



PROGRESS REPORT

AUGUST 2024



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Introduction

Welcome to the August 2024 Progress Report! We're excited to bring you this document, which is designed to keep project leaders like you informed with important updates, recent milestones, and offer a glimpse of what's ahead. As we work together toward Howard's 2025 goal, this newsletter will be your go-to resource for all things related to the *HCC Forward* initiative.

At the heart of the *HCC Forward* initiative are three key pillars—**Persistence, Workforce Alignment, and Leadership Development**—each vital to our mission of increasing four-year graduation, transfer, and completion rates to **59% by 2025**. These pillars guide our efforts and ensure we're making meaningful progress toward our shared objectives.

We greatly appreciate your continued dedication and leadership. Your contributions are invaluable to our success, and we're excited to reach these milestones together.



HCC Forward Updates

1. Persistence

Our team has developed a new set of social media assets to support HCC's 7-week course enrollment push. These resources are designed to meet students where they are, making sure they're informed about the wide range of opportunities available to them at Howard Community College.

We've also crafted targeted email communications for the enrollment campaign, specifically designed for current Howard students. These messages encourage them to enroll in fall classes, highlighting the benefits and opportunities of doing so.

In addition, we've created a clear, visual aid for Advisors to use when promoting Howard's 7-week courses. This tool makes it easy for students to see how they can fast-track their education and take full advantage of these accelerated learning options.

2. WCCE Alignment

As part of the *HCC Forward* initiative, we're making significant progress in aligning the efforts of Howard's **Workforce, Career & Community Education (WCCE)** program with the 2025 goal for increased enrollment.

During the most recent Day of Learning, **Andrew Mason** joined **Dr. Shantay Grays** and **Minah Woo** to deliver an insightful presentation on strengthening connections between students and career-focused pathways. Their discussion sparked engaging conversations about how Howard can enhance programs and create even more opportunities for students.

3. Leadership Development

We've made significant strides in supporting the **President's Leadership Development Program (PLDP)**. This includes the creation of a new logo for the program, along with unique logos for its two cohorts—**President's Leadership Academy** and **Leadership HCC**. These designs offer a distinct and cohesive visual identity that aligns with the program's mission of fostering growth and innovation.

Additionally, we've developed a detailed 1-year curriculum for both the President's Leadership Academy and Leadership HCC. This curriculum is crafted to provide participants with the essential skills and knowledge to lead with confidence and vision.

Looking ahead, our team is designing and building the **HCC Forward microsite**, which will become the central hub for everything related to the initiative.

4. HCC Forward Meetings

Over the month of August, our team continued meeting with the Steering Team for PLDP development, discussion, and feedback to focus on meeting the needs of the institution for this new leadership development program.

Weekly meetings continue with Dr. Shantay Grays and Minah Woo to focus specifically on our Persistence and WCCE Alignment pillars. This meeting designates time for us to fine tune our Environmental Analysis for the best results and stay updated on the status of enrollment, 7-week courses, and student support services.

Since the beginning of the month of August, a new communications plan has been developed to support the change management of the HCC Forward initiative. Our team has connected with Sumeeta Raj and Grace Anastasiadis from the marketing department to create weekly meetings that will allow us to collaborate in our communications moving forward.

3. What's Next?

Here's what's on the horizon as we advance the **HCC Forward initiative**:

- **Applications** are now open for the **President's Leadership Development Program**—a great opportunity for aspiring leaders to elevate their skills and make an impact.
- Swim has also been hard at work behind the scenes in preparation for key events. On **September 17th**, we'll meet with the Steering Team for a **Project Design Workshop** to fine-tune strategies and solidify project alignment.
- Finally, mark your calendars for **September 18th**, when **Trimeka Benjamin** will present to the **Board**.

We're thrilled about these upcoming milestones and are excited to continue working together toward our goal!



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