

Board Monitoring Report

Community Outreach

Ends Subcommittee Leader: Mansfield Matthewson

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Ends Subcommittee Members: Chris Arnold, MaryBeth Beighley, Hayden Butcher, Laurie Chesley, Kevin Dobreff, Daniel Gendler, Kathryn Mullins, Mark Vogel, Raynard Ross, David Selmon

This Board Monitoring Report provides a comprehensive update on Grand Rapids Community College’s Strategic End, Community Outreach. Adherence to the Ends allows the day-to-day work of the College to be focused on collaborative efforts that together seek to further important objectives. These objectives or Indicators of Success (IOS) are detailed beginning on page 3 of this report. It should be noted that each of the College’s Ends includes its own set of goals. Workforce Development reports on three indicators of success.

GRCC Community Outreach End: “GRCC enriches the community through educational and civic programming and partnerships.”

Update on College Action Projects for Community Outreach

CAP #	CAP Title	CAP Champion	CAP Purpose	CAP Status	2013 Accomplishments
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.					
3.1.3	GRCC Capital Projects: Business Community Engagement	Mansfield Matthewson	<p>Establish opportunity outreach to the local business community for engagement with the 2012 bond issue projects and other major projects.</p> <p>Provide resources to the local business community for engagement with the 2012 bond issue projects and other major projects</p>	Ongoing	<p>GRCC Infrastructure Upgrade Renovation Informational Session - November 8, 2012</p> <ul style="list-style-type: none"> • Co-presented by GRCC, OAK and GMB AE • Approximately 120 local contractors in attendance <p>1st Annual West Michigan Construction Summit – March 7, 2013</p> <ul style="list-style-type: none"> • Co presented by GRCC, City of GR, Kellogg’s, Kent County, Spartan Sores, CSM Group and Fifth Third • 89 Contractors in attendance <ul style="list-style-type: none"> ○ (35) MBE ○ (18) MLBE ○ (9) WBE ○ (11) Veteran ○ (5) Disabled Veteran ○ (1) LGBT

CAP #	CAP Title	CAP Champion	CAP Purpose	CAP Status	2013 Accomplishments
					<p>Corporate Connections West (matchmaking event targeting WBEs)– May 23, 2103</p> <ul style="list-style-type: none"> • Presented by CEED, GRCC hosting • Participating Corporates in addition to GRCC – Accident Fund, Bronson, Consumers Energy, CSM Group, EPI Marketing, Gentex, GVSU, Haworth, Herman Miller, Kellogg’s, 5/3, Skanska, Priority Health, Spectrum Health, Graphic Packaging • (25) WBEs in attendance in addition to others
3.1.4	2012 GRCC Capital Projects: Student Engagement	Fiona Hert	<p>Engage GRCC students in GRCC bond issue capital projects. We anticipate the bulk of opportunities will begin to present themselves summer 2014.</p> <p>Develop paid internships and/or job shadow opportunities for GRCC students with 2012 bond issue CMs, AEs, subcontractors. (Contractor/AE participation is voluntary)</p>	Ongoing	<p>Identified Contractors and Architectural Engineers (AE’s) committed to the project:</p> <ul style="list-style-type: none"> • Contractors (4) • AE’s (5) <p>Developed preliminary Internship Process</p> <ul style="list-style-type: none"> • Credit students • Non-credit students • Employers

Two of the Strategic Plan’s College Action Projects are designed specifically to achieve the End of “Community Outreach” .:

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

3.1.4 Engage GRCC students in GRCC bond issue capital projects. We anticipate the bulk of opportunities will begin to present themselves summer 2014.

The following pages of this Monitoring Report include data on core indicators of Success (IOS) for Community along with details on the College Action Projects and Department Action Projects that support this End.

The End of Workforce Development College Action Projects embodies GRCC Values of Excellence, Diversity, Responsiveness, Innovation, Sustainability, Respect, and Integrity.

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

Key Findings:

SUMMARY OF KEY SURVEY FINDINGS – EPIC MRA Survey (Nov ‘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):

Overall, how would you rate the event?	
Answer Options	Response Percent
Excellent	21.4%

Very good	39.3%
Good	35.7%
Somewhat good	3.6%
Not good at all	0.0%
Other (please specify)	

How useful was the information presented at the session?

Answer Options	Response Percent
Extremely useful	22.2%
Very useful	40.7%
Somewhat useful	25.9%
Slightly useful	7.4%
Not useful at all	0.0%
Other (please specify)	

Given what you learned at the session, how likely are you to participate in bidding a GRCC BIM project??

Answer Options	Response Percent
Very likely	60.7%
Likely	21.4%
Maybe	14.3%
Not likely	3.6%
Not at all likely	0.0%
Other (please specify)	

Overall, how would you rate the event?

Answer Options	Response Percent
Excellent	31.6%
Very good	52.6%
Fairly good	5.3%
Mildly good	10.5%
Not good at all	0.0%
Other (please specify)	

1st Annual West Michigan Construction Summit Survey (March '13):

Overall, how would you rate the event?

Answer Options	Response Percent
Excellent	31.6%
Very good	52.6%

Fairly good	5.3%
Mildly good	10.5%
Not good at all	0.0%
Other (please specify)	

How meaningful are the contacts that you met?

Answer Options	Response Percent
Extremely meaningful	26.3%
Very meaningful	42.1%
Somewhat meaningful	31.6%
Slightly meaningful	0.0%
Not meaningful	0.0%
Other (please specify)	

Is there an optimistic view of a follow up / or contract?

Answer Options	Response Percent
Yes	84.2%
No	0.0%
I am not sure	15.8%

Did you find Value in this event?

Answer Options	Response Percent
Yes	100.0%
No	0.0%

Suggestions for Improvement:

1. If we could get more Health Care and Universities/Schools at the table, they are spending the most money these days
2. Have a list of all the confirmed participants available to registered attendees beforehand (2 to 3 days) will be helpful.
3. Add more companies that have an interest in opening up to new sub-contractors. Spartan for example didn't offer any opportunities other than cold calling Wolverine.
4. More owners from the local large companies
5. With preregistration, have the subs submit a short summary of their service to pass to Owners prior to event

6. As always, more time to network is always a plus.

7. Good Event Overall

IOS#2: Number of lecture events/symposiums/conferences/athletic events on GRCC campus open to the general 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 Upgrade Briefing for Contractors (provided by KalBlue) - August 13, 2013 (tentative)

Key Findings/Suggestions for Improvement:

- Suppliers indicate that they find value in the GRCC sponsored sessions. Action: Continue to sponsor events to educate potential suppliers on opportunities at GRCC and other institutions. Next event: GRCC BIM Upgrade Briefing for Contractors – August 13, 2013
- Suppliers indicate that they'd like to see more participation from other local institutions and corporates. Action: Continue to invite institutions from the private and public sectors to participate in events with GRCC. Accident Fund, Bronson, Consumers Energy, CSM Group, EPI Marketing, Gentex, GVSU, Haworth, Herman Miller, Kellogg's, 5/3, Skanska, Priority Health, Spectrum Health, Graphic Packaging
- Pre-registration with supplier profiles would help maximize supplier networking opportunity. Action: TBD