



deadline.
City of San Marcos
HUMAN SERVICES FUNDING APPLICATION
Fiscal Year 2022

Name of Agency/Organization: Splash Coworking LLC. in partnership with recently formed NGO

Address: 326 North LBJ Drive / Mailing: P.O. Box 694 San Marcos, Texas 78667

City, State & Zip: San Marcos, Texas 78666

Contact Person: Carina Boston Pinales Title: CEO

E-Mail Address: splash@splashcoworking.com Website: www.splashcoworking.com

Phone: 512-667-0492 Fax: _____

Program Title: Future Proof Your Career

Amount of Funds Requested: \$37,569.00

Status: (check one) Existing Program Program Expansion New Program

Briefly describe the program proposed for funding and the services it provides:

As we emerge from the COVID-19 pandemic we need to resolve skill shortages in our area specific to the future of work. This program is a robust, adaptable curriculum that accommodates participants of all levels of professional experience and development and brings them all up to the high standard necessary to be competitive in a global jobs market.

Describe who will benefit from this program and how:

Low income or under-employed San Marcos residents will benefit from this program. Many were vulnerable when businesses closed and work opportunities dwindled. Remote work allows San Marcos residents to access employment opportunities around the world, but many unemployed residents were not probably equipped to access these resources. As COVID-19 jumpstarted the shift towards remote work, it is imperative that we prepare San Marcos residents for the future of work and all the opportunities and challenges that come with it. The gap between the skills San Marcos workers currently have and the ones they need to succeed in the future has only widened due to accelerated digital transformation and the shift to remote work. We will help applicants navigate existing job databases and identify high-potential job listings. Translate existing skills and experiences for new opportunities and professional workforce development.

If requested funds are to be used as matching funds, identify source and amount of primary grants:

Source: NA Amount: _____
Source: In-kind donation has been secure in the amount stated. Amount: \$23,950

Client Information Specific to This Program:

1) Describe the direct clients for this program.

Our direct client is San Marcos residents who are under-employed or working several jobs to maintain the cost of living. Secondary our clients are those in transitional housing or experiencing a hardship that has caused joblessness or underemployment.

2) How is the program marketed to direct clients? How do you find these clients?

We will directly market to the existing database we have from previous programs and interest we have received in future programs such as what this program provides. This database is over 3k direct contact parties. We also coordinate with area organizations including Workforce Solutions, Department of Labor, and various hyper-local social service providers.

We have running print ads in the local paper and a robust media contact list that we optimize when offering programs. This is updated monthly and customized to the priority program at the time of need.

3) Describe the indirect clients for this program, if any.

Indirect clients would come from social media, partnering newsletters, Splash's newsletter and other cross marketing partnerships we would market with.

4a) Expected total annual unduplicated direct clients for this program: 15-25

4b) Expected annual unduplicated direct clients who are City of San Marcos residents: 15

5) Does program participation depend upon income or any other determination of eligibility?

No: _____

Yes: x If Yes, please attach a copy of the eligibility guidelines.

(If a sliding scale is used, attach a copy of the scale used.)

-Evidence that the child is approved for free or reduced lunch

-Statement of need, proof of unemployment or career gap. While our program is specifically targeted towards the un- and underemployed, some participants may simply be transitioning jobs or careers.

Submitted By:



9.02.21

Signature of Executive Director

Date

Carina Boston Pinales

Printed Name of Executive Director

Approval:



9.02.21

Signature of Board President
Carina Boston Pinales

Date

Printed Name of Board President

**HUMAN SERVICES FUNDING QUESTIONNAIRE
FY 2022**



The Board strongly requests that all answers be typed.
Responses should not exceed 75 words per question.

PLEASE COMPLETE ALL QUESTIONS.

1. What is the agency's or organization's mission?

Support sustainable independence through community.

2. Regarding the program for which funding is being requested, what evidence suggests this program is needed in San Marcos or nearby?

In a similar program, we serviced close to thirty participants who completed our workshops in this sector. If fully funded the demand based on the already serviced participants would be at minimum five times the amount. This particular program is new. It is based on previous program components that have been successful. The needs addressed in this program are also based on community requests and the direct pain points within the San Marcos community based on the pandemic response in the workforce.

3. What specific, measurable outcomes or results do you hope to achieve with this program?

Our key performance indicators (KPIs) are the number of participants who exit the program with a personal digital portfolio that is turn-key to apply for remote positions. Due to the customization of this program per the participant's needs, we will set those KPIs that are relative to the participant. For example, if someone attends and doesn't have a remote-friendly resume or LinkedIn profile we would set a goal for these to be completed and meet a digital industry standard.

4. How will you measure results throughout the year?

We will measure program success by participants attending all of the courses offered within a four-week time frame. We will also measure success by each participant confidently being able to apply for remote positions with the resources and education provided by our team.

5. Please answer the following questions if funding is requested for staff:

a. List the title of each position for which funding is requested, how many hours per week will be spent on this program vs other programs, and the activities associated with each position.

All Positions Agency Mission and Goals: Understand and support the mission of the organization; commit to elevating mission effectiveness. Represent the agency with professionalism, integrity, and a commitment to excellence at all times.

Facilitator 20-35 Hours per week

Essential Duties and Responsibilities include the following

(Other duties may be assigned.)

Hold expertise in one or several of the areas, Personal Budgeting and Accounting Expertise Communications and Digital Work Performance Future of Work Professional Development (including resume and cover letter conucling) Social Media and Marketing Management Personal Branding Administer programming directly to participants. Consult participants individually or collectively; provide referrals as needed. Inform supervisor and other necessary staff of problems, concerns, needs, and trends. Prepare program reports as requested. Participate in goal-setting for program objectives, strategies, and tactics.

Program Manager 20-35 Hours per week

Research and secure outside vendors and remote opportunities within a viable network Broker relationships to bring participants valuable ob opportunities and engagements Organizing daily activities based on the goals of the program Devising curriculum with facilitators that support the program’s objectives Ensure sustainable goals for the program are completed Working with other staff to develop budgets and plans for the programs Evaluating and assessing the programs’ strengths and weaknesses Monitoring projects and overseeing project’s management to ensure goals are met Meeting with stakeholders to discuss program status and goals Working with the marketing team to improve strategies and recruitment calendars

Marketing Manager 10-20 Hours per week

Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan Market through various channels and segment databases working with set goals Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow, LTV and conversion Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications Partner with creative teams, other internal stakeholders, and external agencies and vendors Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes Work with the other marketing teams, other internal stakeholders, and external agencies and vendors

b. If staff funding requests can only be partially funded, how will you supplement the funding to cover the remainder needed? This would be supplemented through more volunteering and internships or community sponsorships.

c. Staff pay may only be funded for one year. What will you do to provide for this position next year? We will offer a paid option for general program participants and there would be an increased margin added to the cost to sponsor a free program attendee.

6. Funding Questions:

a. What has your organization done in the past two years to raise different funding for this program? We received a grant from the State of Texas that was similar and we budget in our annual budget in order to offer in-kind services. We also partner with area organizations and institutions in order to complement the area needs for programs such as the proposed. We look at collaborative and creative ways to incorporate our KPIs with others that may be a complementing fit.

b. What do you plan to do this year to find different funding for this program? The same efforts as above.

7. What additional funding is your agency requesting for this program ?

Funding Source	Amount Requested	Amount Granted	Pending (Y/N)
NA			

8. Describe any differences between the way you had proposed spending last year’s allocation and the way you actually spent it.

NA

9. How many volunteers does your agency or organization have and how many hours do they spend on the program requesting funding?

We will have up to three to five interns who volunteer their time 10-20 hours a week specifically on this program.

10. Board of Directors Questions:

a. How is the agency’s or organization’s Board of Directors selected? The directors have been selected based on expertise and experience.

b. How often does the Board meet? For this program a minimum of once a week. On an annual basis once a quarter.

c. What actions do Board members take to support the programs of the agency or organization? They work directly with the program as a role or position.



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EVALUATION CRITERIA