

Instructions:

- To be used with MVCC overview piece and handouts 1, 2, and 3
- Pass out MVCC overview piece and handouts prior to beginning - Bring pens (preferably MVCC) for the group.
- The shaded boxes below contain suggested script and direction for conducting each focus group
- Please indicate name and date of focus group _____

HANDOUT 1 – I. Value of MVCC (Questions 1 – 3)

Do not feel you have to provide complete answers – key words and/or phrases are fine. We will take a few minutes for you to write down some thoughts and then we will share and briefly discuss.

1. First, please describe your overall impression of MVCC, in your own context, as a professional and member of the community.

FACILITATOR NOTES

2. What does MVCC do best?

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

FACILITATOR NOTES

3. What does MVCC need to do better?

FACILITATOR NOTES

HANDOUT 1 – II. Perception of MVCC (Questions 4 – 5)

For this next part, please share whether you agree, disagree or are neutral regarding the following statements and please feel free to explain your answer. [Briefly discuss, explore reasons for answers with group]

4. MVCC is a college that provides an affordable opportunity for county residents to succeed in life.

Agree Neutral Disagree

FACILITATOR NOTES

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

5. MVCC provides a safe environment for students to learn.

Agree

Neutral

Disagree

FACILITATOR NOTES

HANDOUT 1 – III. Role of MVCC (Questions 6 – 10)

For this next part, using a scale of 1 to 5 – with 1 being the lowest possible rating and 5 being highest – please rate the value of MVCC to the community. If you are neutral, please use 3.

We will take a few minutes to complete the exercise and then share some results.

[By a show of hands for each, ask who ranked each statement a 4 or 5?]

Facilitator: If time allows, also ask participants to rank statements in order of priority – with one being their top priority – in the left side margin.

6. As a second-chance opportunity for those wishing to start over after a job loss or life-changing event.

1

2

3

4

5

FACILITATOR NOTES

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

7. Preparing students to transfer to a four-year college or university.

1 2 3 4 5

FACILITATOR NOTES

8. Preparing students for the world of work in the 21st century.

1 2 3 4 5

FACILITATOR NOTES

9. As a key force in economic development for the Mohawk Valley.

1 2 3 4 5

FACILITATOR NOTES

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

10. As a leader to address social barriers that inhibit the success of our students.

1 2 3 4 5

FACILITATOR NOTES

HANDOUT 1 – IV. Trends (Questions 11 – 12)

Now, I am going to ask you to describe past and future trends [in your business or organization]. Key words or phrases are fine here, too. Take a few minutes to write down some thoughts and then we are going to share with the group.

Facilitator: Please try a “round robin” approach to ensure feedback from all participants.

11. First, what are the key major trends that have impacted your business or organization in the past three years?

FACILITATOR NOTES

12. Second, what do you see as the key major trends that will impact your business or organization in the next three years?

FACILITATOR NOTES

HANDOUT 2 – I. MVCC Directions and Initiatives (Questions 13 – 21; #22 – are there any initiatives you think we missed)

Next, I am going to share with you a few directions and initiatives to be addressed by MVCC in its short-term strategic plan.

For each of the directions and initiatives on the handout in front of you, please tell me if it should be:

- Highest Priority**
- Simply a Priority**
- Low Priority**

And feel free to comment or explain your answer as we go. Next, indicate with a check mark by the number, which are your top two to three high priorities.

Take a few minutes to complete.

[If time allows, ask for a few volunteers to share their top two to three at the end.]

13. MVCC must provide the necessary workforce for Nano-Utica, as 11 out of every 16 jobs there will require an associate degree.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

14. MVCC must contribute to training the necessary workforce required by the initiative at Griffiss Business and Technology Park as one of six national test sites to develop unmanned aircraft (drones) for use in commercial airspace.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

15. MVCC needs to embrace technology and various applications that are changing the future of the traditional classroom.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

16. MVCC needs to rise to the national challenge of increasing the number of community college graduates with full associate degrees.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

17. MVCC needs to rise to the anticipated community workforce needs by increasing the number of students who have completed certificate programs.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

18. MVCC needs to play a role in closing the educational attainment gap between Oneida County and state and national levels (Oneida County lags by about 10%).

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

19. MVCC needs to expand online and hybrid offerings and weeknight and weekend offerings.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

20. MVCC needs to increase the number of student internships to assist in career development, graduation, and job placements for our students.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

21. MVCC must continue expanding its efforts to support local entrepreneurship through initiatives like StartUpNY, Innovation HotSpots, and the thINCubator.

Highest Priority

Simply a Priority

Low Priority

FACILITATOR NOTES

22. Are there other directions or initiatives that you see as important to the future of MVCC and/or this region?

FACILITATOR NOTES

HANDOUT 2 – II. About Yourself (next three questions)

The last part of Handout 2 includes a few questions about yourself and your role. Please take a minute to fill that part out, it is greatly appreciated.

Which of the following best describes your relationship to MVCC? You may choose as many as apply from the following list.

- Attended classes or graduated
- Member of immediate family attended or graduated
- Attend events regularly
- Board or advisory board member
- No connection

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

What is your sector?

- Business
- Government
- Non-Profit
- Religious
- Media
- Civic
- Other _____

Have you ever hired someone who has been educated at MVCC?

- Yes
- No
- Not sure

HANDOUT 3 – I. Future Development (Questions 23 – 28)

OPTIONAL

[If time allows, instruct participants to fill out handout 3. If not, skip to closing.]

Now, if you would help MVCC get a better understanding of how you view future developments in the Mohawk Valley regarding each of the following

[Improvements, declines, positive/negative trends, etc., and once again, key words or phrases are fine.]

23. The Economy (nature of change)

FACILITATOR NOTES

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

24. Population and Demographics (shifts, changes, concentrations in income, ethnic diversity, male/female, children, age)

FACILITATOR NOTES

25. Educational Needs (increases or declines in types of education and training needed; affordability; accessibility)

FACILITATOR NOTES

26. Culture and Social Life (community interests and expectations)

FACILITATOR NOTES

27. Social Services (continuing or changing community needs)

FACILITATOR NOTES

Focus Groups – MVCC Facilitator Guide (not to be shared or filled out by participants)

28. What do you see as MVCC's role in addressing/responding to these trends, if any?

FACILITATOR NOTES

Thank you so much for your time today! This likely won't be the last time the College will be contacting you. As our region continues to evolve, the College hopes to be able to call on you in the future.

MVCC plans to complete our community assessment by the end of the summer. The College will then convene a Vision Council of about 50 community members with 50 faculty and staff to analyze our findings and update the college's strategic plan next Fall. Thank you again for your time.

Stakeholder

MVCC Students

MVCC Faculty & Staff

Program advisory committee members (breakfast summit)

High School Guidance Counselors

HS Superintendents (breakfast)

Local Economic Development staff

Regional State Economic Development Staff

Mohawk Valley Community Action Leadership Team

BOCES staff Leadership Team

SUNY IT Leadership Team

Boy Scouts Council Board/Leadership Team

Community Foundation Leadership Team

Genesis Group Board of Directors

Housing Coalition

NAACP Leadership Team

On Point for College Leadership Team

Mohawk Valley Latino Association

House of the Good Shepard Leadership Team

Neighborhood Center Leadership Team

Greater Utica Chamber Board

Arts Roundtable (local art organizations)

Manufacturer's Association of Central New York

Prisoner re-entry task force

Cyber Alliance Board

Veterans Association

YWCA Leadership Team

Resource Center for Independent Living Leadership Team

Mohawk Valley Resource Center for Refugees Leadership Team

Utica College Leadership Team

Oneida County Department of Social Services

Cornell Cooperative Extension

**Mohawk Valley Community College
Community Assessment
May-September 2014**

MVCC collaborated with the Paige Group and John Zogby to develop an interview protocol and identify regional trends and perceptions of MVCC and its role in addressing emerging issues.

Through focus groups and individual interviews, 874 individuals participated in the study, including more than 400 MVCC faculty, staff, and students and community members from more than 100 organizations.

Social

- Diversity will continue to increase (grouping of refugees and immigrants)
- With increasing diversity need will continue for more diverse forms of entertainment, cultural events, and intellectual stimulation
- Poverty needs to be addressed through access to education
- Significant mental health needs are going unaddressed

Workforce

- Need for the development of qualified workers with middle skills
- Better preparation of graduates with essential skills – workplace success
- Aging workforce in all sectors creating concerns about the future
- Need to expand internship opportunities in all sectors

Economy

- Caution about nanotechnology – still a mixed perception about its possibility and impact on the region
- Emerging optimism – the “Post-Comets” economy, but still very mixed
- Need more startups and small business development

Education

- Need more college graduates to address the workforce needs
- Need more certificates and accelerated learning
- Increasing needs of special populations – disabilities, veterans, refugees, immigrants, ex-offenders
- Continue to strengthen connections with K-12 and 4-year transfer partners.

General

- Increased regulatory environment – more mandates with fewer resources.
- Increased pressure for consolidation in all sectors – education, government, healthcare, nonprofits.
- Changing technology and innovations are fundamentally changing all sectors.

Perception of MVCC

- Community asset, educational hub, thought leader
- Heart of the educational pipeline – more outreach to K-12 and 4-year connections
- Responsive, but needs to have even deeper connections to businesses with more meaningful engagement in curriculum development
- Thought leader role of convener, connector, and facilitator builds on a common perception of MVCC as an anchor institution in the community

Interesting Data Points

About 400 primary refugee resettlements occur annually in Oneida County (not counting follow-on family reunification refugees), but not as well known is that nearly 500 immigrants from Puerto Rico and the Dominican Republic relocate to Utica annually, and have been since 2010.

Oneida County trails state and national averages by more than 10% in the number of adults over 25 years of age with a bachelor's degree.

The County average of individuals in poverty parallels the state and national average, but 12 census tracts in central Utica average above 50% of individuals living in poverty and the city as a whole has close to 50% of children living in poverty.

The County average of individuals on food stamps is 52% higher than the state average (excluding NYC) and the number of individuals on public assistance grew 60% between 2000 and 2013.

Oneida County unemployment has dropped from a recent high of 9.7% in January of 2013 to roughly 5.5%-6.2% over the last year.

When Intel built a chipfab plant northwest of Portland in 1986 there were 150,000 people living in the county; by 1990 it was 300,000; 2000 it was 450,000 and 2010 it was 500,000, and an estimated 560,000 in 2014.

Presentations

- Guidance Counselors/HS Superintendents Summit (October)
- EDGE staff
- Empire State Development Staff
- Mohawk Valley Community Action Leadership Team
- Community Foundation Leadership Team
- Genesis Group Board of Directors
- NAACP Leadership Team
- Mohawk Valley Latino Association
- House of the Good Shepard Leadership Team
- Neighborhood Center Leadership Team
- Greater Utica Chamber Board
- MACNY
- Prisoner re-entry task force
- Resource Center for Independent Living Leadership Team
- Mohawk Valley Resource Center for Refugees Leadership Team
- Oneida County Department of Social Services
- Cornell Cooperative Extension
- Oneida County Board of Legislators
- 19 School Boards in Oneida County
- Utica Rotary, Rome Rotary, Kiwanis, etc.

MVCC
Strategic Plan – 2015-2020
Possibilities & Considerations

Two Level

1. **Applied learning**
 - a. Internships
 - b. Service learning
2. **Diversity and inclusiveness**
 - a. Hiring faculty and staff
 - b. Recruiting students
 - c. Advance universal design
 - d. Support special populations
3. **Student completion**
 - a. (ATD – low income; gateway; advising; developmental math)
 - b. Accelerated learning (stackables, prior learning; evening cohorts)
4. **Educational pipeline**
 - a. Expand Dual credit (4+1)
 - b. Establish University Partnership
5. **Community Engagement & Responsiveness**
 - a. technology and innovation
 - b. workforce readiness
 - c. community development

One Level

1. Expand internships
2. Advance diversity & inclusiveness
3. Increase student completion
4. Strengthen the educational pipeline
5. Fortify responsiveness

THREADS

- Assessment
- Partnerships
- Communication

Pivot Table

[View a sample MVCC Budget Pivot Table](#)

At Mohawk Valley Community College, we utilize Evisions' Argos Enterprise Reporting Solution to extract the budget data used in our budget pivot from Banner into a .csv file. The data is copied from the .csv file to a sheet we call pivot data within the budget excel workbook. Another sheet titled DIVS contains the divisions and centers which we use to group our budget accounts. Excel's VLOOKUP function brings the division and centers into the pivot data sheet giving us all of the data we need for the budget pivot table. The pivot table is located on its own sheet in the workbook. Within the pivot table, we group our accounts by category using the pivot table's group field option located under the pivot table tools analyze tab. For example, to view the college-wide budget for supplies, click on the "category" drop down box and click "select all" to clear the selection; scroll down to "supplies" and check the box. Click ok and the pivot table refreshes to show only the "supplies" category. You can filter any of the yellow highlighted columns in the [sample MVCC Budget Pivot Table](#) using the filter drop downs.

Help with creating pivot tables can be found at: <https://support.office.com/en-us/article/Create-a-PivotTable-to-analyze-worksheet-data-A9A84538-BFE9-40A9-A8E9-F99134456576?ui=en-US&rs=en-US&ad=US>.

If you have Argos and would like a copy of the data block we use to pull the budget data or if you would like a copy of the SQL to utilize, please email mparry@mvcc.edu.