

# Northeast Center Strategic Plan Update

December 18, 2013

Board of Trustees Meeting

Kenya F. Ayers, Ed.D.  
Presenter

Wei-Chi

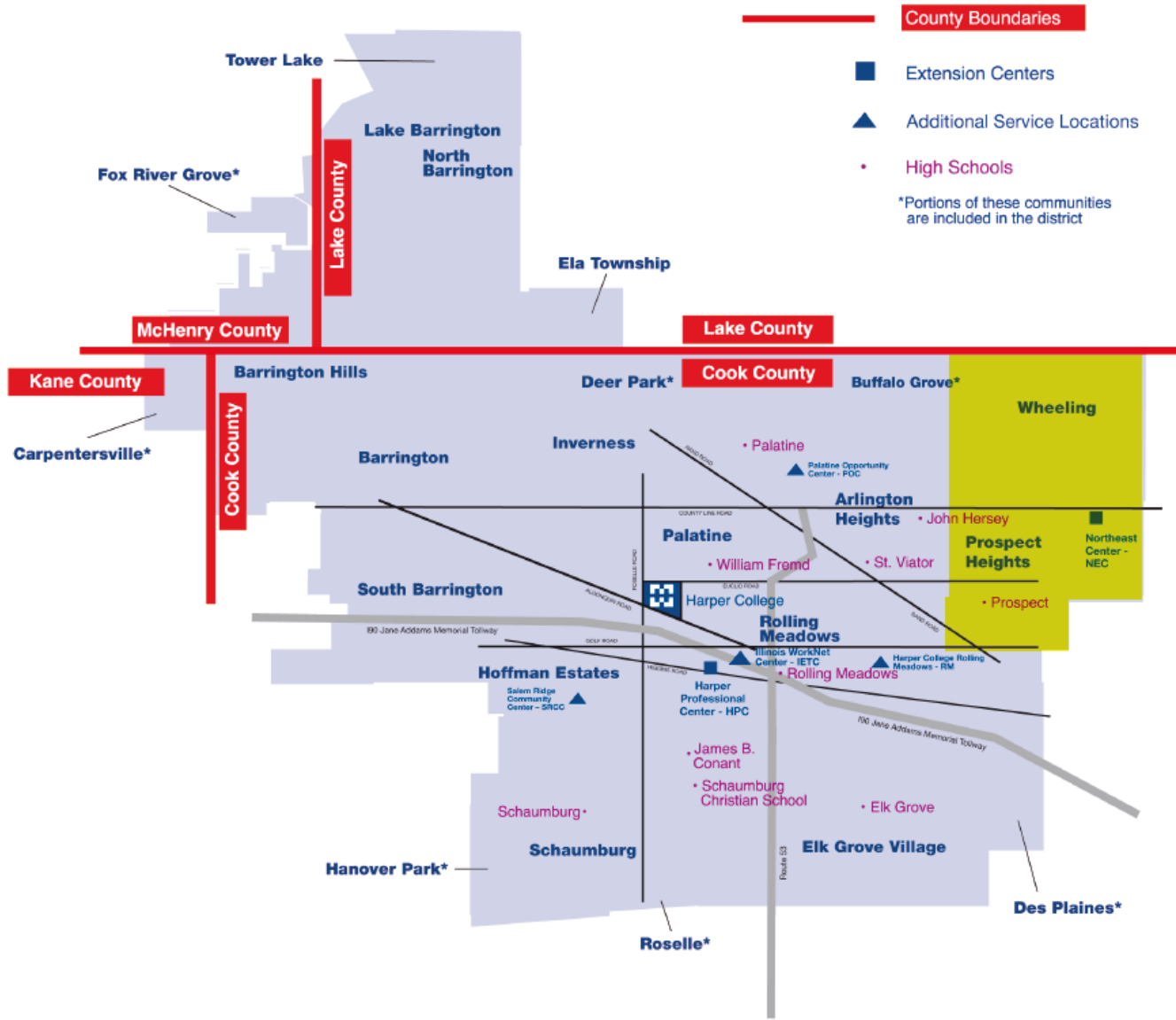
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# Opportunity at NEC



- “We need new routes, new ideas, new approaches to serve much larger numbers of students.
- ...we need to concentrate on those 21st century students I mentioned earlier ... who, for decades, have been on the wrong side of the growing attainment gap in higher education: low-income and first-generation students, racial and ethnic minorities, immigrants and adults.
- – *Jamie Merisotis, President and CEO, Lumina Foundation*

# NEC and Immediate Vicinity



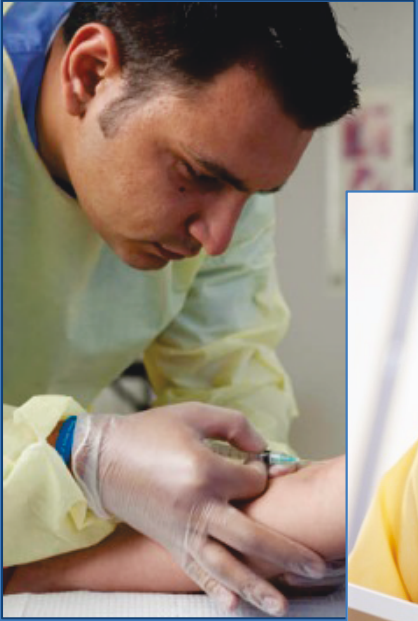
# The Key Issue



*"The major issue for the NEC is a mismatch between programming and local demographics."*

*– Quote from Community Stakeholder Interview*

# Community Profile



- Blue Collar and Immigrant Populations
- Spanish and Polish
- Non-English Speaking
- Lower Educational Levels
- Non-Living Wage Jobs
- Higher Economic Need
- Transportation Challenges
- Higher Density Housing

# The Target Market

- Career limited, blue collar, adult learners primarily from immigrant populations in Prospect Heights and Wheeling

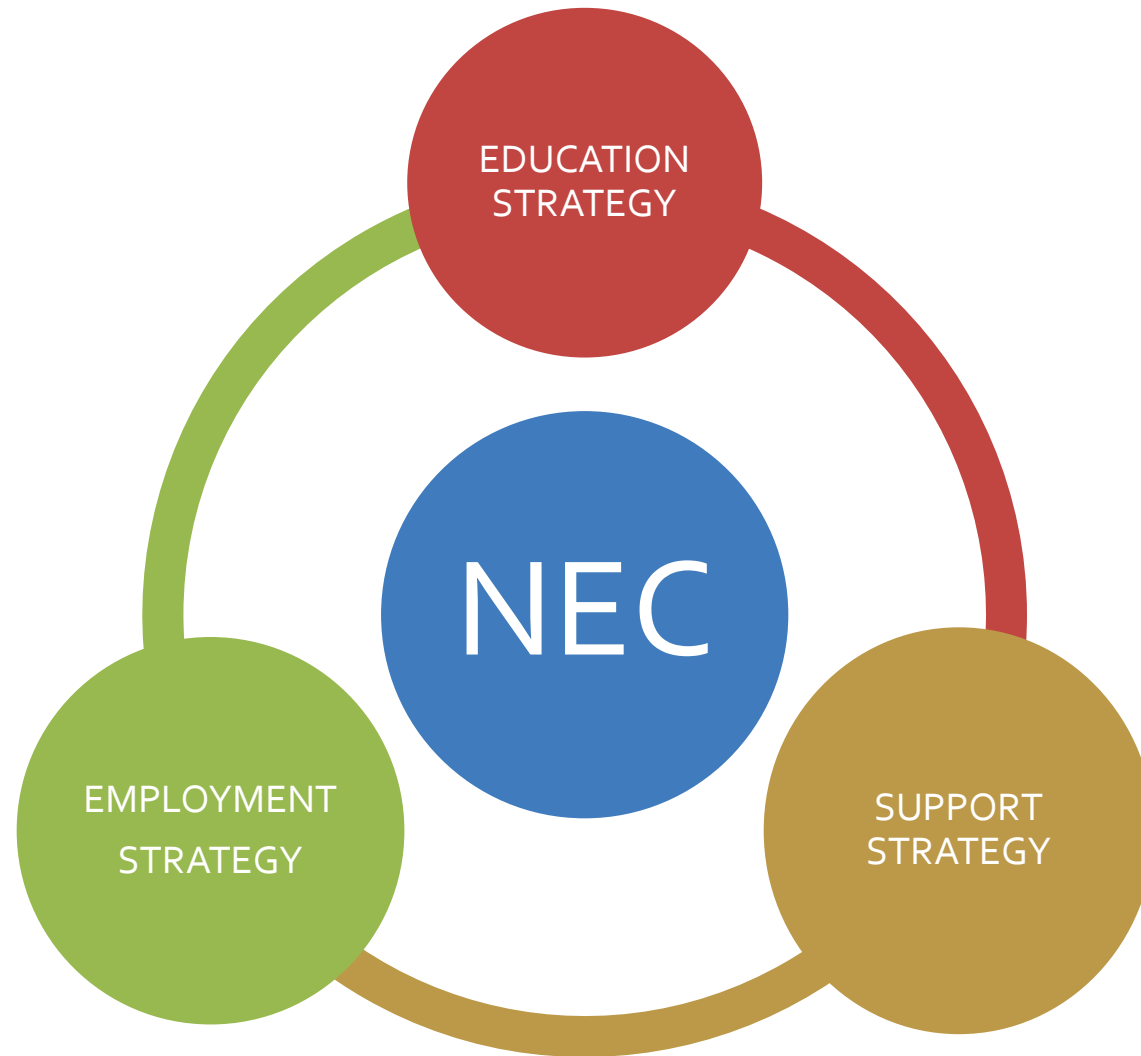


## Vision and Mission



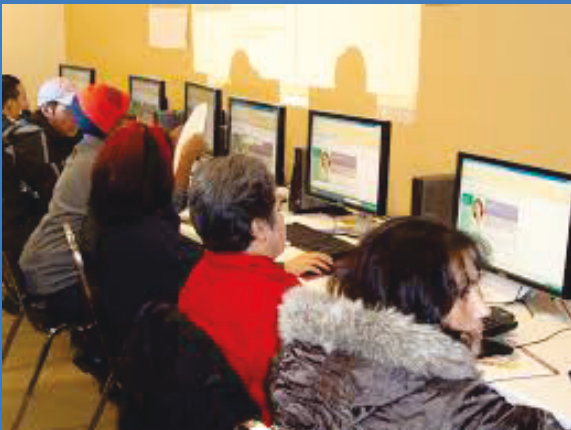
- **VISION:** Harper College aims to open doors to greater economic viability for families in Prospect Heights and Wheeling.
- **MISSION:** The Northeast Center is a central gathering place within the Northeast sector of the community for academic skills enhancement and workforce development where barriers to full economic participation are eradicated via a Courses to Education (C2E) strategy.

# Courses to Education (C2E) Approach





# Academic Programming



1. Adult Educational Development (GED/Non Native Literacy and Bridge Programming)
2. Academic ESL Core

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3. Business and Professional Services
  4. Healthcare
  5. Hospitality, Culinary and Retail
  6. Information Technology
  7. Manufacturing
  8. Transportation, Distribution and Logistics

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9. Continuing Education

# Employment Strategy



- Illinois workNet Counselors
- ACT WorkKeys Job Certification
- Job Development Specialists/SBDC Bilingual Advisors
- Job Fairs

# Support Services



- Childcare
- Reading Room/Library Services
- Health Services
- Domestic Violence Support
- Transportation
- Financial Aid Services
- Financial Coaching
- Academic Advising
- Success Coaching
- IT/Computer Support

# NEC Advisory Board



1. Karen Baker, Director Community Services, Northwest Community Healthcare
2. Jim Bradley, Wheeling Food Pantry, Rotary Club of Wheeling Grant Fund
3. April Flores Brayton, Manager of Suburban Latina Outreach Services, WINGS
4. Carol Burlinski, Principal, Buffalo Grove High School
5. Gregg Crocker, Community Liaison, District 21
6. Gilda Karu, Deacon Board, Living Christ Lutheran Church, Arlington Heights
7. Anne Marrin, City Administrator, City of Prospect Heights
8. Venetia Miles, Director of Community Relations, District 214
9. Aldona Salska, Reference Librarian, Prospect Heights Public Library
10. Deb Whisler, Director of Communications and Marketing, Arlington Heights Memorial Library

*We are cultivating business connections in the NEC area through civic and legislative partnerships.*

# Realizing the Vision



- Provost's Area
- Marketing
- Physical Space and IT (2 Phases)
- Workforce Development
- Staffing
- Timeline
- Security
- Childcare
- Community Involvement

# Operational Expenses



Operational Costs	Detail	Projected Expenses
Ongoing (Budgeted)	Staff Salaries and Benefits and Student Aides (Supervisor, Program Assistant, Administrative Support)	\$220,300*
Ongoing (New)	Meeting Expenses (\$2500), Travel In State (\$1000), Travel Out of State (\$2000), Printing (\$1000)	\$6500
One Time (New)	Marketing/Branding	\$28,000
<b>Total Operational Expenses</b>		<b>\$254,800</b> (Delta = \$34,500)*

# Capital Expenses



Capital Costs	Detail	Projected Expenses
Exterior Signage Improvements	Replacement of Monument Sign	\$60,000
Exterior Entrance Improvements	Renovations to the main entrance	\$200,000-\$250,000
Lobby and Reception Desk	Connection between more inviting lobby and open space with reception and student seating	\$100,000
Front Office Area	Enhancements for greater accessibility	\$100,000
Support Services	Professional services to complete a feasibility study for support services	TBD
Classroom/Program Improvements	Professional services are required to complete a feasibility study for academic programs	TBD
<b>Total Capital Recommended</b>		<b>\$500,000+ other capital improvements/ Investment</b>

# Implementation Timeline



- December 2013: First Advisory Board Designing for Growth Meeting; Discuss plan with Board of Trustees; Review applicants for Supervisor position
- Spring 2014: New hires in place at NEC; Design meetings with stakeholders
- Summer 2014: Soft launch Northeast Center
- Fall 2014: Re-launch Center (possibly with new name and capital improvements)



# Questions?



- “An investment in knowledge pays the best interest.”

– *Benjamin Franklin*