

**Remarks from Ellen Kennedy, President, Berkshire Community College;  
Chair, Community College Council of Presidents**  
Delivered at Massachusetts Board of Higher Education Meeting  
December 12, 2017

Good Morning Secretary Peyser, Chair Gabrieli, Commissioner Santiago, members of the BHE, especially our segmental representative, JD Larock and Student Advisor, Ashley McHugh from Mt Wachusett Community College. It is also a privilege to be seated alongside a great colleague and, more importantly, a revered friend to the Community Colleges and to me in particular, Fred Clark, President of Bridgewater State University.

President David Podell, thank you for hosting us on this beautiful and important-to-the Boston-and-metro-region-economy community college campus.

I wanted to share some recent information about the Fifteen Massachusetts Community Colleges:

- Last year, 176,000 individuals enrolled in credit and non-credit courses at the fifteen Massachusetts Community Colleges.
- Critical to a vital sector of the Massachusetts economy, we graduated 5,000 Associated Degree in Nursing students over the last five years.
- Last year, we enrolled 12,432 students in STEM Programs.
- This year, the average cost of tuition and fees for Massachusetts families is \$6,034 for a full time student.
- Last year, 41,000 students or 45% of all enrolled students were awarded PELL Grants, a critical component of College affordability.

We know that to be successful in almost any industry you must anticipate disruption and you must innovate. Every day, collectively and in meeting the needs of our unique local economies, we focus on disruptive innovation. What does the workforce need? How do we strengthen existing programs and develop new ones? How do we help our students complete more quickly with the knowledge, skills and abilities to benefit themselves and the Massachusetts Economy.

Today, I will share three examples of disruptive innovation, all of which are resulting in MORE Massachusetts residents completing a certificate or degree, more quickly, which means less expensively. These efforts not only allow graduates to enter the workforce more quickly, but also to move more quickly to our four year partners, where they too, are innovating with a focus on faster completion.

## BRISTOL

- The UMass Dartmouth College of Nursing was awarded a \$1.8 million grant from the U.S. Health Resources and Services Administration (HRSA) to diversify the nursing workforce in the region over the next four years.
- UMass Dartmouth team has been joined by colleagues from Bristol Community College (BCC) as they study admission practices at each campus as they identify and recruit a qualified applicant pool that mirrors the demography of the region.
- This project focuses on New Bedford due to the city's changing demographics now estimated at 16.7 percent Hispanic and 6.4 percent Black/African American (US Census, 2015 est.)
- The goal is to bring nursing enrollment in line with these demographic trends by promoting nursing as a career and supporting admitted students throughout their college career.
  - They graduate on time and fully prepared to excel at regional hospitals and other health care organizations.
- The partnership with BCC and UMass Dartmouth includes long-standing articulation agreements supporting educational advancement for nurses through an online RN/BS program and on to Master's, Doctor of Nursing Practice and Ph.D. education.

## HOLYOKE

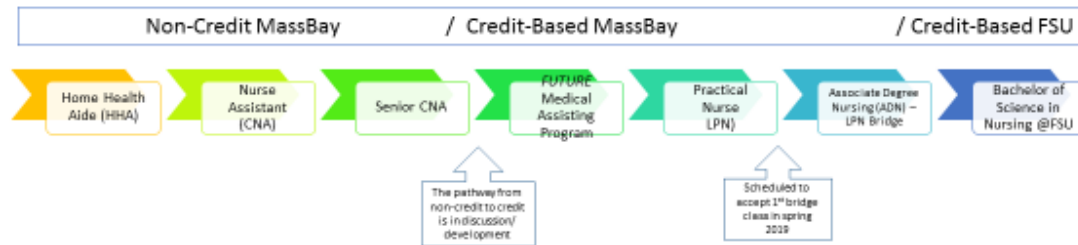
### Disrupting the Traditional Advising Model:

- **Effective advising increasingly involves early integration of career exploration.** Holyoke transformed an Academic Department (Foundations of Health) into a Model career program that includes **career focused survey courses**, embedding advising in coursework, and partnerships across institutional levels resulting in **increased student retention**.
- The Foundations of Health program (N=830) was developed in 2015 as a mechanism for artfully changing how Holyoke advises students in the health professions. The program's main objective is to provide students with a thoughtful overview of healthcare careers through a combination of survey coursework and individualized, proactive advising.
- FOH has one of the **highest retention rates for students (10% increase)** resulting from innovative advising by a dedicated full-time advisor housed within the department. Course completion rates increased 12%, a substantial increase when compared with the college at large.
- Because of this success, advising has been **restructured college-wide** to model this program.

## MASS BAY

MassBay Community College Health Sciences Health Careers Pathways

### Health Sciences Direct Care Worker (DCW) Pathway to include *future* Medical Assisting Program



09/01/17

MassBay is creating Health Care pathways that allow students to move from non-credit programs at MassBay to credit-based programs at MassBay to credit-based programs at Framingham State University (FSU), moving to increasingly higher professional levels and better pay.

Currently, Health Sciences offers both non-credit and credit career pathways that launch graduates on to meaningful health careers. Mass Bay currently offers Direct Care Worker (DCW) courses in Home Health Aide, Nurse Assistant (CNA) and Senior CNA as non-credit programs. They are working on a credit-based Medical Assisting Certificate Program. This program will serve as the bridge from the non-credit, Direct Care Worker programs, to the Credit-based health programs. The plan is that the non-credit CNA student, through a challenge exam, will receive credit that will transfer into the Medical Assisting Program. There will be some transferrable credits from Medical Assisting into the Practical Nursing Program. Mass Bay is developing an LPN-to-RN Bridge option. This bridge will allow the Licensed Practical Nurse to earn an Associate Degree in Nursing. Students who have been accepted to the MassBay Associate's Degree in Nursing (ADN) Program are automatically accepted to Framingham State University's BSN Program, conditional upon the MassBay ADN graduate passing the NCLEX exam.

As I complete my remarks this morning, we have provided each of you a guide to the fifteen Massachusetts Community Colleges. We hope you find this useful, that you will follow and like our Colleges on Social Media and that you will have a better sense of what each of our campuses are focused on in this academic year.

Thank you.