

AB86 Grant Planning & Implementation Services

Research – Communications - Facilitation

WE CAN PARTNER WITH YOU

Contact us to learn more about how we are helping other AB 86 regional consortia seamlessly move through the planning process.



HOW WILL YOU MANAGE YOUR REGIONAL PARTNERS EFFICIENTLY AND EFFECTIVELY?

WHAT STRATEGIES DO YOU HAVE TO ENGAGE REGIONAL BUSINESSES?

DO YOU HAVE REAL-TIME DATA VALIDATED BY YOUR REGIONAL EMPLOYERS TO INFORM YOUR PLAN?

The Full Capacity Marketing (FCM) and BW Research Partnership consulting teams apply a turnkey, task-based approach to addressing each of the consortia objectives outlined in the AB86 grant, and facilitate a planning process to achieve them. The result is a step-by-step playbook used by our team to walk your consortia through the 15-month grant, detailing how our team will facilitate the group, develop the collaborative plan, and communicate the results.

We understand your objectives both in education and with employers. You need processes to meet the AB86 grant planning requirements, and get your consortia organized and efficient, with as little effort as possible. We have processes and protocol to coalesce and communicate with your stakeholders.

We have unique experience as our teams have partnered close to ten years on education, training, and workforce development projects, and are national leaders in their respective areas of expertise. Our depth of experience and expertise cover all the key areas necessary for the creation and management of a regional comprehensive plan for AB86 grants.

- We are **already working with regions** that have engaged their adult education stakeholders in a planning process to achieve the key objectives as outlined in the grant that each consortium must address.
- FCM has extensive background and experience in **AB86 and California's education market** and has served as strategic consultants from the beginning of the statewide AB86 initiative, the **Doing What Matters for Jobs and the Economy framework, and the Economic and Development programs of the California Community Colleges.**
- We know the employer base in your community through BW Research's Partnership extensive background and recent experience researching and describing **multiple regional economies and their employers**, and the critical role that adult education and training plays in the community. We know that "one size doesn't fit all" and use research methodology **validated by your regional employers.**
- We have valuable experience **developing metrics and data indicators** that support more informed decision-making and provide valuable feedback on the region's employers and adult jobseekers and students.
- Our experience in **developing new and innovative online and smart phone tools and data collection techniques** provide faster and more effective feedback from internal stakeholders, as well as representative input from adult learners and employers.

Celina Shands Gradijan, CEO

Full Capacity Marketing, Inc.
858.793.6694
celina@fullcapacitymarketing.net

Josh Williams, President

BW Research Partnership
760.730.9329
jwilliams@bwresearch.com