

**HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT**

BOARD REPORT

SUBJECT: Enrollment Initiatives

Beginning in May 2013, the College began more consistently enforcing its policy that students be qualified for admission through the presentation of their high school transcript or completion of a GED. Additionally, the College tightened its payment policies and created deadlines for preferred financial aid processing. These changes, together with an overall average enrollment decrease across the State of Michigan in community colleges, resulted in the Fall 2013 enrollment decreasing by 23.71 percent in credit hour and 21.24 percent in head count as of the first day of classes.

Based on the College's fiscal condition at the time, we could ill afford another year with a similar decline. Currently, and over the next few years, college enrollments are expected to slow. This has been evident as all Michigan community colleges in Macomb, Wayne, Washtenaw and Oakland Counties have experienced sharp declines over the past three years. This fall, all Michigan Colleges in these counties are down, some by double digits, except for HFC.

Recognizing these challenges, in preparation for Fall 2014, through the leadership, vision and support of President Jensen, the Student Affairs division, led by Enrollment Services, developed an aggressive multi-dimensional strategy to reverse these decreasing enrollment trends. These included:

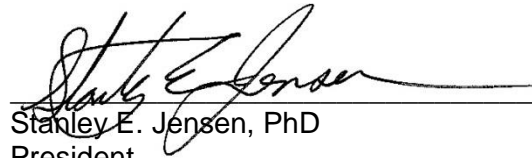
- A complete restructuring of the staffing and processes in Enrollment Services,
- An investment by the President in strategically assigned staff in the call center, recruitment, and positions that will improve new student on-boarding and first- semester retention,
- The development, facilitation and implementation of four separate Presidential CPI teams to address customer service and access: Enrollment Processes, Communication, Marketing, and the Call Center,
- More rigorous training and monitoring of staff performance,
- Vastly increased academic and business and industry partnerships
- Expansion of enrollment-related events on campus
- Expansion of our recruitment territory
- Phoning over 2,200 students who were on probation, were facing academic dismissal, or were otherwise academically at risk to schedule them to meet with a counselor to get registered. These calls were made by academic advisors and support staff in the Math/Science and Business divisions.
- Expanding service hours from four days per week in the spring and summer to five days through July and six days through August.

Other initiatives included a clear and consistent communication campaign that involved the promotion of the HFC guarantees, contacting "stop-out" students, focusing on guest students, encouraging reverse transfer opportunities, communicating and encouraging students who had been admitted but who had not registered, and focusing on students who are close to graduation.

These initiatives have resulted in students registering earlier, more students achieving satisfactory academic progress, a reduction in demand for developmental courses, greater faculty satisfaction due to better student preparation, and a significant decrease in bad debt. With additional enrollment initiatives planned for the future, investment in recruiting, e-advising and retention monitoring technology, and in combination with increased marketing and advertising and the re-branding of the College, we believe we have the necessary ingredients to create a student body that is prepared, receives excellent customer service, is successful and completes their goals (degrees, certificates, etc.).



Lisa J. Copprue, PhD
Vice President of Student Affairs



Stanley E. Jensen, PhD
President

LJC/jkk

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BID AWARD

SUBJECT: Exterior Campus Signage
Sealed Bid #15283


The College administration requests a contract for the labor, equipment, materials, tools, parts and services necessary to complete the Exterior Campus Signage Project. The work consists of removing outdated signage and producing and installing new exterior signs, banners, and flags for the Main Campus. The new signage will include: entrance signs, campus directional signs, campus map signs, informational signs, building ID signs and badges, building directory signs, parking lot signs, flag poles and flags, roadside and campus banners, and an illuminated logo sign with an LED message board. A total of 243 signs, flags, and banners will be produced. Plant fund accounts will be used for this project.

Bids were solicited under Sealed Bid #15283. The project design team recommends an award to the low, qualified bidder. The bid results are tabulated below:

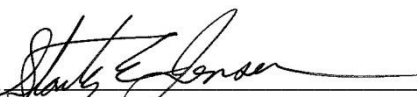
Valley City Sign	\$ 260,064.19
Universal Sign Systems	285,567.55
Architectural Graphics Inc. (AGI Sign)	312,311.00
SignGraphix	328,542.00
ASI Signage Innovations	No Bid
Ford & Earl Design	No Bid
Jiffy Signs	No Bid
AAA Sign	No Bid
Geograph Industries	No Reply
Ideation	No Reply
Michigan State Industries	No Reply
Sign Center	No Reply

RECOMMENDATION:

The College administration recommends the award of a contract to Valley City Sign Company in the amount of \$260,064.19 for the Exterior Campus Signage Project, in accordance with the specifications of Sealed Bid #15283.



John S. Satkowski, JD
Vice President, Financial and Auxiliary Services



Stanley E. Jensen, PhD
President

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BID AWARD

SUBJECT: Welding Machines and Equipment
Sealed Bid #15306

The faculty of the Industrial Technology Division request a contract for the purchase of Miller Electric welding machines and 3M welding helmets. This equipment will be used by students in the renovated Materials Joining Laboratory in the Technology Building. The purchase includes (12) Dynasty 280 TIG welders, (5) CST 280 Stick Welders, (19) Millermatic 211 MIG Welders, and (21) 3M Speedglas 9100 Welding Helmets. The U.S. Department of Labor TAACCCT Grant provides 100% of the funds for this purchase.


Bids were solicited under Sealed Bid #15306. The bid results are tabulated below:

Matheson Tri-Gas	\$ 91,104.30
Bakers Gas & Welding Supplies	92,177.99
Wyandotte Welding Supply	93,375.30
Allstate Industrial Equipment	93,958.00
E & R Industrial	137,392.61
Grainger *	50,361.02
Airgas Great Lakes	No Reply
Metro Welding Supply	No Reply
MSC Industrial	No Reply
Praxair US East	No Reply

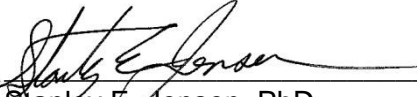
*Grainger did not submit a bid price for (12) Miller Dynasty 280 DX welding machines, valued at \$57,000. Excluding that item, the Grainger bid would have ranked last in the bid results.

RECOMMENDATION:

The College administration recommends the award of a contract to Matheson Tri-Gas, Inc. in the amount of \$91,104.30 for the purchase of welding machines and equipment, in accordance with the specifications of Sealed Bid #15306.



John S. Satkowski, JD
Vice President, Financial and Auxiliary Services



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BID AWARD

SUBJECT: Welding Booths and Tables
Sealed Bid #15325


The faculty of the Industrial Technology Division request a contract for the purchase of welding booths and welding tables. This equipment will be used by students in the renovated Materials Joining Laboratory in the Technology Building. The purchase includes (18) 60" x 60" Welding Booths, Greene Mfg. Part #GB-725.01, (18) Welding Tables, Greene Mfg. Part #GT-776, (18) Table Mount Weld Positioners, Greene Mfg. Part #GWP-2, and (1) Quench Tank, Greene Mfg. Part #GQT-2022. Federal Vocational Education Equipment Grant (Perkins) dollars provide 100% of the funds for this purchase.

Bids were solicited under Sealed Bid #15325. The bid results are tabulated below:


E & R Industrial	\$ 28,891.13
Advanced Technologies Consultants	31,235.00
Matheson	No Bid
Airgas Great Lakes	No Reply
Allstate Industrial Equipment	No Reply
Bakers Gas & Welding Supplies	No Reply
Grainger	No Reply
Greene Manufacturing	No Reply
Metro Welding Supply	No Reply
MSC Industrial	No Reply
Praxair US East	No Reply
Satco Supply	No Reply
Wyandotte Welding Supply	No Reply

RECOMMENDATION:

The College administration recommends the award of a contract to E & R Industrial Sales in the amount of \$28,891.13 for the purchase of welding booths and tables, in accordance with the specifications of Sealed Bid #15325.



John S. Satkowski, JD
Vice President, Financial and Auxiliary Services



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CONTRACT AWARD


SUBJECT: Change Order Request: Early College – LRC Classroom Renovations Project
Sealed Bid #14875

The College administration requests a change order to the contract issued to DeMaria Building Company for the Early College – LRC Classroom Renovations Project. The contractor has submitted a change order request for the additional expenses related to required changes in HVAC systems, plumbing, electrical outlets, ductwork, pipe insulation, and window treatments. The cost of the additional work totals \$45,472.11 which is within the project's overall budget.

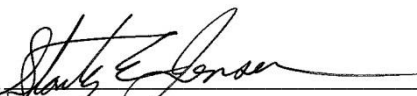
The project's design team and the College administration have reviewed the change order requests and find them reasonable and justified. With the addition of these change orders, the revised contract price totals \$980,272.11.

RECOMMENDATION:

The College administration recommends the award of a contract change order to DeMaria Building Company in the amount of \$45,472.11 for the additional work required to complete the Early College – LRC Classroom Renovations Project.



John S. Satkowski, JD
Vice President, Financial and Auxiliary Services



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CONTRACT AWARD

SUBJECT: Ellucian Recruiter Module

The College administration requests a contract for the purchase of a five-year software subscription for Ellucian Recruiter and related hosting services. This request follows the recommendations contained in the Data Integrity Team report from the Fall 2013 Continuous Process Improvement projects and was approved by the College's Steering Committee and Cabinet.

Ellucian is the developer of the Colleague software system (HANK) used by the College. Ellucian Recruiter is a customer relations management software system that improves and supports the entire recruiting and admissions process. It also accurately identifies and collects data related to "first time in any college" (FTIAC) students that is necessary for IPEDS and other reporting requirements.


The current admission process uses an online web form called "Site Manager." The technology is old and flexibility of the site is very limited. Significant effort from IT Services is required to maintain and update the site. IT Services recommends no longer supporting Site Manager. Ellucian Recruiter would replace Site Manager with newer, more flexible technology, which would seamlessly integrate with the College's existing HANK system. By using Ellucian Recruiter the College can: improve data integrity and reporting capabilities, particularly for FTIAC students; target and personalize multi-channel communications to prospective students; present a consistent public face to prospects; design, launch, and track targeted email campaigns with high deliverability; track the performance of recruiting efforts; integrate existing campus systems for student information and financial aid into the recruitment process; provide prospects and students with easy-to-use admissions forms as well as intuitive ways to update contact information; and make it easier for prospects to submit inquiries and applications, register for events, update key information, and submit supplemental items.

The College evaluated various options for subscribing to Ellucian Recruiter or purchasing and hosting it on-site. The most cost effective choice was a five-year subscription, deployed on a Software-as-a-Service (SaaS) basis so that the College does not have to purchase, install, maintain or manage special hardware, software or servers. The discounted cost of an annual subscription to Ellucian Recruiter totals \$69,600. The cost is fixed for five years, bringing the five-year total for subscription services to \$348,000. The on-site purchase option would cost \$28,500 more. Ellucian offers implementation consulting services (estimated at 412 hours) for a cost not to exceed \$92,700. These services are only billed when used.

RECOMMENDATION:

The College administration recommends the award of contracts to Ellucian, Inc. in the amount of \$69,600 per year for a five year subscription to Ellucian Recruiter and in the amount not to exceed \$92,700 for implementation services, in accordance with Ellucian Quote #H19:072414.


John S. Satkowski, JD
Vice President, Financial and Auxiliary Services


Stanley E. Jensen, PhD
President

STAFF RECOMMENDATIONS

Recommended motion: Move that the following staff recommendations at HFC be approved:

Resignation (A-2)

Andrew Moser, appointed 9/4/12, Registration and Records, Records Associate I, submitted 8/4/14, effective 8/14/14.

Retirement (B-2)

Suresh Ailwadi, Instructor, Math and Science Division, 33 years of service, effective 8/20/14.

Layoff – Non-Instructional (C-2)

Background Information: Due to the restructuring of staffing levels in the Library, it is necessary to layoff a Library Associate II. Non-instructional staff member, Gwendolyn Buford, is recommended for layoff status effective August 30, 2014.

Appointment (D-2)

Kathy Campbell, 28932 Hales Street, Madison Heights, 48071, Instructor, Health Sciences Division, \$57,951, MA, Step 4, effective 8/26/14, 10 Months; BS degree from Central Michigan University with a major in health care administration; MSA degree from Central Michigan University with a major in human resources.

Jeanine DiDonato, 18267 Macarthur, Redford, 48239, Instructor, Math and Science Division, \$57,951, MA, Step 4, effective 8/26/14, 10 Months; BS degree from The University of Michigan, Dearborn with a major in mathematics; MS degree from The University of Michigan, Ann Arbor with a major in mathematics. This is a temporary, full-time assignment for the 2014-2015 academic year.

Allan Skrocki, 8164 Thorntree Court, Grosse Ile, 48138, Instructor, Social Science, Arts, and Fitness Division, \$57,951, MA, Step 4, effective 8/26/14, 10 Months; BS from Wayne State University with a major in criminal justice; MS degree from Eastern Michigan University with a major in interdisciplinary technology. This is a temporary, full-time assignment for the fall 2014 semester.

Change in Classification (E-2)

Catherine Marsden, from Information, Marketing, and Effectiveness, Institutional Research Analyst, to Development Associate, Office of Development, effective 8/11/14, \$21.20 per hour, \$0.51 Inc., total \$21.71 per hour, Step 7, 12 Months.

Richard Michalski, from Learning Lab, Lab Associate II, to Institutional Research Analyst, Information, Marketing and Effectiveness, effective 8/11/14, \$16.59 per hour, \$0.65 Inc., total \$17.24 per hour, Step 3, 12 Months.