Montgomery College
Community Engagement: Turning the College Inside Out
Montgomery College Presenters

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Dr. Kenneth Hoffman, Member Board of Trustees
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Karla Silvestre, Director of Community Engagement
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

60,000 STUDENTS

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
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
<table>
<thead>
<tr>
<th>GOAL</th>
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<th>GAITHERSBURG</th>
<th>EAST COUNTY</th>
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<tr>
<td>1</td>
<td># COMPLETED A CLASS</td>
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<td>4</td>
<td># OF OUTREACH EVENTS</td>
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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

https://www.youtube.com/watch?v=O_BMosKfETc
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

Community engagement homepage
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?