

The Higher Learning Commission Action Project Directory

Morgan Community College

Project Details			
Title	Growing the Center for Arts and Community Enrichment	Status	REVIEWED
Category	9-Building Collaborative Relationships	Updated	09-20-2012
Timeline		Reviewed	10-04-2012
	Planned Project Kickoff 09-01-2011	Created	09-16-2011
	Target Completion 06-01-2012	Version	1

1: Project Goal

A: The goal of this project is to strengthen and expand the activities of the Center for Community Arts and Enrichment over the 2011-12 school year.

2: Reasons For Project

A: In 2010-2011, MCC led an initiative to develop a center for arts and community enrichment. This was a collaboration between MCC and various groups in the community. After a successful inaugural year in which a structural foundation was laid, initial funding sources established, a coordinator hired, an art gallery developed, and a pair of music performances presented to the public, further development and expansion of CACE is in order. The target is steady, stable growth in community offerings while maintaining a high level of artistic quality. Growth in funding is also a target.

3: Organizational Areas Affected

A: The project will involve CACE, the MCC Foundation (as the fiscal agent for CACE), various individual organizations under the CACE umbrella, and the students and community members who will be the recipients and attendees of CACE's expanded offerings.

4: Key Organizational Process(es)

A: CACE is a Morgan Community College (MCC) program designed to provide enriching opportunities for students outside the classroom as well as provide artistic and cultural experiences for community constituents and other MCC stakeholders. Because CACE activities are funded through grants and private donations (i.e., no general fund money is used to support the activities or the coordinator's salary), the impact on MCC is secondary.

It is anticipated that growth of CACE will have an indirect impact on MCC's course offerings and FTE as additional courses are added to the curriculum in response to greater interest in the arts fostered by CACE.

5: Project Time Frame Rationale

A: The length of time for the project corresponds with the length of the school year. The focus is on what growth can be achieved a year's time.

Some events are already planned, with others in formulation.

1. Performing Arts

1. The performing arts sub-committee of CACE has scheduled a jazz concert on October 28, 2011 that will feature the world-premier U.S. Air Force Falconaires. The event will include an educational component in which the Falconaires work with the local High School and MCC jazz ensembles. The HS and CC jazz bands will perform a pre-concert and the Falconaires will feature the MCC Jazz Ensemble on a combined number during the Falconaire performance.
2. The performing arts committee is currently planning additional events for the 2011-12 year that will involve educational and performing components featuring local musicians and guest artists.

2. Speakers/Guest Authors:

1. Author and historian, Tom Westfall has been scheduled to do a presentation for the college and community on October 4 about the history and archeology of Morgan County. A private donation was received to sponsor this event and a search for matching dollars from business and other local foundations is underway.
2. CACE will partner with the Brush Economic Restructuring Committee to help promote a guest business speaker on October 11.
3. The Arts in Education committee will help coordinate the Falconaire clinic, assist with the guest author presentation, and develop educational events in coordination with other events yet to be scheduled in 2011-12.

3. Arts in Education

1. The Arts in Education committee will help coordinate the Falconaire clinic, assist with the guest author presentation, and develop educational events in coordination with other events yet to be scheduled in 2011-12.

4. Steering Committee

- A donation was received to fund Jazz Ensemble music stands that will brand the MCC Jazz Ensemble and create a positive image for CACE and MCC.
- MCC's Director of College Communication and Marketing is working on a logo to help brand CACE.

5. Visual Arts:

1. CACE will open an art gallery in the lower level of the 300 Main building in downtown Fort Morgan. This will include:
 - i. physical modifications to space
 - ii. installation of track lighting
2. Opening exhibit will include artwork by MCC students and alumni
 - i. A panel of judges including an MCC art instructor will select the works to be shown, assuring the quality of the exhibit.
 - ii. "Soft" opening will coincide with the annual Morgan County car show in September, 2011.
 - iii. The official opening will coincide with the visit of the State Board for Community Colleges and Occupational Education members to MCC in October, 2011.
3. Future exhibits are currently being planned.

6: Project Success Monitoring

- A: Overall progress will be tracked by the CACE Director and reported to a committee comprised of the MCC President, the MCC Grant Writer, and the MCC Foundation Director of Community Relations and Development. This information will subsequently be shared through MCC's President's Staff meetings and distributed publicly (when applicable for college and public interest) via MCC's Director of College Communication and Marketing.

7: Project Outcome Measures

- A:
- Successful addition of 2-6 arts and community enrichment events to the 2011-12 community calendar.
 - Positive reviews of these events from attendees. The subcommittee for Arts in Education has been assigned the task of conducting surveys from participants at each event to assess the value and seek input for meeting stakeholder needs for future planning.

Project Update

1: Project Accomplishments and Status

- A:
1. CACE exceeded its goal of successfully adding 2-6 arts and community enrichment events to the 2011-12 calendar. In addition to the regular regular concerts by local MCC groups (the Morgan County Chorale, Platte Valley Festival Band, and MCC Jazz Ensemble) the following events were added:
 - September 17-18, soft opening of CACE Gallery of Fine Art (to coincide with Fall Harvest Car Show) with exhibit of student art

- October 4, Tom Westfall (Guest author/speaker), Bloedorn Hall
- October 5, Official opening of CACE Gallery
- October 11, Angie Gramse (Guest Speaker) – partnership w ith Brush Economic Restructure, Morgan County Fairgrounds 4-H Building
- October 24-November 18, David Garcia and student mask exhibit, CACE Gallery
- October 28, USAF Falconaires Concert & Jazz Clinic w ith students, Fort Morgan High School
- December 1, Poetry Open Mic featuring SETH, Bloedorn Hall
- January 27 – March 16, Kit Hedman photography exhibit/poetry reading, CACE Gallery
- February 10, 2012, Donna Wickham (Jazz vocalist) w ith the MCC Jazz Combo, Country Steak Out
- April 13 – May 11, Student Art Show, CACE Gallery
- April 19, 2012: Poetry Open Mic w ith David Mason (CO Poet Laureate), Bloedorn Hall

1. The goal of opening the CACE gallery of Fine Art w as completed in the fall of 2011. The gallery has been host to a continuous stream of exhibits and receptions since.
2. Leadership has emerged in each committee (Performing Arts, Visual Arts, Speakers/Guest Authors, and Arts in Education), and under the guidance of committee chairs, each committee is functioning extremely w ell, generating activity proposals and coordinating w ith the steering committee for event approval and funding support.
3. A formalized evaluation system follow ing each event has been implemented, and is providing excellent data for decision-making. The “outcome measure” of receiving positive review s w as achieved. As of July 2012, an average of 90% w ho completed post-event evaluations indicating they w ere “very satisfied” w ith the event they attended, 9% indicating they w ere “somew hat satisfied,” and only 1% indicating they w ere “somew hat dissatisfied.”
4. MCC’s Director of College Communication and Marketing created a logo to help brand CACE.
5. New stands w ere purchased for the MCC Jazz Ensemble, helping brand the group.
6. Sponsorships continue to be pursued and obtained from local businesses, grants and private donors to fund CACE events.
7. CACE has evolved from one event at a time to a calendar of events by semester (w ith commensurate marketing materials).

2: Institution Involvement

A: 1. CACE has been view ed as a community collaboration from its inception. Active committees include both MCC and non-MCC people and public events are staffed by both. MCC staff members voluntarily joined and/or assumed leadership roles on each of the w orking committees:

- Steering Committee
- Arts in Education (chair)
- Performing Arts
- Speakers/Guest Authors (Chair)
- Visual Arts (Chair)

2. A volunteer steering committee chair, in combination w ith strong leadership by committee chairs and administrative support from the President’s office, has replaced the paid coordinator role.

3. Committee members solicit additional help and support for each activity. Commitments and responsibilities of committee members are becoming more formalized for each event.

The ouptut of the committees is w ell summarized in question #1 above.

3: Next Steps

A: While the project as defined has reached its completion, w e are excited about the continuance of CACE and anticipate that in the coming year it w ill continue to grow. In particular w e expect:

1. Committees w ill plan events a full year in advance and marketing efforts w ill coordinate w ith a yearly calendar of events.
2. Implementation of effective communication protocols among committees, w ith the steering committee helping to coordinate and balance major and minor events in the broad scheme of CACE activities.

4: Resulting Effective Practices

A: The successful expansion of CACE illustrates the effectiveness of the current model, w hich relies on partnerships betw een college

staff and community members to facilitate the committees and events.

5: Project Challenges

- A:
1. Fundraising will become an increasing challenge as each committee becomes more ambitious in the types and quality of events that are scheduled. In accordance with the mission of CACE, more buy-in from businesses (sponsorships) is necessary.
 2. Building audiences for each event is a challenge because there is no set formula. Time, date, level of marketing to target audiences vs. general marketing is still trial and error.

No request for assistance is being made at this time.

Update Review

1: Project Accomplishments and Status

- A:
- The activities that were completed for this Action Project were evidential in demonstrating Morgan Community College's efforts for growing the Center for Arts and Community Enrichment, which is closely tied with Building Collaborative Relationships, Category 9. A continuation of a previous successful initiative, this institutional action for maintaining the activities and increasing the capacity of the Center is a needed move in sustaining the linkage between Morgan Community College and the community it serves. As described in Category 9, Building Collaborative Relationships, this Action Project provides a direct platform on which the college, through collaborations with multiple stakeholders, demonstrates its commitment to strengthening its ties with the community. In addition to the list of accomplished activities during the Project execution, which provides evidence of a successful completion of planned activities as articulated in the Project goals and outcomes, other benefits as observed are also of particular interest worthy of further exploration. For instance, as noted in the report that a formalized evaluation system emerged during the process of implementing the project, and so did leadership from those involved college staff members, engaging the college in creating such collaborative activities also benefits the campus community directly, as indicated in Category 9 that building collaborative relationships helps the organization to examine how they contribute to accomplishing its mission. Capitalizing on the foundation made through the completion of initial activities and positive receptions by the community members towards those events offered through the Center might be producing more educational benefit for both the students as extra-curricular opportunities and for the college as it creates authentic linkage between providing community services and enriching educational offerings on campus.

2: Institution Involvement

- A:
- Morgan Community College demonstrates a commitment to continuous improvement through this Action Project by growing the Center for Arts and Community Enrichment. There is evidence of encouraging progress toward accomplishment of the overall articulated goals for the project, as indicated in the extent to which staff members from the college as well as members from the community were involved actively during the process of this project. Continuous quality improvement relies on engagement of concerned stakeholders. Now that initial activities planned for the project were completed, it is important to build on the progress achieved from this initial stage of the project, and sustain the benefit thus created.

3: Next Steps

- A:
- While it is important to have such logistic plans as next steps for the project, attention could also be considered to be directed towards areas of further development that will provide the support to sustain smooth execution of such logistics, as is already discussed later in the report of more sponsorship buy-in and building of audiences for events offered from the Center, both of which identified as potential challenges.

4: Resulting Effective Practices

- A:
- The successful practice identified from partnerships between college staff and community members to facilitate the committees and events proves to be more important for a college that is working closely with the community and other major stakeholder groups. This may be something worth while sharing with other institutions that have similar missions.

5: Project Challenges

A: The institution is making reasonable and meaningful progress on this Action Project. The experiences gained from the completion of the initial activities as described in the project, and the next steps planned for the project would enable the institution to continue to explore viable ways of sustaining the progress made so far with activities offered through the Center. Future growth in size (number of events to be offered each year) and scope (types and quality of events to be planned for) will require substantial financial support, more formalized organizational structure, and more roles assumed by college staff members. The idea of a volunteer base will make it worthwhile to explore a system or model which would more effectively maintain a relationship between a formalized role and the volunteers on which such roles will function in a more sustainable way. It might help in planning for future growth of the Center in establishing goals for the Center's offering in consideration of its financial capacity, with more focus on the quality of the offerings. Students could also be more actively involved in those additional courses generated as a result from strong interests of students to work on course related projects that might help build potential audiences for those events offered from the Center.