**BOT Executive Summary: Community Outreach**

**August 19, 2013**

Presented by Community Outreach - Strategic Leadership Team Committee:

Mansfield Matthewson (Chair), Chris Arnold, MaryBeth Beighley, Hayden Butcher, Laurie Chesley, Kevin Dobreff, Daniel Gendler, Kathryn Mullins, Mark Vogel, Raynard Ross, David Selmon

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**Policy Type: Ends**  
**Policy Title: Community Outreach**

At GRCC, the End of Community Outreach commits to: “**GRCC enriching the community through educational and civic programming and partnerships.**” This End is comprised one strategy and two College Action Projects in 2013-14:

**Strategy 3.1 – Collaborate with community organizations to expand programs and services that benefit the community at large and strengthen GRCC’s identity throughout the service region.**

The Community Outreach Action Projects embody GRCC Values of Excellence, Diversity, Responsiveness, Innovation, Sustainability, Respect, and Integrity.

**CAP 3.1.1:** Promote the various educational, arts and cultural activities GRCC makes available for the community at large. (Moved to Department Action Project Status)

**CAP 3.1.2:** Expand cultural learning experiences that strengthen and equip our changing community. (Moved to Department Action Project Status)

**CAP 3.1.3: GRCC Capital Projects: Business Community Engagement (Mansfield Matthewson – Chair)**

- Establish opportunity outreach to the local business community for engagement with the 2012 bond issue projects and other major projects.
- Provide resources to the local business community for engagement with the 2012 bond issue projects and other major projects.

**CAP 3.1.4:** **2012 GRCC Capital Projects: Student Engagement (Fiona Hert – Chair)**

- Engage GRCC students in internships starting the summer of 2014 in association with employers participating in GRCC bond issue capital projects.
- Develop paid internships and/or job shadow opportunities for GRCC students with 2012 bond issue CMs, AEs, subcontractors. (Contractor/AE participation is voluntary)
The Community Outreach End indicators of success:

1. Community Satisfaction with GRCC (e.g. surveys, public comment)

The table below show the percentage of the community survey respondents who indicated that they are “satisfied” with GRCC and the services it provides to the community (as measured by the top two categories on a five point scale.) Our goal is for this number to increase over time.

<table>
<thead>
<tr>
<th>Year</th>
<th>“Overall, I am very satisfied with GRCC and the services it provides to the community” (Top two categories on a 5-pt scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>TBD</td>
</tr>
<tr>
<td>2011</td>
<td>82%</td>
</tr>
<tr>
<td>2009</td>
<td>82%</td>
</tr>
</tbody>
</table>

Source: GRCC Community Survey (Updated November, 2011)

**Target:** 80 percent or higher.

**Trend:** Green.

**Benchmark:** No benchmark available.

**SUMMARY OF KEY SURVEY FINDINGS – EPIC MRA Survey (10/11):**

- Residents of the Grand Rapids Community College taxing district understand the importance of a college education: an 83 percent majority said a college education is “essential” (42 percent) or “very important” (41 percent) to achieve a career or to get a good job.
- While a 60 percent majority gave their local public school district a “positive” rating for the job of providing a quality education (including 28 percent “excellent”), an even greater 82 percent majority gave GRCC a “positive” job rating for providing a two-year college education or job training for their students (37 percent excellent); GRCC achieved a 22 point edge in this testing.
- GRCC is well positioned in a competitive education/training market, against only a handful of colleges, as the “top choice” among area residents who took courses in the past, as well as for those who plan to take courses in the future.

**GRCC Infrastructure Renovation Upgrade Informational Session (Nov ‘12):**

- Good to excellent rating from greater than 90% of survey respondents (greater detail can be seen on monitoring report).

**1st Annual West Michigan Construction Summit (Mar ‘13):**

- Good to excellent rating from greater than 90% of survey respondents (greater detail can be seen on monitoring report).

2. Number of lecture events/symposiums/conferences/athletic events on GRCC campus open to the general public.

This table shows the number of participants who attend the cultural activities, public meetings and sporting events offered at GRCC. This total is then divided into the total number of Kent County residents to calculate a penetration rate. Our goal is to increase the penetration rate.
NOTE: This data was first collected for academic year 2009-2010.

<table>
<thead>
<tr>
<th>Year</th>
<th>Cultural Activities</th>
<th>Public Meetings</th>
<th>Sporting Events</th>
<th>Total</th>
<th>GRCC Penetration Rate</th>
<th>Benchmark Penetration Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2012</td>
<td>31208</td>
<td>89008</td>
<td>50762</td>
<td>170978</td>
<td>27.8%</td>
<td>NA</td>
</tr>
<tr>
<td>2010-2011</td>
<td>27647</td>
<td>54474</td>
<td>46497</td>
<td>128618</td>
<td>18.1%</td>
<td>9.4%</td>
</tr>
<tr>
<td>2009-2010</td>
<td>10773</td>
<td>28929</td>
<td>37650</td>
<td>77352</td>
<td>12.8%</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

Source: Institutional Research and Planning/ NCCBP data (Updated March, 2013; Next update, March 2014)

**Target:** 2% increase.

**Trend:** Green

**Benchmark:** NCCBP

**Definitions:**
- **Cultural Activities** include exhibits (e.g., galleries) or attended performances (e.g., theater, dance, music).
- **Sporting events** include intercollegiate sporting events held at the institution.
- **Public meetings** include meetings held at the institution’s campus(es) by non college organizations which may or may not be open to the public.

**CAP specific events:**
- GRCC Infrastructure Upgrade Renovation Informational Session - November 8, 2012
- 1st Annual West Michigan Construction Summit – March 7, 2013
- Corporate Connections West (matchmaking event targeting WBEs) – May 23, 2103
- GRCC BIM Training Session for Contractors (provided by KalBlue) - August 13, 2013 (tentative)