



California Department of Health Care Access and Information Wellness Coach Designated Education Program: Application Guidelines

The Foundation for California Community Colleges (FoundationCCC) administers the Wellness Coach Designated Education Program grant with funds provided through the California Department of Health Care Access and Information (HCAI). This grant program is designed to support building a public behavioral health workforce that better represents the diversity of behavioral health needs of California's children and youth.

Grant Opportunity

The Wellness Coach Designated Education Program provides funding to support California Community Colleges (CCC) interested in preparing social work and human services/other related program students for the Wellness Coach I certification. There will be three phases of funding.

Eligible applicants for Phase III must submit an application through our online portal Submittable. Only one proposal per applicant may be submitted.

Background

The Wellness Coach Designated Education Program will support individual community colleges in California to develop and implement a curriculum aligned with the state's requirements for the Certified Wellness Coach training.

The new Certified Wellness Coach creates a much-needed entry-level profession that expands the behavioral health workforce without the need for an advanced clinical degree and/or license. Ensuring that associate-level graduates have the appropriate education to assist children and youth with some of life's challenges, Certified Wellness Coaches offer important prevention and early intervention services before issues progress to the point of requiring clinical intervention.



Criteria

Proposed projects must align with the grant program's purpose to develop and implement a curriculum aligned with the state's requirements for the Certified Wellness Coach I Certification training. **Form 1: Preliminary Demonstration of Certified Wellness Coach I Education Equivalency and Resource Request** must be on file with HCAI by the deadline noted below.

Proposed projects for Phase III must currently have all of the following:

Course offerings: *(Comparable course titles are acceptable)*

- Introduction to Psychology
- Introduction to Social Work
- Introduction to Case Management
- Child & Adolescent Development

Field Related Course

- 150-hour Supervised Experience

Core Services

- Wellness Promotion and Education
- Screening
- Care Coordination
- Individual Support
- Group Support
- Crisis Management Awareness (referral)

Program must be equivalent to 60 semester credits

All additional topics as listed in Section 2 of [Form 1](#).

Eligibility

To be eligible for funding, applicants must be from a California Community College and have programs in the fields of social work, human services, or addiction studies. Other related degree programs will be considered on a case-by-case basis. In order to be eligible for the grant, **Form 1: Preliminary Demonstration of Certified Wellness Coach I Education Equivalency and Resource Request** must be completed and submitted to Irene Ornelas at Irene.Ornelas@hcai.ca.gov in advance. Additional information can be found in the **CCC Designated Education Program Guide**.



Application Data & Metric Definitions

Colleges are encouraged to use the data they find most appropriate when completing the requested information. Two resources are provided to assist with data collection, but their use is not required.

Institutional Success Metrics

- **Institution Retention Rate** (per Full-time students): The percentage of first-time students who return to the institution to continue their studies within at least one academic year (fall-to-fall).
- **Institution Graduation Rate**: The percentage of full-time, first-time degree- or certificate-seeking students who complete a degree or other recognized credential in the program in which they are enrolled.
- **Institution Transfer Rate**: The percentage of students who successfully transfer from a community college to a four-year institution within a specified period. This includes transfers to California State University (CSU), University of California (UC), or private and out-of-state universities.

Program Information

- **Number of Students**: The total number of students enrolled in the institution at a given point of time as defined by the student headcount status STD7 of A,B,C,E,F,G or H **OR** as defined by the institution.
- **Hispanic Serving Institution (HSI)**: Designated by the U.S. Department of Education, an HSI is an institution where at least 25% of full-time undergraduate students identify as Latinx.
- **Rural**: Includes all population, housing, and territory not classified as urban.
- **Urban**: Represents densely developed areas with residential, commercial, and other non-residential land uses. The U.S. Census Bureau defines urban areas based on specific criteria, requiring at least 2,000 housing units or a population of at least 5,000.
- **Suburban**: Refers to areas located outside a principal city but within an urbanized region, with population size and density varying by classification.

Award Information

- We expect to award a total of up to \$8,000,000 over three phases with individual awards of up to \$200,000. Applicants are advised to request an amount that makes sense for their project's proposed scope of work due to the competitive nature of this grant.
- The grant term varies cycle. The full duration of the grant performance period is two years.



- Allowable costs are those specific to program development, including faculty needs, program coordinators/counselors, and program-level funding needed to align curricula with the Wellness Coach education and training criteria outlined above. Funding should be used to augment but not replace existing financial resources.
- Indirect costs are allowable up to a maximum of 10% of direct costs. Indirect costs are solely for administrative expenses needed to execute the grant and are included as part of the requested award amount (not to exceed \$200,000)
- The funder may award part or all of a proposed project and budget. If awarded partial funding, the applicant will be notified in advance of an award to ensure project viability at the reduced level. The funder may give preference to applicants based on region to ensure geographic distribution throughout California, including rural regions, as well as the number of students that can be supported by the program.
- Applicants must be willing to provide HCAI information about the long-term effects of this program regarding sustainability.

Timeline

Please reach out to the Wellness Coach team regarding the timeline, as it can vary depending on which application cycle you are applying to. You can email us at wellnesscoach@foundationccc.org.

Questions and Answers

Do you have questions about this funding opportunity? Email questions to wellnesscoach@foundationccc.org.

Do you have technical questions about Submittable, the online portal? Send a message via the Submittable help center [here](#), by clicking the pop-up in the bottom right of the browser window, or contacting Submittable [here](#).