

Short Title	Command Spanish
1. Name	Carrie Kraten (originally submitted by Matt Goff)
2. Email	ckraten@clackamas.edu
3. Department	Connections with Business & Industry
4. Please briefly describe your idea	The idea is to purchase a lifetime subscription for Command Spanish.
5. Indicate the strategic priority that this project supports. (check all that apply)	Community Connections Diversity, Equity & Inclusion
6. How does your idea support the College's strategic priorities?	As a community resource, our goal is to expand our reach to serve and include more members of our community. Teaching our community partners the Spanish language is a terrific way to break down the cultural and language barriers in our community. This aligns with our Community Connections and DEI strategic priorities. Many of our business and industry partners have expressed a desire to bridge the language gap between native English and Spanish speaking workers.
7. What contribution would this project make to the Diversity, Equity and Inclusion Strategic Plan? How does it contribute?	As stated above, helping our business and industry partners become more culturally aware is important. Teaching them the Spanish Language is a great way to do that.
8. What problem, need or gap in service will be addressed? What evidence is readily available to illustrate the need or support the goal(s) of the project? Please include links to data sources if known.	I think I expressed this in the last statement. As an English speaking police officer, I was taught a few useful phrases for the job. One of those phrases was "manos arriba!" (hands-up). Can you imagine what could happen if this phrase was mispronounced in a potential deadly force situation? The phrase "monos arriba" sounds very similar. "Monos" means "monkey" so a police officer could be shouting "monkeys on the ceiling" during a situation where clear communication could mean the difference between life and death. If we taught Command Spanish to our local law enforcement, we could be saving lives.
9. What is the benefit of this project (e.g. revenue potential, impact on student enrollment, retention, completion, etc.)?	An annual subscription for Command Spanish is \$400. A life-time subscription is \$1000. We would end up being \$200 ahead in three years. If we charged a client \$10,000 for a 40-hour Command Spanish class, we would gain a potential return of \$5,000. It takes between 600 to 800 hours to develop a 40 hour class. Even on the low end, I would much rather pay \$1,000 for ore-developed curriculum that gets updated than \$30,000 to have some develop the curriculum internally..
10. What activities will be proposed in the project?	The most popular use of Command Spanish is for first responders. We would position this as a training opportunity to the Clackamas County Sheriff's Office as part of our rekindled partnership with them. People learn language at vastly different rates, which leads to language training to be cost prohibitive for many of our partners. The cost savings of this product could be passed on to our partners.
11. Identify stakeholders who will likely be involved in the project planning or delivery.	CBI would work with faculty from the World Languages Department to deliver this curriculum.
12. How do you think success could be measured for this project?	Delivering this curriculum to even one client would be a significant measure of success.
13. Describe the investment (time, funds, etc.) that would probably be needed to get this project off the ground.	Approval of \$1000 to purchase a subscription for Command Spanish.

14. Have you identified a grant or other funding source to help cover related expenses?	No
15. If yes to 14, please provide more information about the grant or other funding source.	
16. Beyond the start-up costs, is additional or ongoing funding required to maintain this project in the future? If so, please describe the costs (amounts, frequency, etc.) as well as if you have identified sources for ongoing funding.	One-time Fee
17. What level of urgency best fits your idea?	Short-term, needs to be explored within next 4-12 months
18. If you answered "other" in question 17, please describe.	
19. Please include additional information you would like to share:	
20. Please share any questions you have for the Innovation Team:	

Survey for this Innovation Fund request: <https://forms.gle/Xaig6TBa5S36kJGs8>