

MDC Strategic Plan 2004-2010

Theme 3: Serving the Community

Report on Progress 2004-2005 **May 4, 2005**

Dr. Rolando Montoya, Wolfson Campus President, was charged with the task of advocating for and coordinating College wide efforts oriented to the achievement of the goals and objectives of Theme Three of the Strategic Plan: Serving the Community. In order to facilitate this advocacy task, a committee was formed with the following members:

Advocacy Committee for Theme Three: Serving the Community

- Dr. Kenneth Boos, Associate Dean of Arts and Letters of North Campus, and Chairperson of the Arts and Humanities Discipline Committee
- Ms. Iliana Castillo-Frick, Associate Vice Provost Senior, Human Resources
- Mr. Scott Diffenderfer, Director of Alumni Relations
- Dr. Juan Carlos Espinosa, Director of Institutional Initiatives
- Mr. Anterro Graham, Director of Industrial Relations, School of Computer and Engineering Technologies
- Ms. Ana Romero, Director of Student Employment Services
- Mr. Ivan Ureña, President of the Wolfson Campus Student Government Association
- Dr. Craig Wilson, Director of the School of Business
- Mr. Joshua Young, Director of the Center for Community Involvement

Activities and Performance Indicators

The Committee compiled information about existing activities conducive to the attainment of the goals and objectives related to service to the community. Target populations and assessment methods (measurements, instruments, and indicators) were also identified. Some of the indicators that show our performance on serving the County and College communities include the following:

- Minority Participation Rate
- Total Student Market Penetration
- Community Participation
- Center for Community Involvement
- Results of the Institutional Effectiveness Survey
- Results of the Baccalaureate in Education Enrolled Student Survey
- Results of the CT &D Workshop Evaluations
- Results of the Departmental Quality Review Surveys

Areas of Higher Relative Strength

A review of College initiatives and indicators in the area of community service shows strengths in the following strategic goals and objectives:

Strategic Goal 1: Provide Cultural and educational programming, and partner with the community to respond to needs.

1. Collaboratively sponsor and conduct cultural and artistic events for MDC students and the community (e.g., Miami Book Fair International, Miami International Film Festival, Cultura del Lobo, etc.)

2. Collaborate with community and government agencies to address the social and economic concerns confronting our community as they relate to education (e.g., North Campus Reading Center, America Reads, Benefit Bank, VITA Program, Financial Literacy Seminars, etc.)
3. Create more community partnerships with representation on college advisory boards (e.g., advisory committees for all workforce development programs and many academic and cultural programs).

Strategic Goal 2: Provide multiple opportunities for students to gain practical experience and for communities to reap benefits of student contributions.

4. Develop strategies to encourage student participation and reward faculty for developing new intern opportunities (e.g., student organizations; faculty performance reviews, promotions, endowed chairs, professional development leaves, etc.)
5. Expand service learning to benefit students in the community (e.g., growth of service learning program at all campuses).

Strategic Goal 3: Provide a professional and helpful environment for all who interact with the college.

1. Implement service review and improvement program with intent to achieve goals established for exemplary service (e.g., program quality review for all service areas, CT & D courses and workshops to facilitate training and improvement).
2. Identified and address issues that negatively impact the work environment climate (e.g., issues were identified by the Institutional Effectiveness Survey)

Areas of Lower Relative Strength

The information compiled also shows less relative strength in the following strategic goal and objectives: Although there are some indications of progress in these areas, still there are opportunities for further actions conducive to the attainment of the objectives.

Strategic Goal 2: Provide multiple opportunities for students to gain practical experience and for communities to reap benefits of student contributions.

1. Enhance co-op and intern opportunities with business and industry, assigning responsibility to disciplines/schools to coordinate placements.
2. Develop and implement a program for alumni involvement in mentoring/sponsoring students.
3. Explore an “interns for resources” partnership model with selected businesses.

Next Steps:

With the support of several committee members, a questionnaire was developed for use in a Community Satisfaction/Awareness Assessment. Data will be collected by external consultants from a sample of cross section of Miami-Dade County households. Focus groups of business, professional, educational, and community leaders will discuss the extent of MDC service to the community. The assessment is currently underway and a report is expected in July. ***Community satisfaction/awareness assessment results will be analyzed to identify areas for improvement and opportunities to better serve the community.***

The Committee also recommends the development of strategies to advance on the attainment of goals related to internships, cooperative education, career and employment services, and alumni involvement with our students. The College has purchased Acumen software which will allow students to post their resumes on the web and employers to post all opportunities available to MDC students. ***The next steps include loading the Acumen software, training, and implementation, which includes establishing an internal communication plan to ensure that everyone at the College knows about the system and understands how to use it to full advantage. Implementation will also include marketing to alumni on the alumni website and through a direct email communication.***

A subgroup of the Committee developed a standard “Employer Survey” for use by the Schools in assessing employer satisfaction with program graduates. The Committee agreed that more feedback from the business community/employers would be helpful in determining the currency and effectiveness of our programs. Craig Wilson, Ana Romero, Iliana Castillo-Frick and Joanne Bashford drafted a “core” survey that will be shared with the School Directors so they can add program specific items. ***The employer survey will be customized by schools and a process for administering will be developed with input from the School Directors and program managers.***

MDC’s Service Learning Program, the activities of the Earth Ethics Institute, the integration of the VITA Program to the taxation curriculum, the integration of civic engagement activities to the social science courses, the community service component of most of our student organizations, etc. are examples of MDC commitment to instill social responsibility across the curriculum and campus life. ***The Committee will also be looking for opportunities to further infuse the various community prosperity initiatives into the academic environment and experience.***