and goals.

#### **Lifelong Wellness:**

Both SparkPoint PSLOs map to the ISLO of Lifelong Wellness in that the students must identify and communicate their initial personal needs for SparkPoint services. Through working with a financial coach students develop their ability to determine resources, and access appropriate services to address financial barriers and achieve financial stability. This financial stability ultimately leads to student persistence and overall academic success.

ISLOs were not assessed this year.

#### **IV.A. Strategy for Program Enhancement: Continuation/Modification**

Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item.

##### **Narrative**

##### **SparkPoint 2016 CPR Action Plan:**

SparkPoint will continue to ensure campus leadership, and department heads are aware of SparkPoint's services and goals by presenting in Academic Senate, Student Services Leadership Team meetings, Classified Senate, and campus-wide professional development activities (Flex Days). In addition, SparkPoint will maintain and strengthen its campus networks in an effort to intentionally embed services into programs and campus forums in which low-income students are already involved. This includes the Disability Resource Center, TRiO, learning communities, Health Center, Psychological Services, Veterans' Center, Financial Aid, Learning Center, and EOPS. To support these efforts, SparkPoint staff will develop curriculum to inform and actively engage the campus community in SparkPoint's financial literacy work, offering avenues for varying levels of engagement. These strategies will continue to catalyze culture change across the campus by embedding services into existing systems and structures of the college.

SparkPoint will utilize the Exponent Case Management database (formerly Efforts-To-Outcomes database) as an assessment tool to monitor progress toward our PSLOs, Annual Program Plan and Skyline College's ISLOs, as well as its various grant reporting requirements. SparkPoint will continue efforts to integrate its assessment tools with those of the college in order to capture data that demonstrates the impact SparkPoint services have on student access, success, and completion. Collecting and analyzing this data will strengthen the program's evidence base and provide a database for evaluation. This data will also inform decision-making for continuous process improvement of the program's outreach and service provision.

The data analysis from this year's Comprehensive Program Review has highlighted some populations that SparkPoint has underserved in the past. Moving forward, SparkPoint staff will be more intentional about making services available for evening and weekend students by establishing special service hours that cater to their needs. By offering online financial education workshops and resources, SparkPoint will also increase access for distance learners. Outreach strategies will also address SparkPoint's lack of male students and students under 28 years of age, by implementing a student ambassador program that features positive role models with whom the target population can identify.

**New Strategy-Financial Game Plan:**

To support the completion of the FGP document, SparkPoint Financial Coaches will continue to offer workshops, one-on-one appointments and lab hours, as well as detailed resources on the SparkPoint website. To meet the needs of the expanding Promise Scholars Program, SparkPoint will allocate more financial coaching resources to the Financial Game Plan services and launch a Financial Game Plan peer coaching program. Similar to the Benefits Office Student Assistant model, Student Assistants will be hired and trained to provide Financial Game Plan support to Promise Scholars in workshops, one-on-one appointments and small group lab hours. This new approach grows FGP support capacity in conjunction with the anticipated Promise Scholar Program growth.

**New Strategy-Dream Center:**

The Dream Center will address the fear and uncertainty of our local immigrant community by increasing awareness and understanding, while continually adapting services in the face of the growing anti-immigrant sentiment and hostile ever-changing national political climate. Trainings and workshops will educate the faculty and staff, while intentional events, a network of allies and specialized services will create a safe space for students and community members. Student workers, volunteers and club members will receive extensive training to ensure high quality services and precise data tracking.

**New Strategy-Free Community Market**

This weekly event provides free groceries to students and other community members in a farmers' market style with a goal of creating a fun and welcoming environment.

Last year, we found that physical location and access was a concern for elderly food pantry participants with mobility issues and participants using public transportation. These findings were some of the factors considered during the planning for the Free Community Market, which launched in February 2019 as a satellite distribution location in the middle of campus.

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**New Strategy-SparkPoint Snacks**

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around campus, which are regular filled with healthy snacks attached to SparkPoint marketing materials. A secondary goal was to increase the visibility of SparkPoint's food access services and drive food insecure students to the food pantry and public benefits office.

#### **IV.B. Strategy for Program Enhancement: Action Plan and Resource Requests**

Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

- (1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.
- (2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. Institutional Goals. Need help? Contact the PRIE Office for further instructions.

#### **Narrative**

##### **Associated Objectives**

[880-Continue Providing SparkPoint Snacks Across Campus](#)

[873-Increase Dream Center Foot Traffic](#)

[871-Increase Financial Game Plan Document Completion](#)

[870-Increase Financial Game Plan Workshop Attendance](#)

[865-Increase Food Pantry Service Numbers](#)

[867-Increase Public Benefits Access](#)

[866-Maintain Financial Coaching Outcomes](#)

[875-Support 50 students with submitting California Dream Act Application](#)

##### **Enhanced Budget with Objectives and Tasks**

[Enhanced Budget with Objectives of SparkPoint Center](#)