MONTGOMERY COLLEGE
Dr. Pollard's Monthly Newsletter to the Board

MONTHLY OUTLOOK

A Meeting Preview with Data Insights and MC 2020 Progress

April 7, 2017

April Meeting Highlights—What to Expect and Why

Your next meeting occurs on Wednesday, April 19, 2017. The following are major items and topics planned at this time.

Appreciation Dinner. In this third annual event, you will host members of the boards of the Montgomery College Foundation, the PIC MC Foundation, and the Alumni Association to share information about what each organization is doing to support the mission of the College.

Board Bylaws. Modifications to your bylaws are ready for your consideration and adoption. These include when agendas are to be posted, the retention of meeting minutes, the duration of time allowed for public speakers, the structure and protocols for a consent agenda, and e-mail communications.

My Monthly Written Report. My March *President's Focus* report will continue to examine the theme of impacts and explore the College's work with the ACES program.

Purchase and Travel Card Program Services. This action is an amendment to the existing contract for purchase and travel card program services originally approved by the Board in May 2012. An extension to the existing contract for up to one year is recommended in order to allow for the completion of Workday implementation and associated post-implementation processes. Workday implementation for finance includes process testing for purchasing and travel card expense reconciliation with the current vendor, M&T Bank. Without this extension, the College would have to rewrite time consuming associated interfaces and business processes if a different vendor were awarded the contract.

Authorization of Montgomery College Foundation to Act as Agent. The College owns two parcels of land in Takoma Park that are no longer needed for College operations. These are located at 606 Philadelphia Avenue and 7714 Takoma Avenue. This action is brought to authorize the Montgomery College Foundation to serve as the College's agent for purposes of disposing of the properties. The College will use proceeds from the sales to fund scholarships for the early childhood education programs.

Honorary Degree Recipients. A list of individuals to receive honorary degrees from Montgomery College at our May commencement will be presented for your consideration.

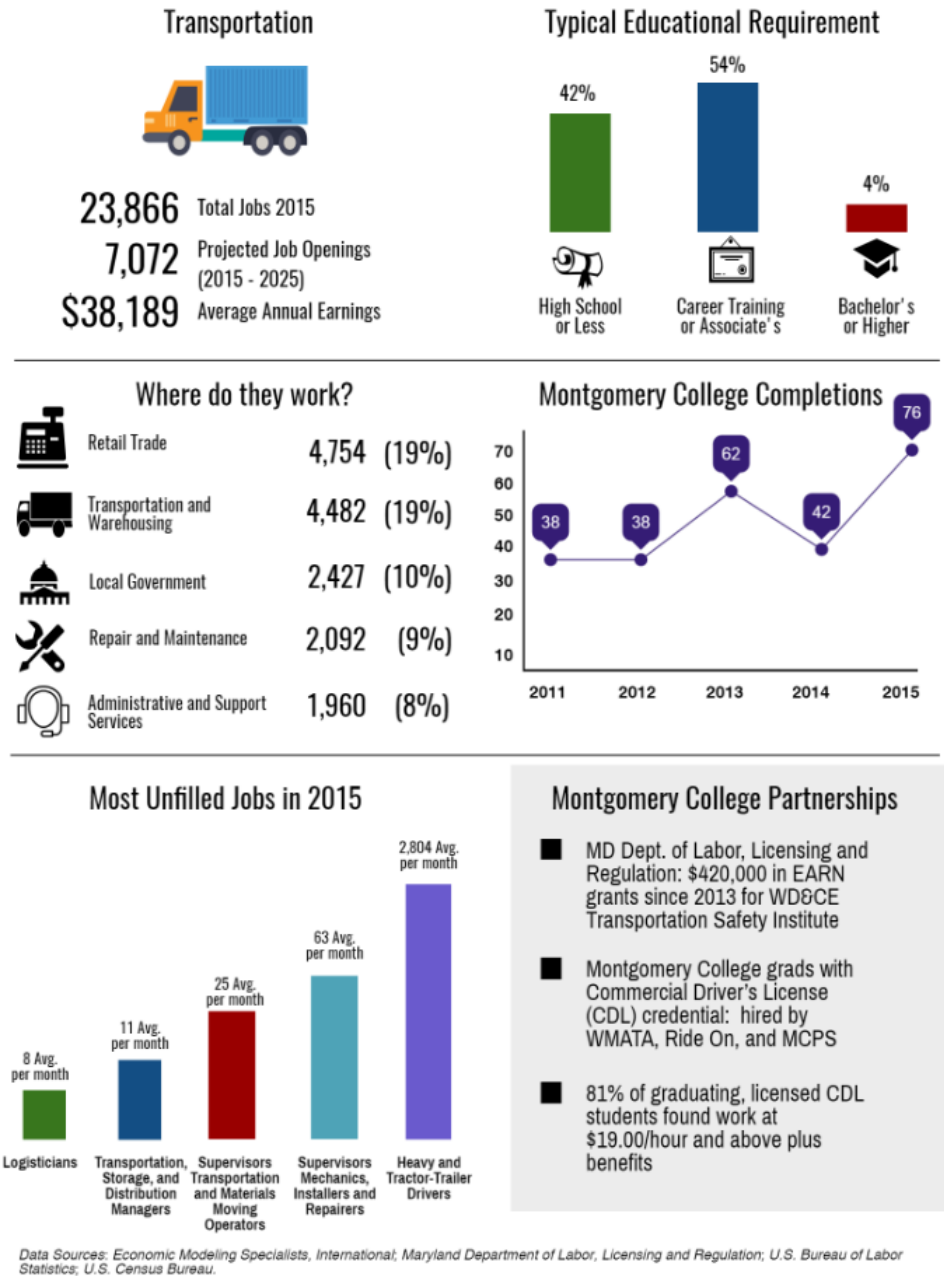
Program Elimination. The graphic design for web and interaction program is a low enrollment program due to program duplication with the digital media for web and technology program and the graphic design program. This action would eliminate the graphic design for web and interaction program and direct students to the other related programs.

Ratification of Spring Graduates. Before students' graduations become official, the board must ratify their completion status. This action is to be taken on the students who are earning degrees and certificates this semester.

Data Focus of the Month

Preparing Students for Jobs in Transportation

There are 31,000 miles of roadways in Maryland, along with 5,000 bridges and tunnels, and 800 miles of rail lines and public transit systems. Buses, trains, and trucks must be driven to transport people, food, equipment, and supplies across the state. Bus drivers, as well as cross-country truck drivers, need special training to operate their vehicles and be licensed by the Maryland Motor Vehicle Administration. Training for these positions, in addition to others related to transportation, is available at the College. Construction, repair, and maintenance projects related to the state's transportation infrastructure are also abundant, and training is available through College programs. MC's Workforce Development & Continuing Education unit trains about 40 commercial drivers a year through the commercial drivers' license (CDL) program. A current spike in retirements among truck drivers has created a serious skills gap, as can be seen from the rate of unfilled jobs noted below.



Data Sources: Economic Modeling Specialists, International; Maryland Department of Labor, Licensing and Regulation; U.S. Bureau of Labor Statistics; U.S. Census Bureau.

Montgomery College 2020 Update of the Month

The *Montgomery College 2020 s*trategic plan is a seven-year effort that began in Fiscal Year 2013. The performance canvas within the plan contains three broad levels of indicators that the College is using to track its progress in realizing the themes of *Montgomery College 2020*—objective indicators, subjective indicators, and cognitive indicators. The performance canvas was reviewed and modified last year, adding some new indicators and retiring others. The goals in the canvas are intended to be reached by FY20. This month's update takes a look at the objective indicators on the canvas, which is based on *Performance: The Dynamic Results in Postsecondary Organizations*, by Richard Alfred, Kathryn Thirolf, Nathan Harris, and James Webb.

What are "objective indicators"? These consist of 21 indicators some of which are easily counted—enrollment, retention, graduation, transfer, scheduling efficiency, for example. Others may be less quantifiable—student course success, licensure exam results, career program success, transfer student success at destination institution, employee professional development—for example, but are no less valuable.

How are we doing? Five years into the plan, we are seeing progress, although not always at an even pace. For instance, we have a goal of increasing credit enrollment by a net 10 percent over FY12. We may reach that, but largely due to expected increases near the end of the plan's life. Another indicator, fall-to-fall retention began at 67 percent in FY12. We are currently at 76 percent, and have challenged ourselves to reach 85 percent by FY20. In terms of affordability, we set an ambitious goal to keep our tuition and fees at 55 percent of the comparable cost at the University of Maryland, College Park. Our latest observation shows that we are at 55.5 percent, a reduction of over one percent from our FY12 baseline and one-half of one percent away from our target.

What do value-added indicators measure? These indicators focus on value added to a student's life or to the community generally based on something external to the College. For example, the most recent economic impact study conducted for the College shows that our operations, students, and alumni combine to contribute $1.4 billion to the economy annually. For students in the health sciences, we are looking at their performance on licensure and certification exams and have goals of 100 percent pass rates in nursing, physical therapy, and radiologic technology. In the latest observations, physical therapy and radiologic technology are at 100 percent. Nursing certification pass rates continue to challenge us with the latest measures at 75 percent. On a positive note, general education competency assessments, an indicator of future transfer success, show a current proficiency rate of 84 percent, which is one percentage point under our target.

What are the other types of indicators in the canvas? In the next two months, my Monthly Outlook *MC 2020* Update will focus on the College's rankings and ratings (subjective indicators) and stakeholders' feelings and beliefs about the College (cognitive indicators). Taken together, the measurements in the performance canvas provide a comprehensive picture of the College's impact on our communities, where our value registers clearly, and where impressions might need to be corrected or improved.

Be well,

DeRionne P. Pollard, PhD

We empower our students to change their lives, and we enrich the life of our community. We are accountable for our results.