Part 1: College and Contact Information
Required Elements

1. College
Community College Name:
Bucks County Community College
Street Address:
275 Swamp Road
City: Newtown
State: PA
Zip Code: 18940
Website: www.bucks.edu
Federal ID Number: 23-1646982
Geographic area served (e.g., city, county, region, etc.):
Bucks County

2. Plus 50 Encore Completion Coordinator
First Name: Dasha
Last Name: Boguslavskaya
Title: Executive Director
Department: Continuing Education
Phone: 215-504-8532
Fax: 215-968-8320
E-mail: boguslavskayad@bucks.edu, dasha.boguslasvaya@bucks.edu

3. President/Chief Executive Officer
First Name: Dr. Stephanie
Last Name: Shanblatt
Title: President
Department:
Phone: 215-968-8221
E-mail: shanblat@bucks.edu

4. Dean of Workforce Development
First Name: Barbara
Last Name: Miller
Title: Vice President
Department: Continuing Education, Workforce Development, Public Safety
Phone: 215-968-8414
E-mail: millerb@bucks.edu

5. Dean of Continuing Education
First Name:
Last Name:
Part 2: Plus 50 Encore Completion Program Narrative

Community College Background

Founded in 1964, Bucks County Community College is a public, two-year collegiate institution serving graduates of the County's high schools and other citizens of Bucks County who would benefit from an experience in higher education.

The College is committed to the concept that everyone in our society should have the opportunity to develop his or her greatest potential. The college offers courses to the community seeking to continue learning skill sets. Also, Bucks has over 49 communities for mature adults that offer many different lifestyle options as well as opportunities for growth and development.

The College is seeking the AACC Plus 50 Encore grant to provide support for the 50+
population of Bucks County to enhance their knowledge and skills as well as serve as a 'launching' and ‘re-launching pad’\(^1\) to all program participants

**Current Trends**

Currently, 50+ unemployed adults have about a 20% less chance to get re-employed, according to an Urban Institute study\(^2\). Since the recession of 2008, many 50+ adults are struggling to find employment. In some of the largest counties in Pennsylvania, which includes Bucks County, the employment rate did grow 2% last year (17%-19%) according to the Mid-Atlantic Information Office\(^3\). Bucks County is an ideal area to provide support and learning to those 50+ to increase their chances of employability. Bucks County Community College offers courses to the community seeking to continue learning new skill sets.

**Existing Programming for Plus 50 Learners**

Bucks County Community College offers training and development programs to all adults to increase their marketability. The best chance for someone 50+ to get reinstated back in the workforce is to learn skill sets and to look into industries outside of their previous experience\(^4\) or in their previous industry. At Bucks County Community College, individuals can explore potential strategies and focus on their set of skills that can be transferred into multiple areas of employment.

The College has a strong professional development presence throughout the 3 campuses such as Career Services and on campus Job Coaches, as well as off campus career development like CareerLink (funded by the Bucks County Workforce Investment Board). The core of the program

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\(^1\) ‘Community College Contributions’, American Association of Community Colleges, 2013
\(^2\) “Unemployment Statistics on Older Americans”, Urban Institute, [www.urban.org](http://www.urban.org), 2011
\(^3\) County Employment and Wages in PA 2012, Mid-Atlantic Information Office, New Release
will be to attract the support of local community employers in the areas of the programs outlined in the objective.

**Program Design**

Bucks County Community College will provide healthcare, education, and social/human services trainings to 100 mature adult participants, 50 each year:

- Implement a strategic action plan involving Continuing Education, Allied Health, and Workforce Development departments;
- Have support from local community employers and organizations such as WIB (Work Investment Board) and CareerLink, which will help us ‘promote, drive, and ensure an effective workforce in Bucks County that aligns with economic development’ \(^5\). Also, they can assist the program participants with career advising and professional development such as resume writing, mock interviews, and understanding their own strengths and weaknesses. Have support from our given AACC Plus 50 Champion College Representative;
- Encore Program Completion Coordinator will plan and implement [year 1] the training programs with the help of the aforementioned departments, as well as create an outreach project management timeline to better promote the program to 50+ adults in the county and increase the visibility of program information as well as establish measurable marketing and outreach goals;
- Utilize Marketing/PR department and create a deliverable marketing tool that will assist with the outreach. The outreach process will include the use of social media (i.e. [Living & Working in Bucks, Bucks County Workforce Investment Board, Inc., Mission Statement](http://www.buckscounty.org/livingandworking/WorkforceInvestmentBoard.aspx)).
LinkedIn, Facebook, and Twitter) as well as email and hard copy mailers which will encompass the program and establish a concrete objective to those who will be participating;

- Encore Program Completion Coordinator will focus on assessment measurement [year 1 and 2] by using realistic tools that can provide an understanding of current and future success as well as measure our goal reach by using the S.M.A.R.T. (specific, measurable, attainable, relevant, and time-bound) structure;

- Encore Program Completion Coordinator will form Plus 50 Encore Completion Program Advisory Committee [year 1] with the assistance of multiple stakeholders, such as employers, WIB/CareerLink and department staff and students that will provide guidance and possible career opportunities for the grant participants. We will follow the on-line tested community college-specific Plus 50 program planning and implementation model through AACC as well as seek guidance from our given AACC Plus 50 Champion College Representative;

- Year 2, the Encore Program Completion Coordinator will continue with a similar project management timeline as year 1 with the addition of an evaluation tool at the end of the program to evaluate results and determine the outcome so that we can provide a report to all stakeholders.

**Program Design Chart**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Year 1</th>
<th>Training/Certification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encore Program Completion Coordinator will oversee program and provide</td>
<td>• Planning &amp; Implementation&lt;br&gt;• Outreach(employers and organizations)&lt;br&gt;• Market/Promote&lt;br&gt;•</td>
<td>Healthcare:&lt;br&gt;• Dental Assisting Program&lt;br&gt;</td>
</tr>
<tr>
<td>Healthcare, Education, Social/Human Services trainings to 100 program</td>
<td>Assessment measurement&lt;br&gt;• Training &amp; development&lt;br&gt;• Employment opportunities</td>
<td>• Health Care Information Technology Certificates&lt;br&gt;• Medical Transcription A to Z&lt;br&gt;• Nurse Aide Training</td>
</tr>
<tr>
<td>participants</td>
<td></td>
<td></td>
</tr>
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</table>
## Institutional Capacity and Sustainability

The grant program Completion Coordinator will commit 20% of their time to the grant and is responsible for overseeing all interdepartmental facets and to keep everyone moving forward toward the objective and goals. Departments and staff who are involved with the grant will have close contact with on campus Career Services, as well as CareerLink for additional professional development. A Plus 50 Encore Completion Program Advisory Committee will be created to ensure the program’s success. They will consist of a mix of staff, stakeholders (i.e. representatives from CareerLink and local employers), Bucks County Community College Career Services, as well as the 50+ learners. Bucks County Community College will follow Plus 50 Standards of Excellence: the essential, core program elements that need to be in place for a Plus 50 program to succeed and become sustainable.\(^6\)

## Scaling Capabilities

Bucks County Community College is committed to use all AACC-provided resources and program materials to assist in the recruiting process as well as program continuance. We will

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\(^6\) The Plus 50 Initiative: Standards of Excellence, Plus 50 Community Colleges; Ageless Learning, The American Association of Community Colleges, pg. 3
utilize the following resources as well as assistance from the Plus 50 Champion College Representative:

1. Library of resources; trends, completion, learning, training/re-training, volunteering
2. Public relations material (marketing tools we will be using to promote grant program)
3. Publications (online and hard copy)
4. Webinars

Our stakeholders, which will include local employers and representatives from organizations such as WIB/CareerLink will provide us with additional market research and tools which will be used along-side of all additional program information. This will serve as key tools and resources for the program participants.

**Evaluation**

The Bucks County Community College Plus 50 Encore Grant Proposal has a complete evaluation plan developed to achieve and monitor success in meeting specific goals for executing programs and providing opportunities for those 50+ in the County. Specific goals, objectives, and activities have been outlined in the proposal. We will conduct the final evaluation of program at the end of year 2. The Encore Completion Program Coordinator will collect information as well as program evaluations and provide the development reports throughout the project period to the designated 50 Plus Encore Representative that will be designated to our school. The program evaluation design includes both process and outcome evaluation to:

1. Determine the success of the program for the grant participants
2. Document that the grant program objectives were met according to the guidelines
3. Provide information about key resources and tools that will benefit stakeholders
4. Enable Program Coordinator to assess and make enhancements to the program
The Plus 50 Encore Completion Program Advisory Committee will use the information gathered during the planning, implementation, outreach, training & development, and evaluation processes to make the necessary improvements and possible changes to make the program better and to give its participants the best chance at employment opportunities.

**College’s completion initiatives**

The 50 Plus Encore Completion Program will advance our college’s institutional priorities by continuing to create an environment for 50+ that will encourage learning and give them the tools and skill sets they need. With the help of AACC, the leading advocate of community college’s nationwide, Bucks County Community College will be able to ‘deepen and expand career skills’ and help the 50+ community understand the need to retool rather than retire for those who cannot afford to retire. If this grant is awarded to us, Bucks County Community College plans to be a ‘catalyst for social change’ and will provide the 50+ community with the resources and opportunities that they need.

**Part 3: Plus 50 Encore Completion Program Proposed Budget**

<table>
<thead>
<tr>
<th>Operating Costs</th>
<th>Source of Funds</th>
<th>AACC Grant</th>
<th>Other</th>
<th>Total</th>
</tr>
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<tr>
<td><strong>Year 1</strong></td>
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<tr>
<td>Personnel – Completion Program Coordinator</td>
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<td></td>
<td>$12,000</td>
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<tr>
<td>Personal – Fringe Benefits</td>
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<td>$6,000</td>
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<tr>
<td>Program development</td>
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<td></td>
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<tr>
<td>Office</td>
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</tbody>
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7 50 Plus PowerPoint Presentation, Public Relations Material, American Association of Community Colleges, [http://plus50.aacc.nche.edu/colleges/materials/Pages/default.aspx](http://plus50.aacc.nche.edu/colleges/materials/Pages/default.aspx)
8 50 Plus PowerPoint Presentation, Public Relations Material, American Association of Community Colleges, [http://plus50.aacc.nche.edu/colleges/materials/Pages/default.aspx](http://plus50.aacc.nche.edu/colleges/materials/Pages/default.aspx)
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<tr>
<th>Category</th>
<th>Year 1</th>
<th>Year 2</th>
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</thead>
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<tr>
<td>Marketing, communications, and PR</td>
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</tr>
<tr>
<td>Evaluation</td>
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<td></td>
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<tr>
<td>Other</td>
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<td><strong>Year 1 Total</strong></td>
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<td><strong>Year 2</strong></td>
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<tr>
<td>Personnel - Encore Completion Program Coordinator</td>
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<tr>
<td>Personal – Fringe Benefits</td>
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<td>Evaluation</td>
<td>$500</td>
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<tr>
<td>Other</td>
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<tr>
<td><strong>Year 2 Total</strong></td>
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<tr>
<td><strong>Grand Total</strong></td>
<td>$15,000</td>
<td>$36,000</td>
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</table>

**Budget Narrative**

**A. Personnel**

The Encore Completion Program Coordinator will spend 20% of their time assisting with the grant. $12,000 per year ($60,000 salary/yr) plus 10% fringe benefits ($6,000) = $18,000/yr ($36,000 Total 2 years). The budget is calculated on a 12-month salary.

**B. Program Development**

This will include $5,000 per year ($10,000 total for 2 years) to pay for materials needed to maintain the Plus 50 program at the College; books, class printouts, publication journals.
C. Office

We need $500 per year ($1,000 total for 2 years) for office supplies that include but are not limited to: printing/duplication, postage, mail/package delivery, telephone charges. All of these things will be needed to maintain and implement the grant program.

D. Marketing, communication, and public relations

With the assistance of our Marketing/PR department, the program will need $1,000 per year ($2,000 total for 2 years) for advertisement printing, graphic production, website production, signs/banners, advertising via social media and all additional costs that will include any form of advertisement or marketing for the program.

E. Evaluation

The evaluation process will need $500 per year ($1,000 total for 2 years) which we will use to collect and report data as well as gain an understanding from the program coordinator, staff, organizations and employers who are major stakeholders in the success of the program.

F. Other

The $500 per year ($1,000 total for 2 years) will include indirect costs such as but not limited to travel for program coordinator to different stakeholder sites, additional publications needed from outside sources, project supplies that are not part of the office expense.
Part 4: Additional Documentation

Dasha Boguslavskaya

25 Brentwood Place | Holland | PA | 18966 | tel: 267.294.8118

EDUCATION:
LA SALLE UNIVERSITY, School of Business, Philadelphia, PA | MBA
PACE UNIVERSITY, Dyson College of Arts and Sciences, New York, NY | B.A.

PROFESSIONAL AFFILIATIONS AND SKILLS:
- Microsoft Office, Adobe, Pamela, HTML, Blackboard, Contribute, WebEx, Vegas Movie Studio HD, Gimp 2.6, Social Media
- Russian – Native, Former Interpreter/Translator
- Vice President Collegiate Relations Committee, Philadelphia American Marketing Association, April 2010-November 2012
- Member, LERN, Present

EXPERIENCE:
BUCKS COUNTY COMMUNITY COLLEGE, Newtown, PA
Executive Director | June 2013 – Present
• Develop strategies to increase the College’s market share and revenue stream from continuing education programs; manage the ongoing planning and evaluation of Continuing Education initiatives and/or projects; assist in the development of current and long-term departmental goals and objectives; develop and evaluate systems to improve customer service
• Provide leadership to the department by creating a vision; implement vision by developing and communicating strategies so that all staff work in unison to reach goals and objectives
• Provide direction and supervision to Directors, Coordinators, contract instructors, and support staff. Hires, trains, mentors, and evaluates staff. Analyze workflow and makes recommendations for new or updated processes and procedures. Recruits and interviews new instructor candidates
• Build and maintain new and existing relationships/partnerships and maintain knowledge of community and business resources, market demands/trends in all program areas Represents the College at local organizations and off site functions
• Manage the ongoing planning of continuing education programs and/or projects. Identify and assess community interests and trends
• Maintain oversight of records and documents, and ensure compliance of state regulations (FTE) Prepares administrative reports as required or requested

FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY
Assistant Director | Center for Student Professional Development, August 2009 – June 2013
Adjunct Faculty, August 2009 - Present
Adviser – Society for Human Resource Management, January 2012 - Present
Dear Dasha Boguslavskaya:

CareerLink® Bucks County is excited to be a partner with Bucks County Community College in the planning and implementation of the 50 Plus Encore Grant initiative to advance workforce skills that are in high demand in our company and our industry. The project serves as a model for how the private and public sectors can work cooperatively to grow jobs. We are fully committed to the overall goals of the initiative which include but not limited to:

- Increasing county wide accessibility of training for mature workers through technology linkages and expanded partnerships;
- Assisting with creation of training curricula that are directly tied to our industry’s needs;
- Placing mature adult workers in skilled jobs in our industry by combining classroom training with on the job learning.

We look forward to working closely with Bucks County Community College and other employers who are partners in this project to ensure that we will continue to have the skills we need to be competitive and prosperous.

Sincerely,

Katie Moberg
September 10, 2013

American Association of Community Colleges
Washington, DC

To the Grant Review Team:

As the President of Bucks County Community College I enthusiastically support the enclosed Plus 50 Encore Program Grant Proposal. We have been actively and successfully engaged with our 50+ community through our Encore Career Institute and look forward to the opportunity to continue that important work through the funding which this grant can provide.

Please contact me with any questions regarding our proposal. Thank you for your consideration of our grant application.

Regards,

Stephanie H. Shanblatt, Ph.D.
President