

MONTHLY OUTLOOK

A Meeting Preview with Data Insights and MC 2020 Progress

March 3, 2017

March Meeting Highlights—What to Expect and Why

Your next meeting occurs on Monday, March 20, 2017. The following are major items and topics planned at this time.

Conference Session on Academic Master Plan. Prior to your public meeting, we will hold a public conference session—a meeting at which you gather information, but make no decisions—to hear a presentation on the Academic Master Plan (AMP). The AMP was developed with broad collegewide involvement and advances the *Montgomery College 2020* vision for student success.

Tribute Recognition. We will ask you to offer a special tribute to Stephen G. Chlan, who served the College with dedication for 16 years as a staff member in the bookstore and later in the Office of Facilities until his untimely death last November.

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

Data Science Certificate. A new data science certificate program has been developed and is ready for your review and approval. The need for the proposed certificate is supported by market data, input from potential local employers and partners, and endorsement from leading national academic organizations in the field. Upon your action, the certificate will be transmitted to the Maryland Higher Education Commission for its approval.

Microsoft Premier Support Services. This action is a renewal of an existing sole source contract that you originally approved in March 2010. Microsoft premier level support services are necessary as they protect critical College systems by providing 24/7 support, first-response prioritization, immediate access to higher level engineering support, and a dedicated single point of contact at Microsoft. With this continued level of support, the College can ensure high-availability and critical support required for College business operations with the highest degree of confidence that our environment is properly configured and performs in the most effective manner. Microsoft is the only vendor that can provide critical fixes for Microsoft products and ensure product warranty.

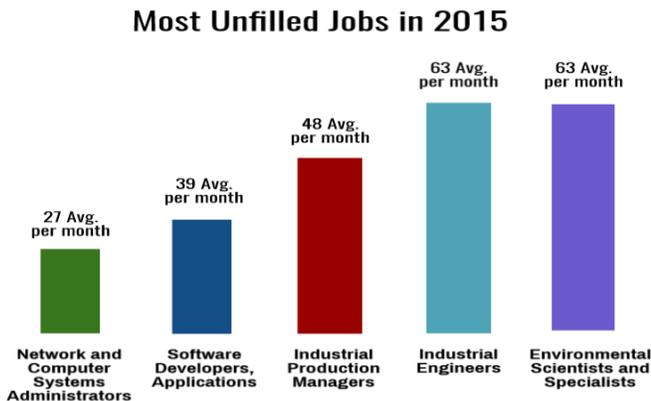
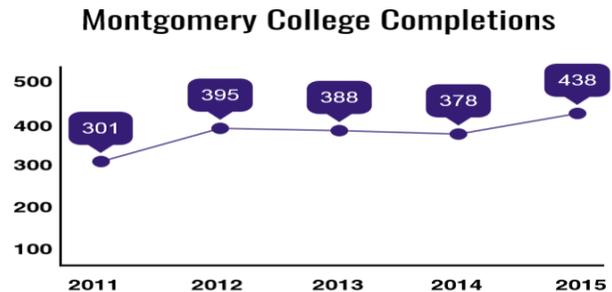
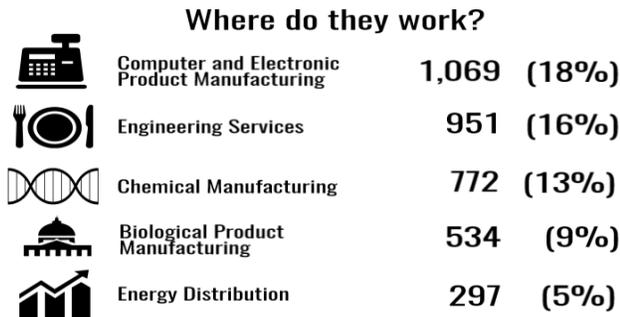
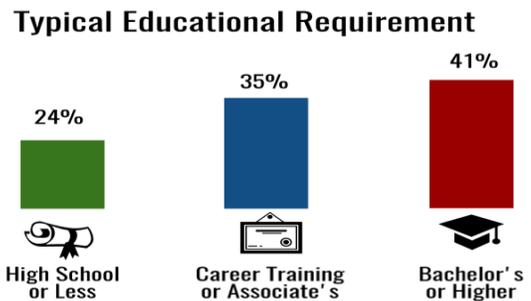
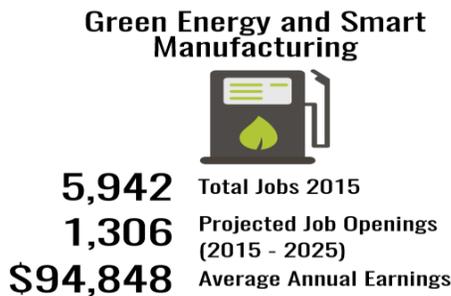
Media-buying Service Provider Contract. I will bring for your consideration an award of contract for media-buying services. The awarded firm will assist the Communications Office with marketing and advertising initiatives and will assume responsibility for planning and implementing advertising campaigns, negotiating added value, managing payments, and tracking the return on investment of those ads and advertising campaigns.

FY18 Meeting Schedule. Dates for your Fiscal Year 2018 meetings are proposed and a vote on them is requested.

Data Focus of the Month

Preparing Students for Jobs in Green Economy and Smart Manufacturing

With the country moving increasingly toward both green energy and smart manufacturing, more jobs are anticipated in these sectors in the years to come. In 2015 there were 4,270 solar jobs in Maryland. These included positions in installation, repair service, manufacturing, and sales, among others. By 2016, the number grew to 5,430, a growth of 27 percent in a year. Montgomery County has one-fifth of all solar jobs in the state, the highest proportion of any county in Maryland. Smart manufacturing is also growing in the US, and the College is training students in the high-tech programming and STEM skills that support it. Our programs in chemistry, computer science, and cybersecurity all provide training in parts of operational aspects of smart manufacturing. With certificates offered in biomanufacturing and biotechnology, even midcareer students can move into the evolving manufacturing landscape. MC's thriving engineering program is also a boon for companies with inclinations toward the increased efficiencies of smart manufacturing.



Montgomery College Partnerships

- Hispanic Business Training Institute:** Solar panel installation training in Spanish provided to approximately 180 students
- "Green Business Ambassador" course:** Delivered to over 40 employers through County Department of Environmental Protection
- MC Solar Program:** North American Board of Certified Energy Providers approved
- LEED certification preparation program (U.S. Green Building Council approved):** Served approximately 250 students

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



Since 2012 the *Montgomery College 2020* strategic plan has driven significant changes in support of student success. Theme IV of the plan promotes increased connections between the College and the community. It promises to “foster community building, civic responsibility, and intercultural understanding.” Some of these dynamics mean attracting more people to College facilities, while others mean increased connections outside of the College’s walls. In both cases, many of these linkages begin with the College’s website.

Why is the website design such a high priority? The website serves as the portal to the College, and may be a person’s first interaction with MC. As such, it should be inviting, warm, and responsive to diverse community members who visit as well as to those within the College community. Updating the College’s website—a project recommended two years ago in a communications audit—has been an important, carefully planned endeavor. The focus of the redesign was primarily on new and returning students. Making online exploration of the College easier and more rewarding, and facilitating enrollment were key goals in this effort.

What has been accomplished already? The College has several thousand web pages so comprehensive revisions are being tackled in phases. The first step was to implement a responsive design model that makes the new website pages more easily viewed on a range of display sizes, from desktop to tablet to smartphone. The creation of a completely new homepage and several new top-level pages succeeded in making them more readable and functional for visitors. The new website showcases the College’s recent branding, “Make Your Move” tagline, and uses modern graphics and photos more effectively, with a new social media “wall” on the homepage. The site’s updated navigation architecture makes it easier to find information on enrollment, advising, academic programs, and financial aid. These initial changes have been well-received, according to data from survey responses.

What additional changes are ahead? The next phase of the project focuses on creating pages for divisions and departments of the College, and on putting easy-to-use templates in place so that department stakeholders can quickly update their pages. The communications and IT teams, in collaboration with a consultant, are working on several other objectives including redesigned web pages for major non-academic components of the College. Several areas of the College attract a high volume of external traffic, such as the Pinkney Innovation Complex for Science and Technology and the Montgomery College Foundation, so they are being prioritized. Work is also underway to better integrate the academic catalog with multiple pages of the website, and to enhance the presentation of the College’s multiple locations and services available at each.

Welcoming students and stakeholders—and making their online journeys easier—is a vital part of providing 21st century higher education. Our investments in website design will contribute to improved enrollment, retention, and completion.

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.