



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1012

**1. Title of Project:** Marino Virtual Campus-MVC

**2. Senate Sponsor:** Manny Diaz

**3. Date of Submission:** 01/09/2019

**4. Project/Program Description:**

The disability unemployment rate of 83%, compels The Dan Marino Foundation (DMF) to seek novel and innovative solutions in reaching non-traditional learners using technology. DMF's unconventional approach has proven effective working with individuals with autism and other developmental disabilities, resulting in an average employment rate upon completion of 72%. DMF is initially seeking to expand the Career Programs beyond our traditional brick-and-mortar campuses by establishing the Marino Virtual Campus (MVC). MVC will benefit non-traditional learners with limited post secondary options, as well as those enrolled in traditional colleges and universities. The Virtual Campus will provide valuable tools that can be offered on-line and through Offices of Student Accessibility Services and Career Centers including résumé builders, Virtual Interview Training (ViTA-DMF), virtual job coaching, education, and resources for employers and families.

**5. State Agency to receive requested funds :** Department of Education

State Agency Contacted? Yes

**6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	500,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>500,000</b>

**7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	500,000	62.69%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	297,580	37.31%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>797,580</b>	<b>100.0%</b>

**8. Has this project previously received state funding?** No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

**9. Is future-year funding likely to be requested?** Yes



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a. If yes, indicate non-recurring amount per year. 250,000

#### 10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits	5% administrative costs - Staff Accountant, HR Coordinator	23,800
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	Software Developer, Quality Assurance Specialist, Project Manager, Recruiter, Curriculum Specialists, Job coaches, Technical Support + Payroll Taxes and Employee Benefits	357,100
Expense/Equipment/Travel/Supplies/Other	Outside contractors: Graphic Artist, Curriculum Specialist, Marketing Manager; Hosting Servers, Search Engine Optimization, Travel, Media Spend	119,100
Consultants/Contracted Services/Study		
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>500,000</b>

#### 11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?

The unemployment rate in Florida for individuals with disabilities is triple the rate of those without disabilities equating to over 700,000 unemployed. High disability unemployment rates are driven by the interplay of many factors, from physical or cognitive challenges inherently related to a person's disability itself, to issues as varied as lack of a standard high school diploma, making them ineligible to enroll in college, or their inability to pass TABE testing required for entrance into technical centers. Other obstacles include transportation difficulties, accessibility issues, social anxieties, communication challenges, and limited budgets. Postsecondary options are limited for nontraditional learners who require curriculum geared to different learning styles. Soft skills and employability training, typically not offered in traditional postsecondary settings, are vital to these individuals succeeding in employment. MVC will offer in a unique option, using VR and mixed reality.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?

The services, activities and informational resources will be delivered on-line. They are comprised under four categories: 1. Career development – for individuals seeking employment, includes Online Resume Builder, Virtual Interview Training, Online, Career Coaching, Soft Skills Curriculum- 2. Job coaching – for disabled



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individuals who were recently hired includes Online Job Coaching, Conflict Resolution, Professional Etiquette, Career Charting- 3. Resources for employers – for companies interested in hiring the disabled includes Informational Resources, Accommodations for the Disabled, Monitoring Performance and Setting Goals for Employment, Online Employer Coaching, Internship Programs, Recruitment and Job Matching Services- 4. Resources for families – for families of disabled individuals includes Informational Resources, Directories for Postsecondary Programs and Sources of Financial Assistance, On- Line Family Coaching in Transition.

**c. What are the direct services to be provided to citizens by the appropriations project?**

The direct services provided to citizens are all geared toward gainful employment of nontraditional learners & include the following: • Career coaching for individuals seeking employment • Interview coaching & practice with the Virtual Interactive Training Agent (ViTA-DMF) • On-the-Job coaching assistance for individuals who were recently hired • Effective & skill-focused résumé building • Social skills & employment programming • Sensitivity training for employers • Support coaching for families of nontraditional learners • Access to local career resources

**d. Who is the target population served by this project? How many individuals are expected to be served?**

This project serves three target groups. They are: 1. Nontraditional learners with the goal of employment 2. Families of these learners in need of support and resources 3. Employers interested in hiring individuals with disabilities According to the U.S. Census Bureau, there are twenty million people with disabilities in the U.S. in the working ages 18-64. . With unique technology, customized & student-focused education as well as extensive resources available on Marino Virtual Campus, it is our goal to provide quality of service to the individuals directly impacted by disability as well as their families, prospective employers interested in hiring, educators & career specialists. The initial development will be focused on start up efforts & initial marketing launch. Marino Virtual Campus with its innovative design & progressive outreach services is expected to service 400 individuals the first year, from various population groups.

**e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?**

Benefits include increased access to programs that provide viable solutions for nontraditional learners to gain skills for entering the workforce. Flexibility to complete courses within a space that lessens anxiety & allows students to review learning materials/lectures at their own pace. Increased access to national industry certifications & the use of futuristic technologies. Outcomes measurement is based on the conversion metric using two variables; total of program graduates & total of gainfully employed graduates. Example, if 700 individuals get hired out of 1,000 who complete the program, our key metric will be 70% employment. This metric will be compared to the average rate of employment of individuals with disabilities at large, which is 13-17%. The institution will measure KPI (outcomes) in two phases by means of email survey or phone; 60 & 90 days after graduation to determine employment status.

**f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?**

Possible future funding adjustment.

**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**



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None Applicable

#### 13. Requestor Contact Information:

- a. **Name:** Mary Partin
- b. **Organization:** The Dan Marino Foundation, Inc.
- c. **E-mail Address:** mpartin@danmarinofoundation.org
- d. **Phone Number:** (954)368-6013

#### 14. Recipient Contact Information:

- a. **Organization:** The Dan Marino Foundation, Inc.
- b. **County:** Statewide
- c. **Organization Type:**
  - For Profit
  - Non Profit 501(c) (3)
  - Non Profit 501(c) (4)
  - Local Entity
  - University or College
  - Other (Please specify)
- d. **Contact Name:** Katherine McCulloch
- e. **E-mail Address:** kmcculloch@danmarinofoundation.org
- f. **Phone Number:** (954)368-6000

#### 15. Lobbyist Contact Information

- a. **Name:** Rob Schneck
- b. **Firm Name:** Legis Group
- c. **E-mail Address:** rob@legisgroupfl.com
- d. **Phone Number:** (352)585-7338