



Theme IV:

**Community
Engagement**

FY'16-FY'20

Advancement and Community Engagement

Advancement & Community Engagement

Progress on Theme IV

- Progress
- Challenges
- Next Steps

Outlook to 2020

- Opportunities
- Challenges

Progress on Community Engagement

- Office of Community Engagement
- Gloria Bonilla as first staff member (PT)
- Created several community partnerships
- Improved corporate partnerships
- Search for Director of Community Engagement
- Numerous meetings with community leaders

Community Partnerships

- Empowered Women International
- Our House
- The Tree House
- Montgomery Moves Forward
- Impact Silver Spring
- Montgomery County Correctional Facility
- MCAEL
- Family Justice Center
- Health and Human Services

Sampling of Community Sponsorships

- Ethiopian Festival
- “Unfinished Business”
- Documentary Series
- World Festival
- Leadership Montgomery
- Chamber of Commerce Events
- Interfaith Works
- BlackRock
- County Executive’s Ball
- The Y (YMCA)

Corporate Partnerships

- Accenture
- Discovery
- Holy Cross Hospital
- Marriott
- MI-Best Partners (Apartment Leasing Trade Association)
- TACCCT Partners (Lockheed Martin, Tech Council of Maryland, etc.)

FY'15 Plans

- Establish Community Engagement Center/Presence at the East County Regional Center
- Establish 2 New Community Engagement Partnerships
- Hire Director of Community Engagement
- Expand Language Services to Students in partnership with Student Services

FY'15 Plans

- Host Civic Engagement Forum (TEDX)
- Quarterly communications to stakeholders
- Draft web-based Community Engagement directory/ homepage/calendar
- Initiate “One College / College Town” branding plan
- Research on Community to Drive Decisions

FY'15 Plans

- Improve engagement with non-English speaking communities
- Maintain “Mi Escuela es Su Escuela”
- Meet with Office of Community Partnerships
- President’s Roundtable (corporate partners)
- Sponsor community events with \$60K budget
- Utilize CAC, PAC, for community engagement that coincides with enrollment efforts

Current Challenges

- Time Availability
- Staffing
- Funding
- Sustainability/Life Cycle of Partnerships
- Partnership Leadership – When should College take the lead and when should it follow

FY'16-FY'20 Initiatives

- 1) Determine location and acquire funding of additional CE Center(s)
- 2) Scale/implement the MC 2020 Promise
- 3) Sustain partnerships
- 4) Update language services via web and phone and other tools to matching those of MCPS to create better pathway for students and information for parents

FY'16-FY'20 Initiatives

- 5) Creating “College Town” feel through gateway signage, mascot, one college colors
- 6) Create the Community Engagement Roundtable
- 7) Evaluate community perception; Gauge employee/student involvement
- 8) Acquire more staff for office

FY'16-FY'20 Initiatives

9) Expanding the use of college facilities and resources as a place for public discourse and engagement (CAC)

10) Strengthen coordination of efforts with WDCE, Refugee Centers, Welcome Centers

11) Establish sustained funding for community engagement and service projects by students (e.g. alt. spring break)

FY'16-FY'20 Opportunities

- 1) Comprehensive campaign
- 2) Grants
- 3) Partnering with public-private entities
- 4) County Innovation Office
 - Fab Labs
 - Kitchen Incubators

FY'16-FY'20 Challenges

- Time
- Staffing
- Funding
- Prioritization
- Sustainability



Conclusion

- Making Progress but more work to be done and we will need to be creative and smart in reallocating or garnering resources to complete this aspect of the plan.