

# PERKINS NONTRADITIONAL OCCUPATIONS CTE PROGRAMS OF STUDY GRANTS

## 2021 – 2022 Approved Proposal

FLATHEAD VALLEY COMMUNITY COLLEGE – EXPLORING THE TRADES -  
VIDEO EXPLORATION SERIES



OFFICE OF THE COMMISSIONER  
OF HIGHER EDUCATION



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# Narrative

Address proposal and budget narrative in no more than 4 pages. The Proposed Budget Worksheet that follows is an additional page that must be included with the application.

## 1) Title of Project

Exploring the Trades – Career Exploration Video Series

## 2) Project Description

How does this project encourage the successful recruitment and retention of males or females within a CTE Program of Study that leads to an occupation that is nontraditional by gender? (Males in nursing/healthcare or early childhood education/teaching K-3. Females in STEM-related careers or the trades.)

Career exploration videos will expose youth to opportunities for careers in specific trades areas. Each video will include a short overview of a trades field, showcase female students studying trades, and highlight female professionals working in that field.

- What are the major activities or strategies that will be carried out and by whom?

FVCC's Director of Trades and Industrial Arts and Continuing Education/Apprenticeship Director will coordinate production of a series of nine professional videos introducing the following nontraditional fields for women: Brewing Science, Electrical Technology, Heavy Equipment Operations, HVAC, Industrial Machine Technology, Welding, Surveying, Culinary Arts, and Firearms Technology.

The videos will be posted on the Workforce Flathead and FVCC websites. The videos will also be made available to other MUS colleges who wish to use them.

- Do proposed activities include a secondary/postsecondary partnership component? If so, please describe.

The completed videos will complement the comprehensive Women Investigating the Trades video that was completed in January of 2020 by providing area-specific workforce details. The video will target middle school and high school students. We will also use them at career fairs, college fairs, and other information-sharing events. In addition, we will share the videos with community partners such as the Kalispell Chamber of Commerce and the local job service.

- What is the timeline for this project?

Dates:

Activity:

November 2021 – January 2022	Video development
February 2022	Video post-production
March 2022 – no end date	Videos posted and presentations begin

### 3) Project Outcomes

What are the project goals and intended outcomes?

- How will the development, implementation, and evaluation of the project encourage students to explore CTE Program of Study that leads to a nontraditional occupation?

The videos will be presented to high school and college students and provide education about career opportunities for females in the trades. The increased awareness will provide female students additional options when making educational and career choices to include options in the trades they may haven't previously considered.

- Describe measurable goals and outcomes in detail and how these relate to the project's activities.

The goal of this activity is to educate middle school, high school and college students about the career opportunities available to women in the trades.

- How many students does the project intend to reach? Males? Females?

The videos could potentially reach hundreds of females from middle-school age to adulthood.

### 4) Evaluation

How do you intend to evaluate your progress or success in meeting the project's stated goals and outcomes?

- Describe the evaluation plan and activities

Evaluation will be qualitative, assessed by the entities who utilize the videos and how they were received by the various audiences. Unofficially, FVCC it interested to see if female enrollment in our trades programs and those across the state increase.

- Identify the responsible parties for the evaluation activities

Peter Fusaro, Director of Trades and Industrial Arts

### 5) Budget

Complete the proposed Budget Sheet and provide no more than a **one-page Budget Narrative of explanation of the budget**—with the focus on the expenditure of these Perkins funds.

## Budget Worksheet

Title of Project: Exploring the Trades – Career Exploration Video Series

Project Start Date: 11/15/2021

Project End Date: **June 30, 2022**

	Perkins Nontraditional Grant Funds	LOCAL*	IN-KIND & OTHER SOURCE*	TOTAL
A. Staff				
Salaries				
Benefits				
In-State Travel				
Professional Development				
Other				
B. Students				
In-State Travel				
Supplies				
Other				
C. Supplies and Equipment				
Office Supplies (phone, copier, etc.)				
Instructional Supplies				
Equipment (less than \$300)				
Other	\$15,000 Video production		\$2,500	\$17,500
D. Indirect/Overhead Indirect Cost @ 5% maximum	\$750			\$750
E. Other (Include explanation)				
<b>COLUMN TOTAL</b>	\$15,750		\$2,500	\$18,250

\*Matching funds from other sources are not required



## **Bid prepared for Flathead Valley Community College**

### **Workforce Flathead Video Series**

(10) 2-3 Minute Workforce Flathead Videos

- Showcase a career path through a student AND someone working in the specific field for a perspective on what the job entails, what traits may be needed and why someone would want to work within that field.
- Includes interviews, footage of the career position and student in action, full edit including color correction/grading, titling, royalty free music and full rights.
- Video(s) are delivered in 4k resolution digitally.

All footage is filmed in High Quality 4k using state of the art equipment for both sound and video.

**Pricing Per Video - \$1,750**

**SINGLE PAY Option at a 5% discount - \$16,625**