



SEP “Shark Tank” Request for Proposals (RFP)

All Helena College employees, with preference toward academic & co-curricular employee teams, are encouraged to develop & submit one or more “**Concept Proposals**” for potential pilot projects that are intended to address any of the following **SEP Work Group Priority Areas of Focus**:

Work Group #1: Programs & Services Excellence & Innovation - Priority Areas of Focus

1. Develop online education (quality of instruction, student support, and fully online programs).
2. Focus institutional resources on academic programs with opportunities for growth (i.e. low or declining enrollments, high workforce demand, and/or low fiscal investment). Specifically these programs include Accounting & Business, Computer Technology, and Office Technology.
3. Incentivize completion of A.A.S. degrees in programs where completion rates are average or below average: Automotive Technology, Aviation Maintenance Technology, Computer Technology, Diesel Technology, Metals Technology, and Industrial Welding & Metals Fabrication.
4. Explore new programs and partnerships that fit institutional mission and external market considerations. For example, pre-engineering program with potential MUS or Carroll College articulation.
5. Diversify scheduling and delivery of instruction and support services to attract working adults (structured scheduling, online programs, non-credit skills development courses & certifications, summer session offerings).

Work Group #2: Student Recruitment & Admissions - Priority Areas of Focus

1. Develop a formalized recruitment and admissions funnel to improve enrollment, as well as a better understanding of prospect movement and melt through 15th day. (Possible strategies include purchasing a CRM, purchasing names, concentration on particular populations, such as DE, ABE, tri-county area, entry level government employees).
2. Examine utilization of tuition discounting to attract particular populations. (Possibly target DE and ABE/ACCESS students, or workers wanting to move-up in their org).
3. Development of a recruitment marketing communication plan for traditional students, adult students, special populations, and particular programs in the tri-county area. (To include website, mailings, emails, text messages, social media, events, etc.).
4. Create a true college experience for dual enrollment students. (To possibly include providing activities, resources, advising, professional development, etc.).
5. Conduct an in-depth study of community perception. (This could enable the college to refine marketing tactics, as well as potential programs, partnerships, etc.).

Work Group #3: Student Retention, Completion & Progression - Priority Areas of Focus

1. Development of academic pathways to improve transfer and completion, and to improve scheduling efficiencies.
2. Develop momentum year programming beginning at orientation.
3. Use the services offered to special populations (Veterans and TRiO) as a model for defining our student support structure.
4. Integration of academics and student support services.
5. Further examine the four cycles of SENSE and CCSSE results to better understand the student experience (action item to form a “spin-off” workgroup in order to do a very thorough analysis and then inform future projects).

Work Group #4: Community Engagement & Workforce Development - Priority Areas of Focus

1. Expand customized training partnerships with employers and community organizations.
2. Develop new credit and non-credit career pathways programs and/or certification training programs that prepares individuals for employment in occupations that fulfill employer’s priority workforce needs.
3. Increase partnerships with employers that integrate quality work-based learning experiences (internships, apprenticeships, etc.) into college academic programs (credit and non-credit).
4. Develop new collaborations with Helena College academic programs and services that expand college personal enrichment, community education and lifelong learning programs.
5. Expand events, activities and community engagement partnerships that expand use of college facilities.

Tentative SEP “Shark Tank” RFP Timeline & Process

The Spring 2019 SEP “Shark Tank” Process will consist of the following 2 Phases:

Phase 1:	Request for “Concept Proposals”
Feb. 7	<p>All SEP Work Group’s “DRAFT” Situational Analysis (SA) documents will be distributed to campus employees, and employee teams are invited to begin developing “Concept Proposals”.</p> <p>All “Concept Proposals” must include a 2-3 page statement that:</p> <ul style="list-style-type: none"> • Identifies the specific “SEP Work Group Priority Area of Focus” that the proposal addresses; • The “Concept Proposal” Title; • A list of names of the individuals / team members submitting the “Concept Proposal”; • An explanation of the “Concept Proposal”, including: <ul style="list-style-type: none"> • What is the specific idea or concept being proposed? • How is the proposal aligned with the College’s Mission & Vision? • How will the proposal help fulfill - one or more - of the College’s 5 Strategic Goals? • How does data from the SEP Work Group’s Situational Analyses (and/or other data) support or justify the rationale for the concept proposal? • What measurable outcomes is the concept proposal intended to address that are associated with - one or more of - the College’s 3 Core Themes & 22 Indicators?
Feb. 7 – Mar. 1:	Teams work on “Concept Proposal” development in collaboration with SEP Work Groups. SEP Steering Team refines Work Group SA’s into comprehensive “HC SEP Situational Analysis”
Mar. 1:	<p>Deadline for submitting “Phase 1 Concept Proposals” for consideration to advance to Phase 2</p> <p>To be considered for Phase 2, all Phase 1 proposals must be submitted via e-mail on or before 5:00 p.m. on Friday, March 1st to Sandra.Bauman@HelenaCollege.edu.</p> <p>NOTE: Please do not proceed to Phase 2 until requested to do so by the SEP Steering Team.</p>
Phase 2:	Selection of Priority “Concept Proposals” & Development of 2019-20 SEP Strategy Action Plans
Mar. 4 - 15	SEP Work Groups review & rank all concept proposals related to their priority areas of focus, and submit their recommendations to the SEP Steering Team.
Mar. 19 - 20	<p>RNL Consultant visits campus to work with SEP Steering Team & Work Groups to:</p> <ul style="list-style-type: none"> • Confirm any remaining steps needed to finalize a comprehensive “Helena College SEP Situational Analysis” from the initial drafts submitted by the individual work groups; • Discuss SEP Work Group recommendations and identify an initial set of top priority “Concept Proposals” to focus on for 2019-2020 “Strategy Action Planning”. • Meet with SEP Steering Team & Work Groups to determine how to convert selected priority “Concept Proposals” into detailed “Strategy Action Plans” to include: <ul style="list-style-type: none"> • Specifications for a potential “Pilot Project” to implement the proposal, including: <ul style="list-style-type: none"> ○ Pilot project timeline; ○ Key project implementation actions / activities / steps; ○ Individual accountabilities & responsibilities of campus & project team members; ○ Estimated costs associated with each key project activity; ○ An outline of projected start and end dates of key project performance activities; ○ Predicted Return-On-Investment (ROI) from successful project implementation; <ul style="list-style-type: none"> • Improvements in the design & delivery of college programs & services; • Enrollment & projected budget impact from recruitment of new students; • Enrollment & projected budget impact from retention of current students; • Increases in student program completion & progression (transfer/career);

- Increases in community engagement & workforce development outcomes
 - Discuss how to progress from individual “Strategy Action Plans” to the “Comprehensive Set”
- Mar. 21-June SEP Steering Team & Priority Action Teams work on completion of Comprehensive Situational Analysis, 2019-2020 Strategy Action Plans, Comprehensive Set, and “Strategic Enrollment Plan”.