



Montgomery College Community Engagement: Turning the College Inside Out

Montgomery College Presenters

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Focus of Presentation

1. Trustee Involvement in Community Engagement
2. Decision to Create the Community Engagement Centers
3. Use of Philanthropy to Fund the Centers
4. Community Engagement Partnerships

About Montgomery College

OUR COLLEGE

SITUATED IN A COUNTY OF
1,000,000
RESIDENTS NORTH OF WASHINGTON DC

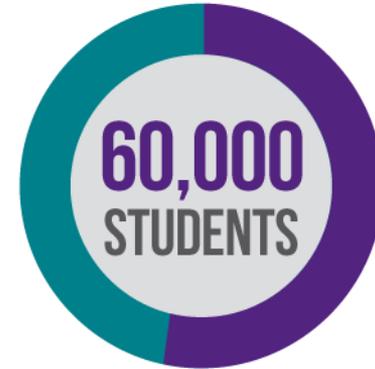
70
YEARS OLD

LARGEST
COMMUNITY COLLEGE
IN MARYLAND



OUR STUDENTS

FROM
160+
COUNTRIES



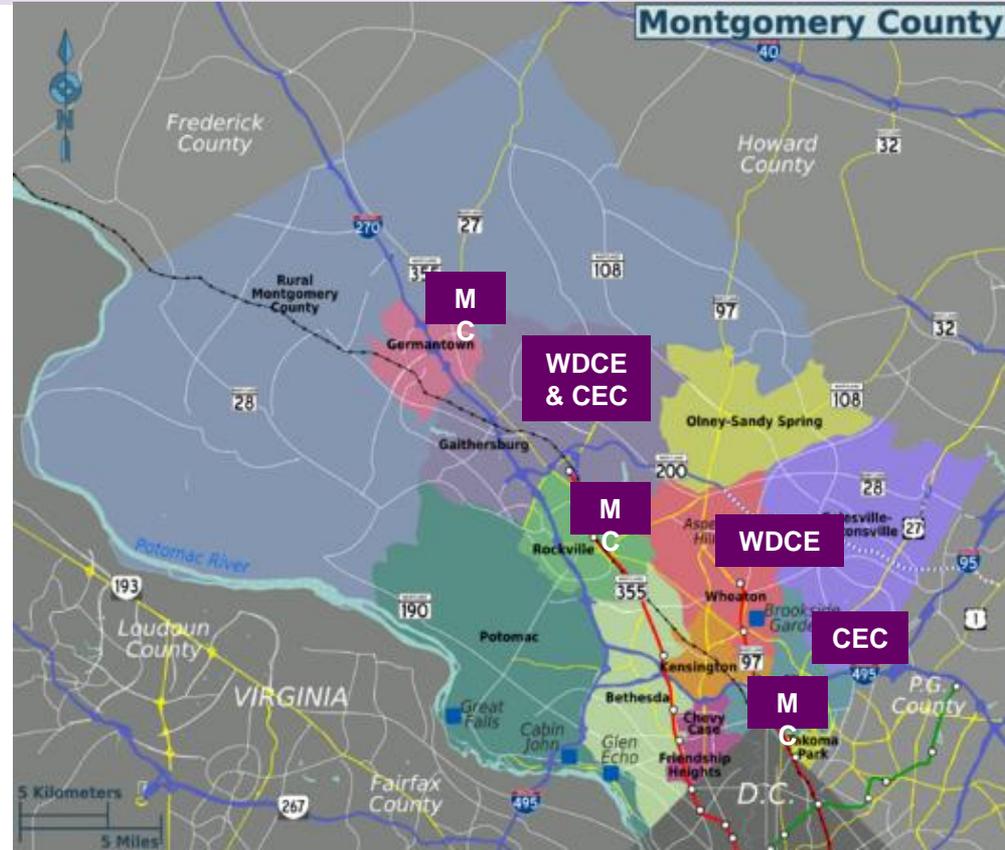
25,000
CREDIT

35,000
NONCREDIT

100,000
ALUMNI

About Montgomery College

1. Three campuses and two workforce development centers
2. First community college with a hospital on a campus
3. FY '16 Budget: \$309.9M



Impetus for Community Engagement

1. Strong Ties to the Local Community
2. Accessible, Affordable Education for Diverse Student Population
3. Support of Local Economic Development
4. Response to Changing County Demographics

Impetus for Community Engagement

7. Expansion of Access to Entire Families
8. Partnerships to Erase Inequalities; Create New Pathways to Success
9. Commitment with Partners to Student Completion



Board of Trustees Roles: Leadership

1. Support and president's engagement and innovative vision
2. Define community engagement as a key success factor in the board and president's roles and responsibilities
3. Establish policy and engage in strategic planning to actualize community engagement and create innovative partnerships

Board of Trustees Roles: Public Support

1. Establish partnerships with business, nonprofits, agencies to address community needs; leverage their expertise
2. Mesh business imperatives and community needs
3. Maintain dialogue on public-private partnerships where mutual community engagement strategies can integrate

Top Board Engagement Practices

1. Build relationships with local leaders to promote community engagement and innovation
2. Maintain awareness and knowledge of demographic changes, community and workforce needs, market trends
3. Establish forums to listen to the community; understand issues

Top Board Engagement Practices

4. Frame Issues with Public; Develop Possible solutions
5. Evaluate the Effectiveness of Engagement Efforts
6. Build Relationships with Business and Local Leaders
7. Engage in Active and Informed Advocacy



Community Engagement in Strategic Plan

By 2020, Montgomery College will:

1. Evolve Montgomery County into a “College Town” with Montgomery College at its central core.
2. Create two neighborhood community engagement centers through public-private partnerships

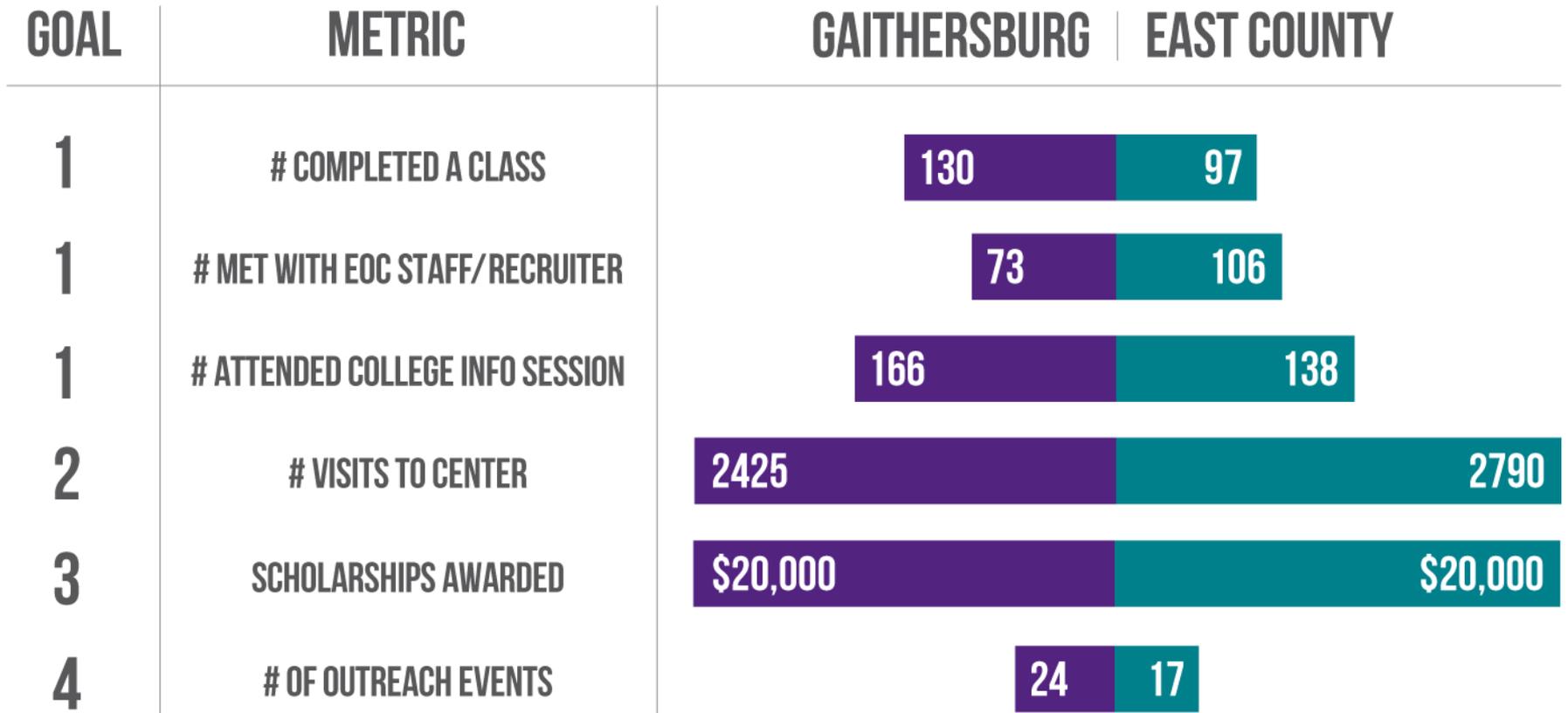
Target Communities

1. Low income or single parent household
2. Under-represented Populations
3. First generation college student
4. Immigrant or child of immigrant



Engagement Center Goals

1. Offer workforce development classes via College and Foundation resources
2. Enhance service provider coordination in each region
3. Expand outreach to underserved areas to increase awareness of college's offerings and services



Metrics/Outcomes FY'16

In FY '16 we will add outcome metrics around:

1. Number of people that continue taking classes at the College
2. Number of people that obtain a job or higher wage

Community Engagement Centers



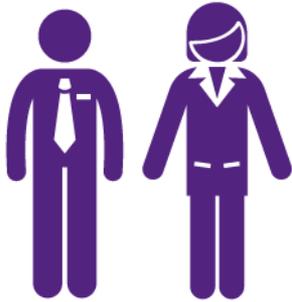
East County Regional Service Center



Gaithersburg Library

Staffing

2 STAFF
PER CENTER



2 ADDITIONAL FULL TIME
STAFF EXPERIENCED
WITH LATINO AND ARAB
COMMUNITY OUTREACH
AND STUDENT SERVICES

**SPANISH, AMHARIC,
ARAB, FRENCH, SWAHILI**

LANGUAGES SPOKEN BY STAFF



Role of Public/Private Resources

1. Use philanthropy to support classes, scholarships
2. Maximize the effectiveness of public spaces
3. Coordinate college, county and nonprofit resources around mutual community engagement objectives
4. Increase awareness of community needs to donors

Costs

1. Space in each center in-kind
2. \$10,000 in Foundation dollars for each center for classes
3. Cost of two staff per center
4. Operating budget of \$31,000 for promotional items, office supplies, travel costs, and other outreach expenses

Costs and Sources



**Office/Classroom
Space: In-Kind
Provision**



**\$20K in
Foundation
Scholarships
for Courses at
Centers**



**Salaries:
Two
Staff
per
Center**



**Mobile
Computer Labs
via IT Surplus**



**\$31K for
outreach
items,
supplies,
travel**

Non-Credit Classes Offered



1. Child Growth & Development Certificate
2. Computer Literacy
3. ServSafe-Food Manager Certification
4. ESOL

Information and Referrals

Welcome Centers, Workforce Development



One-on-one Appointments

1. Counseling on continuing studies at Montgomery College
2. College Recruiters
3. Financial Aid
4. Career exploration
5. Resume help
6. GED enrollment



Workshops

1. How to Pay for College
2. GED Information Sessions
3. Citizenship Application Clinics
4. Apartment Maintenance Orientations
5. Financial Planning & Career Exploration

Outreach Strategy

1. Houses of Worship
2. Public Housing
3. Public Libraries
4. Recreation Centers
5. Nonprofit Organizations
6. Gathering Places:
Supermarkets, Laundromats, Restaurants



Montgomery County Correctional Facility



Bridge to College Program

1. Classes
2. ACCUPLACER
3. Admissions/Financial Aid Counseling
4. Scholarships
5. [Meeting students where they are \(video\)](#)

Correctional Facility Classes

1. Digital Literacy
2. Introduction to Construction
3. Reading Blueprints
4. Construction Safety (state issued certification)
5. Developmental English

Keys to Success

1. Being flexible and accommodating with partner organizations
2. Addressing residents' language and culture
3. Follow through with partnerships
4. Continued fundraising for subsidized classes



Thank you! Questions?