



**PRESIDENT'S REPORT**

**TO THE**

**BOARD OF TRUSTEES**

**APRIL 29, 2014**

**4200 CONNECTICUT AVENUE, NW**

**WASHINGTON, DC 20008**

**Report Date: April 14, 2014**



## Academic Affairs

*Rachel M. Petty, Ph.D.*

*Interim Provost and Vice President for Academic Affairs (VPAA)*

### **Summary**

Academic Affairs has followed a vigorous period building upon the framework of our Vision 2020 goals with more distinct and concrete steps emerging. We are buoyed by the achievements we can point to, while ever mindful of continued obstacles or emerging ones.

The Middle States Commission on Higher Education (MSCHE) re-affirmation of accreditation self-study process was the most important activity over the past two months: Kickoff sessions to launch this initiative have been held for faculty, staff, and students. The timeline for the MSCHE self-study and visit has been revised. On April 2nd our MSCHE liaison, Dr. Tito Guerrero, conducted a planning visit intended to engage constituent groups in discussions regarding expectations and requirements of each throughout the self-study process. He also provided the University feedback regarding its self-study design. His feedback was overwhelmingly positive and the design was approved pending a few minor changes. Commendations were extended to the self-study chairs and self-study committee for their outstanding efforts.

An important example of the University's value to the District's government and citizens is the development of an agreement between the UDC Community College with the Fire Department for a jointly-taught EMS certificate program. The program is being submitted to the professional accrediting association for review and approval of candidacy and to curriculum committees with the Community College for approval. A cohort of 28 students is scheduled to begin the program in May; a second 28-student cohort will enter in December. Eventually the program will be expanded and will become an Associate degree offering. We see this as another step toward expanded partnerships with city agents for development and credentialing of its workforce.

The University has initiated steps towards the elimination of seventeen academic programs identified in the strategic plan and approved by the Trustees. Teach-out plans for currently enrolled students are being developed, and preliminary discussions have been scheduled with the faculty union regarding the anticipated reduction in force.

UDC initiated formal measures to end its partnership agreement with the Maadi Academy located in Egypt and recover overdue revenue. The proposed effective date of the termination is June 30, 2014.

As the academic year ends, all schools and colleges are hosting lectures, student recognition events, honors inductions, etc. The School of Business and Public Administration (SBPA) held their annual SBPA Week in early April, including their celebration of graduates and student scholarship recipients. The week culminated with their team's first-place win (a \$5000 prize, made possible by Washington Gas Light, which donated \$10,000 for prizes) in the regional business competition UDC launched two years ago. Eight regional and local Schools of Business participated. The College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES) hosted a regional water conference that featured the Director of DC Water. The Law School held a day-long symposium that looked anew at poverty in the U.S., and their annual Rauh Lecture featured Secretary of Labor Tom Perez. The College of Arts & Sciences (CAS) will hold its annual "Big Read" Fundraiser and Lecture/Signing on May 2nd, free and open to the UDC community and featuring renowned Ethiopian author, Maaza Mengiste, *Beneath the Lion's Gaze*.

The following are highlights:

### **Experiential and On-Line Learning**

- Implementation teams have begun to address the following initiatives: On-line Learning, Faculty Development, Tuition and Fee Structure and Experiential Learning.
- Senior SEAS (School of Engineering and Applied Sciences) students working on the externally sponsored capstone design projects will present their results at the end of April 2014 in the presence of invited guests. About 10 externally sponsored projects are expected to be demonstrated.
- SBPA has identified additional faculty members to be trained this summer to build courses in the area of Procurement and Public Contracting (PPCT), with the goal of offering a certificate in PPCT on-line by fall 2015.
- The SPBA's Volunteer Income Tax Assistance Program operated by faculty members and students has prepared over 300 tax returns for District of Columbia residents and students since February.

### **Research, Scholarship, and Creative Activities**

- SEAS students excelled on the national stage: AdehHakim Ahmim won the first prize in the Technology and Engineering category for a presentation, "A New Wireless Sensor Device for Gait Rehabilitation for the Elderly and Stroke Patient" at the 2014 National Conference on STEM (faculty supervisor, Dr. Sasan Haghani). Ashenafi Lambebo won third place award in the category of Math, Computer Science and Engineering at the 2014 BKX/NIS 2014 National Conference (Supervisor: Sasan Haghani). Daniel Gebremicheal's paper on "On the probability of Error of Threshold Devices" was nominated for the best student award at the American Society of Engineering Education Conference, ASEE 2014 Zone I Conference, and University of Bridgeport, CT.
- CAS reports that 24 UDC students presented their research at the 71st Joint Annual Meeting of the National Institute of Science/Beta Kappa Chi Scientific Honor Society (NIS/BKX), held in Houston, Texas, March 12-16, 2014. There were over 200 presentations. CAS faculty presented research at the Annual HBCU Retention Summit, TMCf STEAM Conference, and NCOPS. Three CAS faculty members were recognized by national or international peers: Taharee Jackson – Education/Urban Education; Allyn Johnson – Music; and Deepak Kumar – Science (patents, cancer research).
- The CAS Annual Student Art Show, which opened April 3rd, showcases student talent, but more important, it embeds Art students, majors and non-majors, in the business of Art – curation, exhibition, marketing, pricing and sales, patron engagement.

### **Partnering**

Partnership activity across the University is diverse and responds to a variety of University and community interests and needs, for example:

- UDC's Law School is playing a major role providing services to the plaintiff in a landmark class action case and settlement known as the Black Farmers Discrimination Litigation, which asserted that the United States Department of Agriculture discriminated against African-American farmers on the basis of race. After years of litigation, this case was settled in 2010 and Congress appropriated a total of \$1.25 billion dollars to fund settlement payments to successful class claimants. The law school's low-income tax clinic (LITC) has created a unique program specifically tailored to provide much needed informational and educational tax assistance to settlement recipients. This program is known at UDC as the Black Farmers Settlement Project and delivers the following services to recipients: (1) Publishing an informational mailing that informs recipients that the settlement award is taxable income and educating them about their

filing responsibilities; (2) Developing a website that answers Frequently Asked Questions; (3) Producing a video which communicates valuable tax information in clear and straightforward language; and (4) Creating and operating a toll-free hotline (1-800-235-6121) through which dozens of UDC law students and alumni have provided personalized, human-to-human tax assistance to over 3,750 recipients by answering their individual questions and connecting them with local tax preparation services.

- SBPA sponsored a week-long program in which they partnered with businesses, non-profit leaders and public officials to provide information to students participants included: DC Chamber of Commerce, DC Government Office of the Deputy Mayor for Economic Development, William James Foundation, PriceWaterhouse Coopers, US Department of Treasury, Eagle Bank, Wells Fargo Bank, Capital One Services, Conscious Management Consulting, Irimi, Inc., US Department of Justice, Conscious Capitalism, Urban League, Black Executive Exchange Program, Prince Georges Community College, Thurgood Marshall Institute, Society for Financial Education and Professional Development, Freddie Mac, and DC Office of the Financial Officer. They also partnered with the following organizations and person to provide scholarships for students: PEPCO, Inc., President's Roundtable, Norma Bullock, Altrusa International Inc. of Washington, DC, and with the Nonprofit Leadership Alliance to put on a well-attended workshop for students, community members, and faculty.

### **Improving Student Career Planning & Placement**

- The Career Center participated in the SBPA Week events by providing professional development workshops for students that were conducted by the Urban League Black Executive Exchange Program.
- Wells Fargo co-sponsored a workshop for graduating seniors on business etiquette focusing on how to conduct business and/or an interview in a luncheon setting.

### **Program Strengthening & Accreditation**

AA has been involved in initiatives related to reaffirmation of accreditation by our regional accreditor, MSCHE, as well as securing new professional accreditations in Architecture and Rehabilitation Counseling and reaffirming professional accreditation in social work and engineering:

- University hosted an initial pre-accreditation visit to the Master's degree program in Architecture by the National Architecture Accrediting Board (NAAB). The program has been informed of its admission to candidacy for national accreditation. It must now work to address the outstanding issues identified during the visit in preparation for a return review visit by NAAB in November 2015.
- The Bachelor of Social Work Program hosted an accreditation site visitor from the Council on Social Work Education (CSWE) in late February. The out-briefing was positive; we await formal action by the Council and notification regarding re-affirmation of the program's accreditation.
- The Associate Degree Program in Nursing (RN Program) has received notification from the DC Board of Nursing of conditional approval. "The specified condition placed on the University of the District of Columbia's Associate Degree Nursing Program is to achieve 75% NCLEX pass rate of first time test-takers by the 2015 NCLEX review."
- Two visitors from the Council on Rehabilitation Education (CORE) Accreditation visited campus on April 9th – April 11th. This visit is a required step in our graduate Rehabilitation Counseling Program's efforts to secure the necessary level of accreditation to comply with its Department of Education Capacity Building Grant. The timeline for feedback regarding the visit is mid-August. Major barrier: need for 2 faculty hires.

- SEAS academic programs will undergo reaccreditation visit from the Accreditation Board of Engineering and Technology in October 2014. Faculty participated last month in a preparatory workshop sponsored by ABET.
- The Law faculty voted to add a Criminal Law Clinic to the School of Law's course offerings to meet the interest of a career in criminal law of many of our students and to meet a need in the community for legal representation on lower-level criminal matters and juvenile felonies that are not represented by the DC Public Defender Service.

## **Community College**

***Calvin E. Woodland, Ed.D., Psy.D.***

***Acting CEO***

Key events included:

- Met with representatives from McGraw-Hill to discuss potential partnership in Digital Enterprise Solutions, amongst other items.
- Met with the Deans of Academic Affairs and Workforce Development to discuss status of Community College nursing program. At this time, we are awaiting a decision from the Nursing faculty concerning relocation of the program to Backus, or remaining here at 801.

### **Office of Academic Affairs**

#### *Program Reviews*

During the month of March, the program review for the degree program in computer science was completed. The review team consisted of faculty members from the computer science departments of the University of the District of Columbia, Prince Georges' Community College and Montgomery College (chaired the committee) as well as representatives from the business sector and the DC Department of Human Resources. A full report from this committee will be forthcoming.

#### *New Degree Programs*

##### Para-medicine

The Office of Academic Affairs continues to work with DCFEMS to develop and implement a certificate to AA degree program in Fire Medicine. Chief Ellerbe and representatives from his office are working with Dr. Rachel Petty, Mr. Herman Prescott, Dr. James Shaw and Dr. Nacim Yousif, on the details of the MOU. Dr. Shaw and Dr. Yousif are working with representatives from DCFEMS to develop the curricula for this program.

The College is planning to provide a six-week refresher program for twenty-five DCFEMS EMTs to prepare for the HOBET (Health Occupations Basic Entrance Test) exam. Successful completers of the exam will go on to begin classes in Biology and Anatomy and Physiology in the second session of the summer term. In addition, a proposal for the certificate program in Para-medicine will be submitted to the Provost for her review and approval in April.

##### Cyber security

Plans have begun to develop a certificate program in cyber security. The Community College hopes to submit this certificate to the Provost for her approval in May. A full AA degree program will be developed for submission and approval by the appropriate bodies during the fall semester.

### Radiography

The Office continues to work with Medstar on the development of a certificate program in radiography. The certificate program will be submitted to the Provost for her review and approval in May as well.

### Program Enhancement

The Office continues to work closely with Workforce Development on the enhancement of its degree program in Hospitality and in the implementation of its degree program in Auto Technology. The Division Director for Math and Engineering who has oversight of the program is looking for a facility to house the Auto Technology program.

The AAS degree program in Nursing continues to work on the self-study for the re-accreditation of the program. The visit is scheduled to take place in Fall 2014. The program also submitted a plan to the DC Board of Nursing (BON) to address how it plans to improve the pass rate of its students on the HESI exam. The plan for how the program will increase the scores of students on this exam over the next two years was approved by the BON.

### **Student Success**

#### *Complete College America*

Representatives attended a two-day meeting in Boston. The event was sponsored by Complete College America (CCA), in connection with the implementation of the STEM grant. The meeting focused on strategies for embedding CCA's Guided Pathways to Success (GPS) strategies in the development of programs that will increase the number of students who pursue careers in the STEM field. The team decided to focus on strategies related to increasing the mathematics knowledge and skills of students, including an analysis of the mathematics content that should be covered in degree programs.

#### *McGraw Hill*

Representatives from the McGraw Hill textbook company conducted a presentation on the technology-supported programs that will enhance student success. Plans are being made to have them present these programs at the next meeting with faculty. Many faculty members are currently using some of these programs.

#### *C.A.R.E. Dual Enrollment*

UDC-CC dual enrolled students continue to do well in their Spring 2014 classes, as recruitment, advising, and registration is underway for the Summer 2014 and Fall 2014 semesters. To date, at least ten successful dual enrolled students have been accepted to the University of the District of Columbia this April as part of a new effort in Admissions to increase access to UDC for high-achieving DC public school and DC public charter school students. In Spring 2014, 133 high school and GED program students dual enrolled. Eighteen students have withdrawn (13.5%) for a variety of reasons, including: moving out of DC, stopped attending high school, issues with homelessness, violence experienced by students and their families, difficulty balancing high school or college course loads and/or extracurricular activities, a job/internship, or family caretaking duties. Our high school partners and our C.A.R.E. program office continue to provide support for all students throughout the semester. Our office has planned an increase in outreach efforts to high school partners to reach more students and better support our partners. The office is working in conjunction with DCPS central office and OSSE to plan future expansion of dual enrollment.

#### *Reaffirmation of Middle States Accreditation*

Faculty and staff continue to engage in activities to prepare for the University's reaffirmation of MSCHE accreditation. Staff and faculty participate in several sub-committees and information about this process

is shared at faculty and staff meetings. To prepare for Dr. Tito Guerrero's visit, students were involved in town hall meetings and faculty reviewed the accreditation process with the students during class time.

#### *Dr. Jackson's Departure*

The Community College was sad to learn of Dr. Jackson's resignation from the position of Dean of the Office of Academic Affairs. Dr. Jackson has worked at the Community College for close to five years, and was instrumental in its development. She is credited with developing new degree programs and for overcoming many obstacles related to the accreditation of the Aviation and Mortuary Science degree programs. Dr. Jackson will be sorely missed. We wish her success in her new position and endeavors.

#### **Workforce Development and Lifelong Learning (WDLL)**

- On Tuesday, April 8, 2014, the WDLL Division was recognized at the National Alliance for Partnerships in Equity (NAPE) annual luncheon. The Division was presented with the Teamwork Award. UDC was the only local awardee; all other award recipients were from other areas of the country. Dr. Calvin E. Woodland and thirteen team members were present at the luncheon.
- The Celebration of Excellence for Spring 2014 students is scheduled for Saturday, May 3, 2014 at the UDC Auditorium. The completion ceremony will start at 11am. Hugh Price, the former President of the National Urban League, will deliver the keynote address.

#### *Continuing Education*

Continuing Education (CE) worked with the Vision 2020 team to develop a presentation on the current status of CE and the possibilities for a fully integrated program at the Flagship. Michael Rogers moderated the discussion with Deans and senior executives. Most attendees articulated possibilities and opportunities for their programs in partnering with CE. Two immediate ideas included: creating a "master MOU" for CE/UDC work with District government and to set aside an enterprise fund for CE to draw against in order to start up projects quickly.

#### **Office of Student Achievement**

The Office of Career Services (OCS) has posted 185 Job and Internship announcements, nine career workshops (1 career development, 2 program major workshops, 2 Resume, Cover, and Thank You Letter workshops, 1 Interview Skills workshop, and 3 Job, Internship, or Work-study position workshops).

#### *Gap Inc.*

GAP Inc. Partnership for career workshops, scholarships, and interviewing for management positions began on March 8th and ended on the 22<sup>nd</sup>. A total of thirty students participated.

The Office of Counseling and Disability Services (OCDS) has forged a relationship with the UDC-CC Nursing Department in hosting the 1st Annual Wellness Fair scheduled for April 17th, 2014. An array of community health organizations from the city were invited and will be in attendance. In addition, UDC-CC nursing students will be providing an array of services to the student body by providing blood pressure screenings, yoga and health demonstrations. OCDS and UDC-CC Nursing Department anticipate a successful event.

A total of 68 students were served in the OCDS: 21 counseling sessions, 9 career assessments, 16 career presentations, and 22 career workshops. The career fair served 200 students (recording 165 degree seeking students, and 35 WDLL students).

A total of 46 individual appointments (19 disability services, 29 counseling services (33 scheduled)) were facilitated by OCDS. Over sixty students were served by OCDS Outreach Initiatives: Information Kiosk and Condom Distribution Program.

The Career and College Fair held on March 25th, 2014 boasted forty-five Employers, Colleges/Universities, and Community Partners.

On-Campus Recruitment Events were: GAP Inc. Partnership, Streetwise Partners Inc., Chipotle

## **Student Affairs**

***Valerie L. Epps, Ph.D.***

***Vice President for Student Affairs***

### **Health Services**

- During the week of March 24, 2014, Campus services begun working on various repairs as a result of an environmental assessment conducted by UHS (University Health Services) director and staff. A concern regarding mold and future damage does exist; lavatories in the health center could benefit from a number of upgrades including wall and floor tiling.
- Health Services held Nutrition Education Day on 3/27/14 which promoted healthy foods with a display centered for participants to view; educational material was available for distribution along with nurse practitioners to discuss healthy eating. Next year UHS would like to plan for a live healthy food cooking demonstration and nutritional offerings to participants.
- HBCU Tobacco Free Campus Initiative in collaboration with Morehouse School of Public Health - Completed the survey on behalf of the University to assess the use of tobacco on campus and readiness for tobacco free initiatives. Next steps tentatively to follow.

### **Counseling Center**

#### *Student Orientation*

- The Virtual Orientation program is in "draft" mode, with intentions of adopting the program in Spring 2015 if not sooner.
- The proposed dates for New Student Orientation in Fall 2014 are:
  - June 26, 2014 9:00 am - 1:00 pm - registration till 5pm
  - July 16, 2014 9:00 am - 1:00 pm - registration till 5pm
  - July 23, 2014 9:00 am - 1:00 pm - registration till 5pm
  - August 18, 2014 Orientation Fair – Proposed Fruit Fest -ALL Students
  - August 19, 2014 10am-11am Abbreviated Orientation Program (AOP)
  - August 20, 2014 10am-11am (AOP)
  - August 21, 2014 10am-11am (AOP)
- Presently admitted for the FALL 2014 as of 4/4/2014:
  - FTIC - 167 (only 4 confirmed enrollment)
  - Readmit - 29 (only 4 confirmed enrollment)
  - Transfer - 35 (only 8 confirmed enrollment)
  - 2nd Degree Seeking - 5 (only 1 confirmed enrollment)

### *Other Updates*

- Presentation on Compassion Fatigue and Stress with the UDC CAUSES, Office of Gerontology on March 19 and March 20, 2014.

### **Career Services**

- Recruitment for the new Director of Career Services submitted to HR. Posting of job announcement soon to come.

### **TRIO/ CPP**

- Conducted a college tour for high school students of the District of Columbia.

### **Residence Life/Housing**

- Currently working with IT to update the Housing website
- Comparison research was done with ten other DC, Maryland, Virginia, and HBCUs and it was found that the \$150 non-refundable fee that UDC Residence Life charges is less than or on par with other Housing departments.
- Residence Life staff will be conducting furniture inventories at the end of spring semester.

## **Real Estate, Facilities Management & Public Safety**

### ***Barbara Jumper***

#### ***Vice President for Real Estate, Facilities Management & Public Safety***

The Real Estate & Facilities Management & Public Safety Office is responsible for all University System building operation, maintenance, construction, and auxiliary systems. Currently, the office manages almost 2 million square feet of facility space at several locations including the main campus, the community college sites, the hangar at National Airport, and the President's Residence. The service contracts managed by the office include: Janitorial, Grounds maintenance, Pest control, Fire Alarm & Elevator maintenance, Parking, Cafeteria, & Bookstore services. Other services provided by the office include Warehouse shipping, receiving, & storage; Mailroom services; Transportation; Vending Services; Student housing and other lease agreements.

### **Recent Accomplishments:**

#### **Auxiliary Services**

*Dining Management.* The University's dining management program has partnered with Thompson Hospitality, one of the largest Retail Food and Facilities Management companies in the country. Thompson Hospitality has extensive corporate and field resources, including trained chefs, on-site food service management, technical support staff, and creative marketing programs. The University believes this partnership will enhance the retail and catering services, encourage the development and participation in residential and commuters meal plans, and also align with the expanding goals of the University (i.e. growing enrollment, residential housing, and sustainability).

## **Capital Projects**

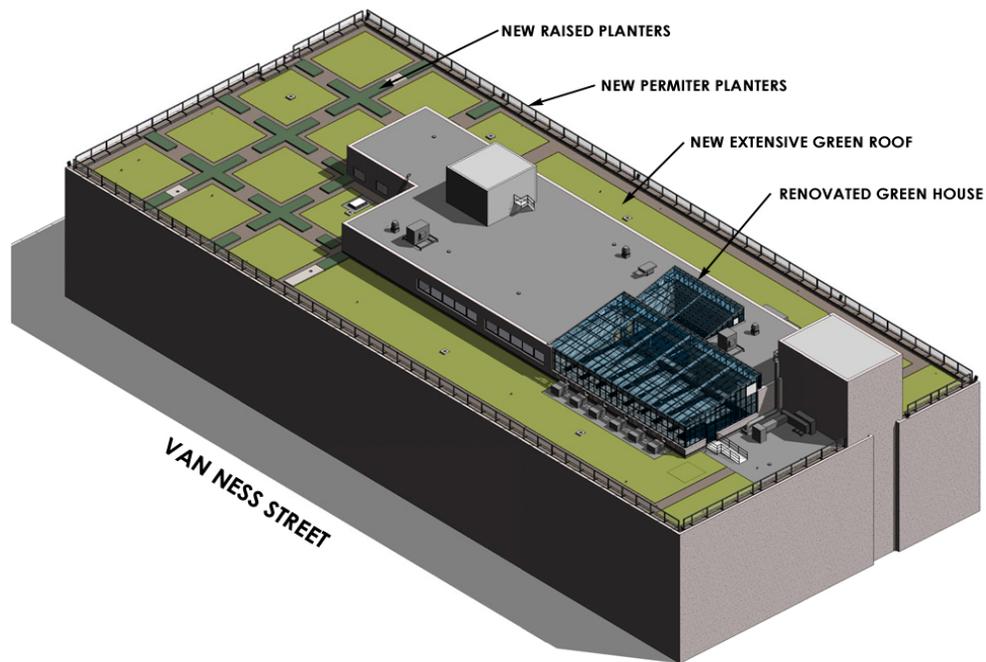
The Capital Construction Office is continuing to work with the Administration and Academic Departments, to develop projects in accordance with the strategic plan and 2020 vision documents. The office is currently working on the facilities plan to implement the strategies of the 2020 vision. Two of the key elements of the plan include Student Housing at the main campus and the location of the Community College.

### *Current Construction Efforts*

- Construction of New Student Center – Foundation work is approximately 90 % complete. Structural steel is scheduled to arrive in April. Completion scheduled for Spring 2015.
- Mechanical and Electrical System Upgrades including:
  - Installation of new Energy Management System – Phase I of the installation is 95% complete. Phase II includes integration of recently renovated mechanical systems and energy metering for Energy Star reporting.
- Renovation of Auditorium Restrooms and Dressing Rooms – Construction is approximately 60% complete. Completion date is May 30, 2014.
- Renovation of Building 32/42 for School of Architecture consolidation- Phase II construction is approximately 40% complete with completion scheduled for Spring 2014.
- Installation of Green Roof and Renovation of Greenhouse, Building 44 – Construction is underway with completion scheduled for August 2014.
- Building 52, A/V Integration System Installation for David A. Clarke School of Law – Construction is underway with completion date of May 2014.

### *Additional Projects*

- Renovation of Building 32/42 for School of Engineering and Applied Sciences – Upgrade of engineering and science labs to meet upcoming accreditation requirements – Phase I construction contract is being prepared for submission to Board of Trustees and DC Council for approval.
- Renovation of Backus Site Phase II - Construction contract is being prepared for submission to Board of Trustees and DC Council for approval.
- Child Development Center Playground – Area currently used as the Rose Garden between Buildings 41 and 44 is being renovated into a new playground and outdoor educational space. Construction scheduled to begin in April 2014 and completion is scheduled for August 2014.
- Campus Wide Paver Restoration – Continuation of Plaza Deck design throughout the remaining Van Ness paved areas. Areas adjacent to Buildings 32/42, 41, 44, and 46E, are being renovated as part of other construction efforts including the Auditorium Renovation, SEAS renovation, and the new Child Development Center playground/outdoor educational space.
- CAUSES Center for Nutrition, Dietetics, & Health Demonstration and Commercial Kitchen Renovation, Building 44 Level 1 – Renovation required for program accreditation visit scheduled for Fall 2014. Currently preparing procurement package for design/build effort.
- Programming Study for Student Housing at Van Ness Campus – Study is complete, and the office is currently pursuing a method to procurement campus housing.



**PROPOSED 3D ARIEL VIEW**  
GREEN ROOF ON BUILDING 44 AT THE  
UNIVERSITY OF THE DISTRICT OF COLUMBIA

### **INSTALLATION OF GREEN ROOF & RENOVATION OF GREENHOUSE – BLDG 44**

The green roof installation and renovation of the greenhouse on Building 44 will create a living laboratory in support of the College of Agriculture, Urban Sustainability, and Environmental Sciences (CAUSES). The project will add approximately 20,000 sq ft of green space and will feature water re-use irrigation systems and garden planters for urban agricultural research and demonstration.

## **Department of Intercollegiate Athletics**

***Patricia Thomas***

***Director, Intercollegiate Athletics***

Winter playing seasons ended with the women's basketball team ending the East Coast Conference regular season in second place. As the number two seed, the Firebirds earned a first round bye in the Conference Championship and hosted Queens College in semi-final action on March 6, 2014. The Firebirds beat Queens 77-68 and advanced to the Championship at top seed LIU Post On Saturday, March 8th. The Firebirds won their first ever East Coast Conference Championship and earned their first ever automatic qualification to the NCAA Championship with a 67-57 win. Junior Telisha Turner (criminal justice) was named tournament MVP. Telisha Turner and Teammate junior Denikka Brent (mechanical engineering) received East Coast Conference 1st Team honors. The 5th seeded Firebirds lost to 4th seed Stonehill College 79-61 in the first round of the NCAA East Region Championship held in Waltham, Massachusetts. The Firebird 4x400 meter relay team placed 6th in the Finals of the NCAA Championships in Winston Salem, North Carolina. The team, senior Kaydian Jones (journalism), junior Jerily Benjamin (health education), sophomore Simone Grant (health education) and sophomore Marlana Wright (journalism) earned All-American accolades with the 6th place finish time of 3:49.40.

Student-athletes remained active in the community. The women's track and field team supported Martha's Table on March 4, 2014. The students set up a food bank at Powell Elementary School located on Upshur Street, N.W. Washington. Martha's Table provides 60,000 meals per month to families in need. Men's soccer distributed race packets for the second year during the Washington, D.C. Rock n' Roll marathon on March 31, 2014. The soccer program continued its relationship with the Kids Enjoy Exercise Now (KEEN) program at the St. Colletta School on Independence Avenue, S.E. Washington, D.C. Men's soccer student-athletes visited the Georgetown Ministry to Help the Homeless outreach center and delivered sandwiches to the homeless on April 5, 2014.

Five student-athletes participated in the Sixth Annual East Coast Conference Community and Character workshop held at Molloy College March 21 and 22, 2014. Sports Information Director, Eric Zedalis accompanied junior Lenjo Kilo (biology – men's basketball), sophomores Tiara Goode (administration of justice – women's basketball and lacrosse), Elio Hernandez (elementary education – men's soccer), freshmen Dani Falco (english/elementary education – women's lacrosse) and Jazmin Lopez (biology – lacrosse) who joined 40 East Coast Conference student-athletes from all eleven member institutions. The student-athletes participated in various leadership workshops as well as a diversity presentation by Dr. Nancy Kaplan from the National Consortium for Academics and Sports. The students visited St. Martin de Porres school where they worked with children in grades 3, 4 and 5. The weekend culminated with a carnival for the children from Miracle League of Long Island.

The University Community mourned the loss of legendary men's basketball coach William "Wil" Jones. The home going celebration for Coach Jones was held at the University of the District of Columbia Theatre of Arts Auditorium on Friday, March 21, 2014.

## University Advancement

**Michael C. Rogers**

**Vice President, University Advancement**

*Functions include: Development, Fundraising, and Advancement, Communications and Marketing, Information Technology, Web Services, Government Relations, Alumni Relations and Strategic Planning*

### **Communications and Marketing**

*“Where Lives Are Changed” Campaign Launched*

- Appendix B (Enrollment Plan w/ Focus on D.C. Residents)
- Appendix D (Financial Plan’s Enrollment Targets)
- Goal 2, Objective 3 (Campus Engagement)

The Office of University Advancement brought together stakeholders from across the University, including students, faculty, and staff, to develop and launch the University’s first large-scale marketing campaign in at least two years. The campaign, entitled “Where Lives Are Changed”, features six current students and alumni as “brand ambassadors”. Each ambassador is accompanied by a quote, biographical notes, straightforward language about the University’s offerings, and a call to action (“Visit [udc.edu](http://udc.edu)”). The ambassadors represent the various levels of University offerings: workforce development, associate, bachelors, and graduate.

The media campaign will run for eight weeks, March 31st - May 13th on urban and contemporary radio such as WPGC, WHUR, WKYS, and Spanish-language radio WLZL. Print advertising will appear in the Washington Post Express, The Washington Informer, The Washington African American Informer and El Tiempo. Outdoor advertising will include Metrobus shelter billboards and posters, Metrobus interior cards, and Metrorail interior cards, and Metrorail station billboards. Television will feature spots on cable television networks including Comcast, Verizon FIOS, Cox, and all other cable stations serving the metropolitan Washington area, as well as Bounce TV.

Pending the availability of funding, additional ambassadors will be selected and the campaign will be extended further into the current fiscal year.

### **Development, Fundraising, and Advancement**

*Founders’ Day 2014*

- Goal 3, Objective 2 (Increase Giving)
- Goal 3, Objective 2 (Strong Relationships with Stakeholders)
- Goal 2, Objective 3 (Campus Engagement)

The University held its annual Founders’ Day celebration on Thursday, February 20, 2014. At the event, the University launched the first Distinguished Alumni of the Year Award to the program in order to elevate and engage alumni – while bridging partnerships and opportunities. Over 150 eVites were sent out – inviting donors, community stakeholders, and friends. Approximately 450 people attended, including: Charlotte Payne Wright, Treasurer – Thomas Minor Society; Members from the Mayor’s office; DC Chamber; UDC Community Task Force; Advisory Neighborhood Commissioners; The Washington Informer; Georgetown Newspaper; and City Paper.

The event was put together by the Founders' Day Committee, which was comprised of faculty, staff and students from the Flagship and Community College programs. All Founders' Day Committee Members were acknowledged accordingly – and received a Certificate of Appreciation.

#### *National Cherry Blossom Festival*

- Goal 3, Objective 2 (Increase Giving)
- Goal 3, Objective 3 (Strong Relationships with Stakeholders)

Partnered with the Festival for their 2014 celebration with the University supplying in-kind donations of space and storage in exchange for extensive local and national media acknowledgements and inclusion in many official events including the: Kickoff Luncheon; Pink Tie Party; Opening Ceremony; and Southwest Waterfront Festival.

#### *Leadership Greater Washington (LGW) Youth Leadership Program*

- Goal 3, Objective 3 (Strong Relationships with Stakeholders)

The University hosted the Leadership Greater Washington's Youth Leadership Program on the Van Ness Campus. The Program includes 75 youth enrolled in the program from across the District and throughout the region. In addition, parents of the participants, community stakeholders and LGW senior staff attended the opening program and evening reception which was held in the Windows Lounge. The attendees were greeted by President Lyons.

#### *Facilitated Experiential Learning Partnership Opportunity*

- Goal 1, Objective 1 (Premier Institution in Experiential Learning)
- Goal 3, Objective 2 (Strong Relationships with Employers)

The Office of University Advancement facilitated dialogue between Academic Affairs and a vendor to provide innovative platform for internships for our students. This unique approach has been used by other universities and is a tested model that will be beneficial to the experiential learning initiative. Interns are currently being recruited.

#### *Facilitated STEM Outreach Opportunity*

- Goal 4, Objective 1 (Increase STEM Activities)

The Office of University Advancement facilitated an opportunity for the School of Engineering and Applied Sciences to engage with the District's public schools in order to create a pipeline of STEM students prepared for the University's engineering and science programs.

#### *Facilitated Commercialization Opportunity*

- Goal 4, Objective 3 (Commercialization of Research)

The Office of University Advancement assisted in the development of a commercialization strategy and related initiatives. Subsequent workshops will be held with University faculty and staff to provide insight on the road map for commercialization.

### **Alumni Relations**

#### *Support of the National Alumni Society*

- Goal 3, Objective 2 (Increase Giving)
- Goal 2, Objective 3 (Campus Engagement)

- Goal 5, Objective 2 (Innovative Solutions to Improve Processes)

The Office of University Advancement has expanded its services to the University's primary alumni association, the UDC National Alumni Society by opening up the new National Alumni Society office on Thursday, February 20, 2014. Approximately sixty faculty, staff and alumni attended the ribbon cutting.

In addition to opening the new National Alumni Society Office, the Office of University Advancement also developed a list of alumni volunteers to work in office – in order to make calls to increase alumni membership and engagement; held volunteer meeting to map out strategic plan and opportunities for UDCNAS; and hired a work-study student to manage the day-to-day operations of the office.

### **UDC Foundation, Inc.**

#### *Selected Activities*

- Goal 3, Objective 2 (Increase Giving)
- Goal 2, Objective 3 (Campus Engagement)
- Goal 3, Objective 3 (Strong Relationships with Stakeholders)
- Facilitated monthly Prospect Team meetings with campus wide representatives to collaborate on prospect cultivation and solicitation, fundraising activities, events, mailings and other pertinent matters.
- Provided technical assistance for the submission of grant applications to the University's Schools, Colleges including the Community College and other Departments.
- Handled on-line giving and registrations for various on campus events which invited the regional community and others whose industries coincide with the topics and purpose.
- Shared employment information from corporations and businesses with Career Services to increase the pool for available jobs and internships for our students and to establish a formal relationship with employers for the future
- Continued the coordination of the 2014 Alumni Directory as an outreach vehicle to our alumni and to update the master list of alumni.
- Addressed emails from alumni through the website to ensure a timely response and to connect them to University activities, encourage participation and update their contact and other information.
- Served on various committees to help promote the University and major events and activities to the general public.
- Collaborated with various departments to ensure the distribution of student scholarships for tuition and fees, books and transportation through the UDC Foundation.
- Met with potential and current donors to share the strategic plan and to cultivate increased giving and new contributions.
- Conducted a successful workplace United Way Campaign for the DC One Fund which exceeded the goal set by United Way.

### **Strategic Planning**

#### *Cultural Mapping and Transformation*

- Goal 5, Objective 2 (Innovative Solutions to Improve Processes)
- Goal 2, Objective 3 (Campus Engagement)

A key factor in the successful implementation of the Vision 2020 Plan is to address issues of organizational culture that could serve as an impediment to successful implementation. Literature indicates that 86% of organizational transformation and strategic planning projects fail because

organizational cultural issues are not addressed. The Office of University Advancement began an extensive cultural mapping and transformation project with the goal of identifying, describing, and ultimately transforming University culture to improve day-to-day and long term operations. The first steps in the process, which have either been completed or are currently underway, is to graphically map the various subcultures that make up the University culture, the relationships between those subcultures, and the leaders within each.

So far, key academic and administrative stakeholders have identified and described over 40 different subcultures that function with varying degrees of openness to change and relative power within the University. The results will be shared with the University community and will serve as the basis for the next (and more important) question: What kind of culture does the University want?

#### *Vision 2020 Implementation Workshops*

- Goal 1, Objective 1 (Online Learning)
- Goal 1, Objective 2 (Continuing Education)
- Goal 3, Objective 2 (Continuing Education)

The Office of University Advancement held two Vision 2020 implementation workshops with key administrators, faculty, and staff.

The first implementation workshop covered the expansion of online learning under the Vision 2020 Strategic Plan and included comprehensive discussion on degree subjects, potential partnerships, faculty roles, improvement of online student services, and budgetary considerations.

The second implementation workshop covered the expansion of the University's continuing education function under Vision 2020. Subjects discussed ranged from the yet-to-be defined role of continuing education in relation to for-credit academic programs, demand and competition for continuing education in the local / regional marketplace, and collaboration between various academic units and our existing continuing education programs.

Prior to each workshop, attendees were provided with background information on each topic. The workshops each concluded with clear next steps which the various functional and content owners will be pursuing with the assistance of the Office of University Advancement.

#### *Tuition and Fee Recommendations*

- Goal 2, Objective 2 (Shared Governance)
- Goal 2, Objective 3 (Campus Engagement)
- Goal 5, Objective 2 (Improve Governance)

The Office of University Advancement coordinated senior academic and administrative staff to develop a set of recommendations for the President regarding AY14-15 tuition and fees. Two meetings were held with representatives from all major University units; as a result, a recommendation was made to the President to propose a normal CPI+1% increase for all levels excluding the School of Law. Consensus could not be reached on modifying fees for AY14-15, though a recommendation was made that the whole fee structure be analyzed and possibly overhauled in the near future.

#### **Information Technology**

- Goal 5, Objective 2 (Improve Governance and Business Process)

### **Develop a disaster recovery plan to help protect electronic assets of the University of the District of Columbia**

- In the past three months the Office of Information Technology has been working with vendors to develop a comprehensive Disaster Recovery solution which will provide granular control over our ability to ensure the uptime of our electronic resources. To this end, OIT has purchased a 96 TB Storage Area Network (SAN) appliance to reside at our disaster recovery location and has begun development of a DR plan with Clear Path Solutions, an industry leader in data center and DR capability.
- Presently we are in the process of developing a statement of work for the development of the DR plan and we are working with the location manager at WRLC (our DR site) to begin racking equipment. It is believed that in the next three months, OIT will have the necessary network routing in place and equipment online to provide full replication capability between the UDC main campus data center and the WRLC DR site. It is our goal to have service level failover capability for all tier 1 services by the end of the fiscal year.

### **Improve the way UDC students interact with technology at the University**

- Given the geographic diversity of the UDC campus one of the ongoing challenges that OIT has faced is the availability of consistent services across all campus locations. Of the seven UDC sites, the main campus at Van Ness operated on a different wireless network than the three locations connected by our Wide Area Network (WAN)(PR Harris, 801 North Capital St. and Baccus). The three remaining locations (SHADD, National Airport and United Medical Center) had no wireless capability and limited network connectivity back to Van Ness.
- In the past three months the Office of Information Technology has completed the installation and configuration of wireless capability at each of these three locations and has ensured that the wireless network is managed by controller units located in the Van Ness data center. By managing this access from the same controller units that are managing the Van Ness wireless network students are afforded a consistent experience when traveling between these campus locations; for users at these sites, gone are the days of having multiple wireless configurations based on geographic location.
- While there are still three UDC campus locations which operate on separate wireless networks, OIT is planning to complete the migration of one of them, PR Harris, by the end of the 2014 fiscal year, and is working with our networking partner, Networking for the Future (NFF) to develop a plan to install new wireless controllers and wireless access points at this site. Work for this endeavor should commence within the next 60 days and will be completed by the start of the Fall semester.

### **Provide improved Customer Service to the user community at the University of the District of Columbia**

- While the volume of service tickets fluctuates throughout the academic period and the fiscal year, the Office of Information Technology is making significant efforts to ensure that high levels of customer service are achieved with each customer submission. It is our operational goal to ensure that every service ticket has had an initial contact between a technician and the customer within 24 hours of ticket submission. Furthermore we are working towards a 60% first contact call resolution rate. The net effect of these efforts will be fewer aging tickets and improved customer service.
- Additionally OIT has begun ensuring that all work is tracked in our ticketing system thereby providing metrics for the volume of work that is being performed by each individual technician. This also helps by identifying the period of time it takes to resolve issues of each type that our

users' experience. These metrics will help OIT create trending matrices to determine the times that particular issues tend to be most prevalent and the areas which present the greatest challenge for our staff. This data will ultimately provide a foundation for the streamlining of our processes as well as help to identify areas where greater training and education are most needed.

**Stabilize the IT infrastructure at the University of the District of Columbia**

- Currently the UDC infrastructure is operating in a state of minimal optimization. Many of the infrastructure devices are nearing their end of life and most are not configured to minimize data flow or optimize routing paths for either redundancy or efficiency. Currently the Office of Information Technology is working to improve this situation. In the last three months OIT has developed a new standard, in conjunction with our partner NFF, that will allow both improved optimization of the network infrastructure as well as provide for flexible scalability based on the necessary number of connections required in each location. This new model for switch placement will result in a total decrease in the necessary power consumption for each data closet and will provide the ability to quickly deploy additional capacity, as needed, in locations which have evolving requirements. Furthermore the new devices provide an increased capability for functionality and monitoring capability OIT is in the process of purchasing the first round of these devices for building 32/42 and the standard has been shared with Capital construction to ensure that all renovation or new construction work are built to the new standard rather than the aged model.