Student
Centered
Design at SJI

THE 2021 BENEFITS FOR SUCCESS CTE ACADEMY
APPLICATION INSTRUCTIONS

Thank you for your interest in applying to the **Benefits for Success CTE Academy**, offered by the Student-Centered Design (SCD) team at Seattle Jobs Initiative (SJI). We've developed this document as a reference guide to help you complete the application form. You can download the form from [our website](#).

The deadline to submit is Friday, December 18, 2020 at 5:00 PM PT

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THE OPPORTUNITY

The Benefits for Success CTE Academy is a one-year hands-on learning and design program for community college CTE programs to **maximize students' use of vital benefits, resources, and supports**. Designed to build on existing work at the college, the Academy will provide participants with new strategies to support student retention and completion goals through the design and testing of evidence-based solutions.

Participating colleges will develop resilient practices to support student success and respond in real time to COVID-related challenges. Participants will receive training in improvement science, allowing them to lead the way in developing innovative processes that streamline benefits access for students. By the end of the Academy, participants will have gained:

- New and enhanced strategies to support student retention and completion goals
- A deeper understanding of the current student experience: obstacles that students encounter, their needs and motivations, and their ideas for improvement
- A stronger understanding of how students engage with benefits, resources, and supports
- Experience using applied behavioral science, improvement science, and human-centered design techniques
- Results from intervention testing to remove obstacles in student-facing processes
- The capacity to address similar challenges in the future and support more students in need

ADDRESSING STUDENT NEED

Overview: During this pandemic, students are struggling to stay enrolled in college. COVID-19 hits low-income and underserved students the hardest—the very students who could benefit most from a post-secondary education.

A key solution is to ensure that **students take full advantage of the benefits and supports available to them**. In this Academy, SCD will work with colleges to make sure that resources for students don't go under-utilized. Maximizing students' use of resources will help colleges make lasting changes to the ways they deliver services to **meet current and future challenges**.

SUBMISSION PROCESS

Key Dates

November 12	*Live informational webinar 10 AM PT/ 1 PM ET* ***Register to attend*** *[HERE](#)*
December 1	Deadline (optional): Send an email of interest to scd@seattlejobsinit.com
December 18	**Deadline: Submit your application by 5:00 PM PT to** scd@seattlejobsinit.com
January 11-29	Contact short-listed institutions to schedule and conduct interviews
February 15	Notification of status
Early April	Kick-off!

Please complete the steps below to apply for the Academy. Information about each step is provided in this document.

The **application form** can be downloaded from our website:
https://studentcentereddesign.org/cteacademy/

- ☐ Watch or attend the webinar (you can register [here](#))
- ☐ Send an email of interest (optional) to [scd@seattlejobsinit.com,](mailto:scd@seattlejobsinit.com) preferably by **Dec 1st**
- ☐ Identify a benefit or resource at your college that you feel students could engage with or take advantage of more effectively
- ☐ Review and prepare application questions
- ☐ Start thinking about who should be on your project team to lead the effort at your college
  - ☐ To complete the application, you will only need to designate the Project Team Lead and the Leadership Team Member
- ☐ Contact the Student-Centered Design with any additional questions at scd@seattlejobsinit.com
- ☐ Submit contact information and written responses to the questions by **Dec 18 by 5:00 PM Pacific Time**

Webinar Information

We will be hosting a webinar to provide additional information about the Academy program curriculum, walk you through the application process, and answer questions. The live

webinar will take place on **Tuesday, November 12 at 10:00 AM Pacific Time/ 1:00 PM Eastern Time**. Please register [here](#).

Email of Interest

We strongly encourage you to indicate your interest in participating in the Academy through a quick email to scd@seattlejobsinit.com, preferably by Tuesday, **Dec 1st.** The email of interest does not need to be formal—just a sentence or two indicating that you will apply. Feel free to use the email as an opportunity to ask questions and/or receive feedback on your issue area. We look forward to hearing from you!

OVERVIEW OF APPLICATION QUESTIONS

(Download the application form on our website [here](#))

1. Why is your college interested in participating in the **2021 Benefits for Success CTE Academy**?

2. Please identify a benefit or resource that will be your college's area of focus for this Academy. You will be developing solutions to improve student access to and/or usage of this benefit or resource. Consider choosing a resource that is:

   - Under-accessed
   - Under-utilized
   - Could substantially alleviate student need
   - Could benefit from updates or improvements

   (Examples include but are not limited to: food security resources such as SNAP or food pantries, physical or mental health resources, financial supports, tutoring or other academic supports, technology support, state or local-level public assistance benefits, SNAP E&T or workforce funding, other wraparound services.)

3. Please describe why you have chosen this particular benefit, resource, or support for your area of focus. Why is it a good fit for this Academy?

4. Explain how this benefit or resource targets an area of need for your students. Provide data or evidence, if possible.

   (For example: Students could benefit from a workforce funding grant program available at the college. Data indicates that a sizeable percentage of students have unmet financial need and could qualify for the program. However, students are unaware that this program exists, or are confused about how to access it.)

5. Based on your understanding, what do you believe are the main reasons that students are under-utilizing this benefit or resource?

   - If applicable, how are you changing (or considering changing) the way you deliver this benefit or resource to students to address the reasons described above, or to better address student needs?

6. If you are selected to participate in this Academy, will your college president sign a statement of commitment to signal support for this work?

7. Please list information about your proposed project team. You do not need to have every project team member selected at this stage, but you DO need to designate a **Project Lead** and a **Leadership Team Member**. [Application form includes a table to fill out.]

8. How did you (or your college) hear about the 2021 Benefits for Success CTE Academy?

BUILDING A PROJECT TEAM

Participating colleges will bring a team of 3-4 staff/ faculty members to the Academy.

You do not need to have every project team member selected at this stage, but you DO need to designate a Project Lead **and a** Leadership Team Member**.**

To help you select these two team members, and to help you begin thinking about the other members of your project team, please see the considerations below.

Considerations for Selecting Project Team Members

Team members should include:

- A staff member who oversees, is familiar with, or directly connects students to the benefit, resource, or support that will be the college's key area of focus for the Academy (for example, Career Pathways staff member, financial aid advisor, student services staff member, etc.)
- A project sponsor who is a member of or has a direct line to the college's leadership (for example, Vice President of Student Affairs, Executive Dean of Workforce, etc.)
- A staff or faculty member in CTE (for example, CTE director, department chair, CTE student advisor, etc.)

THE PROJECT TEAM LEAD

Any of the project team members can be the Project Team Lead. The Lead should plan to allocate 6-9 hours per month to the Academy. The Lead will serve as the liaison between the SCD team and the college. They will also work to ensure that project and intervention implementation move forward.

The Project Team Lead should have:

- Knowledge of and involvement in current campus initiatives and strategy
- A high-level understanding of how the college allocates its institutional resources, as well as resource constraints and possibilities
- The ability to keep this project moving forward, particularly during the intervention development and implementation phase

THE LEADERSHIP TEAM MEMBER

The Leadership Team Member should be able to "sponsor" the project work and ensure that the team has the institutional support necessary to move the work forward.

The Leadership Team Member should have:

- A vision for how this work connects to the college's mission and strategic plan
- Executive authority to implement interventions and integrate them into practice

OTHER PROJECT TEAM MEMBERS

Project team member(s) from CTE should:

- Work primarily with CTE programs and be familiar with the CTE student body
- Be able to help assess CTE student needs and integrate intervention design and implementation into CTE processes

Project team member(s) connected to the specific benefit or resource (key area of focus) should:

- Be familiar with the processes that connect and/ or enroll students in that benefit or resource and be able to provide that context to other project team members
- Be able to help implement and test interventions or process improvements

Project team members who are not the Lead should expect to dedicate about 3-6 hours per month.

HOW TO SUBMIT

Please email your completed application form to scd@seattlejobsinit.com with the subject line *"CTE Academy application from [your college name]"* *no later than December 18, 2020 at 5:00 PM Pacific Time*. You will receive a confirmation email to indicate that we have received your application.

Please feel free to reach out to us with any questions: scd@seattlejobsinit.com

MORE ABOUT US

The Student-Centered Design team at Seattle Jobs Initiative (SJI) partners with colleges to engage the student voice and empower underserved students to thrive. We specialize in designing and applying interventions to remove obstacles that impact student access and outcomes, and we tap directly into the knowledge and experience of students, staff, and faculty to identify opportunities to further student success. Key to our approach is a focus on integrating the student voice and using co-design to ensure that solutions not only meet the needs of students, but also enable institutions to make the best use of resources.

Backed by SJI's experience as a leading workforce intermediary, our versatile team brings domain knowledge, research, facilitation, and project management expertise to each of our collaborations. Over the past 20-plus years, SJI has acquired deep practical and research-based knowledge and expertise in workforce development, college systems, and the needs, challenges, and motivations of underserved populations. We have gained national recognition for raising the importance and defining the functions of college and career navigation, through which community-based "navigators" support post-secondary enrollment and persistence among low-income students. In addition, we are the nation's leading expert in helping state and local governments and provider partners operationalize and grow their SNAP E&T programs.

Collaboration is in our DNA. Alongside our partners, we continuously seek to evolve our research and work to foster and support student success.