

**HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT**

SUBJECT: Student Retention and Success

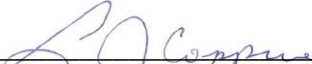
Henry Ford College realizes that enrollment management includes effective recruitment, retention and completion of its students. Although most community colleges across the country have focused on access making the recruitment of students a top priority during Michigan and nationwide enrollment declines, HFC, along with many other colleges, has identified that the success of the students who enroll is the top priority. Student success ensures enrollment stabilization, accomplishment of our mission which is to *measure {our} success by the success of {our} students*, and maintaining a stable foundation as measured by the Higher Learning Commission and the Department of Education.

Over the past two years, HFC has been entrenched in an institution-wide effort to implement Guided Pathways, a transformative structure to move students seamlessly through its academic programs while reducing confusion, unnecessary course work taken, delayed completion and transfer and loan spending. Central to the success of Guided Pathways are goal targets, objectives, and action plans/initiatives that will keep students focused, connected and on their selected pathway.

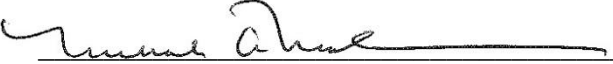
Members of Academic Affairs, Student Affairs and Financial Aid have been working on initiatives over the past two years to increase developmental and gateway course completion; fall-to-fall persistence; early identification of a degree, major and transfer institution; identification of stackable credentials; completion rates; and responsible use of financial aid.

In the fall of 2016, the Retention Advisory Committee began its review of data pertaining to the above issues along with HLC recommendations and the institution's strategic plan. These materials provided the committee with guides to develop a comprehensive retention plan that aligns with HFC's mission and strategic plan.

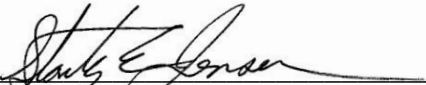
The Retention and Success presentation to the Board of Trustees on May 15, 2017, will serve as an overview of HFC's current picture and plans for the College's work to improve student retention, success and completion. Over the next several years, updates on HFC's progress in meeting the targets identified in the retention plan and in achieving strategic plan goals and objectives will be provided to the Board of Trustees.



Lisa Copprue, Ph.D.
Vice President of Student Affairs



Michael A. Nealon, Ph.D.
Vice President of Academic Affairs



Stanley E. Jensen, Ph.D.
President

**HENRY FORD COLLEGE
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BOARD REPORT

SUBJECT: Continuous Process Improvement Teams

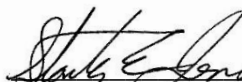
Dr. Jensen first introduced the concept of Continuous Process Improvement (CPI) teams during the summer of 2013, shortly after his arrival at Henry Ford College. Dr. Jensen has completed more than eight hundred CPI projects throughout his career in higher education, which has spanned more than forty years, providing leadership and training to more than thirty colleges and universities across the nation. The goals of Continuous Process Improvement teams include: improving services for our students and stakeholders; re-evaluating the current processes throughout the organization to increase effectiveness and efficiency; maximizing resources (human and financial); and increasing process thinking and excellence throughout the organization.

Since summer 2013, the College has completed over forty-three projects, trained over two hundred faculty and staff, and implemented nearly three hundred improvement recommendations. The projects vary in focus and scope and have included several significant recommendations, which include: clarifying the 7-Steps for Enrollment for new students; improving call center operations by decreasing caller wait time; increasing internal communication by creating an internal employee portal; and numerous others. In total, the recommendations have resulted in improved processes for students, created efficiencies in operations, and in some instances have resulted in significant financial savings for the College. For a full summary of the projects, recommendations and resulting improvements, please refer to the *Henry Ford College Continuous Process Improvement Executive Summary*.

This past year, Dr. Jensen trained a cadre of CPI champions from both HFC and Dearborn Public Schools. The team of champions at HFC all hold Six Sigma Green Belt Certification and have trained and worked with eight teams for the past two semesters. Their plans are to continue the CPI training, revise the CPI booklet and work individually with departments/divisions in training faculty and staff on CPI processes and principles.



Becky J. Chadwick
Vice President of Strategy and Information



Stanley E. Jensen, Ph.D.
President

**HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT**

BOARD REPORT

SUBJECT: Board of Trustees Policy Updates

The Henry Ford College office of Legal Services is in the process of reviewing and updating (if necessary) current Board policies. This office is also preparing new policies as dictated by changes in local, state and federal guidelines. Policies ready for review and approval are as follows:

Policy Committee – February 21, 2017

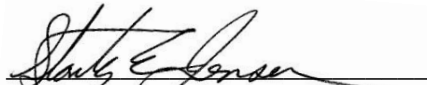
1. EEO and Non-Discrimination
2. Non-Retaliation - NEW
3. Conflicts of Interest, Nepotism and Outside Activities
4. Filming at HFC and Filming Contract - NEW
5. Standards of Conduct and Civility - NEW
6. Electronic Information and Technology Accessibility - NEW
7. Naming of Physical Property

Policy Committee – May 15, 2017

1. Dangerous Weapons
2. Whistleblowers - NEW
3. Drug and Alcohol
4. FMLA - NEW
5. Smoking



John S. Satkowski, J.D.
Vice President of Financial Services



Stanley E. Jensen, Ph.D.
President

**HENRY FORD COLLEGE
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BID AWARD

SUBJECT: Multifunction and Production Printers/Copiers
Request for Proposal #17990

The College administration requests a contract for the equipment, software, and services necessary to provide Multifunction and Production Printers/Copiers (MFDs) to the College. The majority of College's forty-nine (49) MFDs were installed in 2010, some devices are more than 13 years old. The seventeen fleet copiers and the three large production copiers in the Graphics Center have reached the end of useful life and experience significant downtime. Over time, the College added 14 small rental copiers and several departments added their own MFDs to meet individual needs. These factors combined to create an unbalanced copier base, populated with aging and unreliable equipment, where many devices are over-utilized while others are under-utilized. To improve operational efficiency and reduce costs, the selected firm shall lead, organize and manage the processes used to:

- Assess, design, plan and implement a secured, complete service offering for MFD equipment, print management software, supplies and service.
- Provide equipment, accessories and supplies that will support any designed service offering.
- Provide administrative and technical support for the College's networked and non-networked MFDs in all locations.
- Improve asset utilization; i.e., process changes and improved workflows, right-sized fleet and optimized environment.
- Reduce total costs associated with MFDs and increase operational efficiency.
- Provide flexible performance and statistical reporting.
- Focus on customer satisfaction and training with a disciplined service management approach.
- Reduce burden on Graphics Center and IT Services staff so they can focus on business-critical projects.
- Meet dynamic changes across the College's operations with speed and flexibility throughout the life of the contract.
- Minimize equipment downtime, frequency of repairs and response time to service requests.
- Improve service to students and staff.

The College invited proposal submissions under RFP #17990. An evaluation committee, including staff from the Graphics Center, Marketing and Communications, and Purchasing reviewed and ranked the proposals to select the three best-qualified firms for on-site interviews. An interview team, including staff from the Graphics Center, IT Services, Teaching and Learning Services, current copier key operators, and Purchasing, evaluated and scored the finalists' presentations. The evaluation results are shown in the tables below.

The following firms did not respond to the College's invitation for proposals:

Millennium Business Systems	No Reply
Sharp Electronics	No Reply
Sterling Office Systems	No Reply
Xerox Corporation	No Reply

The College received, reviewed and ranked proposals from the following firms:

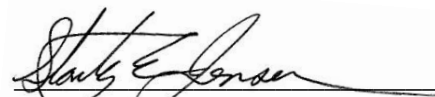
	Applied Imaging	Canon	Ricoh	Toshiba	imageOne	Konica Minolta
Monthly Lease/Maintenance - Base Quote (estimated)	\$17,051.33	\$11,006.52	\$14,785.12	\$12,360.38	\$16,330.30	\$18,299.34
COST SCORE: (lowest cost ÷ bidder's cost x 100 points)	65	100	74	89	67	60
Project Approach, Average Score:	142	115	120	124	115	0
Vendor Qualifications, Average Score:	130	123	128	93	110	0
APPROACH & QUALIFICATIONS TOTAL SCORE:	272	238	248	217	225	0
POINT DEDUCTIONS: (for RFP Exceptions & Deviations)	0	-10	-10	-10	0	
TOTAL PROPOSAL SCORE: (Cost Score + Approach Score - Deductions)	336	328	313	296	292	60
PRESENTATION SCORE: (100 points distributed between 3 presenters)	53	39	8	not eligible	not eligible	not eligible
GRAND TOTAL: (Proposal Score + Presentation Score)	389	367	321			

Applied Imaging, Inc. holds a contract with the Michigan Inter-governmental Trade Network (MITN Cooperative), a purchasing group consisting of 174 local government agencies in Michigan that competitively bids contracts on behalf of its members. These contracts comply with State of Michigan requirements for public bidding. HFC is eligible to participate in the agreement and obtain contract prices for this RFP. The College estimates that the new agreement will save approximately \$100,000 per year (33%) compared to current expenditures. Actual costs will be determined after the vendor and HFC complete the assessment and device selection process.

RECOMMENDATION:

The College administration recommends a contract award to Applied Imaging, Inc. to provide Multifunction and Production Printers/Copiers in accordance with the specifications of Request for Proposal #17990.


 John S. Satkowski, J.D.
 Vice President of Financial Services


 Stanley E. Jensen, Ph.D.
 President

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BID AWARD

SUBJECT: 2017 Pavement Maintenance
Sealed Bid #18473

The Director of Facilities Services requests a contract for the labor, materials, equipment and services necessary for the 2017 Pavement Maintenance project. The work includes pavement patching, crack sealing and restriping. The project covers approximately 33,700 square feet of asphalt patching and 30,000 linear feet of crack sealing.

The College invited bid submissions under Sealed Bid #18473. The bid responses appear below. After reviewing the results, the project design team recommends awarding the Base Bid and Alternates 1, 2, 3 and 5 for additional areas of patching and sealing to the low, qualified bidder.

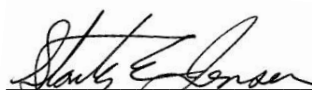
Company	Base Bid	Alt #1	Alt #2	Alt #3	Alt #5	Total Award
Al's Asphalt Paving	122,588.00	50,667.50	68,246.25	18,522.50	1,400.00	261,424.25
Pavex	148,303.00	49,935.00	70,645.00	13,780.00	2,500.00	285,163.00
S & J Asphalt	148,436.00	49,871.25	74,941.25	13,610.00	1,400.00	288,258.50
Asphalt Specialists	154,913.00	58,255.00	76,532.50	20,884.00	14,000.00	324,584.50
Nagle Paving	189,322.00	61,026.25	90,633.75	17,555.00	3,750.00	362,287.00
Best Asphalt						No Reply
Hutch Paving						No Reply
Jeffery Company						No Reply
T & M Asphalt						No Reply

RECOMMENDATION:

The College administration recommends a contract award to Al's Asphalt Paving for \$261,424.25 for the 2017 Pavement Maintenance project in accordance with the specifications of Sealed Bid #18473.



John S. Satkowski, J.D.
Vice President of Financial Services



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CONTRACT AWARD

SUBJECT: Dynamic Menu Display System

The Food Service Manager and faculty in the Culinary Arts and Hospitality programs request a contract for the purchase and installation of seven (7) Dynamic Menu Displays from Nextep Systems. The contractor will install six displays in the Skylight Café and one at the entrance to the Fifty-One O One restaurant. The automated and programmable displays will enable patrons to review menu items quickly and easily. The system includes 42" commercial-grade LCD monitors, specialized software for menu design and creation, menu development services and a three-year hardware parts and service plan. The system can be expanded in the future to provide point-of-sales and kiosk/on-line ordering capabilities in the Hospitality program. The menu design system and software is available only from the manufacturer, Nextep Systems, located in Troy, Michigan. The College requests a sole source award.

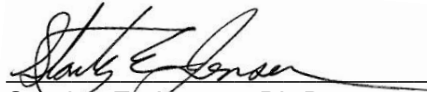
The cost for all equipment, software, installation and services totals \$35,202. The Technology Investment Fund (TIF) provide 100% of the funding for this purchase.

RECOMMENDATION:

The College administration recommends a contract award to Nextep Systems, Inc. for \$35,202 for the purchase and installation of a Dynamic Menu Display System in accordance with the Nextep Systems proposal dated April 5, 2017.



John S. Satkowski, J.D.
Vice President of Financial Services



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CONTRACT AWARD

SUBJECT: Steelcase Furniture, Library

The Director of Facilities Services requests a contract for the purchase and installation of Steelcase furniture for the new Human Resources offices in the Welcome Center. The furniture includes tables, desks and chairs for six offices, a receptionist station and a fourteen-seat testing area. Funds for this purchase are budgeted in the office renovation accounts.

Steelcase is one of the College's standard furniture suppliers whose products are used throughout the campus due to their quality, reliability, warranty and long-term value. Steelcase offers the College exclusive educational discounts through contracts with the Educational & Institutional Cooperative Service. Steelcase has designated Lincoln Office Solutions as the local educational dealer to service the College's account. The College requests a sole source award.

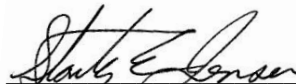
The discounted contract cost for all furniture, shipping and installation totals \$40,560.34.

RECOMMENDATION:

The College administration recommends a contract award to Lincoln Office Solutions for \$40,560.34 for the purchase and installation of Steelcase classroom furniture in accordance with Quote #9804R3 dated March 30, 2017.



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CONTRACT AWARD

SUBJECT: 2017-2018 Fiscal Year Marketing Media Buys

The Vice President of Strategy and Information requests contracts for marketing media buys for the 2017-2018 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.

The College plans to invest \$867,018 in strategic marketing media purchases that should result in approximately 72 million impressions via three flights occurring July through August 2017 for fall 2017, December 2017 through January 2018 for winter 2018, and March through April 2018 for spring/summer 2018. The Office of Marketing and Communications purchases radio, television, digital, subscription radio (e.g., Pandora), print ads, direct email marketing efforts, search engine optimization opportunities, B-roll video, banner and digital display ads, outdoor media with the ability to geo-fence around top feeder high schools and other buys based on the medium's 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 aides 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 2017-2018 include:

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

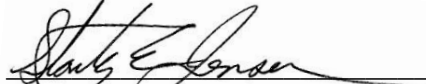
The following table lists the 2017-2018 Marketing Media Buy Recommendations for Henry Ford College for fall, winter and spring/summer that exceed the threshold for Board approval.

Marketing Media Vendor	Description of Media Buys	Amount
Heritage Media/Digital First	Email blasts, 2 print ads/month and digital targeted ad displays.	\$51,650
Interact Communications	Continuation of three-year contract for marketing creative development for billboards, radio, television, program videos, etc.	\$54,325
Pandora Radio	Personalized radio play lists where HFC can offer marketing information.	\$143,750
WRIF Radio	Mobile app, take over days, vide banner, streaming sponsor, electronic newsletter sponsor	\$48,750
CBS Radio	Digital, Inet, on-air spots, B-roll video.	\$224,545
Comcast/AT&T/WOW	TV spots, banner ads, CSV.	\$149,998
Outfront Media Billboards	Billboards in SE Michigan with geo-fencing capabilities around top ten feeder high schools.	\$136,275
Total		\$809,293

RECOMMENDATION:

The College administration recommends contract awards to: Heritage Media/Digital First in the amount of \$51,650; Interact Communications in the amount of \$54,325; Pandora Radio in the amount of \$143,750; WRIF Radio in the amount of \$48,750; CBS Radio in the amount of \$224,545; Comcast/AT&T/WOW in the amount of \$149,998; and Outfront Media in the amount of \$136,275; for the purchase of marketing media buys in fiscal year 2017-2018. The remaining buys will be made using the HFC Purchasing blanket order system.


 John S. Satkowski, J.D.
 Vice President of Financial Services


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 President

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CONTRACT AWARD

SUBJECT: Security as a Service – Information Technology Services

The Vice President of Strategy and Information requests a contract for a Security as a Service program (SECaaS) from Sentinel Technologies, Inc. The Information Technology Services (ITS) department continuously seeks to improve the security of the College's database and networks. The network must be constantly monitored for intrusions and data security professionals must be constantly aware of ever emerging new threats. Over the last year, ITS installed new firewalls, further restricted access to data, and contracted with a company for security log monitoring. This year, ITS sought a data and network security program with more breadth and depth.

Sentinel Technologies submitted a proposal for services that expand network monitoring from a limited amount of servers to the entire network, including workstation traffic. The current provider monitors seventy network devices for \$70,800 annually. Sentinel's program includes 211 servers, five network and endpoint security devices, and 2,500 user workstations. The proposal also includes Chief Security Officer Advisory Services for incident and response services. In addition, Sentinel will perform quarterly security evaluations of the HFC network and make recommendations based on those reviews to continuously improve HFC's network security. Coverage is provided on a 24x7x365 basis.

Sentinel's SECaaS program is a proprietary and customized method for enterprises to access robust, scalable and cost effective security services. They offer multiple end-to-end security solutions while continuing to add solutions and options as attackers adapt and evolve. Sentinel Technologies is a Cisco Master Security partner, as well as a Cisco Star Service Partner. For over ten years, HFC has worked with Sentinel to build the College network infrastructure. Throughout this relationship, Sentinel's technical team has provided exceptional service. Sentinel's in-depth knowledge of the HFC network and the unique security services they offer make this proposal and the ability to perform this service unique amongst security monitoring companies. The College requests a sole source award.

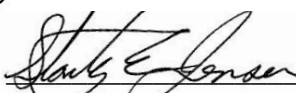
Pricing for a 36-month agreement consists of one-time startup costs of \$11,895 and recurring charges for services of \$6,650.14 per month, for a total of \$91,696.68 for the first year and \$79,802 for subsequent years.

RECOMMENDATION:

The College administration recommends a contract award to Sentinel Technologies, Inc. for \$91,696.68 for a Security as a Service program, in accordance with Sentinel Technologies proposal dated March 31, 2017.



John S. Satkowski, J.D.
Vice President of Financial Services



Stanley E. Jensen, Ph.D.
President

STAFF RECOMMENDATIONS

Recommended motion: Move to approve the following staff recommendations at HFC:

Resignation (A-10)

Tara Jarois, appointed 9/19/16, Advising and Student Success, Student Success Navigator (Part-Time), submitted 5/1/17, effective 5/10/17.

Retirement (B-10)

Michael LoPresto, Math and Science Division, Instructor, 27 years of service, effective 6/30/17.

Leave of Absences (C-10)

Bukurie Gjoka, appointed 3/14/00, Facilities Associate, Facility Services, submitted 4/5/17, effective 5/1/17; REASON: General Purpose Leave through 6/30/17.

Layoff (Non-Instructional) (D-10)

Background information: Due to the restructuring, the following member of the non-instructional staff is recommended for layoff status effective May 31, 2017: Andrew Esktrom, Research Analyst (Part-Time), Institutional Reporting/Counseling.

Appointment (E-10)

Ziad Jaber, 32015 Williamsburg Street, Saint Clair Shores, 48082, Human Resources Customer Service Leader (Full-Time), Human Resources, \$12.26 per hour, Step 1, effective 5/8/17, 12 Months.

Salary Change in Status (F-10)

Ibrahim Atallah, Counselor, Counseling Division, from MA60, Step 8, Schedule HFCC Federation of Teachers, to PhD, Step 8, Schedule HFCC Federation of Teachers; REASON: Completed requirements for PhD degree in Marriage and Family Counseling, effective 5/9/17.