

BUILDING A
STRONGER FUTURE

**A Realignment Update
from Baltimore City
Community College**



A REVITALIZED BCCC

Baltimore City Community College (BCCC) has served the region for 70 years—educating students, preparing them for work and meeting the needs of the area’s employers. We are proud of that record and excited about building on it to create new opportunities for students of all ages.

In 2017, the Maryland General Assembly gave BCCC an ambitious mandate to realign its strategies and operations to better serve students, employers and the community. The legislature’s 12 articulated realignment tasks have served as a guide for a rigorous self-assessment at BCCC. We have taken a hard look at operations, goals and strategies, and we have made significant changes that fulfill the legislature’s goals. This document details our progress in realigning BCCC to be a stronger, more effective economic engine for the Baltimore region.



ABOUT BCCC: CREATING OPPORTUNITIES

BCCC serves as an important stepping stone for students of all ages and from diverse backgrounds. We prepare students to study at the college level and offer many associate degree programs that connect to careers. And we offer an array of courses in workforce training, Adult Basic Education, English as a second language, and GED preparation.

In 2017, BCCC served 6,676 degree-seeking students and 8,874 continuing education/noncredit students. Most are from Baltimore City, but we also have students who have come from nearly 100 countries. We are affordable for low-income students, and in a recent survey, 72 percent of students indicated that was the main reason they chose the College.

The College offers dozens of for-credit and noncredit programs—in locations convenient to students. Students can take classes at the Liberty Campus, the Harbor location, the Workforce Training Center, and more than 20 off-campus sites throughout the city.

Along with high-caliber instruction, BCCC provides hands-on support to help students make plans and reach their goals.

REALIGNING

BCCC

HIGHLIGHTS:

BCCC created a senior leadership team to review and implement the General Assembly's 12 realignment tasks. As of early 2019, BCCC has completed 8 tasks and is on track to fulfill the others in 2019. Some highlights are listed here:



Made workforce development a key

focus. That includes tailoring academics, job training and certificate programs to meet the needs of area employers for workers in high-demand fields.



Strengthened its relationship with the

Mayor's Office, most notably with the creation of the Mayor's Scholars Program providing last-dollar scholarships for students to attend tuition-free.



Engaged with an experienced public

relations firm to rebrand the College and better share its successes with the public; changes are underway to upgrade signage on campus.



Built strong new partnerships with

employers, including major firms such as CVS and Facebook.



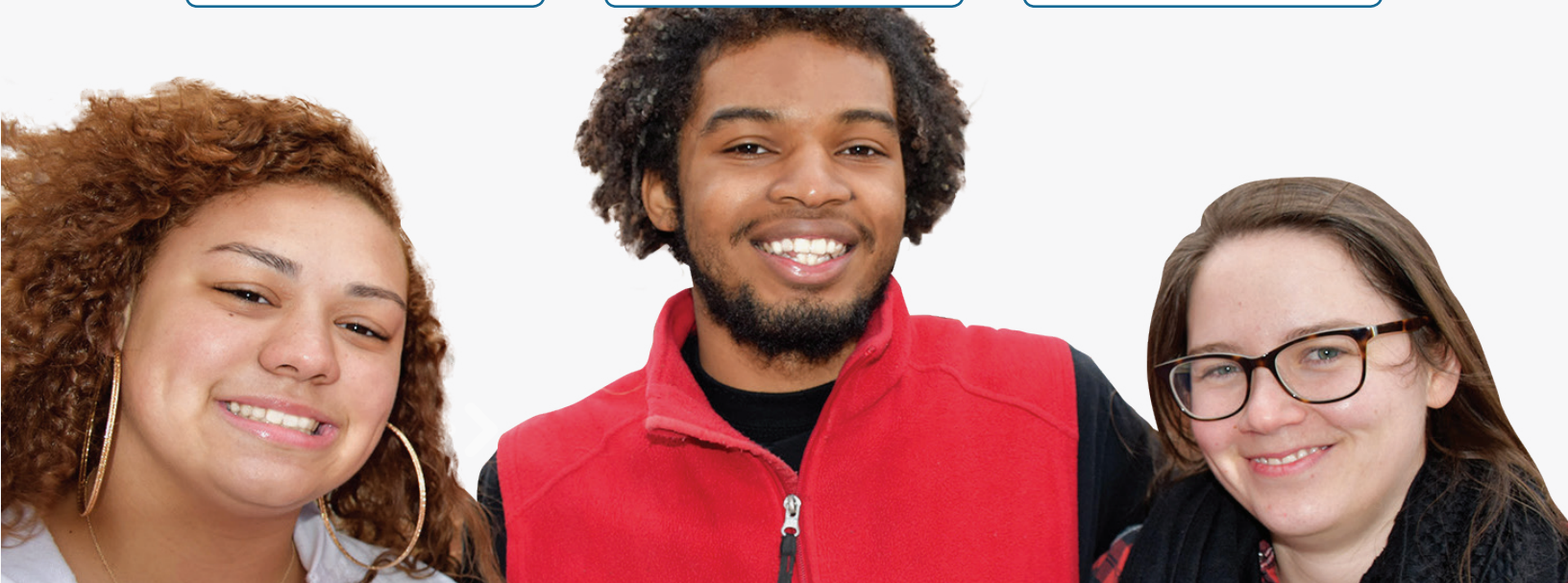
Selected a developer

and plans are fully underway for redevelopment of the College's Bard Building.



Reviewed operations, staffing and budget

and have made progress in better aligning them with our core mission.



BUILDING A STRONGER FUTURE:

Realignment Update from Baltimore



Align courses to meet accreditation requirements and the needs of students and the Baltimore workforce.

- Created eight new career pathways
- Developed a robotics certificate program
- Reviewing enrollment for all certificate and degree programs to assess value



Make workforce development and job placement top educational priorities.

- Expanded career support services
- Expanded job placement support services
- Established new apprenticeship and training programs
- Aligned all workforce programs with Baltimore's industries with job growth



Improve student pathways to success.

- Created the Mayor's Scholars Program to make the College more affordable
- Developed Summer Bridge program for incoming Mayor's Scholars

MAYOR'S SCHOLARS PROGRAM

Fulfilling a legislative mandate to strengthen pathways for students, Mayor Catherine E. Pugh announced her vision for the Mayor's Scholars Program in August 2017. It is a bold plan to provide new high school graduates in Baltimore City the ability to attend Baltimore City Community College tuition-free through a last-dollar scholarship. This partnership between BCCC, Baltimore City Public Schools and Mayor Pugh is an exciting opportunity that makes post-graduate opportunities affordable and helps students move toward a rewarding career and financial security.

The Mayor's Scholars Program starts with the Summer Bridge Program to help ease the transition from high school to college



City Community College >>>>

classes or career training. Through partnerships with the Abell Foundation, BridgeEdU and YouthWorks, BCCC developed the Summer Bridge Program and welcomed the first class of scholars in June 2018.

In the first year of the Mayor's Scholars Program, 366 students completed the Summer Bridge Program. Nearly 95 percent of those students went on to register full-time at BCCC for the Fall 2018 semester. Overall, BCCC saw a 76 percent increase in applications from City Schools students and a 95 percent increase in enrollment of City Schools graduates in the fall of 2018, compared to the previous fall.



Develop agreements with the Baltimore City Public Schools, other institutions of higher education and employers to create new student opportunities.

- Established or expanded programs with City Schools, including dual-enrollment programs
- Established and renewed articulation agreements with other higher education institutions



Align the budget with realistic enrollment projections.

- Documented enrollment projection and budget processes



Review all positions, faculty and staff.

- Retained a staffing firm to review all campus positions



Establish strong relationships with key stakeholders.

- Reviewed and reinforced partnerships with government agencies, private employers, and others
- Established new workforce partnerships



Develop and market a BCCC brand.

- Selected high-caliber public relations and public opinion firms to research and develop new brand to conform with realigned College vision
- Launched new website
- Used new analytics to improve social media outreach
- Beautified campuses with new signage



Strengthen information technology and infrastructure.

- Developed comprehensive information technology plan



The opening of the CVS mock pharmacy training space in 2018.



PARTNERING WITH CVS TO CREATE WORKPLACE OPPORTUNITIES

A key goal mandated by the General Assembly was to expand BCCC's partnerships, including with employers. One of our new exciting partnerships in Health and Biosciences is with CVS Health. Working with BCCC and Goodwill Industries of the Chesapeake, CVS opened a mock pharmacy at Goodwill's downtown Baltimore campus in October 2018.

BCCC students enrolled in the training program for certified pharmacy technicians and retail sales associates will get to practice their skills in the new mock pharmacy, better preparing them for entering the workforce. The mock pharmacy is fully stocked to look like an operating CVS Pharmacy.

BCCC's certified pharmacy technician program includes course work in pharmacy calculations and theory, CPR certification, a clinical externship provided by CVS Health as well as job-readiness and soft-skill training. Students who successfully complete the program qualify to apply for a job at CVS.

The program graduated its first cohort in October. Eight students completed the program and have been placed in jobs at area CVS stores.



Develop or sell unused or underutilized real estate.

- Identified a developer for the Bard building
- Ensured properties were fully utilized



Work to change laws or regulations that impede efficiency, including in procurement and capital construction.

- Developed legislation on procurement for 2019 General Assembly



Update the BCCC strategic plan.

- Updated strategic plan adopted




A BRIGHT FUTURE

BCCC is proud of the progress we have made the past two years. Our focus for the future is set clearly on giving our students the best possible opportunity to succeed. And our systems and resources have been restructured to fulfill that vision.

We look forward to building strong new partnerships with the community, using new branding to tell our story effectively and becoming an even more important economic engine for the city and region. And a new president with a track record of effective community college leadership, Dr. Debra L. McCurdy, will assume the College presidency in spring 2019, bringing new energy and commitment.

Our team is committed to partnering with employers, institutions and individuals who share our determination to support Baltimore by making the College stronger and more effective. With a renewed sense of purpose and realigned operations, our future is bright.



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