College Action Project Worksheet for Proposed New CAP Projects

Directions: Complete this worksheet (electronic) for each proposed College Action Project. Email to Donna at dkragt@grcc.edu

END Subcommittee: Community Outreach       Person completing form: Mansfield Matthewson

1. Give a short identifying title (under 10 words) to this Action Project.
   GRCC Capital Projects: Business Community Engagement

2. Proposed Project Champion (NOTE: Final decision regarding CAP champion assignments will be made by the EBCO.)
   Mansfield Matthewson,

3. Proposed CAP Team Members:
   Raul Alvarez, Lisa Freiburger, Vicki Janowiak, Mansfield Matthewson, Tom Smith,

4. Describe the purpose of this project including a description of the associated activities. (100 words or fewer)
   • 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.

5. Describe the goals of this Action Project (in 100 words or fewer)
   • Inclusion: Provide equal opportunity to the local business community by providing opportunities and resources to participate in the 2012 capital projects and other major projects.

6. What measurable criteria will be used to confirm this project’s success?
   • Supplier participation (reflective of our community) in the submission of bids
   • Supplier participation (reflective of our community) in the award of bids
   • Supplier Surveys

7. What Indicators of Success will this project most likely impact? Please indicate whether the project will directly or indirectly impact the measure.
   • Supplier participation (reflective of our community) in the submission of bids
   • Supplier participation (reflective of our community) in the award of bids
   • Supplier Surveys

8. What personnel resources are required to deliver the project successfully?

<table>
<thead>
<tr>
<th>Department</th>
<th>Describe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology</td>
<td></td>
</tr>
<tr>
<td>Institutional Research</td>
<td>Greater Grand Rapids demographic statistics</td>
</tr>
<tr>
<td>Facilities</td>
<td>Full participation in all outreach efforts, provide mentoring and</td>
</tr>
</tbody>
</table>


direction to small businesses and others.

Other
City of Grand Rapids Greater Grand Rapids demographic statistics

9. What additional resources will be required to develop and/or sustain the project?

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
<th>Explanation (one time or recurring)</th>
<th>Which budget will cover these costs?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplies</td>
<td>$2500</td>
<td>Business Resource Organizations, Journals, magazines, Spanish, etc.</td>
<td>SLT budget</td>
</tr>
<tr>
<td>Training</td>
<td>$5000</td>
<td></td>
<td>SLT budget</td>
</tr>
<tr>
<td>Equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing to broader community</td>
<td>$2500</td>
<td>Infomercial being shot 11/1/12, but we have not been advised of any cost.</td>
<td>SLT budget</td>
</tr>
<tr>
<td>GRCC TV</td>
<td></td>
<td>Press release drafted 10/31/12, awaiting VP approval, we have not been advised of any cost.</td>
<td></td>
</tr>
<tr>
<td>Press Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Cost Estimate</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. Will this project require any additional budget dollars for the 2012-2013 academic year that have not already been secured? ___NO ___XX___ Yes

If yes, please describe briefly: The impact of the CAP can be broadened with an allocated budget, but can be execute to a lesser extent without additional budget approval, relying on the Purchasing department budget for minor expenses.

11. Is this project dependent on or related to any other college action project? (Please explain) NO

12. List the major activities associated with this project when implementation begins? (Please explain)
   - Supplier Outreach Activities
   - Supplier Training Activities
   - 2012 Bond Spend Analysis
The following section will be completed by the SLT Exec team following recommendation from SLT
SLT Review Date:_____________________ Action taken: ___ Approve ___ Disapprove
CAP Champion:______________________ CAP Number:_____________________________