



Director, SparkPoint Center

Hiring Justification
Fall 2014



Background

- Working Families Success Network grant from the Achieving The Dream Foundation awarded in July '14 (\$100,000 per year over 3 years)
- Hired a temporary Project Director for the SparkPoint Center in July '14
- Signed an MOU with the United Way of the Bay Area in August '14

Background

- Partnered with the FA Office, EOPS & CalWORKs programs to recruit and hire a Financial Aid Technician and a Retention Specialist in October/November '14
- Partnered with Second Harvest to open a Food Pantry @ Cañada College in November '14
- Recruited a VISTA Volunteer in November '14
- The SparkPoint Center @ Cañada College will host an Open House on Thursday, February 5, 2015.

What is a SparkPoint Center?

- Collaboration with the United Way of the Bay Area as part of a network of 11 SparkPoint Centers
- SparkPoint Centers assist students and their families achieve long-term financial stability and reduce poverty in our community.

What is a SparkPoint Center?

Provides the following services:

- **Financial Services and Asset Building**, to include financial coaching and financial literacy workshops
- **Income and Work Supports**, to include benefits access, tax assistance and food pantry
- **Employment & Career Advancement Services**, to include job search, career and employment coaching/workshops

Need: EMP Objective 2.5

Objective:	Timeline	Responsible Individual(s)	Assessment
1. Increase entry by conducting a 100% FAFSA campaign for eligible students, working to provide financial support for non-FAFSA eligible students and implementing a financial literacy campaign.	On-going	Dean of Counseling & Financial Aid Director	Plan developed & activities implemented

Need: Director, SparkPoint

The **Director of the SparkPoint Center** will provide: Leadership, Planning, and Management of the Center which includes the following:

- Hiring, training and evaluating all Center staff
- Oversee the budget and grant(s) reporting needs
- Communication & collaboration with community agencies, faculty, staff, students, and employers
- Oversees the assessment and evaluation of the Center services
- Promote and market the Center services to students, college and local community

Timeline

2014-2020

- Provide services to 300 students in years 1-2
- Provide services to 600 students in years 3-4
- Provide services to 900 students in year 5