



President's Report to the Board of Directors American Association of Community Colleges February 2011

Strategic Action Area I: National and International Recognition and Advocacy for Community Colleges

1. The massive tax legislation enacted in December included two high priority items. It extended for two years both the American Opportunity Tax Credit (AOTC) and Section 127 of the IRS Code. The AOTC is now received annually by more than 8 million undergraduates, while Section 127 allows individuals to receive up to \$5,250 of tax-free educational support from their employers. Section 127 funds are often used at community colleges.
2. The FY 2011 "continuing resolution" provided \$5.7 billion in shortfall funding for the Pell Grant program. This will help maintain the \$5,550 maximum grant for the upcoming award year.
3. AACC has worked closely with the Department of Education and other agencies in the planning of the four upcoming regional community college summits. These will be held at the Community College of Philadelphia, Lone Star Community College District, Ivy Tech Community College-Central Indiana, and San Diego Community College District. The summits promise to continue the national spotlight on community colleges. Approximately 150 individuals will attend each summit.
4. At the instruction of its Board of Directors, AACC has made available to its member presidents materials to educate new members of Congress on AACC's federal legislative priorities. AACC also distributed to its members a detailed analysis of the current major federal issues. In addition, AACC will shortly be transmitting to Congress its legislative agenda for the next two years.
5. AACC has continued to closely monitor the development of the grant application for the Community College and Career Training Grant program. The initial solicitation was finally released on Jan. 21, and interest on community college campuses is intense.
6. The Office of Communications in January launched a completely redesigned *Community College Times* online site. The new site has greater functionality and an increased number

of interactive features such as a “story lab” that will solicit reader opinions on key issues and events. This year-long redesign is part of a three-year overall repositioning of AACC communications content and delivery specially authorized by the AACC Board.

7. To support member outreach to legislatures and other constituencies, AACC has again prepared an advocacy “toolkit” that has been made available online free of cost. Ads, op eds, a fact sheet and radio scripts stress the key role of community colleges in job training and economic recovery. A new component this year is a guide to best use of social media.
8. Work continues related to advancing OnlineCommunityColleges.org, and AACC is now working with the selected incubating organization – the LeCroy Center for Educational Technology (LCET), part of the Dallas County Community College District. As of mid-December 2010, eight community colleges had signed-on as founding members and pilot institutions, together enrolling more than 500,000 students nationwide and offering more than 1,500 online courses. AACC will provide additional support to LCET to submit a proposal to the U.S. Department of Labor for a Trade Adjustment Assistance Community College and Career Training Grant.
9. Communications staff provided proposal support to the AACC President and CEO to secure funding for the 21st-Century Initiative and is researching additional organizations for matching grant support.
10. The Director of Advancement (DOA) recently met with organizations including Johnson Controls, Citicorp, and the W.W. Kellogg Foundation to discuss AACC’s program priorities and areas of shared interest.
11. AACC convention planning is well underway, and registrations are significantly ahead of this time last year. Exhibit sales are at about the same rate as last year, but our history shows that the final three months are the busiest selling times. New technology components are being planned that will “capture” select sessions on video, which will be made available online throughout the year, extending reach and access.
12. Communications has completed a content “audit” of the AACC website and is working on improvements that will provide easier navigation and a more interactive site. From Jan. 1, 2010, and Nov. 30, 2010, the AACC website had 417,620 visits and 1,705,687 page views.
13. For 2011 to date, the Corporate Program has secured \$330,000 in contributions in the form of pledges and payments.

14. AACC and Corporate Leader W.W. Grainger are successfully implementing Trades in Focus, an outreach initiative designed to promote the value of skilled-trades programs at community colleges by providing an extensive “toolkit” of free marketing collaterals. AACC has also worked to recruit an eight-person advisory committee, which had its first planning meeting Jan. 20, supported a panel presentation at AACC’s 2011 Workforce Development Institute (WDI) and will present at the April convention.

Strategic Action Area II: Student Access, Learning, and Success

1. A Super Spotlight session, “Inside the Completion Agenda: Challenges, Opportunities, and Action,” has been confirmed for the AACC Convention, with Christine Johnson McPhail moderating an interactive town hall-type of event. Member colleges’ statements on their commitments to the completion challenge are being posted on the AACC website. We are preparing a letter to chairs of Affiliated Councils, asking that they consider their own commitment that can be shared as well. Staff organized two sessions and related materials on the completion agenda for the February ATD Strategy Institute.
2. Featured topics for the Feb. 8-11, 2011, Achieving the Dream Strategy Institute, included completion, developmental education, scaling up successful programs, faculty engagement, institutional research and IT and lessons from ATD Leader Colleges; 1,250 people pre-registered.
3. AACC announced a Call for Mentor Applications on Jan. 31, 2011, for AACC’s MentorLinks program, which assists member colleges seeking to improve technician education programs in STEM fields; see www.aacc.nche.edu/mentorlinks. An RFP for mentee colleges will be available in April 2011.
4. AACC co-sponsored the National Energy Technician Education Summit with NSF and the Advanced Technology Educational and Energy Center in Washington, D.C., Dec. 8-10, 2011. See proceedings and presentations at www.ateec.org/projects//current/energysummit.htm.
5. Materials from the AACC/NSF Advanced Technological Education Conference (Washington, D.C., Oct. 27-29, 2010), which served 800 educators and their partners, are available at www.aacc.nche.edu/2010ATE. They include presentations, plenary speaker videos, and a summary of discussion sessions on “ATE Student Success: Developing a Diverse and Entrepreneurial Workforce.”
6. Expansion of the Minority Male Student Success database is slow but steady, now including narrative profiles of 60 member college programs. We invite Board members

to encourage leaders of their programs geared to minority males to submit information to the AACC database for sharing with other colleges.

7. AACC has agreed to join APLU, the Association of Public and Land-grant Universities, on a proposal to the Bill & Melinda Gates Foundation for introductory course redesign aimed at improving transfer.

Strategic Action Area III: Leadership Development

1. AACC staff is working with a committee of the AACC Presidents Academy Executive Committee to plan a reenergized 2011 AACC Presidents Academy Summer Institute July 9-12, 2011, in Ashville, N.C. A promotional mailer was sent in February.
2. As part of AACC's commitment to diversity and leadership, plans are finalized for a convention spotlight session, "Building the Pipeline for Equity and Excellence en Route to the Community College Presidency," with facilitators from the AACC Board, Commissions, the American Council on Education, and ACCT.
3. AACC named Christine Johnson McPhail, Pamila Fisher, and Martha Ellis as national facilitators to help expand the Future Leaders Institute (FLI) program through 2013. Ellis led FLI@WDI in January in Newport Beach, CA. There were 17 participants at the January FLI. Fisher and McPhail, respectively, will lead FLI and FLI/Advanced in Baltimore, MD, June 26-30, 2011. Board members are encouraged to recommend rising leaders to participate (see www.aacc.nche.edu/FLI).
4. AACC's 11th annual Summit on Service Learning Institutionalization for Chief Academic Officers, held Feb. 8, 2011, in Indianapolis, focused on how service learning and community engagement contribute to the completion agenda.

Strategic Action Area IV: Economic and Workforce Development

1. AACC received a \$6.6 million grant from the U.S. Department of Labor to create and provide web-based services designed to explore careers and employment and training options in the health career sector, with interest expressed in expanding to other industry sectors. Progress to date includes:
 - Interim platform released in December 2010
 - Substantial interest shown by other government agencies, including Energy, Defense, Education, and Veterans Affairs
 - Preview planned at AACC Annual Convention in April 2011

2. The 18th annual AACC Workforce Development Institute (WDI) was delivered Jan. 26-29 in Newport Beach, CA. Despite a faltering economy, the event posted record attendance. Board member Ned Doffoney attended WDI and welcomed participants. AACC Board Chair John “Ski” Sygielski introduced President Bumphus and participated throughout the meeting.
3. The Goldman Sachs 10,000 Small Businesses Initiative provides support to AACC in a pilot effort to assist member colleges to stimulate local small business growth. Current sites include La Guardia Community College, Los Angeles City College and the Long Beach Community College District. Delgado Community College was recently announced as the initiative's fourth pilot site, with additional rural and regional sites expected in the coming months
4. AACC learned in late January that it will receive new funding of \$1.738 million from the Charles Stewart Mott Foundation to launch the Community College Commercialization: Incubators without Walls initiative. The effort is a partnership with the U.S. Small Business Administration and the National Association of Community Colleges for Entrepreneurship (NACCE) and will involve colleges across the country to take the work to scale.
5. Through its Sustainability Education and Economic Development (SEED) Initiative, AACC, with Kresge Foundation funding, has implemented a pilot effort to explore and determine the role of community colleges in a green economy. Approximately 350 member presidents have signed a pledge to support the effort. The foundation sponsored an official launch of SEED at WDI in January, and new funding is anticipated. See www.theseedcenter.org.
6. AACC will partner with the Council for Adult and Experiential Learning (CAEL) and the American Council on Education to implement the Maps to Credentials initiative. The work will help pilot credential roadmaps to accelerate military veteran postsecondary advancement. To date, an RFP has been issued to colleges with veterans and prior learning assessment programs, and selection of colleges by CAEL is underway.
7. Goodwill Industries International, with Lumina Foundation for Education funding, launched a national rollout of a community college-Goodwill workforce strategy initiative – Community College/Career Collaboration (C4) at the January WDI. The effort exceeded its goal of participants with 32 colleges signing up as partners.
8. Through its Health Professions Education Center (HPEC), AACC demonstrates the value of and works to build support for the role of community colleges in health professions’ education. Since November, HPEC efforts have resulted in the following outcomes:

- The National Network of Associate Degree Respiratory Care (NN2RC)—a new professional association—is in place to ensure that the nation’s more than 400 associate degree respiratory therapy (ADRT) programs remain open. The NN2RC positions ADRT programs to seek to create a new accrediting body to offset efforts to prevent the only exiting accrediting body to deny those programs requisite accreditation.
- Community colleges were represented at the Robert Wood Johnson Foundation/Institute of Medicine (IOM) National Summit on Advancing Health through Nursing—the kick-off meeting to implement the IOM’s Advancing Health/Leading Change recommendations, including that 80 percent of registered nurses hold bachelor’s degrees by 2020.
- The U.S. Department of Health and Human Services’ Healthy People 2020 doctrine by which the agency sets its priorities for the next decade—includes the objective: Increase the proportion of 2-year colleges that offer public health or related associate degrees and/or certificate programs, which is a vital first step in positioning community colleges to receive federal funding to achieve the objective. Related to this doctrine:
- The HPEC Director met with the Deputy Assistant Secretary for Minority Health in the Office of Minority Health at the U.S. Department of Health and Human Services and the Robert Wood Johnson Foundation to encourage support for the HP2020 objective.
- The National Prevention, Health Promotion, and Public Health Council—tasked with providing coordination and leadership of prevention, wellness, and health promotion practices among all federal executive departments and agencies—received the following recommendation from AACC: explicitly include community college expertise in the Council’s Advisory Group membership, acknowledge community colleges as a critical resource in eliminating health disparities and reinforce the Healthy People 2020 objective.

Strategic Action Area V: International and Intercultural Education

1. *Profiles of U.S. Community Colleges: A Guide for International Students* is recently off press, and staff is working to make the project website more user-friendly. The project has generated over \$298,000 in college registrations and corporate sponsorships.

2. The AACC-NAFSA Joint Taskforce is identifying and addressing various needs of international educators on community college campuses. The group will implement a Higher Education Partnership Fair to provide opportunity for U.S. community colleges to discover/explore areas for partnering with foreign institutions.
3. AACC and the Institute of International Education (IIE) are collaborating on Joint initiatives with the Institute of International Education (IIE) including:
 - A co-hosted community colleges best practices workshop
 - Serving on review committee for the Andrew Heiskell Awards for Innovation in International Education
 - Providing data collection, analysis and promotion of the *Open Doors Report and Fall Enrollment Survey*
4. AACC is renewing and establishing sustainable relationships with U.S.-based NGOs and key U.S. Government Officials, including:
 - U.S. Department of State – regular meetings with Assistant Secretary of State for Consular Affairs and senior officials at the Bureau of Educational and Cultural Affairs
 - EducationUSA Delegation to China – presentations to Chinese parents, potential students, advisors and embassy officials about the benefits of studying at U.S. community colleges
 - Higher Education for Development (HED)
 - AACC collaborated to develop a BMENA Grant Writing webinar.
 - AACC hosted and served on proposal review for the BMENA-U.S. Community College Entrepreneurship Proposal Development Grant Competition.

Operations

1. AACC has contracted with the city of San Antonio, Texas to hold its 95th Annual Convention, April 18-21, 2015, in conjunction with Phi Theta Kappa. This will be the second time in seven years that the two associations have met jointly.