

## College Action Project Worksheet for Proposed New CAP Projects

**Directions:** Complete this worksheet (electronic) for each proposed College Action Project. Email to Donna at dkragt@gccc.edu

END Subcommittee: **Community Outreach**      Person completing form: **Mansfield Matthewson**

1. Give a short **identifying title** (under 10 words) to this Action Project.

**GRCC Capital Projects: Business Community Engagement**

2. **Proposed Project Champion** (NOTE: Final decision regarding CAP champion assignments will be made by the EBCO.)

**Mansfield Matthewson,**

3. **Proposed CAP Team Members:**

**Raul Alvarez, Lisa Freiburger, Vicki Janowiak, Mansfield Matthewson, Tom Smith,**

4. Describe the **purpose** of this project including a description of the associated activities. (100 words or fewer)

- Establish opportunity outreach to the local business community for engagement with the 2012 bond issue projects and other major projects.
- Provide resources to the local business community for engagement with the 2012 bond issue projects and other major projects.

5. Describe the **goals** of this Action Project (in 100 words or fewer)

- Inclusion: Provide equal opportunity to the local business community by providing opportunities and resources to participate in the 2012 capital projects and other major projects.

6. What **measurable criteria** will be used to confirm this project's success?

- Supplier participation (reflective of our community) in the submission of bids
- Supplier participation (reflective of our community) in the award of bids
- Supplier Surveys

7. What **Indicators of Success** will this project most likely impact? Please indicate whether the project will directly or indirectly impact the measure.

- Supplier participation (reflective of our community) in the submission of bids
- Supplier participation (reflective of our community) in the award of bids
- Supplier Surveys

8. What **personnel resources** are required to deliver the project successfully?

Department	Describe
Information Technology	
Institutional Research	Greater Grand Rapids demographic statistics
Facilities	Full participation in all outreach efforts, provide mentoring and

	direction to small businesses and others.
Other	
City of Grand Rapids	Greater Grand Rapids demographic statistics

9. What **additional resources** will be required to develop and/or sustain the project?

Category	Cost	Explanation (one time or recurring)	Which budget will cover these costs?
Supplies	\$2500		SLT budget
Training	\$5000		SLT budget
Equipment			
Other			
Marketing to broader community	\$2500	Business Resource Organizations, Journals, magazines, Spanish, etc.	SLT budget
GRCC TV	0	Infomercial being shot 11/1/12, but we have not been advised of any cost.	
Press Conference	0	Press release drafted 10/31/12, awaiting VP approval, we have not been advised of any cost.	
<b>Total Cost Estimate</b>	\$10,000		

10. Will this project require any **additional budget dollars** for the 2012-2013 academic year that have not already been secured? \_\_\_ NO \_XX\_ Yes

If yes, please describe briefly: The impact of the CAP can be broadened with an allocated budget, but can be execute to a lesser extent without additional budget approval, relying on the Purchasing department budget for minor expenses.

11. Is this project **dependent on or related to** any other college action project? (Please explain)  
NO

12. List the **major activities** associated with this project when implementation begins? (Please explain)

- Supplier Outreach Activities
- Supplier Training Activities
- 2012 Bond Spend Analysis

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The following section will be completed by the SLT Exec team following recommendation from SLT

SLT Review Date: \_\_\_\_\_ Action taken: \_\_\_ Approve \_\_\_ Disapprove

CAP Champion: \_\_\_\_\_ CAP Number: \_\_\_\_\_