### Auxiliary Foundation Development

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<td>D --- Ed Services For New Clientele</td>
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<th>PROJECT DIRECTOR</th>
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<tr>
<td>Berta Cuaron, Dean Technologies/Mathematics</td>
<td>Robert E. Carlson, Executive Dean of Instruction</td>
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**PROPOSAL DESCRIPTION**

This proposal is a loan request. This proposal is to establish an auxiliary organization to receive and distribute funds raised through revenue generating instruction including contract education, courses for fee, and donations. The population to be served by this project through on site training will be employers and their employees. The budget for this project will be used to hire a part time employee and pay for supplies and travel.
Auxiliary/Foundation Development

This proposal addresses nontraditional forms, content, and methods of instruction as well as educational services for new clientele, including older working adults. This program also addresses the Board of Governor’s Basic Agenda Priorities related to Economic Development and Vocational Education.

Miramar College has established, in the last year, an auxiliary organization/foundation organized under the provisions of Title V. Miramar’s auxiliary organization/foundation has established its own policies and procedures as well as its basic concept and philosophy. The auxiliary organization/foundation has been well received by the campus community. The primary purpose for establishing the auxiliary organization/foundation was to receive and distribute funds raised through revenue generating instruction including contract education, courses for fee, and donations.

Unfortunately the College lacks funding to hire an individual to market the auxiliary organization/foundation and subsequently organize the delivery of appropriate services the clients developed. As the Fund RFQ puts it so well, we lack seed money to begin the enterprise of contract education. Miramar College is requesting a loan from the Fund in order to initiate a long-term revenue generating program in contract education and courses for fee.

The primary population to be served by this program through on-site training services will be employers and their employees. Additionally, individuals will be served through up-grading, in-service, avocational, and special-topics courses taught for fee. Nearly all those served will be new clients for the College.

The objective of this project is to develop Miramar’s capacity for providing contract education and courses for fee as demonstrated by the generation of $50,000 gross income by December, 1993.

The budget for this project is $55,090. Within this budget, the Fund Loan of $39,700 primarily provides for the salary of the half-time employee who will be designated as the Coordinator. Additionally, the Loan will provide for clerical support, in-district travel, project dissemination, and supplies needed to provide services. The College will absorb, within local funding, the supervisory and monitoring costs, all benefits, and will share the supplies and travel.
Auxiliary/Foundation Development

1. Specific Educational Program Being Addressed

Specific Educational Program or Services the Proposal Addresses
As indicated on the cover sheet, this proposal addresses nontraditional forms, content, and methods of instruction as well as educational services for new clientele, including older working adults. This program also addresses the Board of Governor’s Basic Agenda Priorities related to Economic Development and Vocational Education. Miramar College has established, in the last year, an auxiliary organization/foundation organized under the provisions of Title V. In case you are not aware, this provision provides for the utilization of apportionment, i.e., public funds for the establishment of the auxiliary organization without encountering "gift of public funds" issues. Miramar's auxiliary organization/foundation has established its own policies and procedures as well as its basic concept and philosophy. The auxiliary organization/foundation has been well received by the campus community. The primary purpose for establishing the auxiliary organization/foundation was to receive and distribute funds raised through revenue generating instruction including contract education, courses for fee, and donations. The market analysis indicates that the College has several educational services which could be successfully offered through on-site contract instruction or for fee. In summary, the College has done its homework and is ready to implement contract education and courses for fee through its auxiliary organization/foundation.
2. Specific Problems Being Addressed

Problem Addressed by the Proposal

Unfortunately the College lacks funding to hire an individual to market the auxiliary organization/foundation and subsequently organize the delivery of appropriate services to the clients developed. As the Fund RFQ puts it so well, we lack seed money to begin the enterprise of contract education. Miramar College is requesting a loan from the Fund in order to initiate a long-term revenue generating program in contract education and courses for fee.
3. Population To Be Served

Population to be Served

The primary population to be served by this program by on-site training services will be employers and their employees. Additionally, individuals will be served through upgrading, in-service, avocational, and special-topics courses taught for fee. Nearly all those served will be new clients for the College.
4. Objectives

Objective:

to develop Miramar’s capacity for providing contract education and courses for fee as demonstrated by the generation of $50,000 gross income by December, 1993.
5. Workplan Narrative

Work Statement

The primary focus of the loan will be to hire, half time, an individual who will market and coordinate the auxiliary organization/foundation's services. Consequently, the initial activity will be to search for, and hire, the Coordinator. Following employment, the Coordinator's first task will be to work with the supervising dean and College Fiscal Committee to develop a marketing plan in order to assess and target College potential for services and identify clients. The Coordinator then will bear the primary responsibility for the implementation of the plan, utilizing the personnel and physical resources of the college as it is possible to do so. It is the intent that this instructional arm be self-supporting and capable of earning the loan repayment within 18 months. The daily tasks of the Coordinator will focus on marketing Miramar, calling on clients, recommending and pricing services, coordinating delivery of training, and conducting evaluations and following up for subsequent training activity. Oversight will be within the instructional division of the college with the direct supervision assigned to the Dean of Business and Math. Faculty guidance and participation will be via the Fiscal Committee of the campus which serves as the auxiliary organization/foundation's advisory board.
6. Expected Outcomes

Outcomes

This project is intended to initiate self-supporting, revenue-generating educational services at Miramar College. The funds generated will support the services themselves, repay the amount of the loan, and provide supplemental fiscal support for the traditional programs and services of the College. While the College has established a commitment to this type of instructional service, the greatest certainty for continuance rests with the success of this project. Certainly, rather successful or not, the experience of Miramar college will be useful guidance to similar institutions attempting the same objective.
7. Evaluation Plan

Evaluation Plan

The evaluation plan includes both formative and summative evaluation. The College Fiscal Committee is the recommending Board of the auxiliary organization/foundation, and, as such, will receive progress reports on the project and issue recommendations. The Dean of Business and Math will have direct supervisory responsibility and will work with the Coordinator evaluating the effectiveness of services between reports to the Fiscal Committee. Each activity/service conducted under the grant will be evaluated by the client as well as the Coordinator. The project's final summative report will be drafted by the Dean and Coordinator for presentation to the Fiscal Committee members who will embellish it with their own perceptions. As a minimum, this final report will include:

- identification of the work statement activities and level of completion,
- identification of problems encountered,
- identification of successful methods and processes,
- identification of successful outcomes, and recommendations.

The program monitor will be invited to attend the presentation of the project's final report to the Fiscal Committee.
Dissemination Plan

The final report of the project will be disseminated to all community colleges via U.S. mail. This dissemination will occur prior to March 1, 1994. The final report will be provided to the project monitor as required.
9. Budget Narrative

Budget

Within the following budget, the Fund primarily provides for the salary of the half-time employee who will be designated as the Coordinator. Additionally, the Fund will provide for clerical support, in-district travel, project dissemination, and supplies needed to provide services. The College will absorb, within local funding, the supervisory and monitoring costs, all benefits, and will share the supplies and travel.