College Action Project Update Form
Grand Rapids Community College

Update Date: November 18, 2011
BOT End: Community Outreach – GRCC enriches the community through educational and civic programming and partnerships.

CAP #: 3.1.2
CAP Title: “Expanding the cultural learning experiences that strengthen and equip GRCC’s changing community”
Champions: Eric Williams/Vicki Janowiak/Mike Schavey

Success Indicators:
- Community satisfaction with GRCC (Satisfied with EPIC/MRA Survey)
- Number of lecture/events/symposiums/conferences/athletic events on GRCC campus open to the general public
- Number of collaborative partnerships established to enrich the community
- Completion of employee inventory survey for participation in community organizations

PROJECT PURPOSE:
- Develop a culture that encourages and empowers employees to engage in civic programming as ambassadors for GRCC
- Cultivate relationships with K-12, community organizations and businesses that enhance curriculum and result in expanded learning opportunities for students.
- Collaborate with K-12, businesses, and community organizations to identify, celebrate, develop and deliver learning opportunities that showcase GRCC’s value to the community

Describe recent accomplishments and the current status of activities related to this project. (Include an updated copy of the Project Worksheet and Timeline along with a narrative discussion of progress.)

<table>
<thead>
<tr>
<th>Task</th>
<th>Actions</th>
<th>Date or Timeline</th>
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<tbody>
<tr>
<td>Initial Community Engagement Team Meeting on September 2.</td>
<td>Discussed possible community engagement survey to be administered to staff. Also discussed possible community partnerships to increase College’s impact in our service areas.</td>
<td>9/2/11</td>
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<td>Interim meetings:</td>
<td>Met with LINC; GRPS Board Chair; RDV Corp staff to discuss partnerships. Also met with S. Hill re: <em>Viewing Life in 3-D</em>. Date set for CAP Team to meet with LINC team to discuss formal partnership on 11/9/11</td>
<td>Sept/Oct</td>
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<td>Second meeting:</td>
<td>C. Martin joined the group because of the overlapping connections w/Student Access. We decided to convene two groups; one for the survey research project and one for community partnerships. S. Hill presented on “Viewing Life in 3-D”. Moss Ingram shared information about “Seeds of Promise”, both possible partnerships.</td>
<td>10/20/11</td>
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**Task** | **Actions** | **Date or Timeline**
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*Third meeting:* | • Break into partnership and survey teams  
• List goals for each team  
• Set timeline for each team projects | 11/9/11

Met with LINC, RDV Corp, GRPS, Hispanic Center on partnership on Nov. 9, 2011. | Team met with Believe 2 Become to share our common objectives. It was agreed to have a follow up meeting to lay out possible points of collaboration and a draft agreement. | Dec. 2011

**Next Steps:** | Meet with Donna to discuss how to design and implement a staff survey to learn how our employees are connected with community organizations. | 11/14/11

| Meet with Ford Middle School to discuss *Viewing Life in 3-D* to decide if this project would fit into the CAP as a partnership. | Dec. 2011

| Meet with Moss Ingram and Seeds of Promise director to determine if this project would fit into the CAP as a partnership. | 11/17/11

| Work with IR to collect attendance data for all GRCC events that were open to the public. | Spring 2012

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**Describe the team involved in implementing this project.**

This team has two groups working on overlapping projects. The Office of Community Engagement has a team working on goals that align with the CAP TEAM. Both goals have been incorporated into the success indicators and address BOT Ends.

<table>
<thead>
<tr>
<th>Community Engagement Team Members</th>
<th>CAP Community Outreach Team</th>
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<tr>
<td>1. Eric Williams</td>
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<td>2. Mike Schavey</td>
<td>2. Vicki Janowiak</td>
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<tr>
<td>3. Mike Faber</td>
<td>3. Mansfield Matthewson</td>
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<td>4. Tamber Moore</td>
<td>4. Raynard Ross</td>
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<td>5. Raynard Ross</td>
<td>5. Raul Alvarez</td>
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<td>8. Moss Ingram</td>
<td>8. Chris Arnold</td>
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<td>10. Ann Alexander</td>
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<td>11. Cindy Martin</td>
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<td>12. Derek DeVries</td>
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**REVIEWER COMMENTS:**

This Community Engagement Team was designed to include faculty and staff from throughout the College who are engaged in various parts of our community. We wanted to create a new
vision for community engagement for GRCC that will help us to become more strategic and outcome-oriented in our approach.

GOALS:

1. To conduct a comprehensive survey to identify what boards and community service activities that all staff and faculty engage in on a regular basis. Our purpose for conducting this activity is to begin to gauge the degree of influence as well as contribution that GRCC staff and faculty contribute to the College on an annual basis.

2. To meet with the LINC Believe 2 Become Program (B2B) team and with the supporting DeVos Foundation staff to determine how GRCC can directly connect with their partnership with GRPS. Our goal is to encourage B2B to go from a K-12 program to a K-14 program.

3. To determine if partnerships with *Seeds of Promise* and *Viewing Life in 3-D* are possible opportunities.

KEY ASSUMPTIONS:

- Students must be involved in community engagement with the goals of inspiring civic commitment; student leadership and life-long reinvestment in their community.
- Faculty and staff community contributions are significant and can be quantified in a way to demonstrate/educate that the College invests in a very significant way to our service areas.
- Partnerships must be mutually beneficial for all parties involved. Thus each member of the partnership makes meaningful contributions to the relationship as well as receives substantial outcomes from it.
- The College will ultimately gain much more than we give when we engage in thoughtful and practical partnerships through community goodwill, student enrollment, community benefactors, and the institution’s reputation as a good citizen.

1. **To what extent have the measureable criteria established for this project been met?**
   - Measurable criteria include:
     - To develop and administer an internal survey to all employees regarding community engagement.
     - To create a master list of all employees volunteer contributions to the community and to quantify that contribution in terms of hours served and estimated dollar value.
     - To foster two formal partnerships with community organizations by April 2011.
     - To determine the number of participants who attend cultural activities; public meetings; and sporting events offered at GRCC.

**College Survey**

- Work with IRP (Donna) to develop a survey instrument and determine how data will be collated once collected (SSPS, Excel, etc.)
- Research Peer Institutions to determine how Peer Institutions may be tracking this information and how they use the data to “expand programs and services that benefit the community at large and strengthen their institutions identity throughout their service region.”
• Goals and a work plan will be completed in December 2011.

Partnership Engagements
• Explore ways that GRCC enriches the community through educational and civic programming and partnerships.
• Explore potential partnership with LINC/Believe to Become (B2B).
• Explore formalizing “Viewing Life in 3-D as a formal partnership with Ford Middle School.
• Explore potential partnership with “Seeds of Promise”.

2. What challenges, if any, are you facing in regards to this CAP project?
• The approach we are choosing is to formalize partnerships with community groups that are already in business. Our success in hinged on our ability to identify mutually beneficial opportunities with these organizations that would lead to an exchange of resources and services. This can be difficult to achieve because our outcomes require the compliance of other entities. We also must determine what the deliverables are that GRCC can and is willing to bring to the table and not appear that our goal is to increase our student enrollment alone.

• Trying to develop a budget for these projects cannot occur until the partnerships are developed and we know what we can commit to them. The survey will be a Zoomerang and should not cost much other than the development time.