Google Career Certificates: Implementation Plan

Introduction & Background

JFF requests that each institution administering the Google Career Certificates develop an implementation plan that highlights how they will offer the Certificate(s). This plan will help JFF gain insight into the various approaches that participating colleges will use to implement the Certificates and better understand how the technical assistance (TA) team can provide strategic support to your college.

How to prepare and submit

Please review this document in its entirety before submitting answers to the prompts on this form. JFF recommends that you fill out your answers in the Word doc prior to submitting the final version **via the form** to avoid losing your responses. **We will only accept form submissions as official implementation plans.** We anticipate that it will take about 1 hour to complete this plan.

If you have any questions about this process, don't hesitate to contact Paige Korbakes (pkorbakes@jff.org) or Taylor Sprague (tsprague@jff.org). In some cases, JFF may follow up to request additional information.

Table of Contents

General Information

Required field
[open text responses unless otherwise noted]

1. **College name (please write out the full name of the college)***

2. **Primary Point of Contact Name (First & Last)***

3. **Primary Point of Contact Title***

4. **Primary Point of Contact E-mail***

5. **Is your college a rural serving institution?* [Y/N]**

6. **Has your institution offered Google Career Certificate programming before? [Y/N]**

7. **Which of the following Google Career Certificate(s) is your organization planning to offer? * [Multiple Choice]**
   Select all that apply. For more information about the certificates, visit
   https://grow.google/certificates

   - IT Support Professional
   - IT Automation
   - UX Design
   - Project Management
   - Data Analytics
   - Digital Marketing & E-commerce

8. **What are your institution's primary goals for implementing Google Career Certificate(s)? What learner populations are you hoping to enroll?***

9. **Please describe how your institution will use the sub-award funding to deliver this program (e.g., staff time, design, marketing materials, etc.)***

10. **How is your institution planning to support ongoing administration of this program after the grant period has ended? Please indicate any funding sources or initial sustainability plans.**

Cohort Structure & Timing

Required field
[Open Text Responses]

To assist us with our planning and onboarding efforts, please indicate what month (or months) you will be enrolling cohorts and how many licenses you anticipate needing per Certificate.

Note: licenses will be available for at least 12 months, beginning the day the licenses are released to program administrators.

11. **Projected total number of students who will be enrolled in the Google Career Professional Certificate program(s) by the end of the grant period.***

12. **Please provide an exact launch date for each cohort.***
    Use this format: *Month, Number of licenses, Launch date, Certificate name*
    Example: *June, 60, 6/15/20, IT Automation*

13. **If you have other timing questions or details, please note here:**

Implementation Details

Required field
[open text responses unless otherwise noted]

14. **What college departments, schools, or units are involved in implementation?***

15. **Estimated length of program (please note unit of measure – e.g. weeks, hours, semesters)***

16. **Detail your staffing supports and key internal partners.***

17. **Will you be administering the Certificate as a standalone offering or embedded into another program of study? If embedded, please list the name of the program.***

18. **Delivery Method [Multiple Choice]**
    Note: *This question will branch to a new section based on your response.*

    - Remote Only
    - Hybrid

Remote Delivery

Required field

Please fill out this section if you answered "Remote Only" above.

19. **How is the online offering structured?* [Multiple Choice]**
    Please check all that apply.
    - Embedded in a course
    - Offered as a standalone option outside of an existing course
    - Used as a supplement to a course like a textbook

20. **Please further describe the online structure (hours spent in class, labs, or other course components).* [Open Text Response]**

21. **What components of the online delivery are required for learners? Which are optional?* [Open Text Response]**

22. **Which elements of this online delivery result in credit?* [Multiple Choice]**
    Please check all that apply.
    - Completion of the college class
    - Full completion of the Google Certificate
    - Partial Completion of the Google Certificate
    - Later credit awarded through prior learning assessment (PLA)
    - No credit offered
    - Other

Hybrid Delivery

Required field

Please fill out this section if you answered "Hybrid" above.

23. **How is the hybrid offering structured?* [Multiple Choice]**
    Please check all that apply.
    - Embedded in a course
    - Offered as a standalone option outside of an existing course
    - Used as a supplement to a course like a textbook

24. **Please further describe the hybrid structure (hours spent in class, labs, or other course components).* [Open Text Response]**

25. **What components of the hybrid delivery are required for learners? Which are optional?* [Open Text Response]**

26. **Which elements of this hybrid delivery result in credit?* [Multiple Choice]**
    Please check all that apply.
    - Completion of the college class
    - Full completion of the Google Certificate
    - Partial Completion of the Google Certificate
    - Later credit awarded through prior learning assessment (PLA)
    - No credit offered
    - Other

Implementation Details (continued)

Required field

27. **If your institution is offering more than one Certificate, will the implementation be the same for each? (e.g. hybrid, required, embedded)* [Y/N]**

28. **If you responded "no" to the previous question, please describe the differences in how each certificate will be implemented. [Open Text Response]**

Support	Currently Offering	Would Like to Offer	Not Offering or N/A
General Academic Support			
Program-Specific Tutoring			
Academic Advising			
Childcare			
Case Management			
Career Counseling			
Job Readiness (e.g. interview practice, resume development)			
Job Search			
Post-Placement Support			
Technology Support (e.g. loaner laptops or tablets)			
Transportation			
Housing			
Other			

29. **Please select learner supports that your program currently offers or would like to offer.* [Multiple Choice]**

30. **If you selected "other" above, please elaborate here. [Open Text Response]**

31. **Any other relevant information on implementation at your institution we should know about? [Open Text Response]**

Local Ecosystem Engagement

Required field
[Open Text Responses]

32. **What is your approach to recruiting local employers for the Google Hiring Consortium? What questions or challenges can you anticipate throughout the recruitment process?***

33. **Please describe how you will engage with any of the following entities to support the Google Career Certificate program's objectives, if applicable.***
    - A college business and industry council (or equivalent)
    - Individual local employers
    - The public workforce system
    - Community based organizations

Costs & Tuition

Required field

34. **Will participating learners be required to pay any tuition, fees, or other costs?* [Y/N]**

35. **If yes, what is the tuition amount and total fees? [Open Text Response]**

36. **Will there be any funds students can access to cover/reduce their tuition cost?* [Y, N, or N/A]**

37. **If yes, what is the funding source(s) students can access? [Open Text Response]**

38. **Will the college access other funds to support delivery of the Certificate?* [Y/N]**

39. **If yes, what is the funding source(s) the college will access? [Open Text Response]**

Dual Enrollment

For colleges offering Certificate(s) through high school dual enrollment or early college course(s). Colleges NOT using this approach can disregard the two open text questions in this section.

Required field

40.   **Does your college plan to offer Dual Enrollment programming?* [Y/N/M]**

41. **What high school(s) or high school district(s) do you plan to engage in this work? [Open Text Response]**

42. **Please describe the high school courses that will be part of the dual enrollment program and any other components of this approach not listed already. [Open Text Response]**

Data Collection

Required field

43. **JFF is conducting an evaluation of Google Career Certificate implementation and outcomes. In addition to securing Coursera data collected on your students, JFF will also survey students, interview staff and faculty, and may conduct a student focus group. In accordance with revised federal policy (http://bit.ly/RevFedPol) regarding the protection of human subjects, these activities are classified as program evaluation (not research). However, your institution may require review by administrative leadership or an Institutional Review Board (IRB). Will JFF need to have our data collection efforts for evaluation approved or reviewed by your institution?* [Y, N, or Not Sure]**

44. **For those who answered "yes" or "not sure" to the last question, who should JFF contact for approval or review (name, email, phone)? [Open Text Response]**

JFF Coaching Support

Required field
[Open Text Responses]

45. What are the potential implementation challenges that you envision related to this project? What are your plans for addressing them?*

46. What help do you think JFF coaches should be providing you to support successful implementation of this program? If successful, what are your long-term plans for the Certificate(s)?*

47. What topics would be helpful for JFF to address via TA (e.g., employer engagement, localized recruitment strategies, job placement, etc.)?*

48. Any additional questions for the JFF team?