

**HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT**

BOARD REPORT

SUBJECT: Base11 Partnership

On January 12, 2016, Henry Ford College signed a Memorandum of Understanding (MOU) with the Center For Innovation in Education, dba Base 11, a not-for-profit 501(c)3 corporation headquartered in Costa Mesa, California. Base 11 is a STEM workforce and entrepreneur acceleration company on a mission to build a sustainable middle class in America. They connect employers, academic institutions, and entrepreneurial opportunities with high-potential, low-resource students who have shown interest and talent but lack the access and resources needed to realize their greatest potential. The MOU commits Base 11 and HFC to collaborate to this end.

Specifically, the Base 11 and HFC will partner in several areas that include the following:

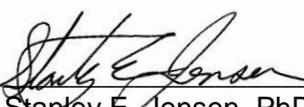
1. Launch the Base 11 Entrepreneurial Innovation Program at HFC including student access to the [MIT model] Fab Lab sponsored by Base 11 and the introduction of the Base 11 STEM Entrepreneurial Innovation 16 week curriculum. An example of this initiative is detailed in this link: <http://www.msn.com/en-us/money/other/base-11-launches-innovation-center-and-new-course-at-skyline-college-to-support-the-next-generation-of-stem-entrepreneurs/ar-BBrqSCj>
2. Launch the Base 11 Internship Program at HFC by offering HFC student access, for nomination by HFC faculty, to the Base 11 sponsored internships programs including, but not limited to, Caltech, USC, the Smithsonian National Air and Space Museum, and University of California Irvine.
3. Jointly explore the potential of housing the HFC Community Development Advanced Manufacturing Center for Detroit High Schools within the facilities located at the Coleman A. Young Airport.
4. Base 11 and HFC will partner on joint government grant proposals and corporate partnership proposals to provide ongoing sustainable funding for the programs, facilities and equipment in connection with this MOU.

Even though the MOU has only been in place for a few months, this partnership has already provided several dividends that include the following highlights:

- Base11 has successfully placed three HFC students in research internships that include a \$6,000 stipend and living expenses at Caltech and UC-Irvine.
- Successful launch of Base11 curriculum at David Aerospace Academy that has led to ten students applying to HFC's Pre-Engineering program.
- HFC and Base11 collaboration on a National Science Foundation grant proposal.



Tracy Pierner, PhD, PE
Vice President of Academic Affairs



Stanley E. Jensen, PhD
President

**HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT**

BOARD REPORT

SUBJECT: Strategic Plan 2016-2019

Every three to five years, the College begins the process of creating a new Strategic Plan. As the educational and financial landscape continues to rapidly change, it is crucial for the College to take deliberate steps to plan for its future. Engaging in planning for the future assists the College in: building on the institution's strengths; improving upon its weaknesses and challenges; capitalizing on opportunities and emerging trends; and prioritizing, documenting and budgeting for all of the goals that the institution wants to accomplish over the next three to five years. Equally important, planning assists the College in meeting the Higher Learning Commission's criteria for accreditation, as one of the five criteria is "Resources, Planning, and Institutional Effectiveness," states that "the institution *must* engage in systematic and integrated planning".

The process for developing the Strategic Plan 2016-2019 began in the fall of 2015 with the creation of a Strategic Planning Committee, a cross-representative group of full-time and part-time faculty, administrators and support staff. Members of the Strategic Planning Committee are:

Becky Chadwick - Administrative Co-chair
Betsy Cohn - Faculty Co-chair

Pamela Aue - Adjunct Faculty
Suzanne Baranski - Adjunct Faculty
William Norris - Adjunct Faculty

Adam Cloutier - Administrator
Jennifer Ernst - Administrator

Lisa Copprue - Cabinet
Cynthia Glass - Cabinet
Eileen Husband - Cabinet
Tracy Pierner or John Satkowski - Cabinet

Katie Fitzner - Faculty
Eric Gackenbach - Faculty
Randy Knight - Faculty
Elaine Saneske - Faculty

Joe Zitnik - Support Staff

Various documents and information about the College were reviewed by the Committee including: the recent Assurance Argument submitted to the Higher Learning Commission; a socioeconomic impact study; an environmental scan that reviews the environment for events, trends, data, and information that may impact the College; and other College data related to

enrollment, completion and student success and satisfaction. This allowed the College's internal and external environment to be examined from a sociological, technological, economic, environmental, and political (STEEP) perspective.

Following the environmental scan, twelve focused interviews were conducted with 144 administrators, staff, and faculty, in order to gather information on the appropriateness of the mission, values, strengths, and critical challenges the College currently faces.

The Strategic Planning Committee then reviewed and discussed proposed themes that arose from the reviewed documents and focused interviews. It was the intent of the committee to keep the goals to a minimum so as to be easily communicated and managed.

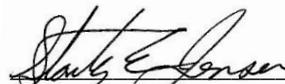
The major goals of the 2016-2019 Strategic Plan are:

- **Increase students' success and engagement to better prepare them for work, civic participation, and lifelong learning.**
- **Achieve and sustain enrollment that ensures high-quality outcomes that meet the needs of students and industry.**
- **Cultivate a collaborative culture to improve organizational effectiveness, diversity and stakeholder satisfaction and to enhance community relations.**

In the fall, College Action Plans (CAP) will be created to address each of the objectives that are critical to meeting the College's goals. The action plans will include a variety of information in efforts to track progress made to each objective and provide evidence of results in meeting the goals and objectives from the Strategic Plan. Information for each goal and objective will include: assigned responsibility; related tasks; related needs; timeline; intended results; measured results and status of tasks.



Becky J. Chadwick
Vice President of Strategy and Information



Stanley E. Jensen, PhD
President

Henry Ford College
Fiscal Year 2016-2017
Board of Trustees General Fund Report With Original Budget (SUMMARY)

	FY 2015-2016 Adopted Budget	Change For FY16-17	FY 2016-2017 Original Budget
<u>Revenues</u>			
Tuition and Fees	\$ 47,097,000	\$ (2,952,754)	\$ 44,144,246
Local Property Taxes	\$ 14,127,000	\$ 282,540	\$ 14,409,540
State Appropriation	\$ 21,876,700	\$ 480,194	\$ 22,356,894
Other Revenue	\$ 766,000	\$ 117,320	\$ 883,320
Total Revenue	\$ 83,866,700	\$ (2,072,700)	\$ 81,794,000
<u>Expenditures</u>			
Instruction	\$ 33,977,939	\$ (1,101,402)	\$ 32,876,537
Administration	\$ 9,169,801	\$ 935,275	\$ 10,105,076
Physical Plant	\$ 2,494,675	\$ (111,898)	\$ 2,382,777
Employee Benefits	\$ 18,901,684	\$ 732,940	\$ 19,634,624
Total Personnel Costs	\$ 64,544,099	\$ 454,915	\$ 64,999,014
Purchased Services	\$ 8,192,160	\$ (15,165)	\$ 8,176,995
Materials and Supplies	\$ 2,083,282	\$ 224,960	\$ 2,308,242
Rent, Utilities, and Insurance	\$ 2,708,500	\$ (434,500)	\$ 2,274,000
Operating Expenses	\$ 1,442,612	\$ 43,989	\$ 1,486,601
Mandatory transfers	\$ 1,546,800	\$ (379,784)	\$ 1,167,016
Capital Expenses	\$ 1,349,247	\$ (69,115)	\$ 1,280,132
Total Expenditures	\$ 81,866,700	\$ (174,700)	\$ 81,692,000
Total Revenues	\$ 83,866,700	\$ (2,072,700)	\$ 81,794,000
Excess Revenues/(Expenditures)	\$ 2,000,000	\$ (1,898,000)	\$ 102,000

Henry Ford College			
Fiscal Year 2016-2017			
President's Report Budget FY16 to FY17			
	FY2015-2016	Chg to FY2016	FY 2016-2017
	Adopted	Original	Original
	Budget	For FY2017	Budget
Tuition	\$ 39,788,000	\$ (2,849,858)	\$ 36,938,142
Uncollectible tuition and fees	\$ (2,800,000)	\$ 209,000	\$ (2,591,000)
Tuition	\$ 36,988,000	\$ (2,640,858)	\$ 34,347,142
Laboratory Tuition	\$ 2,035,000	\$ 658,084	\$ 2,693,084
Service fees	\$ 4,360,000	\$ (308,680)	\$ 4,051,320
Application fees	\$ -	\$ -	\$ -
Registration fee	\$ 1,622,000	\$ (169,640)	\$ 1,452,360
Course fees	\$ 2,092,000	\$ (491,660)	\$ 1,600,340
Total Tuition and Fees	\$ 47,097,000	\$ (2,952,754)	\$ 44,144,246
Local property taxes	\$ 14,127,000	\$ 282,540	\$ 14,409,540
State Appropriation	\$ 21,876,700	\$ 480,194	\$ 22,356,894
Total Local, State, and			
Federal	\$ 36,003,700	\$ 762,734	\$ 36,766,434
		\$ -	
Other Institutional	\$ 572,000	\$ 62,440	\$ 634,440
Investment Income (Loss)	\$ -	\$ 66,300	\$ 66,300
Interest Income	\$ 15,000	\$ (15,000)	\$ -
Facility rental	\$ 179,000	\$ 3,580	\$ 182,580
Total Other Revenue	\$ 766,000	\$ 117,320	\$ 883,320
Total Revenue	\$ 83,866,700	\$ (2,072,700)	\$ 81,794,000

Henry Ford College			
Fiscal Year 2016-2017			
President's Report Budget FY16 to FY17			
	FY2015-2016	Chg to FY2016	FY 2016-2017
	Adopted	Original	Original
	Budget	For FY2017	Budget
Instruction			
Full time contractual teaching	\$ 18,423,244	\$ (637,115)	\$ 17,786,129
Extra contractual teaching	\$ 2,481,300	\$ (143,442)	\$ 2,337,858
Extra contractual non-teaching	\$ 254,180	\$ (24,150)	\$ 230,030
Extra compensation - FT & Adjuncts	\$ 238,000	\$ (500)	\$ 237,500
Adjunct Instructional	\$ 7,510,800	\$ 291,700	\$ 7,802,500
Adjunct & PT - Non-Instructional	\$ 1,685,386	\$ (438,110)	\$ 1,247,276
Substitute teachers	\$ 64,675	\$ 12,215	\$ 76,890
Instructional supervision	\$ 1,189,856	\$ 15,229	\$ 1,205,085
Instructional support staff	\$ 1,799,498	\$ (179,029)	\$ 1,620,469
Sabbaticals	\$ -	\$ -	\$ -
Instructional Overtime	\$ 6,000	\$ -	\$ 6,000
Student aides	\$ 325,000	\$ 1,800	\$ 326,800
Total Instruction	\$ 33,977,939	\$ (1,101,402)	\$ 32,876,537
Administration			
Exempt administrators	\$ 1,165,199	\$ 88,605	\$ 1,253,804
Exempt administrative assistants	\$ 944,712	\$ 19,892	\$ 964,604
Administrative supervision	\$ 3,460,429	\$ 442,752	\$ 3,903,181
Administrative support staff	\$ 3,421,961	\$ 357,526	\$ 3,779,487
Interns	\$ 90,000	\$ -	\$ 90,000
Non-Instructional Overtime	\$ 14,000	\$ 64,000	\$ 78,000
Secretarial & clerical subs	\$ 73,500	\$ (37,500)	\$ 36,000
Total Administration	\$ 9,169,801	\$ 935,275	\$ 10,105,076

Henry Ford College			
Fiscal Year 2016-2017			
President's Report Budget FY16 to FY17			
	FY2015-2016	Chg to FY2016	FY 2016-2017
	Adopted	Original	Original
	Budget	For FY2017	Budget
Physical Plant			
Custodians	\$ 1,625,550	\$ (186,282)	\$ 1,439,268
Building Operator	\$ 261,227	\$ 6,688	\$ 267,915
Engineers	\$ 420,577	\$ 7,779	\$ 428,356
Skilled trades	\$ 99,383	\$ 9,480	\$ 108,863
Grounds	\$ 43,638	\$ 437	\$ 44,075
Plant overtime	\$ 15,000	\$ 50,000	\$ 65,000
Plant operation substitutes	\$ 29,300	\$ -	\$ 29,300
Total Physical Plant	\$ 2,494,675	\$ (111,898)	\$ 2,382,777
Employee Benefits			
VESP	\$ -	\$ -	\$ -
General Institutional Obligations (PIF)	\$ 184,200	\$ (5,000)	\$ 179,200
Group dental insurance	\$ 493,802	\$ -	\$ 493,802
Hearing insurance	\$ 5,479	\$ -	\$ 5,479
Optical insurance	\$ 132,399	\$ (50,000)	\$ 82,399
Group life insurance	\$ 88,570	\$ -	\$ 88,570
Group health insurance	\$ 4,793,467	\$ (207,664)	\$ 4,585,803
STD group insurance	\$ 41,089	\$ -	\$ 41,089
LTD group insurance	\$ 187,184	\$ -	\$ 187,184
Drug Testing	\$ 2,500	\$ -	\$ 2,500
Long term care insurance	\$ 33,000	\$ 20,000	\$ 53,000
Retirement	\$ 12,706,494	\$ 976,604	\$ 13,683,098
Flexible spending plan fees	\$ 6,700	\$ -	\$ 6,700
Employee tuition grants	\$ 150,000	\$ -	\$ 150,000
Workers' compensation	\$ 39,800	\$ -	\$ 39,800
Unemployment	\$ 37,000	\$ (1,000)	\$ 36,000
Total Employee Benefits	\$ 18,901,684	\$ 732,940	\$ 19,634,624
Total Personnel Costs	\$ 64,544,099	\$ 454,915	\$ 64,999,014

Henry Ford College			
Fiscal Year 2016-2017			
President's Report Budget FY16 to FY17			
	FY2015-2016	Chg to FY2016	FY 2016-2017
	Adopted	Original	Original
	Budget	For FY2017	Budget
Purchased Services			
Educational consultants	\$ 47,500	\$ (1,000)	\$ 46,500
Data processing services & licenses	\$ 2,601,745	\$ 649,380	\$ 3,251,125
Advertising	\$ 979,907	\$ 36,000	\$ 1,015,907
Printing	\$ 135,000	\$ (31,000)	\$ 104,000
Legal and audit	\$ 95,000	\$ -	\$ 95,000
Maint & repair - maint agreements, repairs	\$ 1,152,062	\$ (668,149)	\$ 483,913
Maint & repair - blds and grounds	\$ 435,000	\$ (25,000)	\$ 410,000
Security services	\$ 491,358	\$ (11,358)	\$ 480,000
Facilities services	\$ 125,000	\$ -	\$ 125,000
Other purchased services	\$ 1,928,188	\$ (4,038)	\$ 1,924,150
Bank card and service fees	\$ 201,400	\$ 40,000	\$ 241,400
Total Purchased Services	\$ 8,192,160	\$ (15,165)	\$ 8,176,995
Materials and Supplies			
Lab and classroom supplies	\$ 1,169,350	\$ 259,855	\$ 1,429,205
Office supplies	\$ 126,061	\$ (18,871)	\$ 107,190
Data processing supplies	\$ 50,000	\$ -	\$ 50,000
Printing and duplicating supplies	\$ 115,900	\$ -	\$ 115,900
Audio visual	\$ 12,000	\$ -	\$ 12,000
Library periodicals and newspapers	\$ 102,971	\$ (14,524)	\$ 88,447
Custodial Supplies	\$ 290,000	\$ -	\$ 290,000
Plant maintenance supplies	\$ 150,000	\$ -	\$ 150,000
Vehicle supplies	\$ 37,000	\$ (1,500)	\$ 35,500
Athletic supplies & travel	\$ 30,000	\$ -	\$ 30,000
Total Materials and Supplies	\$ 2,083,282	\$ 224,960	\$ 2,308,242

Henry Ford College			
Fiscal Year 2016-2017			
President's Report Budget FY16 to FY17			
	FY2015-2016	Chg to FY2016	FY 2016-2017
	Adopted	Original	Original
	Budget	For FY2017	Budget
Rent, Utilities, and Insurance			
Natural gas	\$ 310,000	\$ 15,500	\$ 325,500
Electricity	\$ 1,390,000	\$ (245,500)	\$ 1,144,500
Water	\$ 265,000	\$ -	\$ 265,000
Insurance	\$ 435,000	\$ (20,000)	\$ 415,000
Telephone	\$ 140,000	\$ (66,000)	\$ 74,000
Rent - equipment	\$ 168,500	\$ (118,500)	\$ 50,000
Total Rent, Utilities, and Insurance	\$ 2,708,500	\$ (434,500)	\$ 2,274,000
Operating Expenses			
Memberships & Dues	\$ 130,500	\$ 106,045	\$ 236,545
Program Accreditation	\$ 85,000	\$ (75,000)	\$ 10,000
Uninsured casualty losses	\$ 10,000	\$ -	\$ 10,000
Bank setrvice fees	\$ 55,000	\$ -	\$ 55,000
Professional meetings & mileage	\$ 230,300	\$ (23,600)	\$ 206,700
Faculty travel & P I & Student Travel	\$ 205,000	\$ (13,000)	\$ 192,000
Institutional obligation	\$ 40,600	\$ (15,000)	\$ 25,600
Institutional representation	\$ 4,000	\$ -	\$ 4,000
Postage	\$ 200,500	\$ (40,500)	\$ 160,000
Scholarships and grants	\$ 217,000	\$ (15,000)	\$ 202,000
Other operating expense	\$ 264,712	\$ 120,044	\$ 384,756
Total Operating Expenses	\$ 1,442,612	\$ 43,989	\$ 1,486,601
Transfers to Other Funds			
Mandatory transfers	\$ 1,546,800	\$ (379,784)	\$ 1,167,016

Henry Ford College			
Fiscal Year 2016-2017			
President's Report Budget FY16 to FY17			
	FY2015-2016	Chg to FY2016	FY 2016-2017
	Adopted	Original	Original
	Budget	For FY2017	Budget
Capital Outlay Expenses			
Building improvements	\$ 926,108	\$ (91,608)	\$ 834,500
Furniture, computers, and equipment	\$ 383,139	\$ (10,695)	\$ 372,444
Library books	\$ 40,000	\$ 33,188	\$ 73,188
Total Capital Expenditures	\$ 1,349,247	\$ (69,115)	\$ 1,280,132
Total Expenditures	\$ 81,866,700	\$ (174,700)	\$ 81,692,000
Total Revenues	\$ 83,866,700	\$ (2,072,700)	\$ 81,794,000
Excess Revenues/(Expenditures)	\$ 2,000,000	\$ (1,898,000)	\$ 102,000

**HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT**

CONTRACT AWARD

SUBJECT: 2016-2017 Fiscal Year Marketing Media Buys

The Executive Director of Marketing and Communications requests contracts for marketing media buys for the 2016-2017 fiscal year. A variety of marketing media buy efforts have been designed to: sustain and expand on the HFC FutureDriven brand established in 2014; increase the number of impressions (i.e., the number of individuals who see, interact, and engage with HFC marketing elements, such as television, digital, print, email, etc.); increase the detailed analytics HFC receives for click through rates to the HFC website; help in the larger effort to spur additional enrollment numbers; and increase public awareness of the College.

Last year, the College reached approximately 51 million individuals through strategic marketing media purchases. This year, HFC plans to invest \$945,493 in marketing efforts that should result in approximately 72 million impressions via three flights occurring in July-August 2016 for fall 2016, December 2016-January 2017 for winter 2017, and March-April 2017 for spring/summer 2017. The Office of Marketing and Communications purchases radio, television, digital, subscription radio, print ads, direct email marketing efforts, search engine optimization opportunities, B-roll video, banner and digital display ads, outdoor media with the ability to geofence around top feeder high schools, and other buys based on the unique audience demographic information and purchasing behaviors.

These direct purchases help the College reach dual enrollment students, recently graduated high school students, young adults, previously admitted but not enrolled students, non-traditional students and other potential students who may be interested in enrolling at HFC. This effort also includes continuation of our agency contract with Interact Communications, which aided HFC with marketing research and collateral development for television, radio, billboards, digital and print elements. Finally, the College saves 15-20% on marketing media purchases by buying directly and avoiding the additional markups and charges added by the third party agencies used in previous years.

The College's marketing media partners for 2016-2017 include:

- Heritage Media/Digital First
- Interact Communications
- Total Traffic Sponsored Weather Report on Radio
- Pandora Radio
- CBS Radio
- Comcast/AT&T/WOW
- Outfront Media Billboards
- IHeart Radio
- School Life News, Dearborn
- Yemeni American News
- Arab American News
- Bewick Publications
- Facebook Content-Rich Boosted Posts
- College Guides and Special Media Articles
- Vocus Media Distribution and Tracking Service

With these marketing media buys, HFC will achieve 71,947,996 earned impressions in 2016-2017 compared to 51,355,000 impressions last year - an increase of 20,592,996 impressions or 40%.

The following table lists the 2016-2017 Marketing Media Buy Recommendations for Henry Ford College for fall, winter and spring/summer that exceed the threshold for Board approval.

Marketing Media Vendor	Description of Media Buys	Amount
Heritage Media/Digital First	Email blasts, 2 print ads/month, and digital targeted ad displays.	\$46,250
Interact Communications	Continuation of three-year contract for billboards, radio, television, program videos, etc.	\$118,725
Total Traffic Sponsored Weather Report on Radio	HFC-sponsored weather reports on all major radio stations in SE Michigan.	\$28,500
Pandora Radio	Personalized radio play lists where HFC can offer marketing information.	\$81,828
CBS Radio	Digital, Inet, on-air spots, b-roll video.	\$201,500
Comcast/AT&T/WOW	TV spots, banner ads, CSV.	\$150,889
Outfront Media Billboards	Billboards in SE Michigan.	\$132,300
IHeart Radio	Digital, Inet, on-air spots, b-roll video.	\$126,000
	Total	\$885,992

RECOMMENDATION:

The College administration recommends contract awards to: Heritage Media/Digital First in the amount of \$46,250; Interact Communications in the amount of \$118,725; Total Traffic Sponsored Weather Report on Radio in the amount of \$28,500; Pandora Radio in the amount of \$81,828; CBS Radio in the amount of \$201,500; Comcast/AT&T/WOW in the amount of \$150,889; Outfront Media in the amount of \$132,300; and IHeart Radio in the amount of \$126,000 for the purchase of marketing media buys in fiscal year 2016/2017.



 John S. Satkowski, JD
 Vice President of Financial Services



 Stanley E. Jensen, PhD
 President

STAFF RECOMMENDATIONS

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

Resignation (A-11)

Zachary Krug, appointed 2/8/16, Orientation Associate, Enrollment Services, submitted 4/26/16, effective 6/30/16.

Stephen Pedley, appointed 8/24/06, Physical Therapy Assistant Instructor, Health Sciences Division, submitted 4/25/16, effective 6/2/16.

Tracy Pierner, appointed 10/1/12, Vice President, Academic Affairs, submitted 4/29/16, effective 6/27/16.

Anne Purcell, appointed 7/27/15, Enrollment Associate III, Enrollment Services, submitted 4/29/16, effective 4/29/16.

Retirement (B-11)

Diane Donbrosky, Nursing Instructor, Health Sciences Division, 25 ½ years of service, effective 4/30/16.

Lucille Koussan, Library Associate II, Library, 16 ½ years of service, effective 5/31/16.

Appointment (C-11)

Valencia Dobbins, 8363 Montliue Street, Detroit, 48234, Scanning Clerk, Financial Aid, \$12.49 per hour, Step 4, effective 4/25/16, 12 Months.

Anthony Taylor, 11400 Patton Street, Detroit, 48228, Grill Cook (Part-Time), Skylight Café, \$10.41 per hour, Step 1, effective 5/9/16, 10 Months.

Salary Schedule Change in Status (D-11)

Diana Baran, Business Instructor, Business and Computer Technology Division, from Level MA30, Step 12, Schedule HFCC Federation of Teachers, to Level PHD, Step 12, Schedule HFCC Federation of Teachers: REASON: Completed requirements for doctorate degree in education, effective 5/10/16.

Amanda Chahine, from Lab Associate II, Learning Lab (Part-Time), 10 months, to Lab Associate II, Learning Lab (Full-Time), effective 5/9/16, 12 months.

Change in Classification (E-11)

Lauren Frederick, from Records Associate III, Registration and Records, to Payroll Associate, Financial Services, effective 5/23/16, \$19.51 per hour, Step 4, 12 Months.

Nicole Wandolowski, from Library Associate I (Part-Time), Library, to Library Associate II (Full-Time), Library, effective 5/19/16, \$14.33 per hour, Step 1, 12 Months.

Achievement of Tenure (F-11)

Ibrahim Attalah, Counseling Division, effective 5/9/16.