

**HENRY FORD COMMUNITY COLLEGE
OFFICE OF THE PRESIDENT**

BOARD REPORT

SUBJECT: English Language Institute (ELI)

Past

Intensive English instruction for non-native speakers of English began at HFCC in the fall of 2001 with nine students and two full-time directors, Mary Assel and Ed Demerly. For its first twelve years, the ELI was an independent entity on campus.

Present

In summer 2013, the ELI moved to the Communications Division under the auspices of Katherine Grahl, Associate Dean, and Lori Slaber, Academic Coordinator. Many changes have been instituted since then.

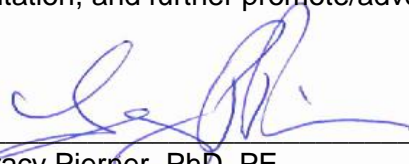
The Changes – Fall 2013, we adjusted course number designations; reviewed adjunct qualifications; realigned credit hours; revamped scheduling; updated textbook selections; resolved computer lab issues; made community contacts (Dearborn Public Schools and ACCESS), and held an in-service day with ELI's adjuncts. Winter 2014, we are in the process of redesigning the curriculum (rewriting all course masters for day and evening classes), recalibrating the ELI's ESL Compass placement scores, investigating alternative/additional placement exams, and rewriting our part of HFCC's website.

The Institute – The ELI offers six levels of English instruction to non-native speakers of English, from beginning to high intermediate. Once students have successfully completed the sixth level, they can move on to a bridge semester at the college, where they take two developmental ESL courses (one Reading, one Writing) before enrolling in Introduction to College Writing (ENG 131).

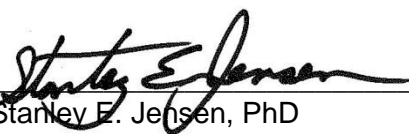
The Students – Fall 2013, eighteen adjunct instructors at the ELI taught 183 students from twenty-nine different countries. Winter 2014, twenty-three adjuncts are teaching 220 students from twenty-six different countries. Approximately three-quarters of our students come from the local community and one-fourth of the students are on international visas.

Future

The Communications Division has many goals for the future of the ELI, some of which are to expand our offerings (reactivating courses in Pronunciation/Conversation, Grammar, and TOEFL Preparation); apply for national accreditation, and further promote/advertise the ELI.



Tracy Pierner, PhD, PE
Vice President of Academic Affairs



Stanley E. Jensen, PhD
President

**HENRY FORD COMMUNITY COLLEGE
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BID AWARD

SUBJECT: Marketing Research & Branding Services
Request for Proposal #14588

The College administration requests a contract for the professional services required to conduct a comprehensive scientific marketing research study and propose a new brand identity for the institution. The primary goal of the marketing program is to gain data regarding (a) HFCC constituents, (b) reasons why they choose or choose not to enroll at HFCC, and (c) identify new, measurable ways to increase enrollment and participation of HFCC constituents, as well as encourage students to persist at the College. The primary objective is to gain scientific marketing research, develop requisite branding, and create strategic marketing efforts geared towards encouraging HFCC constituents to enroll at HFCC and participate in HFCC events.

Proposals were requested under RFP #14239 from fourteen firms; six of those indicated an interest in the project; and four firms submitted a final proposal. Proposals were reviewed and evaluated by the Director of Marketing & Communications and the Purchasing Supervisor. The RFP results are tabulated below.


| Bidder | Total Cost | Cost Score | Qualifications Score | Total Score |
|-------------------------|------------|------------|----------------------|-------------|
| Interact Communications | \$134,800 | 300 | 688 | 988 |
| Re:Group | 184,136 | 220 | 643 | 863 |
| BluFish Consulting | 183,500 | 221 | 620 | 841 |
| Ologie | 304,400 | 133 | 655 | 788 |

RECOMMENDATION:

The College administration recommends the award of a contract to Interact Communications, Inc. in the amount of \$134,800 for Marketing Research & Branding Services, in accordance with the specifications of Request for Proposal #14588.



John S. Satkowski, JD
Vice President, Financial Services



Stanley E. Jensen, PhD
President

**HENRY FORD COMMUNITY COLLEGE
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BID AWARD

SUBJECT: North Loop Primary Electrical Upgrade Project
Sealed Bid #14589

The College administration requests a contract for the labor, materials, equipment and services necessary to convert the primary electrical service on the north loop of the Main Campus from 4.8kV to 13.2kV. This work is a continuation of a project started in 2005 when the south loop was upgraded. Cables feeders, switches and other associated equipment will also be replaced. The existing north electrical loop is unreliable due to age and deterioration and it has no capacity to add electrical service in the buildings it serves.


The administration and project engineers recommend accepting the following alternates: provide new 2x2 duct bank from manhole to existing primary switch lineup; and replace existing 15kV primary cable between new LTC Loop Switch and existing LRC Substation. Plant fund accounts will be used for this work.

Bids were solicited under Sealed Bid #14589. Bids were sent to eleven electrical contractors. Four firms attended the mandatory pre-bid meeting and submitted proposals. The project design team reviewed the bid results and recommended an award to the low, qualified bidder. The bid results are tabulated below:

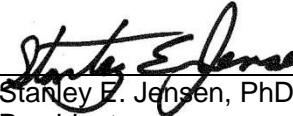
| Firm | Base Bid | Recommended Alternates | Total Base Bid with Alternates |
|----------------------|-----------------|-------------------------------|---------------------------------------|
| R Simon Electric | \$ 149,977 | \$ 20,095 | \$ 170,072 |
| Rauhorn Electric | 203,678 | 27,683 | 231,361 |
| J Rank Electric | 212,916 | 43,523 | 256,439 |
| Hatzel & Beuhler | 230,150 | 43,200 | 273,350 |
| Bayview Electric | | | No Reply |
| Center Line Electric | | | No Reply |
| Conti Corporation | | | No Reply |
| Ferndale Electric | | | No Reply |
| Industrial Electric | | | No Reply |
| J & J Electric | | | No Reply |
| Motor City Electric | | | No Reply |

RECOMMENDATION:

The College administration recommends the award of a contract to R Simon Electric LLC in the amount of \$170,072 for the North Loop Primary Electrical Upgrade Project, in accordance with the specifications of Sealed Bid #14589.



John S. Satkowski, JD
Vice President, Financial Services



Stanley E. Jensen, PhD
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BID AWARD

SUBJECT: Storm Water Piping Improvements Project
Sealed Bid #14590

The College administration requests a contract for the labor, materials, equipment and services necessary to separate sanitation and storm water sewer systems in three buildings on the Main Campus. This work is required by the Michigan Department of Environmental Quality. Currently, there is a risk that drains located near boilers and chillers in the Facilities Management Building and Liberal Arts Building, as well as the Auto Lab's floor drain in the Technology Building, could overflow into storm sewers and subsequently run into the Rouge River. These drains will be rerouted to assure that they flow into sanitary sewers.

The administration and project engineers recommend accepting an alternate to add a high water level alarm to a new sump pump to be installed in the Facilities Management Building. Plant fund accounts will be used for this work.

Bids were solicited under Sealed Bid #14590. Bids were sent to eight mechanical contractors. Four firms attended the mandatory pre-bid meeting and submitted proposals. The project design team reviewed the bid results and recommended an award to the low, qualified bidder. The bid results are tabulated below:


| Firm | Base Bid | Recommended Alternates | Total Base Bid with Alternates |
|----------------------|-----------------|-------------------------------|---------------------------------------|
| Western Mechanical | \$ 133,560 | \$ 2,205 | \$ 135,765 |
| John E. Green | 185,410 | 2,500 | 187,910 |
| Guideline Mechanical | 227,000 | 895 | 227,895 |
| Guardian Plumbing | 269,525 | Did Not Quote | 269,525 |
| Limbach | | | No Bid |
| Dunbar Mechanical | | | No Reply |
| Pro Excavation | | | No Reply |
| Site Development | | | No Reply |

RECOMMENDATION:

The College administration recommends the award of a contract to Western Mechanical Contractors, Inc. in the amount of \$135,765 for the Storm Water Piping Improvements Project, in accordance with the specifications of Sealed Bid #14590.



John S. Satkowski, JD
Vice President, Financial Services



Stanley E. Jensen, PhD
President

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CONTRACT AWARD

SUBJECT: Lecture Capture System

The College administration requests a contract for the purchase of a lecture capture system that can automatically record, store and index any classroom activity – lectures, demonstrations, labs, etc. – for later review by students at any time and from any location with web access. Students can access the recorded material through a wide variety of devices, from PC or Mac to smartphones or tablets. The system is a cloud based service that does not require the purchase, installation, maintenance or management of special hardware, software or servers. Initially, lecture capture systems will be installed in three classrooms; one each in the School of Nursing, Health Careers Education Center and Technology Building. The system is designed to be flexible and expandable. There are no limitations on who can record, where users record, who can view, or how many times a recording can be viewed. The only limiting factor is how many hours of recordings are stored in the cloud infrastructure. Recording time is sold by subscription in blocks of 250 hours. The College intends to subscribe to 500 hours annually.

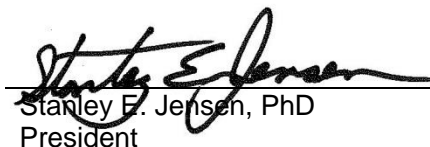
An evaluation committee composed of (14) faculty and representatives from Teaching and Learning Support Services and Information Technology Services reviewed proposals and products from four firms: Echo360, Mediasite, Panopto, and Tegrity. After reviewing each firm's response and evaluating its lecture capture solution, the committee reached the following conclusions. Echo360 and Mediasite were appliance based systems that required the use of local servers to store video and were limited in interactive features, compatibility with other equipment, number of licenses, and type of material that could be captured. Panopto's system was software based rather than web based and finished second in the user evaluations to Tegrity. Tegrity was the unanimous choice of the committee. Its advantages included: easy to use for both producers and users of content, web based, available from anywhere, allows for student interaction, content can be edited, no institution-based hardware, software or servers to purchase or maintain.

The cost of the Tegrity Lecture Capture system totals \$27,980 which includes an annual subscription for 500 hours of recordings (\$19,990), annual customer support (\$4,995), and a one-time startup fee (\$1,995). Federal Vocational Education Equipment Grant (Perkins) dollars provide 100% of the funds for this purchase.

RECOMMENDATION:

The College administration recommends the award of a contract to Tegrity USA in the amount of \$27,980 to provide a Lecture Capture System in accordance with their proposal dated December 18, 2013.


John S. Satkowski, JD
Vice President, Financial Services


Stanley E. Jensen, PhD
President

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CONTRACT AWARD

SUBJECT: CareerFocus Magazine

The College administration requests a contract for the printing of the CareerFocus Magazine and associated services. The CareerFocus Magazine is a product of the CareerFocus Consortium of Community Colleges, a network of 75 community colleges. The consortium allows each member college to draw from an extensive library of professionally written articles, full-service design, and mailing and printing services to produce a customized magazine about career-oriented programs for current and potential students. By providing information about real careers, including salaries and testimonials, the magazine and related on-line resources can help students make better decisions about their education and the careers that community college programs could prepare them for. The consortium's CareerFocus publications are available exclusively through Academic Marketing Services.


The CareerFocus Magazine is a 16 page, glossy, full color publication. The cost for the magazine totals \$28,520 which includes printing 75,000 copies (\$22,460 or \$0.30/ea); postage for mailing 73,000 copies (\$6,060 or \$0.083/ea); analytical marketing tools (included), fully-responsive on-line editions for PC, tablet, mobile and social media (included); and full access to the consortium's library, design services, and mail preparation services (included). Local dollars for the Federal Vocational Education Equipment Grant (Perkins) provide the funds for this purchase.

RECOMMENDATION:

The College administration recommends the award of a contract to Academic Marketing Services in the amount of \$28,520 for the printing of the CareerFocus Magazine and associated services, in accordance with Quote #10173-5A dated January 24, 2014.



John S. Satkowski, JD
Vice President, Financial Services



Stanley E. Jensen, PhD
President

STAFF RECOMMENDATIONS

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

Retirement (A-8)

Steve Hornbuckle, Grounds, Facility Services, 13 years of service, effective 1/12/14.

Change in Classification (D-8)

Michelle Holinski, from Counseling, Receptionist/Clerk, to Enrollment Associate II – Call Center, Enrollment Services, effective 2/10/14, \$13.77 per hour, \$0.63 Inc., total \$14.40 per hour, Step 2, 12 Months.