



CALIFORNIA COMMUNITY COLLEGES

Doing What MATTERS™
FOR JOBS AND ECONOMY

www.doingwhatmatters.cccco.edu

SOLICITATION OF INTEREST:

for participation in college network to offer

“SELF-EMPLOYMENT PATHWAYS IN THE GIG ECONOMY”

INTRODUCTION

Solano Community College is seeking **letters of interest** from California community colleges to offer Self-Employment Pathways in the Gig Economy. Participating colleges have the opportunity to adopt or adapt/adopt curriculum being piloted by the College of the Canyons as a benefit of being in this network.

Solano Community College is host for the California Community Colleges (CCCCO) Small Business Sector Navigator grant and contractor managing the Self-employment Pathways in the Gig Economy Pilot Project funded through the Strong Workforce Statewide Fiscal Omnibus RFA Specification Number: 16-205. See project work plan at the link below:

<http://smallbusinesssector.net/documents/SOWSelf-employmentPathwaysintheGigEconomy.docx>

LABOR MARKET BACKGROUND

The world of work is changing. The [Intuit 2020 Report](#) projects that by 2020, 43% of the workforce will be made up of freelancers or independent contractors in the gig economy. Small Business Labs which tracks and forecasts the trends and shifts impacting the future of small business cites the following recent studies as evidence that the gig economy is large and growing:

1. Pew Research's [Gig Work, Online Selling and Home Sharing](#) found that 24% of adult Americans - that about 59 million people - report earning money from the digital 'platform economy' in the past year.
2. The Federal Reserve Board's [Exploring Online and Offline Informal Work](#) found that more than a third - 36 percent- of the U.S. adult population undertook informal paid work activity either as a complement to, or as a substitute for, more traditional and formal work arrangements.
3. McKinsey's [Independent Work: Choice, Necessity and the Gig Economy](#) found 20% to 30% of adult Americans are gig workers.
4. JP Morgan Chase Institute's [Paychecks, Paydays and the Online Platform Economy](#) found that while the number of people joining the online gig economy is slowing, their numbers doubled over the past year.
5. Big 4 Accounting firm EY's [Is The Gig Economy a Fleeting Fad or an Enduring Legacy](#) makes it clear it's the latter. They say by 2020 at least 31 million Americans will be gig workers.
6. Career Builders [Side Gig study](#) found that 29% of employed Americans have side gigs.

The purpose of this Self-employment Pathways in the Gig Economy pilot project will be to prepare community college students to become freelancers and independent contractors in the growing Gig Economy.

NOTICE IS GIVEN:

Submit letters of interest via email to charles.eason@solano.edu by 5:00pm Pacific Standard Time, June 21, 2017. Solano College and the CCCCCO reserves the right to post to the web all letters received.



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A Solicitation of Interest Information Webinar will be held on May 31, 2017 providing an overview of the project and to field questions. Below is the login information for the webinar:

CCC CONFER PARTICIPANT INVITATION

Title: Self-employment Pathways in the Gig Economy Information Webinar

Meeting Link:

<http://www.cccconfer.org/GoToMeeting?SeriesID=0cf9c65c-11e5-4f19-ab9e-3dfd6a93881a>

Phone: 888-886-3951

Meeting Passcode: 739813

Start Time 05/31/2017 3:30 PM

End Time 05/31/2017 4:30 PM

Questions can be directed to Charles Eason, Small Business Sector Navigator, (707) 863-7846, charles.eason@solano.edu.

Eligibility

All 113 Community Colleges in California are eligible to apply. It is the intent to form an inclusive network with consideration for budget available, geographic, rural/urban balance, and level of college readiness/commitment. Preference will be given to colleges who are willing to pledge/commit local and/or regional Strong Workforce Program funds or other funds as match for the project. As a Strong Workforce Program (SWP) funded project, colleges are encouraged to coordinate with their region's Deputy Sector Navigators, Regional Consortia, and Centers of Excellence (COE). To find the Deputy Sector Navigator, Regional Consortia, and COE contacts for your region visit the link listed below: <http://www.doingwhatmatters.cccco.edu/ResourceMap.aspx>.

Scope of Work and Budget

See Exhibit D in Self-employment Pathways in the Gig Economy Statement of Work.

<http://smallbusinesssector.net/documents/SOWSelf-employmentPathwaysintheGigEconomy.docx>

REQUEST FOR SOLICITATIONS OF INTEREST SUBMISSION FORMAT

In responding to this Solicitation of Interest, please include the items in the check list below:

Submittal Check List

- Cover letter signed by the responsible Dean, CIO, and CEO briefly describing college's interest in participating as part of the Self-employment Pathways in the Gig Economy network of colleges, description of existing entrepreneurship programs or resources that may be relevant to implementing the project, and background of the proposed team for the project.
- Supplemental Information Sheet



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TENTATIVE SCHEDULE FOR SOLICITATION OF INTEREST AND SELECTION OF SELF-EMPLOYMENT PATHWAYS IN THE GIG ECONOMY NETWORK COLLEGES

Solicitation of Interest released	May 22, 2017
Solicitation of Interest Information Webinar (will be recorded)	May 31, 2017
College letters of interest due no later than 5:00 P.M.	June 21, 2017
Approval of sub-agreements with colleges selected to participate in Self-employment Pathways in the Gig Economy Project by Solano Community College Board of Trustees	July 19, 2017
Orientation webinar for colleges selected to participate in the Self-employment Pathways in the Gig Economy Network	July 26, 2017
In-person training for colleges selected to participate in the Self-employment Pathways in the Gig Economy Network	September 8, 2017
Project Completion Date	December 31, 2018



**Supplemental Information Sheet
(submit with the signed cover letter)**

Contact Information:

Name of College: _____

Name of District: _____

College Mailing Address: _____

Primary Contact/Email/Phone/Cell: _____

College Chief Instructional Officer/Email: _____

College Chief Executive Officer/Email: _____

College Chief Business Officer/Email: _____

Identify College's Doing What Matters for Jobs and Economy macro region (select one):

- Region A: [Northern Inland](#), [Northern Coastal](#), [Greater Sacramento](#)
- Region B: [SF / San Mateo](#), [East Bay](#), [Silicon Valley](#), [Santa Cruz / Monterey](#), [North Bay](#)
- Region C: [Central Valley](#) , [Mother Lode](#)
- Region D: [South Central Coast](#)
- Region E: [San Diego / Imperial](#)
- Region F: [Inland Empire / Desert](#)
- Region G: [Los Angeles](#); [Orange County](#)

Does your college fit any of these profiles?

- Primarily a rural serving institution? Describe:
- Primarily a minority-serving institution? Describe:
- College location has an [unemployment rate](#) higher than the state average? Describe:
- Other geographic or demographic consideration? Describe:

Readiness profile: (Check all that apply)

- College CTE Dean, CEO, CIO and CBO has signed off on the letter of interest.
- College has an identified faculty champion(s) willing to adopt or adapt/adopt the Self-employment Pathways in the Gig Economy curriculum being piloted by College of the Canyons for this network.
If checked, provide faculty name/email/phone: _____
Provide 1-2 paragraph bio or vitae of faculty: _____



___ College will support faculty's work to secure [curriculum approval](#) through granting stand-alone course approval for (Spring 2018 offering) and/or shepherding it through the [streamlined curriculum approval process](#) (Fall 2018 offering), especially the local process.

___ College has existing course(s) that it plans to modify for the Self-employment Pathways in the Gig Economy.

<u>Course Title</u>	<u>Course Description</u>

___ College has identified Launch Coach(s)/Mentor(s) to work with students to complete the practicum component of the program (e.g. help student with getting set up as a freelancer or independent contractor, setting up their profile on Gig economy platforms such as Upwork™, securing their first gigs, etc.). If checked, provide brief background of proposed Launch Coach/Mentor (e.g. do you plan to use faculty, Small Business Development Center advisors, or other Technical Assistance providers?): _____

___ College is willing to identify/designate a physical space where students can collaborate on gigs with other students and meet with their Launch Coach/Mentor. This can be as simple as a small office space or lounge where students can meet or a more formal space such as a college Small Business Development Center, entrepreneur center, co-working/incubator space, etc.

___ College is willing to assign staff resources to follow-up and urge all completer/leavers of the program to fill out the CTE Outcomes Survey which the Chancellor's Office has funded for all 113 colleges for a number of years to help track outcomes including self-employment outcomes.

___ College is willing to pledge/commit matching funds for the expenses listed below to start and sustain the project beyond the cost of instruction and beyond the term of the grant. Example match resources include local Strong Workforce Program, Perkins, or other funds.

<u>Amount</u>	<u>Willing to Match or Pledge?</u>	
\$0-\$15K (\$7.5K for each of the two proposed cohorts of 30 students for annual fees)		Upwork™ has a partnership with Pluralsight to provide online training/assessments for participants using the Upwork™ platform. Colleges are encouraged to consider covering the \$250 annual license fee/student to support the student practicum.
\$2K in one time cost toward video success story project.		The Small Business Sector is exploring production of student video success stories for the Self-employment Pathways in the Gig Economy. Colleges are encouraged to consider providing matching funds.
On-going FTES		Colleges are encouraged to cover expenses such as facility expenses for co-working/incubator space where students can collaborate on gigs with other students and meet with their Launch Coach/Mentor.