



BALTIMORE CITY
COMMUNITY COLLEGE
CHANGING LIVES...BUILDING COMMUNITIES

Board of Trustees

Instructional Affairs Committee Meeting

Tuesday, January 24, 2017
3 p.m.

Mini Conference Center
Liberty Campus

BALTIMORE CITY COMMUNITY COLLEGE

**INSTRUCTIONAL AFFAIRS
COMMITTEE MEMBERS**

Dr. Rosemary Gillett-Karam, Chair

Dr. Mary Owens Southall

Dr. S. Todd Yeary

TAB 1

BALTIMORE CITY COMMUNITY COLLEGE
BOARD OF TRUSTEES
INSTRUCTIONAL AFFAIRS COMMITTEE

AGENDA

Tuesday, January 24, 2017, 3 p.m.
Mini Conference Center
Liberty Campus

Call to order (Chair Rosemary Gillett-Karam)

I. COMMITTEE ACTIONS/CONSENT AGENDA (All actions requiring a vote.)

- A. January 24, 2017, Agenda [TAB 1](#)
- B. February 23, 2016, Minutes [TAB 2](#)

Action: Move to approve the Committee Actions/Consent Agenda

II. DIVISION REPORTS

- A. Academic Affairs Division [TAB 3](#)
Dr. Tonja L. Ringgold, Vice President **(Information)**
- B. Business and Continuing Education Division [TAB 4](#)
Mr. Gregory Mason, Vice President **(Information)**
- C. Institutional Advancement, Marketing, and Research Division..... [TAB 5](#)
Dr. Nassim Ebrahimi, Interim Vice President **(Information)**
- D. Student Affairs Division [TAB 6](#)
Dr. Marguerite Weber, Vice President **(Information)**

III. NEXT MEETING

March 28, 2017, Liberty Campus

IV. ADJOURNMENT (Chair Gillett-Karam)

TAB 2

**BALTIMORE CITY COMMUNITY COLLEGE
BOARD OF TRUSTEES
UNAPPROVED
INSTRUCTIONAL AFFAIRS MINUTES**
Tuesday, February 23, 2016, 3 p.m.
Business and Continuing Education Division
Corporate Training Room

Trustees Present: Dr. Rosemary Gillett-Karam, Dr. Donald A. Gabriel (via phone), Mr. Jay Hutchins, Ms. Pamela Paulk, Dr. Mary Owens Southall, Ms. Maria Harris Tildon and, Mr. Moses Wamalwa

The Instructional Affairs Committee meeting was called to order by Trustee Yeary at 3:07 p.m. at the Business and Continuing Education Division Corporate Training Room.

I. BOARD ACTIONS/CONSENT AGENDA (All Actions requiring a vote.)

A quorum being present, the February 23, 2016 agenda was approved. The October 27, 2015 minutes were postponed until the next Instructional Affairs Committee Meeting for which a date has not yet been determined.

II. DIVISION REPORTS

A. Academic Affairs Division – Dr. Tonja L. Ringgold, Vice President

Dr. Ringgold reported that during the December 2015 Middle States Conference, the overwhelming topic in plenary sessions and the Presidents, Provost, and ALO breakfasts' was the institutional vote which occurred on January 15, 2016 on the MSCHE framework of proposed changes to accreditation on processes and cycle. Dr. May, along with many other Presidents have voted to support these changes.

The key components of the proposed processes include the following:

- A Self-Study and Evaluation Team Visit that will include a separate document review to confirm that the institution meets the Standards, freeing the Self-Study Report to focus more directly on institutional initiatives and improvements.
- An Annual Institutional Update submitted electronically by the institution, about which the institution will receive useful feedback.
- An offsite Mid-Point Peer Review of the accumulated information from the Annual Institutional Update between Self-Studies. The institution would not be required to produce a separate report for this review, eliminating the Periodic Review Report.
- An eight-year cycle for Self-Study evaluations.

Dr. Ringgold reported that The Music program presented “Holiday and the Arts” on December 17, 2015. This was a concert by the BCCC choir made up of students and community members. The choir will be performing a Spring Concert in May and will also sing at this year’s commencement ceremony on June 4, 2016.

Trustees Gillett-Karam and Owens Southall inquired if it would be the same self-study team for the 8 year cycle. Dr. Ringgold responded that the annual updates would be reviewed by the Commissioners along with the Vice Presidents of the Commission.

See the February 23, 2016, Instructional Affairs Committee Book for the full report.

B. Business and Continuing Education Division (BCED) – Mr. Gregory Mason, Vice President

Vice President Mason reported that the division is in discussion with the BWI Business Partnership on expanding the college’s presence in the Cherry Hill community. The college has been partnering with the New Era Academy to elevate the priority of workforce development in the Cherry Hill community by providing ABE, ESL and Career & Technical Education programs. This partnership has expanded to include The Maritime Academy, and Under Armor. The ABE/GED are expanding sites and have request for more but are being met with budget constraint, which is a factor when responding to more requests.

BCED in partnership with the American Society of Home Inspectors will begin offering Home Inspection training at the Preston Street training center beginning in March. BCCC will be partnering with The Department of Energy to host an open house next month at the Preston Street Training Site, in which the Secretary for the Department of Energy will be in attendance. Specifically to highlight the College’s training program in energy conservation.

Trustee Owens Southall asked what will be the revenue impact of these new partnerships. VP Mason responded for the Supply Chain Management there will be 100 students, which will be grant funded initially. The goal is that Johns Hopkins will pay for the incumbent worker training. VP Mason anticipates about 300 additional students.

Trustee Owens Southall requested a revenue breakdown of the aforementioned projects. VP Mason will submit the breakdown requested.

Trustee Gillett-Karam has requested in addition to the revenue impact, and enrollment projection, that it should include how many of these programs have been certified. This information should be included for any new program.

Trustee Owens Southall inquired if there is a formal policy or procedure to ensure that the noncredit program has been approved.

Trustee Gabriel suggested that Entrepreneurship be added to new programs. VP Mason responded that BCCC has been meeting with the Small Business Administration and the budgetary constraint has been the issue. A need has to be identified for this program before BCCC can commit resources to ensure there is a return on the investment.

Trustee Gillett-Karam requests that enrollment numbers are made clear in reports.

See the February 23, 2016, Instructional Affairs Committee Book for the full report.

C. Institutional Advancement, Marketing, and Research Division – Ms. Maureen K. Corneal, Vice President

Vice President Corneal reported that the JCR study proposal and agreement has been finalized and is due May 1, 2016. On Nov. 3, the Vice President of IAMR joined Dr. May and attended a special meeting of Baltimore anchor CEOs to share information, unify conversations and develop a shared leadership agenda to promote and support Baltimore in moving forward in the aftermath of Freddie Gray's death and subsequent unrest.

VP Corneal also reported that Academic Works, new scholarship management systems for the Foundation, successfully launched. More than 137 scholarship applications were entered into the system for the spring. The Foundation Scholarship Committee awarded 32 scholarships which totaled \$13,245. The Foundation launched a crowd funded campaign which brought in \$3,425.

The Grants Development department Year-to-date performance for grants development is \$7,510,000 (77% to goal); of that, \$1,099,700 is New Grants (48% to goal) and \$5,900,810 in Continuation/Renewal funding (87% to goal).

Trustee Gabriel asked if there has been an update to the BCCC Alumni Association and VP Corneal reported that not much progress has been made due to a struggling database. A strategy that will be utilized is to post a LinkedIn page to invite Alumni to get updated information for the database. There are currently no scheduled Alumni Activities/Events.

Trustee Wamalwa suggested that there be one social media site to connect to the various clubs at BCCC. Trustee Wamalwa also suggested engaging students in the process and perhaps having a blog post by students detailing their experience at the College. VP Corneal would like to review and revise the social media policy.

Trustee Harris Tildon asked if there was a comprehensive list of alumni who is contacted quarterly. VP Corneal stated there was a list that was cleaned in 2013 but is looking to clean the list again.

Trustee Owens Southall suggested that BCCC engage with recent graduates. Trustee Owens Southall also suggests running a query with surrounding 4 year institutions and perhaps hosting a reception at the institution, in addition to many of the nearby hospitals, locations where BCCC students work.

See the February 23, 2016, Instructional Affairs Committee Book for the full report.

D. Student Affairs Division – Dr. Tonja L. Ringgold, Interim Vice President

Dr. Ringgold introduced the new Interim Director of Student Life, Mr. Jeff White. The BCCC/American Red Cross Faculty, Staff and Community Holiday Blood Drive was held on December 15th. The theme of the blood drive was “Give Something that Means Something.” The College’s goal was to collect at least 30 pints of blood. One donation could save the lives of as many as three people! Staff at BCCC recruited potential blood donors.

Dr. Ringgold reported that under Enrollment Management there is a calling campaign for the testing center in addition to the robo calls to get students to register.

For the second consecutive season, Tara Owens, Head Coach of the BCCC women’s basketball team, was named 2016 Maryland Junior College Athletic Conference (MD JUCO) Coach of the Year. Student, She’cquan Bailey was named 2016 MD JUCO Player of the Year. Coach Owens invited everyone to attend the upcoming Championship game against Harford Community College.

See the February 23, 2016, Instructional Affairs Committee Book for the full report.

III. NEW BUSINESS

A. New Academic Programs

Dr. Ringgold reported BCCC will be forwarding new program proposals to the Maryland Higher Education Commission for approval. The programs include Actuary Science, Pure and Applied Mathematics, Science Transfer and Fashion Design: Retailing. The goal is to not only make sure BCCC aligns with MHEC has but to also meet the industry standard. 21 out of 29 of our programs are AAS programs. Dr. Ringgold showed the alignment between our programs and the BWIB projected occupational openings.

See the February 23, 2016, Instructional Affairs Committee Book for the full report.

B. Relationship Between Academic Programs and Continuing Education Programs

Dr. Ringgold and VP Mason are formalizing the transition from non-credit to credit. While creating this partnership we will provide greater connections to credit education to facilitate non-credit students' access to credit degree programs, generate meaningful outcomes that can aid in strategic planning for alignment of non-credit to credit programs, and direct resource-allocations and facilitate the long-term pursuit of degrees. Greater coordination will allow BCCC to connect its non-credit and credit programs in innovative and meaningful ways to benefit students and employers. Students in the BCED Cyber Academy (Cyber Pathways Across Maryland initiative- A+/Net+, Cisco, Pre-Cyber Security) will have the opportunity to matriculate into Computer Information Systems, Computer Aided Design and Cyber Security.

Trustee Wamalwa asked what structures are in place to ensure student success? Dr. Ringgold mentioned that there are dedicated Pathways advisors in addition to faculty advisors.

Trustee Paulk inquired does this partnership allow students to get over hurdles. For example, would students have to take the Accuplacer? VP Mason responded Yes students would still have to take the Accuplacer. For prior learning assessment students could produce a portfolio.

Trustee Gillette-Karam asked if there was a timeline for this partnership. VP Mason stated that the goal for GED students is a 10% increase. Dr. Ringgold stated formulation of the MOU will be completed this spring and will roll out in this fall.

See the February 23, 2016, Instructional Affairs Committee Book for the full report.

IV. NEXT MEETING

The next meeting has not been determined.

V. ADJOURNMENT

The meeting was adjourned at 4:30 p.m.

Attendance: Dr. Gordon F. May, President

BCCC Staff Present: Ms. Linda Benjamin, Ms. Elena Berrocal, Ms. Vera Brooks, Dr. Lesley Brown, Dr. Maria Cazabon, Ms. Maureen Corneal, Ms. Deneen Dangerfield, Dr. Nassim Ebrahimi, Ms. Lyllis Green, Mr. Nana Gysie, Dr. Katana Hall, Mr. Calvin Harris, Ms. Wendy Harris, Ms. Eileen Hawkins, Ms. Jean Henry, Dr. Enyinnaya Iweha, Ms. Michelle Jackson, Mr. David Xudong Jin, Mr. Garrett Keene, Ms. Nikita Lemon, Dr. Anil Malaki, Mr. Gregory Mason, Ms. Karen Mobley, Mr. Brian O'Connell, Mr. Scott Olden, Dr. Tonja L. Ringgold, Ms. Sylvia Rochester, Mr. Scott Saunders, Mrs. Robin Scott, Ms. Sabina Silkworth, Dr. Daphne Snowden, Ms. Crystal Washington, Dr. Dennis Weeks, Mr. Douglas Weimer, Mr. Jeff White, Ms. Brenda Wiley, Mr. Andre Williams, Ms. Virgie Williams, Dr. Diana Zilberman

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TAB 3



VICE PRESIDENT’S REPORT

Tonja L. Ringgold Ed.D.
 Academic Affairs Division (AA)

The Division of Academic Affairs has been very busy this past fall semester developing programs and updating college syllabi for every course in BCCC’s inventory. New partnerships were forged as well as the significant launch of P-TECH high schools at Dunbar and Carver. Listed below are highlights of Academic Affairs activities for fall 2016 and a schedule of upcoming events and projects.

New Program Development

- The department of Education, Social and Behavioral Sciences will be presenting two new certificates to the Curriculum and Instruction Committee (CIC); **Religious Studies Certificate and Religious Studies/Philosophy Certificate**. Also, presented two new programs **AAS Degree in Religious Studies and AA degree in Religious/Philosophical Studies**.
- A MOU between the Clarence Blount Center and Family and Children Services of Baltimore has been completed and is signed. It provides for seniors who serve as foster grandparents at the Center. The Foster Grandparent program has been long established across the country and is an important connection between the College and community. The initial cohort of students will start on January 29, 2017

P-TECH

BCCC has completed its first semester with P-TECH Dunbar and Carver High schools.

Date	Event	Location
9/16/16	P-TECH Introduction to BCCC	BCCC
9/19/16	Guest Speaker	Dunbar
9/21/16-10/4/16	One on One Meetings	Dunbar
9/26/16-10/7/16	One on One Meetings	Carver
10/20/16	P-TECH Launch	BCPS
10/24/16	National African American Museum	Washington, D.C.
10/27/16	P-TECH Site Visit	Brooklyn, NY
11/2/16	College Fair	BCCC
11/9/16	STEM Symposium	BCCC
11/22/16	The College Experience	BCCC

Date	Event	Location
12/2/16	Roadmap to Success	Dunbar
12/13/16	BCCC Admissions Presentation	Carver

Spring 2017 P-TECH Activities:

2017 Dates	Upcomig Event	Location
January	Robotics Club for students-select students will come to campus beginning in January for monthly robotic club meetings.	Carver
	Guest speaker from BCCC School of Nursing and Health Professions.	Dunbar
February	BCCC student panel- current students in STEM program will visit Carver to speak of their experiences.	Carver
	Guest speaker from BCCC School of Nursing and Health Professions.	Dunbar
March	Parent meeting at BCCC. Dean Olden, School of Nursing and Health Professions will be guest speaker (per student request).	Carver Dunbar
	Parent meeting at BCCC.	Dunbar
April	Roadmap to Success (Ms. Stephens presentation on making SMART goals).	Carver
	BCCC student panel. current students in health science program will visit Dunbar to speak of their experiences.	Dunbar

Partnerships with Senior Institutions

- **Coppin ADN to BSN Early Dual Enrollment - Nursing** students complete BSN courses at a four year institution while enrolled in ADNs program at BCCC Three to five students enrolled annually.
- **University of Phoenix Articulation and Early Dual Enrollment - Nursing** students complete BSN courses at a four year institution while enrolled in ADNs program at BCCC - Five to ten students enrolled annually.
- **Bellvue University – BCCC** has established a partnership with Nebraska-based Bellevue University in order to provide BCCC graduates an opportunity to transfer all of their BCCC college credits and apply them toward an online bachelor’s degree at Bellevue, in a career field of their choosing.

- **University of Baltimore “Bee Line”**- The new partnership and articulation agreement between BCCC and the University of Baltimore (UB) ensures BCCC students will be able to transfer seamlessly to UB. As students complete their studies at BCCC, UB’s Bee Line transfer program will assist and provide benefits to those who wish to transfer to UB. The program will allow students to transfer as many as 63 credits, receive transfer scholarships if eligible, and become involved in UB’s Helen P. Denit Honors Program. The program also guarantees admission and waives the UB application fee.



Scholarships/Grants

- **Kaiser Health Professions Scholarships** – funds provide tuition support and books to support student retention, persistence and completion. 10-15 eligible students in SNHP programs will receive financial support during the 2015-2016 AY.
 - **\$50,000 End date – June 2017 (end date extended)**
- **Kaiser “Men in Scrubs Project” Grant (MISP)** - Men pursuing a career in healthcare will receive exposure and mentoring on unique aspects of the field as a man. 30 men interested in healthcare or currently enrolled in a SNHP program currently participate in MISP.
 - **\$27,000 End date – June 2017**
- **Kaiser Equipment Grant** – funds support the purchase of clinical and simulation equipment to enhance and expand teaching and student success in SNHP programs. Surg. Tech, PTA, RC, and HIT programs will purchase new equipment.
 - **\$85,000 End date – July 2017**
- **CareFirst Equipment Grant** – funds support the purchase clinical and simulation equipment to enhance and expand teaching and student success in SNHP programs. Surg. Tech, PTA, RC, and HIT programs will purchase new equipment.
 - **\$157,361 End date – July 2017**
- **Perkins Equipment Grant** – funds support the purchase clinical and simulation equipment to enhance and expand teaching and student success in SNHP programs. All SNHP program will purchase new equipment.
 - **\$31,800 End date – July 2017**

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TAB 4



VICE PRESIDENT'S REPORT

Gregory Mason, Vice President
Business and Continuing Education Division (BCED)

The Business and Continuing Education Division continues to focus on expanding its workforce development programs, integrating ABE/ESL programs with Workforce training initiatives and maintaining good fiscal stewardship of its resources.

Projects & Growth Opportunities

ESL and Basic Skills

- The Citizenship Preparation Program was awarded a grant from the Maryland Office for Refugees and Asylees (MORA) to provide naturalization services to elderly refugees in the Baltimore area. The grant, totaling \$86,493.78 for two years targets those refugees that still have not received US Citizenship, as well as connects them with public assistance programs to meet their needs.
- The English Language Services & Basic Skills Department hosted a very well attended Partners Meeting.
- Meeting on October 27th at the Harbor Campus. Representation from over 30 partner organizations attended to learn more about the offerings of BCCC's ELS programs as well as discuss ways in which they can seek additional partnerships with BCCC.
- BCCC's Refugee Youth Project was featured on WMAR ABC 2's teen news segment, highlighting the ArtWorks program. ArtWorks is a program that allows RYP students to express themselves and their culture through creativity and creation.
- In partnership with National Geographic, BCCC's Refugee Youth Project took 18 youth on a four-day hike through the Appalachian Trail in October. The purpose of the camp was to introduce participants to the power of photography through visual storytelling, encouraging them to share their own journeys as refugees.
- In preparation for the full implementation of the Workforce Innovation and Opportunity Act (WIOA), representatives from both the English Language Services and Adult Basic Education departments have participated in a series of workshops and retreats at both the state and local levels to ensure that adult education programs at BCCC are both in line with the new regulation, as well as leading the way for the city of Baltimore.

Adult Basic Education

- To meet the specific needs of our students the following classes were added:
 - Accelerated Math
 - Accelerated RLA
 - Accelerated Social Studies/Science
 - Math Clinic
 - RLA Prep
 - RLA Clinic
 - Nine new Math Prep classes
 - Computer Literacy in the context of the GED
- In collaboration with the Center for Urban Families and the Department of Health and Human Services, BCCC is supporting the Baltimore Responsible Fatherhood Project by providing basic skills (Pre GED) and computer literacy courses.
- One Baltimore for Jobs (1B4J) – BCED received a contract from America Works through the Mayor’s Office of Employment Development to provide basic skills (Pre GED) and computer literacy courses.
- Jobs-Plus Initiative Program - BCCC is serving Baltimore City Gilmore Homes residents who lack basic academic and computer literacy skills under a \$2.4 million grant made to the Housing Authority of Baltimore City (HABC) by the Department of Housing and Urban Development (HUD).
- Initiated 7 new community partnerships
- Launched bridge classes in health care and warehouse logistics to integrate ABE with workforce skills training.

Workforce Development

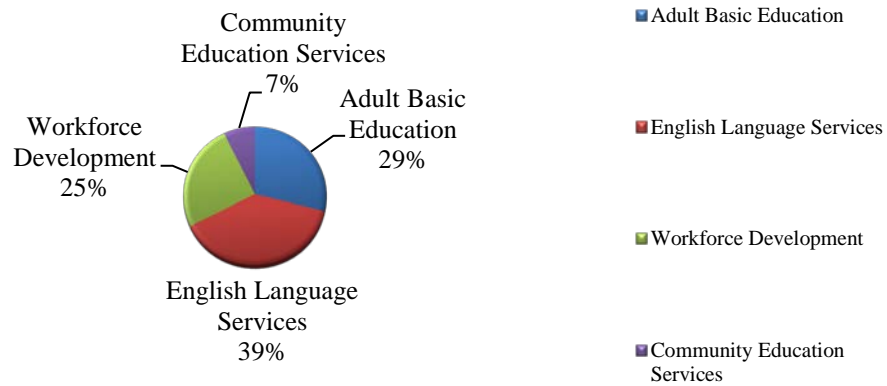
- The BCED Pre-Cyber Security Program has launched 2 additional A+ certification cohorts with an enrollment of 20 students and 1 Network+ certification with an enrollment of 12 students. BCCC has partnered with Minotech Solutions to generate job experience and job retention. A student who was diagnosed with autism at the age of 4 has successfully completed A+ certification program with a GPA of 98%. He is now practicing for his A+ certification exam and has been hired by our partner company Minotech. This student has also volunteered 8 hours a week to assist students with preparing for their certification exam. He will be enrolling in the Network+ program that begins in February 2017.
The program has targeted veterans, women and high school graduates for this program to generate a more diverse population for this industry. Our focus is still 50% men and 50% women for program completion and to date we are at a 63% men and 37% women program completion.
- Allied Health has established the following training partnerships:
 - Johns Hopkins Hospital – Patient Care Technician & Pharmacy Technician at JHH and Bayview

- Concerted Care Foundation – Incumbent worker soft skills training
- Center for Urban Families – Pharmacy Technician and Certified Nursing Assistant
- MOED – Multi Skills Medical Technician and Pharmacy Technician
- State Highway Administration – Soft Skills and Regional Pilot
- McVets/Veterans – Microsoft Office training. New grant period in February 2017 will expand offerings
- Residential Energy Efficiency (Weatherization, Solar Energy, Building Maintenance)
 - Collaboration with Morgan State and Coppin State on the *Community Energy Awareness Initiative*
- Hospitality, Gaming & Tourism
 - Ongoing Horseshoe Casino partnership for training of Table Games workers
- Public Safety
 - Continuation of Department of Public Safety partnership for training and certification of correctional staffs
- Supply Chain Management
 - Contract with Maryland New Directions for training Warehouse Specialists and Forklift Operators.
- Pending New Programs (Spring 2017):
 - Fiber Optics (training for new and incumbent workers)
 - Pharmacy Technician (Upcoming change in regulations)
 - Medical Billing, Medical Office Assistant, Unit Clerk
 - Client Service Rep (contract with Ciox Health)
 - Small Business Consortium (partnership with City Chamber of Commerce)
 - Mediation Certificate (on-line)
 - Digital Marketing Certificate (on-line)
 - Customized Business Services and Leadership Development (on-line)

BCED Enrollment Summary (December 2016)

BCED's non-credit FTE goal for FY 2017 is 1,955. To date, BCED has generated 1,124.22 FTE, which represents 57.50% of our FY 2017 goal. We need an additional 830.78 FTE.

Department	Students (eligible & ineligible)
Adult Basic Education	1,747
English Language Services	2,337
Workforce Development	1,523
Community Education Services	440
Total Headcount	6,047*



*The total of 6,047 Represents unduplicated headcount with each student counted once regardless of program and are unofficial numbers. Official enrollment numbers are validated and supplied by OIR.

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TAB 5



VICE PRESIDENT'S REPORT

Dr. Nassim Ebrahimi

Interim Vice President for Institutional Advancement, Marketing, and Research (IAMR)

IAMR respectfully submits the following divisional updates (September 2016 – December 2016):

Office of the Interim Vice President:

The Interim Vice President for IAMR transitioned to interim role by meeting with all direct reports and reviewing all vacant positions and positions descriptions. She continues to support divisional and college-wide efforts, including but not limited to BCCC's response to the JCR study, Monitoring Report and follow-up initiatives, press releases, media advisories, Community Forum, Convocation, mission and vision review, Achieving the Dream application, BCCC Foundation, and various search processes.

Grants Development:

- The year-to-date performance (July 1, 2016 – December 16, 2016) for grants development is \$5,201,349 (64% to FY2017 goal of \$8,177,087); of that, \$594,159 are New Awards and \$4,607,190 in Continuation/Renewal funding. Dr. Towson has also provided oversight to the Institutional Review Board (IRB) and has reviewed administrative IRB protocols that do not require full IRB review/approval. Currently, Dr. Towson is recruiting new IRB members from faculty and staff.

Office of Institutional Research:

- The Office of Institutional Research, in collaboration with departments across the College as needed, successfully completed and submitted:
 - all State and Federal reporting requirements, including but not limited to reports to the Maryland Higher Education Commission (MHEC), Maryland State Department of Education (MSDE), Integrated Postsecondary Education Data System (IPEDS), Maryland Association of Community Colleges (MACC), Department of Budget Management (DBM), and Department of Legislative Services (DLS);
 - provided data necessary to complete the FTE component of the College's external financial audit coordinated by the Business and Finance Division;

- the Monitoring Report for Middle States Commission on Higher Education (MSCHE), including a successful site visit and preparation of the institutional response;
- the application for Achieving the Dream;
- internal requirements and presentations, including but not limited to Daily Enrollment updates; grant application, evaluation, and reporting requirements ; program review and evaluation; program accreditations; survey design, administration, and analysis; presentations to the Board of Trustees or external bodies; ERP documentation as related to state and federal reporting requirements; information summaries for President's Staff and Deans; and data review prior to internal or external distribution.
- Integrated planning and research functions to enhance processes related the Strategic Plan KPIs and scorecard.
- Collaborated with fellow members of the Strategic Enrollment Management and Retention (SEMR) Committee and the College-wide Assessment Council (CWAC) to draft the SEMR Plan Scorecard.
- Engaged the College community in the review of the Mission and Vision statements as part of the strategic planning process.
- Developed institutional data and coordinated the internal and external collaboration needed to complete the Economic Impact Study of the College.

Marketing Communications:

- Finalized and implemented the College's strategic media plan, which included placement of MTA king bus ads, Shot Tower metro kiosks, online ads – Google, Facebook and Instagram. The media included more impactful art design which visually engages target audiences.
- Supported planning of 70th Anniversary, including but not limited to content for 70th Anniversary logo usage and style guide; Baltimore City utility pole banners; 70th Anniversary webpage; President's note cards
- IAMR's Marketing Communications staff are part of a twelve member cross-divisional team involved with the implementation of Hobsons Connect, a Customer Relationship Management (CRM) software, providing seamless integration between enrollment professionals and prospective students. The software allows BCCC admissions and enrollment staff to make purposeful connections throughout the student lifecycle, actively engaging students from prospect to alumni. The Marketing Communications Department was instrumental in creating the branding for the prospective student information and initial inquiry pages. Additionally, they reviewed and provided relevant updates to the communications plans. The department continues to be an integral part of the team, since the December 12, 2016 launch. The Director, Marketing Communications will collaborate with the Director of Admissions and the Hobson's Client Representative to review best practices for student engagement and communications to align with enrollment goals and marketing strategies.
- New users to bccc.edu (September – December 2016) = 132,654

Public and Media Relations:

- Earned publicity ad value equivalent (September – December 2016) = \$287,338

BCCC Media Coverage – Fall 2016

- [State, city must focus on eyesores](#), Column by Jay Brodie, Baltimore Business Journal. Online post 9/2; paper 9/8.
- [AKA's donate 700 backpacks to Baltimore City students](#), The Baltimore Times. Online post 9/7; paper 9/5.
- [BCCC Helps ITT Tech Students](#), FOX45 Morning News, 9/13.
- [BCCC offering ITT Tech Students Affordable, Accessible Options](#), The Baltimore Times Online. Online post 9/16.
- [100 Students Participate in P-TECH Program](#), WBAL-TV11. 9/16
- [BCCC Educational Advocate Award](#), The Baltimore Afro-American Newspaper. Online post 9/16
- [Funding roundup](#), About the CareFirst BCBS \$157,361 grant for BCCC Nursing & Health Programs, Community College Daily. Online post 9/16
- [Mosby says that justice prevailed in Gray case](#), The Baltimore Sun. Online post 9/20; paper 9/19.
- [Baltimore City State's Attorney Marilyn Mosby Gives Constitution Day Talk at BCCC](#), The Baltimore Sun, 9/20/16
- [College Tuition for 2016-17](#), BCCC tuition listed in table with others, The Daily Record. Paper 9/22.
- [Baltimore High School Students Get College Experience with P-TECH Program](#), Baltimore Afro American, 9/23/16
- [MTA Baltimore Link Plan will Provide Better Connections](#), Better Access to Jobs, MTA press release quoting Dr. May on PressReleasePoint.com, 9/23/16
- [Think HBCU Scholarship and College Fair](#), The Baltimore Sun. Online post 9/27; paper 9/24.
- Cummings, Sarbanes Announce Nearly \$2.5 Million in Grants to Housing Authority of Baltimore City, Press release from Office of Congressman Sarbanes (with Congressman Elijah Cummings), 9/27/16.
- [Morning TV news report mentioning Dr. May's participation in Panel Discussion on West Baltimore](#), ABC2 News Good Morning Maryland 4:30 AM, 10/13/16
- [Ray Lewis Teams Up with Baltimore 1000 to Get People Jobs](#), WBAL-TV Online, 10/14/16
- [ITT Tech's Closing Leaves Many Veterans in Limbo](#), Diverse: Issues in Higher Education (online), 10/19/16
- [Governor Larry Hogan Celebrates Opening of State's First P-TECH Schools](#), Press release from Office of Governor Larry Hogan, 10/20/16
- [Md. panel recommends putting Baltimore City Community College in USM](#), The Daily Record Online, 11/1/16
- [Baltimore community college chief opposes putting school under Maryland university system](#), The Baltimore Sun, 11/1/16
- [Funding roundup](#), Community College Daily, 11/1/16
- [BCCC Pres Against UMS Merger](#), CityBizList, 11/2/16

- [Breast cancer survivor striving to help others](#), The Baltimore Times, 11/3/16
- [BCCC Science Symposium](#), WBAL-TV 11 mention, 11 News at 5, 11/9/16
- [Close Out the Maryland STEM Festival with 3 Events About Education's Future](#), CityBizList, 11/13/16
- [College Enrollment Week \(for Affordable Care Act\)](#), WBAL-TV11 mention of BCCC health insurance event, 11 News at 4:30 a.m., 11/15/16
- [College Enrollment Week \(for Affordable Care Act\)](#), WBAL-TV11 mention of BCCC health insurance event, 11 News Today, 11/15/16
- BCCC stays hot after half-time to rout Skipjacks, The Star-Democrat (Easton, Md.), 11/23/2016 (No link to story available)
- [STEM program at BCCC positions students for success](#), The Baltimore Times Online and Print Edition, 12/2/2016
- [2016 Study Ranks Best Online Colleges in Maryland](#), The Baltimore Times Online, 12/9/2016
- [Funding Roundup, Community College Daily](#), 12/16/2016, about \$4,000 initial scholarship contribution by the Hometown Heroes Scholarship Fund
- [BCCC honors nursing students at pinning ceremony](#), The Baltimore Times Online and Print Edition, 12/30/16
- [12 people to meet](#), Pittsburgh Post-Gazette, 1/5/17

Alumni, Community Relations and Events:

- Filled the Manager of Alumni, Community Relations and Events position
- Began coordinating 70th Anniversary events for spring 2017 and meeting with the college community regarding alumni and possible future collaborations.
- Forming 70th Anniversary committee and subcommittee for tasks related to events
- Meeting with departments for attendance and participation at the 8th Annual B'more Healthy Expo scheduled on March 18th at the Baltimore Convention Center.

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TAB 6



VICE PRESIDENT'S REPORT

Dr. Marguerite Weber
Vice President for Student Affairs

The Vice President for Student Affairs is pleased to share the following updates in the Student Affairs Division:

Office of the Vice President of Student Affairs

Focus since November 2016 has been on organizational culture and making connections to Baltimore-area organizations.

- Student Affairs Division Forum to launch efforts to evaluate and refine the connection between our activities and a student experience that promotes higher levels of retention and graduation.
- Student Affairs Leadership Team (SALT) restructured to develop assessment measures and to improve collaborations
- Baltimore College and Career Readiness Network: Participated in launch meeting to coordinate early college and dual enrollment efforts.
- College Bound: Hosting the spring counselors' professional development meeting.
- Central Scholarship: Discussions to connect BCCC career development students with funding opportunities.

Participated in state-wide and national activities

- The Washington Center: Participated in meeting to expand opportunities for BCCC's Granville T. Woods scholars and to apply what works in those scholars' success to the overall BCCC student experience.
- Selected to be the higher education representative on the Educational Coordinating Council of the Juvenile Services Education System (ECC JSES).
- Attended the Maryland Association of Community Colleges (MACC) summit on college completion
- Attended the annual Middle States Commission on Higher Education (MSCHE) conference
- Invited participant at the My Brother's Keeper (MBK) Milestone Discussion and *All the Difference* Screening at the White House.
- Attended the DC-Maryland Campus Compact annual President's Institute and moderated a session on institutional research for student service learning outcomes

Enrollment Management

- Mayor Catherine E. Pugh has been confirmed at the keynote speaker for Commencement
- We launched Accuplacer testing on-site at 10 Baltimore City Public High Schools
- Hobson's, a computer-supported system to enhance recruiting activities, went live on Dec. 12th
- On December 13th, BCCC's Office of Admissions hosted an Informational Session for the Dual Enrollment Program. There were 26 students and 3 parents in attendance from 13 City Schools to either learn more about the program or register for Spring 2017 courses.
- In response to a request from City Schools, we developed a "Program Cost Comparison between BCCC and For-Profit Institutions" to provide students with information concerning affordability of work-ready certificate programs

The Office of Judicial Affairs and Title IX

- The campaign called "Title IX...One student at a time" began the Fall 2016 semester with a focus on Preparation for Academic Achievement (Pre-100) classes and a goal of presenting to at least 500 students per semester. The goal was achieved with a total of 504 students reached.
- We have been reforming our support for students who commit minor infractions of the BCCC Student Code of Conduct with an eye on ensuring that the students get what they need to make academic progress. Beginning this spring, students can engage in a Restorative Justice process that emphasizes repairing the harm caused or revealed by violations.

Student Development

Disability Support Service Center

- Established Title-IX website on the BCCC website details the reporting process, lists committee members, and consent issues.
- Interim Director Spencer-Allen presented at Frederick Douglass high school in an effort to build partnerships and inform students preparing to enter college about the services DSSC provides.
- Celebrated Disability Awareness Month by informing faculty and staff of the services provided by DSSC, and encouraging faculty, staff and student involvement by wearing yellow in honor of that important month. Student involvement was encouraged by raffling off a school supplies basket and meal vouchers to the BCCC café.
- Interim Director Spencer-Allen attended conference on the important subject matter of how disability support services professionals can support diversity.
- Completed national search for a permanent Director, who begins February 1, 2017

TRIO/SSS-STAIRS Program

- Community Service at the Franciscan Center – On December 21, 2016, Ascenders Club members prepared and served dinner for homeless and economically disadvantaged individuals at the Franciscan Center located in East Baltimore. Also, the club donated 25 new blankets collected from their Blankets of Love Drive in November.
- Big Hearts for Little Stars Toy Donation Drive- The Ascenders Club was successful in collecting over 70 new toys for children ages 0-17. The toys were presented to Children's Mission Inc. at the club's Holiday Social on December 19, 2016 to be distributed to children of low-income families in Baltimore City for the holidays.
- Program Presentation at Year Up Career Fair – On December 9, 2016, the TRIO/SSS-STAIRS Program staff presented program information to Year Up participants during their Career Fair. The goal was to encourage Year Up graduates to continue their education at BCCC and to enroll in the STAIRS Program for continued support.

Office of Student Life and Engagement

- On September 23, SGA President Devone Delly spoke on the importance of attending school every day and provided tips for students to be successful at Beechfield Elementary School for their Middle School Attendance Assemblies.
- On November 7th, in conjunction with the Student Government Association, Student Life sponsored a "Get and Out and Vote" Rally to get the BCCC Community excited about the upcoming Presidential Elections. Various clubs and organizations made posters and displays that were placed in the Student Affairs Atrium for all to see.
- November 10-- BCCC Science Departments along with the Office of Student life and Engagement sponsored the 5th Annual Science Symposium in the Mini Conference Room. The theme was "Building Future with Science & Technology. Activities at the program included Poster Presentations, Model Displays, Experiment Demonstrations, Quiz Competitions and Scientific Breakout Sessions.
- November 11th – Veterans Celebration – In recognition of Veterans' Day, the Veterans' Club participated in the Annual Veterans Day March and Ceremony at the War Memorial Plaza. The Office of Student Life and Engagement also sponsored a light lunch for the BCCC Veterans in the Tranquility Lounge.
- December 1, 2016 Aids Awareness - In Recognition of Worlds Aids Day, the Office of Student Life and Engagement and the Student Success Center sponsored an informative program in the Student Affairs Atrium with free HIV Testing.

Athletics

Men's Basketball

Overall 9-6, Conference 3-1

12/1/16	BCCC 87	Monroe College 82 in OT
12/2/16	#7 Eastern Florida 75	BCCC 54
12/3/16	BCCC 60	ASA-New York 56
12/10/16	#18 Cape Fear 92	BCCC 88
12/11/16	BCCC 84	Frederick 71

Women's Basketball

Overall 9-7, Conference 3-1

12/3/16	Monroe CC 75	BCCC 67
12/4/16	BCCC 80	ASA-New York 62
12/8/16	BCCC 83	Miami-Dade 81
12/10/16	BCCC 89	ASA-Miami 37
12/11/16	Broward 90	BCCC 60

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