Building a Communication Plan: SparkPoint at Skyline College


Adolfo Leiva, Program Services Coordinator, SparkPoint Skyline College
History of SparkPoint

• **November of 2002**
  • In response to 911, Skyline College forms the Center for Workforce (CWD) Development

• **2010**
  • CWD houses the Corporate Education & SparkPoint at Skyline College

• **February 2012**
  • SparkPoint San Mateo Center celebrates its “soft-launch”

• **Fall 2012**
  • SparkPoint at Skyline College hosts its Open House and is fully operational
## Skyline College Persistence Rates

<table>
<thead>
<tr>
<th>Bundled Services</th>
<th>0</th>
<th>1</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persistence Rate</td>
<td>55%</td>
<td>&gt;80%</td>
<td>93%</td>
</tr>
</tbody>
</table>

![Graph showing persistence rate trends](#)
Three Core Services

• Workforce and education services
• Income and work supports
• Financial services and asset building
SparkPoint at Skyline College **External** Partnerships

- Off-site partners
- Co-located partners & programs
- Community Members
- Funders & Evaluators
SparkPoint at Skyline College Internal Partnerships

- Co-located SparkPoint Partnerships
- College Partnerships
  - Instructional Services
    - Faculty, Learning Communities
  - Student Services *(partial list)*
    - Career Center, EOPS/CARE, Disabled Student Services, Health Center, Learning Center, Learning Communities, Library, Student Life, Transfer Center, Veteran’s Center
- Administrative Services
  - Office of the President & Vice-Presidents
  - Office of Marketing, Communications and Public Relations (MCPR)
  - Planning, Research & Institutional Effectiveness (PRIE)
- District Partnerships
Assess Strategies to Meet Student Needs

• Understand your student target population

• Create easy to follow client-driven calls to action

• We’re not here to “Fix the Problem”

• Demonstrate the value of “bundling”
  • Both low and high-touch
SparkPoint “At a Glance”

• Front Side – Focus on Financial Coaching
• Back Side – Focus on SparkPoint Services
  • Bulleted List for simplicity
  • Effective example of integration of services along with strength of partnerships

➢ Rooted in Behavioral Economics
SparkPoint “At a Glance” double-Sided Flyer

Financial Strength
Doesn’t Have To Be A Dream For The Future. Make It Happen Now With Your Own PERSONAL FINANCIAL COACH!

Do you want a better life for yourself and your family?
Are you ready to take charge of your finances?
Now you can!

At no cost to you, SparkPoint at Skyline College features financial coaches who work with you to achieve your financial goals.

How
ONE-ON-ONE FINANCIAL COACHING SESSIONS

What Happens
• BUDGET PLANNING
• CREDIT REPORT REVIEW
• CREDIT SCORE EDUCATION
• DEBT REVIEW & DEBT REDUCTION PLANNING
• ADDITIONAL RESOURCES WHEN ELIGIBLE
• FRESH START CHECKING ACCOUNTS
• SAVINGS INCENTIVES
• FINANCIAL EDUCATION
• AND MORE

CALL 650-738-7035 and say “I WANT MY OWN PERSONAL FINANCIAL COACH!”

Or VISIT
SPARKPOINT AT SKYLINE COLLEGE
BUILDING 8 | FLOOR 2 | ROOM 1214
3300 COLLEGE DR | SAN BRUNO CA 94066
YOU DO NOT HAVE TO BE A STUDENT TO WORK WITH A FINANCIAL COACH.

Services for Students & Families
Call 650-738-7035 Today

Public Benefits (BACC)
• Benefits Access for College Completion offers CASH, FOOD & FREE HEALTHCARE for Skyline College students
• Call 650-738-7172, email skybacc@smccd.edu or visit Bldg 1, room 1222 to schedule an appointment

Food Pantry
• Provides food for students and families in need
• To schedule an appointment please call or visit the SparkPoint Center
• Open Tuesday, Wednesday, & Thursday from 2PM – 5PM

Employment Services
Provided by the Skyline College Career Center
• Personalized Job Search Assistance
• Access to Workforce Services, Unemployment Insurance Benefits, Veteran Services, & Youth Services
• Career / Job Search Workshops

Volunteer Income Tax Assistance (VITA)
• Free Income Tax Assistance if your income is less than $51,000
• Open Saturdays, 12:30 – 4:30 PM (Closed on school holidays)
• Bldg 8, Accounting Lab, Room 8203
• Taxes prepared by IRS Certified Tax Preparers

Grove Scholars Program
• Scholarships up to $2000 per semester
• Career Counseling & Financial Coaching
• Open to Skyline College students majoring in a Career and Technical Education Program
• Applicants must maintain at least a 2.0 G.P.A.

The English Language Institute (ELI)
• Academic Counseling for ESL students
• Help with application, financial aid, and registration process
• Financial Coaching & Language and career workshops
• ESL support in multiple languages

SparkPoint at Skyline College offers services and resources that lead to financial stability
www.SkylineCollege.edu/SparkPoint
SparkPoint Reception Room Visual Display

- Asks targeted questions pertaining to the three core services & offers immediate action steps
- Low-touch outreach strategy
Going to school for a better job?

Apply for the **Grove Scholarship**, worth $2000 per semester!
Transferring?

Get paid $2 for every dollar you save for your education.
Job Hunting?
Get feedback on your **resume** and **cover letter**.
Freedom from debt?
Make a plan with a **financial coach**.
Going to school in the U.S. for the first time?
Come to the **English Language Institute** to get started!
How will you use your tax refund?

Get your **taxes prepared for free** by IRS Certified preparers!
Are you driven to finish school?

Apply for public benefits for **cash, food, and health insurance** while you complete your goal!
Thinking about buying a house?
Make a plan with our Credit Coach.

Have questions about anything you see?
Just ask any SparkPoint staff member.

Want a bank account?
Work with a financial coach to find the right banking tool for you!

Looking for a new apartment?
Raise your credit score to secure that lease!

Buying a car?
Boost your credit score to lower your payments!

Thinking about buying a house?
Make a plan with our Credit Coach.
SparkPoint Website & Social Media

• Website informs funders, partners and clients regarding SparkPoint services and resources

• Facebook and Twitter presence
SparkPoint at Skyline College

SparkPoint is a one stop financial education and financial coaching service center.

Students and other members of the community utilize SparkPoint services and resources to achieve financial stability.

Our financial coaches work like personal trainers to support financial fitness.
• **1943** – the number of individuals receiving over 10,000 services.

• **$357,911** – the amount of dollars returned to Volunteer Income Tax Assistance (VITA) participants (327 tax returns)

• **934,725 lbs.** – the number of pounds of food distributed to 688 unique Food Pantry participants

• **$160,000** – the approximate value in dollars that the 934,725 lbs. distributed

• **$86,682** – the total amount of the 44 IDA’s disbursed

• **Over $90,000** – the dollar amount of Grove Scholarship disbursements to CTE students (25 scholarships)

• SparkPoint at Skyline College hosted the national convening of the Benefits Access for College Completion Demonstration Project.
The Face(s) of SparkPoint

• Friendly, committed and respectful staff committed to equity and social justice
Challenges (partial list)

• Creating a CWD model does not happen overnight
• Comparing Apples and Oranges
• Existing procedures may impact the efforts
• Internal & external partner competing priorities
• Chasing the $$$ → Sustainability
• There’s paperwork involved
• Limited resources: staffing, physical space, equipment, time, etc...
• Just because you build it, they don’t always come
• The data collection
• It takes patience
Discussion

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