

# PRINCE GEORGE'S COMMUNITY COLLEGE CIVIC ACTION PLAN

March 2017



*Transforming lives.*

PRINCE GEORGE'S  
COMMUNITY COLLEGE

## Executive Summary

The mission of Prince George's Community College (PGCC) clearly defines the College's purpose within the context of higher education, and includes who the College serves as well as what it intends to accomplish. The vision and mission clearly reflect the importance of student learning and the responsibility of the College to guide student, staff, and faculty efforts to these ends.

**Vision Statement** - Prince George's Community College will be the community's first choice for innovative, high quality learning opportunities.

**Mission Statement** - Prince George's Community College transforms students' lives. The college exists to educate, train, and serve our diverse populations through accessible, affordable, and rigorous learning experiences.

PGCC is committed to educating and training its diverse student population through rigorous learning experiences. The College provides a variety of credit and noncredit education offerings to meet the needs of county residents and to help students envision success. Academic support programs and student clubs and organizations complement academic offerings by providing co-curricular, extra-curricular, and lifelong learning experiences for them.

Supported by the FY2014-2017 strategic plan, "Envision Success," the College has taken a collaborative, multi-disciplinary approach to addressing student needs. The College's commitment to student success is evidenced by the provision of a broad array of programs and services. PGCC has long recognized the importance of equal opportunity and diversity in education and demonstrates a strong commitment to diversity and equity.

The College is justifiably proud of its commitment and service to all of the residents of Prince George's County. The number of individuals enrolling in continuing education, community service and lifelong learning courses continues to grow. Prince Georgians are also welcomed and encouraged to use many of the College's facilities, including the natatorium, track, playing fields and meeting spaces.

On March 1, 2016, the President of Prince George's Community College joined the Presidents of other Colleges and Universities in signing the Campus Compact 30th Anniversary Action Statement. In order to advance the public purposes of higher education, they affirmed five statements, which characterized their current commitments and named the ideals toward which they would work with renewed dedication, focus, and vigor. It is with these statements in mind that we build a Civic Action Plan for the College. In developing the plan, it was important to look at the mission of Prince George's Community College. Prince George's Community College's Civic Action Plan will connect with the mission of the college, will provide a focus towards comprehensive engagement for the common good, and will contribute to the health and strength of its' communities.

The action items associated with the plan include:

1. Establish a college-wide committee on Civic Engagement that includes community members and community partners.
2. Create a college-wide data base for courses and co-curricular activities that include civic engagement.

3. Create a database of common community partners and community engagement activities that will support faculty, staff and students.
4. Incorporate civic engagement in the next strategic plan.
5. Include policy on civic engagement in the College Code.
6. Host an annual community conversation on civic engagement.
7. Add language to promotion and tenure policy.
8. Provide support for faculty and staff research for civic engagement efforts.
9. Increase faculty awareness of opportunities to enhance student learning through the integration of service learning into classroom instruction.
10. Establish a Faculty Learning Community on Civic Engagement.
11. Conduct a needs assessment.
12. Establish goals and outcomes.

## Vision/Mission/Values

The College's current vision mission, and values are as follows:

### *Vision*

Prince George's Community College will be the community's first choice for innovative, high quality learning opportunities.

### *Mission*

Prince George's Community College transforms students' lives. The college exists to educate, train, and serve our diverse populations through accessible, affordable, and rigorous learning experiences.

### *Values*

- **Excellence** - We strive to ensure quality outcomes through rigorous learning experiences designed to develop the mind and build character through civic engagement and service learning.
- **Success** - We believe all individuals have the potential to realize their goals.
- **Diversity** - We promote opportunities to expand our worldview through exposure to and greater understanding of all peoples, cultures and lifestyles.
- **Respect** - We treat every person with the same humanity, courtesy, and civility that we expect for ourselves.
- **Professionalism** - We believe all individuals will approach their responsibilities ethically, fairly and with high standards.
- **Lifelong Learning** - We promote learning and development at all stages of life. We believe learning takes place at all times both inside and outside of the classroom. We honor and embrace all forms of learning, both formal and informal.

## Overview of Current Civic Engagement

Currently, Prince George's Community College has a variety of student, faculty and staff groups and organizations that support community engagement. These groups have had a significant impact on addressing community needs, but could be more effective with a coordinated effort. Through this plan, we seek to establish a coordinated college-wide effort that will create mutually respectful partnerships in the community to strategically address the needs of our communities contributing to their health and strength. In order to fully achieve its public serving mission and commitments embedded in the Campus Compact 30<sup>th</sup> Anniversary Action Statement, Prince George's Community College will seek to be a model in civic engagement and global citizenship where students and employees care about the needs of the community, are empowered with knowledge, skills and resources and are motivated to collectively take action to affect change. The goal of this plan is to collaborate strategically as an institution to address the needs of the community thereby strengthening the community in a sustainable manner.

Prince George's Community College is truly the community's college. The number of individuals enrolling in continuing education, community service and lifelong learning courses continues to grow. Prince Georgians are also welcomed and encouraged to use many of the College's facilities, including the natatorium, track, playing fields, and meeting spaces. In recent years, the College has hosted, and in many cases sponsored, numerous community focused

events including the annual Bluebird Blues Festival, the Community Shred Event, the Volunteer Income Tax Assistance Program, and the Community Financial Center, providing financial literacy education, financial coaching, and general financial information, all at no cost to its clients.

PGCC also initiated a new program to reach out to its own students – PGCC Cares. This program supports a college wide collaborative effort to address basic student needs. PGCC Cares established a food pantry and a clothes/supply closet on the Largo Campus.

The College has also strengthened its outreach to the County's homeschooled population. Working in collaboration with the Prince George's County 4-H program, the college has provided space for their leadership meetings and campus tours for their homeschooled population. PGCC has also supported several high-profile events, including the Prince George's County Science Fair, a cultural expo, and has served as the host site for College Goal Sunday – Maryland. This program aided current and returning PGCC students as well as community members as they completed and submitted FAFSA forms online.

The College's Center for Minority Business Development (CMBD) began a Mentor Protégé Program to assist Local Minority Business Enterprises with capacity building in 2012. The intent of the Program is to help small businesses increase their participation in the marketplace. Nineteen construction and construction-related companies were enrolled into the Accelerator Program. These micro-level construction firms demonstrate very little to no business infrastructure, below \$150,000 in annual revenue, and no commercial or government work experience. The learning outcomes associated with this training series consist of helping these firms develop a sound business infrastructure that allows them to do work with local, State, and Federal government agencies. Five companies successfully completed the Accelerator Program.

Prince George's Community College provides several facilities to assist the community to live healthier, more satisfying and energetic lives. The Robert I. Bickford Natatorium is an Aquatic Fitness Facility used by the public as a recreational and physical fitness facility. Prince George's County Public Schools, Calvert County Public Schools, private schools, church camps, private swim teams, scuba groups, Boy Scouts, etc. all take advantage of the facility's rental feature. Along with the Robert I. Bickford Natatorium, the college has eight tennis courts, two soccer fields, a baseball field, softball field, and the Novak Field House which houses a regulation basketball facility. The athletic facilities are used by the local youth clubs, and the Prince George's County Public Middle School championships are played here. The community uses the track on a daily basis.

The Largo Student Center's Rennie Forum, as well as other venues at the College, as well as the community and conference rooms is regularly used by community organizations for meetings, forums, workshops, fairs and a whole host of programs. These are some of the examples of how Prince George's Community College serves as an **anchor institution** in the community.

One of the focuses of this plan will be to examine the existing engagement infrastructure while identifying campus populations that are engaged in service activities. Thus far, it is known that some of the areas and offices that support community engagement include:

- President's Employee Community Service Program
- Interfaith and Community Service Initiative
- Community Service projects associated with student clubs/organizations

- Athletic Teams
- Service-Learning
- College-wide Forum Community Involvement and Outreach Committee
- Student Ambassadors
- Office of Student Engagement and Leadership
- College-wide Initiatives (SHARE, Drives for Community Organizations, PGCC Cares)
- Support of Community Organizations (Financial Empowerment Center, Prince George's CASH Campaign)
- Veterans Services

Collective impact efforts should include these entities as well as others that will be identified.

Externally, some of the key private, nonprofit, and government agencies that the College has partnered with includes: Community Crisis Services, Inc., Central Kenilworth Revitalization Project, SHARE Food Network, CASA of Prince George's County, Inc., Serenity's Door, BlueCross Blue Shield, Prince George's County Health Department, and SEED. The College also has a strong relationship with the Prince George's County Public Schools which includes middle college, early college and dual-enrollment programs. While there is some knowledge relative to partnering organizations, this knowledge is not comprehensive.

It is important to note that there are partnerships with community entities that collectively address needs within the community, such as the Business Leaders Council, which convenes business leaders and builds positive corporate and social responsibility which enhances community engagement primarily in the areas of education and workforce development, and the Prince George's CASH Campaign, which convenes county organizations which support expanding the financial capability of county residents.

### **Approach**

The College's approach to the development of the Civic Action Plan will include formation of a collective team of college and community partners, will build on the current initiatives of the college, will integrate with the college's strategic plan and will support the autonomy of various college programs, offices and initiatives. The plan will encourage collaborative participation, which will strengthen the collective impact of our engagement activities. The Civic Action Plan will emphasize the development of outcomes for all initiatives and will support the collection of appropriate and relevant data. A plan will be developed which is unique to Prince George's Community College, focusing on the current strengths of the College and emphasizing the collective engagement of faculty, staff, students and community partners, as they address community needs.

As the work of this plan begins to take shape, benchmarks will be created in relation to the five commitments/community-identified priorities. However, the work will begin with the establishment of a team that reflects the different areas that currently provide service and civic engagement opportunities. The team will consist of the president, executive vice president and provost for Teaching, Learning and Student Success, Senior Team Members, Service Learning Coordinator, faculty representations, director of Workforce Programs and Strategic Initiatives, director of Governance and Diversity, program coordinator for Student Engagement, athletic director, student governance association representatives, and coordinator of Veterans Services. The team members will, increase awareness, disseminate information and uphold the mission,

vision and goals of the civic action plan and move the college toward a coordinated effort of civic engagement and making a difference in the community.

This group is positioned to see the big picture at the College and in the community, because it is representative of key areas of the College and has broad representation. A broader perspective of college and community needs will be identified as other members from the college and community join the team. The team will have the necessary perspective, persistence and power to make lasting change, as this effort is supported by the president of Prince George's Community College and will be incorporated into the next strategic plan. In order for the team to ensure that voices beyond those included on the team are heard, the team will hold information sessions and dialogues to engage all members of the college community.

## **Outcomes**

As the work of this plan begins to take shape, benchmarks will be created in relation to the five commitments/community-identified priorities. The College has already developed a comprehensive student learning outcome assessment plan and has created a strong culture of using data to improve student performance and to assess programs and services. This institutional focus on assessment will serve as a basis to assist with determining the appropriate tools to use for the Civic Action Plan.

Some of the outcomes will be related to the following goals and action steps:

1. Create a Comprehensive and Coordinated Effort for Civic Engagement as a College Priority
  - Establish a college-wide committee on Civic Engagement that includes community members and community partners
  - Create a college-wide data base for courses and co-curricular activities that include civic engagement
  - Create a database of common community partners and community engagement activities that will support faculty, staff and students
  - Incorporate civic engagement in the next strategic plan
  - Include policy on civic engagement in the College Code
  - Host an annual community conversation on civic engagement
2. Support faculty involvement in community-engaged scholarship
  - Add language to promotion and tenure policy
  - Provide support for faculty and staff research for civic engagement efforts
  - Increase faculty awareness of opportunities to enhance student learning through the integration of service learning into classroom instruction
  - Establish a Faculty Learning Community on Civic Engagement
3. Identify and Address Local Community Needs
  - Conduct a needs assessment
  - Establish goals and outcomes

## **Communication**

The communication strategy will be determined by the Civic Action Team, once the plan has been further developed. The team will work closely with the Office of Marketing and Creative Services.

These strategies will include the following:

- Dialogues college and community Partners
- Workshops at Professional Development
- College Media through Marketing
- Internal publications such as the Internal Quarterly Blog
- President's Weekly Message

## Implementation

It is expected that the Civic Action Team will address key strategic components that will be implemented in order to support the identified outcomes of the Civic Action Plan. They will develop an appropriate timetable for the implementation of the plan. The Civic Action Team will identify the appropriate measures and indicators to assess the progress of the Plan’s implementation. The continued development of the Civic Action Plan will be facilitated by the planning team.

		Commitment	Measures	Indicators
<b>Outcome 1</b>	<b>Create a Comprehensive and Coordinated Effort for Civic Engagement as a College Priority</b>	<p><b>#1. We empower or students, faculty, staff and community partners to co-create mutually respectful partnerships in pursuit of a just, equitable, and sustainable future for communities beyond the campus- nearby and around the world.</b></p> <p><b>#2. We prepare our students for lives of engaged citizenship, with the motivation and capacity to deliberate, act, and lead in pursuit of the public good.</b></p>		
Strategy 1-1	Establish a college-wide committee on Civic Engagement that includes community members and community partners			
Strategy 1-2	Create a college-wide data base for courses and co-curricular activities that include civic engagement			
Strategy 1-3	Create a database of common community partners and community engagement activities that will			

	support faculty, staff and students			
Strategy 1-4	Incorporate civic engagement in the next strategic plan			
Strategy 1-5	Include policy on civic engagement in the College Code			
Strategy 1-6	Host an annual community conversation on civic engagement			
<b>Outcome 2</b>	<b>Support faculty involvement in community-engaged scholarship</b>	<b>#4. We harness the capacity of our institutions-through research, teaching, partnerships, and institutional practice-to challenge the prevailing social and economic inequalities that threaten our democratic future.</b>		
Strategy 2-1	Add language to promotion and tenure policy			
Strategy 2-2	Provide support for faculty and staff research for civic engagement efforts			
Strategy 2-3	Increase faculty awareness of opportunities to enhance student learning through the integration of service learning into classroom instruction			
Strategy 2-4	Establish a Faculty Learning Community on Civic Engagement			
<b>Outcome 3</b>	<b>Identify and Address Local Community Needs</b>	<b>#3. We embrace our responsibilities as place-based institutions, contributing to the health and strength of our communities-economically,</b>		

		<b>socially, environmentally, educationally, and politically.</b>		
Strategy 3-1	Conduct a needs assessment			
Strategy 3-2	Establish goals and outcomes			

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