MONTGOMERY COLLEGE

East County Presence Feasibility Study

Board of Trustees
Montgomery College
April 19, 2021

Background: Previous Studies

College Expansion Strategy (February 2020) established the vision below and recommended a consultant Feasibility Study process to provide additional data.

Vision

The College Expansion initiative to bolster educational opportunities for East County residents strongly aligns with the College's goals in its strategic and master plans. In collaboration with current and future partners, the County and the College have a unique opportunity to offer secondary education, non-credit, two-year, baccalaureate, graduate degrees, and lifelong learning opportunities to meet the needs of the East County. To maximize the benefit to East County residents, the College recommends creating a 'two-plus- two-plus-two' approach (i.e, two-year, four-year, and graduate offerings) all in one, convenient location. As the campus grows, there is opportunity to reach out further in the community and partner with Montgomery County Public Schools (MCPS) to offer secondary school offerings on-site to move students seamlessly to the post-secondary level.

College leaders envision this expansion as a place to meet the specific needs of the residents, address gaps, and create opportunities in business, cybersecurity, culinary, early childhood education, ESOL, general education, hospitality, lifelong learning, small business/entrepreneurship, and health sciences, along with other areas as additional needs and opportunities emerge. The College is able to provide clear pathways to a credential to address student interests in acquiring new skills, to differentiate themselves in the marketplace, and expand their educational opportunities at a location that is close to home and work in Montgomery County.

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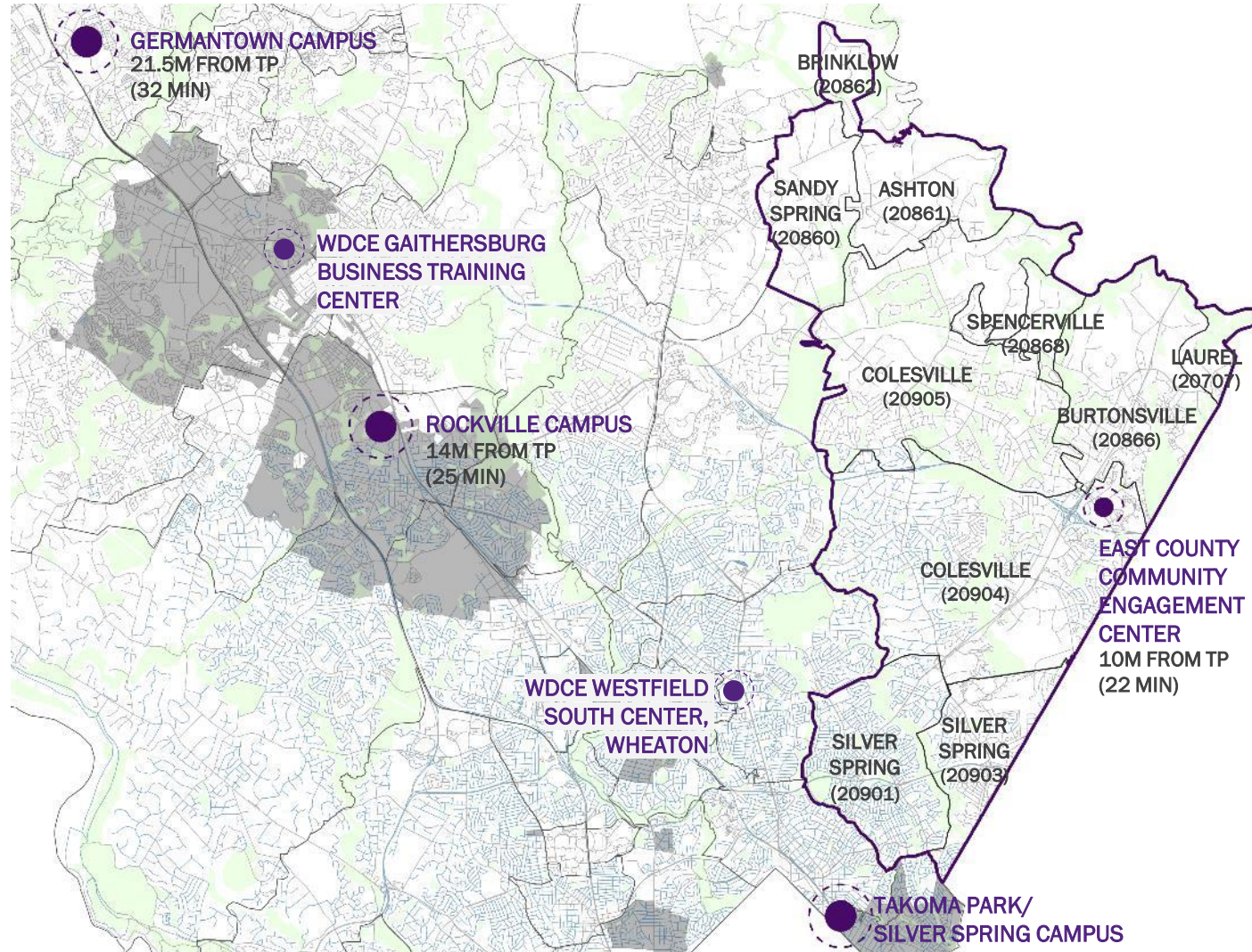
Project Scope and Timeline

Nov 2020-Jan 2021
Market Analysis and
Community Needs

Feb – Mar 2021
Real Estate Options

Apr 2021
Operating Budget

May 2021
Build-out Scenario and
Capital Budget

Jun 2021
Facilities Master Plan
Update

GERMANTOWN CAMPUS
21.5M FROM TP
(32 MIN)

BRINKLOW
(20862)

SANDY
SPRING
(20860)

ASHTON
(20861)

WDCE GAITHERSBURG
BUSINESS TRAINING
CENTER

SPENCERVILLE
(20868)

LAUREL
(20707)

COLESVILLE
(20905)

BURTONSVILLE
(20866)

ROCKVILLE CAMPUS
14M FROM TP
(25 MIN)

COLESVILLE
(20904)

EAST COUNTY
COMMUNITY
ENGAGEMENT
CENTER
10M FROM TP
(22 MIN)

WDCE WESTFIELD
SOUTH CENTER,
WHEATON

SILVER
SPRING
(20901)

SILVER
SPRING
(20903)

TAKOMA PARK/
SILVER SPRING CAMPUS

○ Montgomery College
— Study Area
— Zip Codes
● Municipalities

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3

Eastern Montgomery County is an area of diversity and need, and providing opportunities there is aligned with the College's mission.

MC's presence will need to be culturally matched and provide the highest level of wrap-around services.

Our Mission, Vision, and Values

More than just words, our mission, vision, and values reflect, in an inspiring way, who we are as an institution and why we are so dedicated to our students and their success. These aspirational standards set our priorities and drive our actions every day.

OUR MISSION: We empower our students to change their lives, and we enrich the life of our community. We are accountable for our results.

OUR VISION: With a sense of urgency for the future, Montgomery College will be a national model of educational excellence, opportunity, and student success.

OUR VALUES: Excellence, Integrity, Innovation, Equity and Inclusion, Stewardship, Sustainability

Montgomery College has grown into an institution where radical inclusion—that is, deeply rooted values of welcoming all individuals who seek higher education or continuing education—is an essential element of our identity. **By intentionally cultivating our campuses as places where equal opportunity flourishes, we have advanced our own educational mission, contributed to the aspirations of Montgomery County, and added to the vision of our nation.**

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Eastern Montgomery County Profile

- Currently, Eastern Montgomery County is a minority-majority region, with 73% of the population identifying as non-white, with the majority of the non-white population identifying as Black/African-American. By 2030, the population is projected to continue to diversify.

- While Spanish is the predominate language spoken in East Montgomery County other than English, there are also significant clusters of French, European languages, Korean, and other languages (e.g., Amharic).

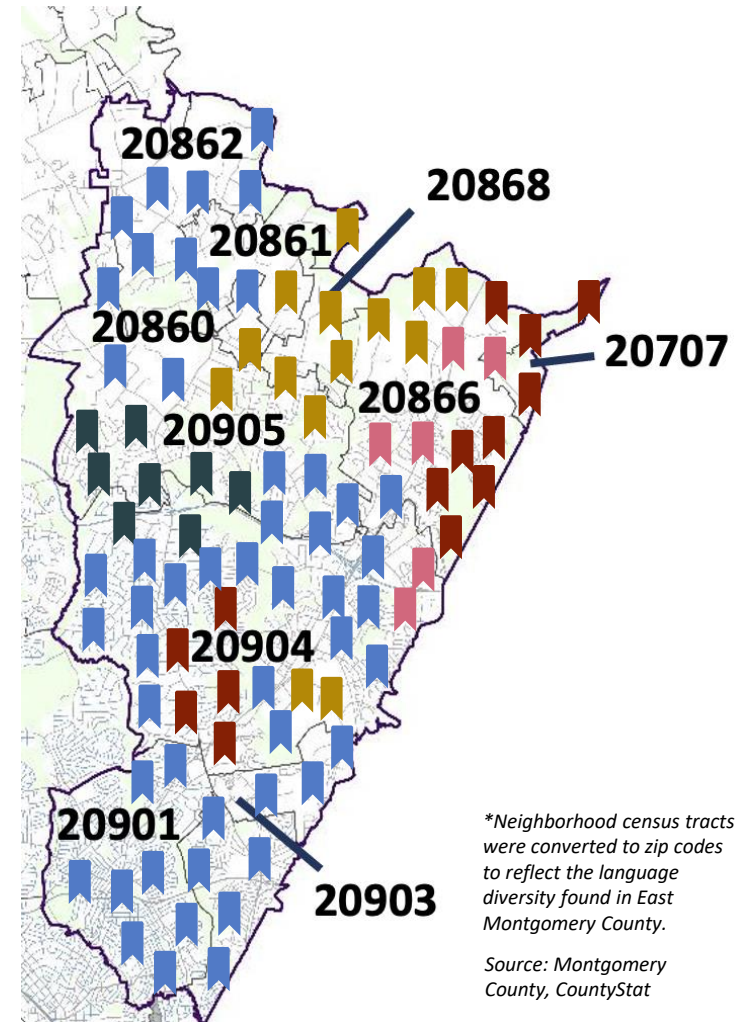### Eastern Montgomery County Language Clusters

Spanish	French, Haitian, or Cajun
Korean	European Languages
Amharic/other unspecified language	

20862
20868
20861
20860
20707
20866
20905
20904
20901
20903

Neighborhood census tracts were converted to zip codes to reflect the language diversity found in East Montgomery County.

Source: Montgomery County, CountyStat

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5

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Data Source: 2019, U.S. Census Bureau, data was pulled by Montgomery County East census designation– Fairland, Calverton, White Oak & Burtonsville PUMA

Country or Origin (Place of Birth of Residents)	Number of People
Ethiopia	6,369
El Salvador	3,349
Cameroon	3,247
India	2,951
Haiti	2,417
Vietnam	1,520
China	1,442
Mexico	1,294
Guatemala	1,281
Liberia	1,013
Bolivia	1,010
Korea	1,001
Jamaica	959
Ghana	958
Nigeria	860

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Eastern Montgomery County Profile

- Because the Cost-of-Living Index is significantly higher in Montgomery County than nationally (143 compared to 100), we would expect that all job earnings would be above the national average. Because they are not, incomes suggest jobs that do not pay a living wage.
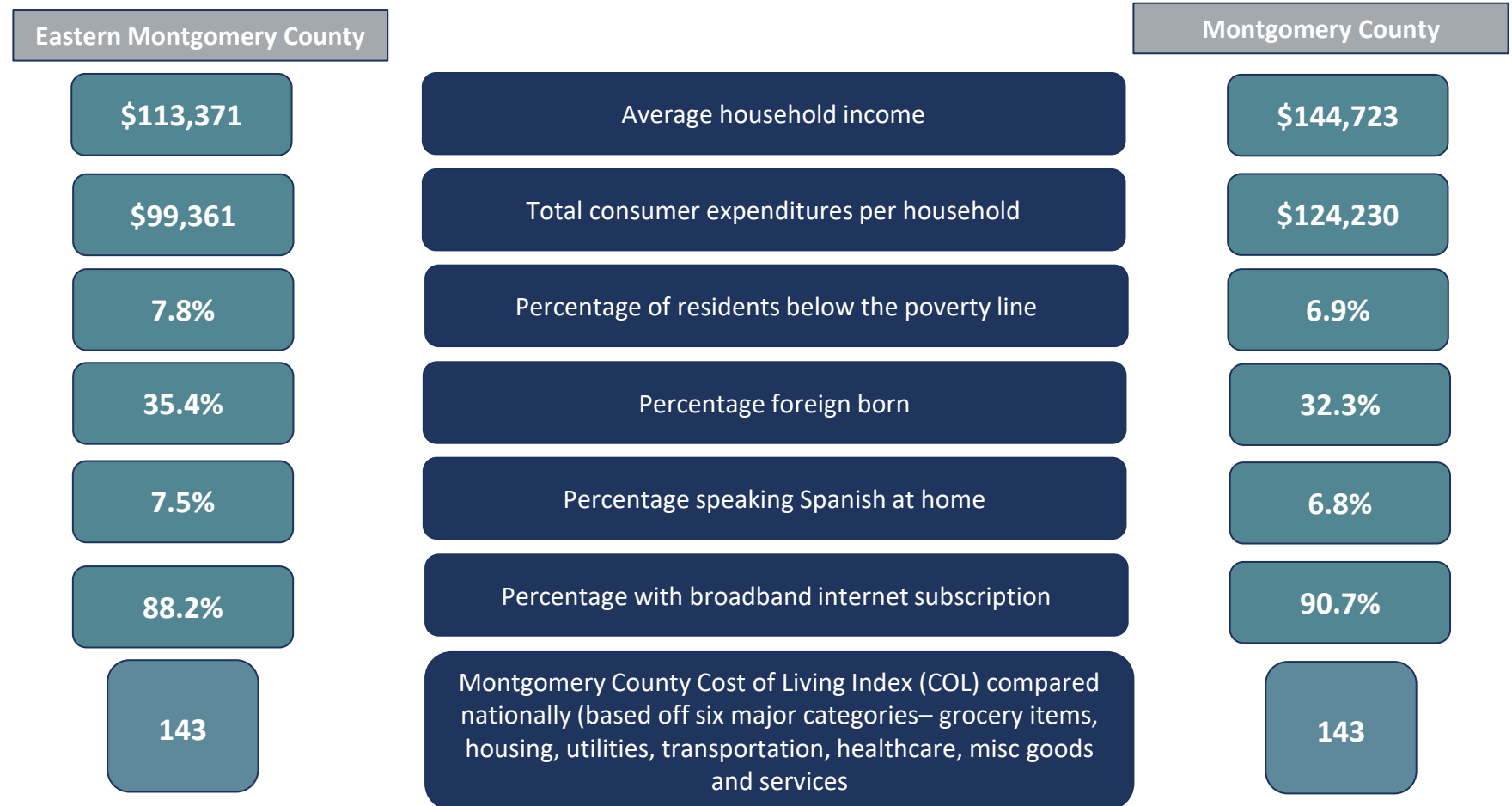
Average Earnings per Job in Eastern Montgomery County, 2020

■ Average Earnings Per Job ▯ National Average Earnings Per Job
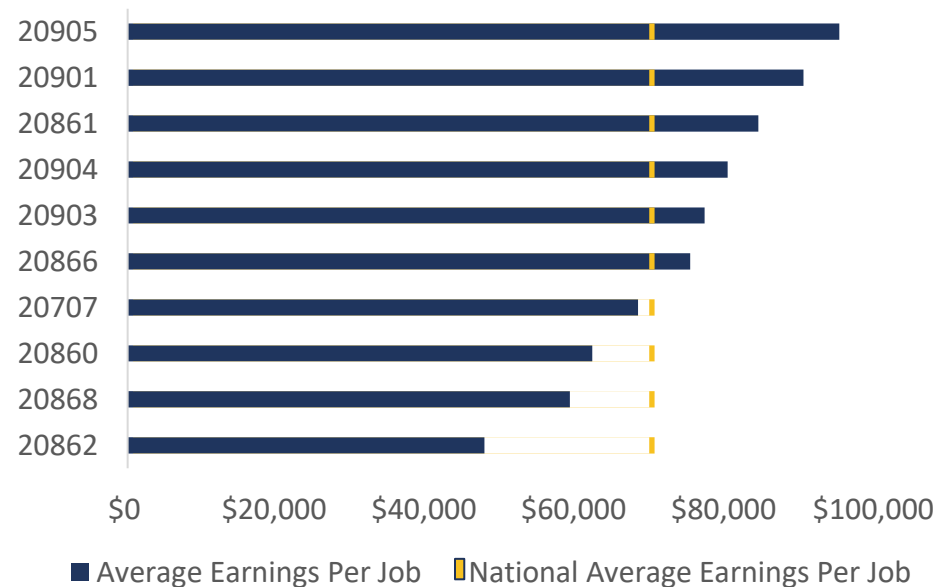
Source: EMSI's Proprietary Employment Data. Avg earnings per job is equal to the total annual industry pre-tax earnings (wages, salaries, profits, benefits, and other compensation), divided by the number of jobs

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Eastern Montgomery County Profile

Economic Indicators

	Eastern Montgomery County		Montgomery County
Average household income	$113,371		$144,723
Total consumer expenditures per household	$99,361		$124,230
Percentage of residents below the poverty line	7.8%		6.9%
Percentage foreign born	35.4%		32.3%
Percentage speaking Spanish at home	7.5%		6.8%
Percentage with broadband internet subscription	88.2%		90.7%
Montgomery County Cost of Living Index (COL) compared nationally (based off six major categories– grocery items, housing, utilities, transportation, healthcare, misc goods and services	143		143

U.S. Census Bureau, Data derived from 10 zip code area

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East County Presence Could Fill Gap for Services Needed

East Montgomery County public high schools provide many critical services, but some gaps remain. Stakeholders repeated that the East presence must be unique, and one of its key differentiation features could be addressing student and community needs, allowing for greater accessibility and successful outcomes.

Innovation Incubator

- Sandbox model that allows for the design, implementation, and assessment of new ideas and programs
- Opportunity for students, businesses, and faculty to come together and innovate, build partnerships

Social Services Support

- Ensuring that community members have access to the services they need to be successful
- Co-locating services such as a library space or basic needs services, and providing staffing to then perform outreach and connect students to those services
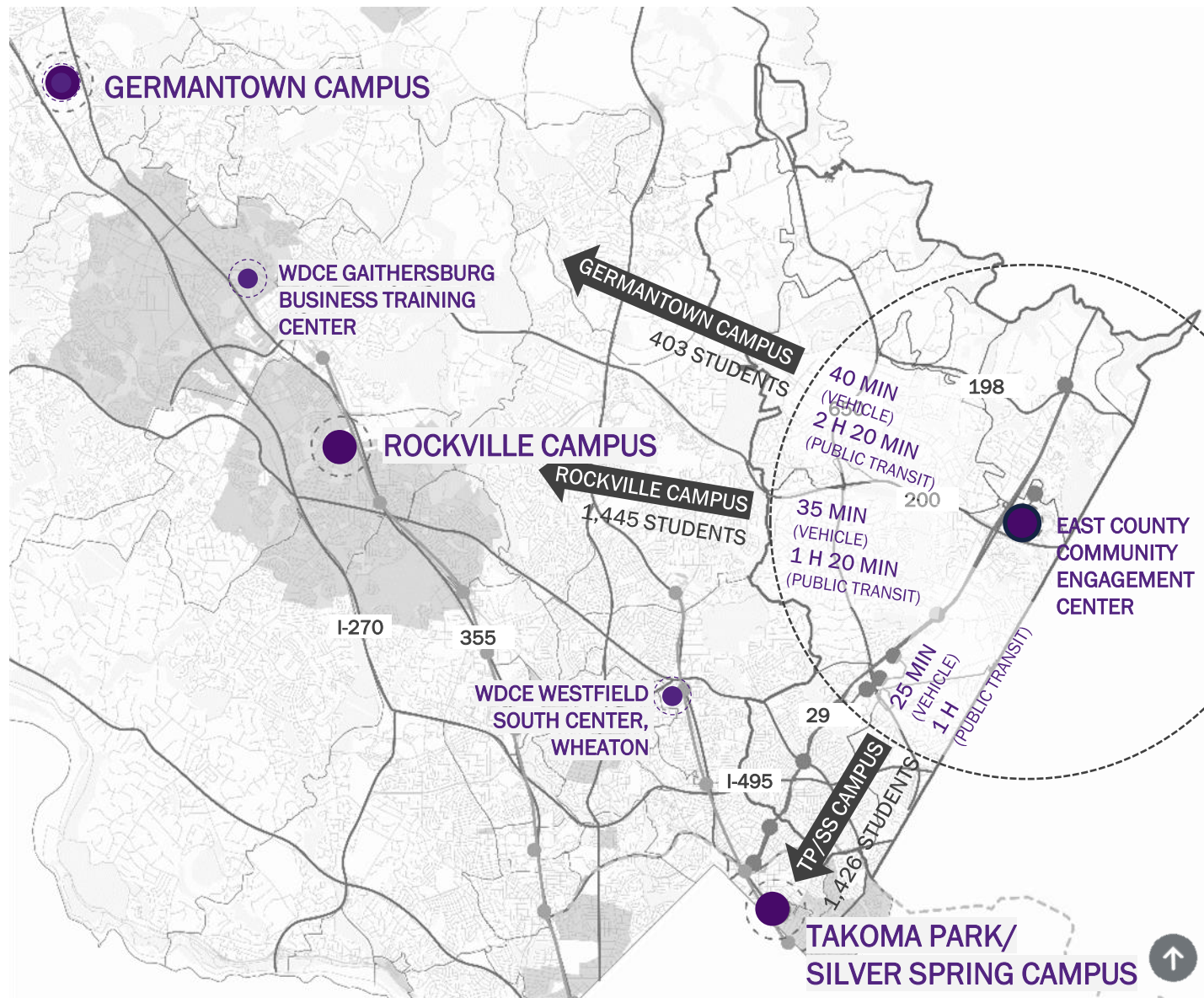
Community Gathering and Empowerment

- Place-making; creating a welcoming culture that invites inclusivity, a sense of connection and belonging
- Leveraging and celebrating the cultural capital of East County residents, multi-generational spaces
- Creating a congregation space for the county
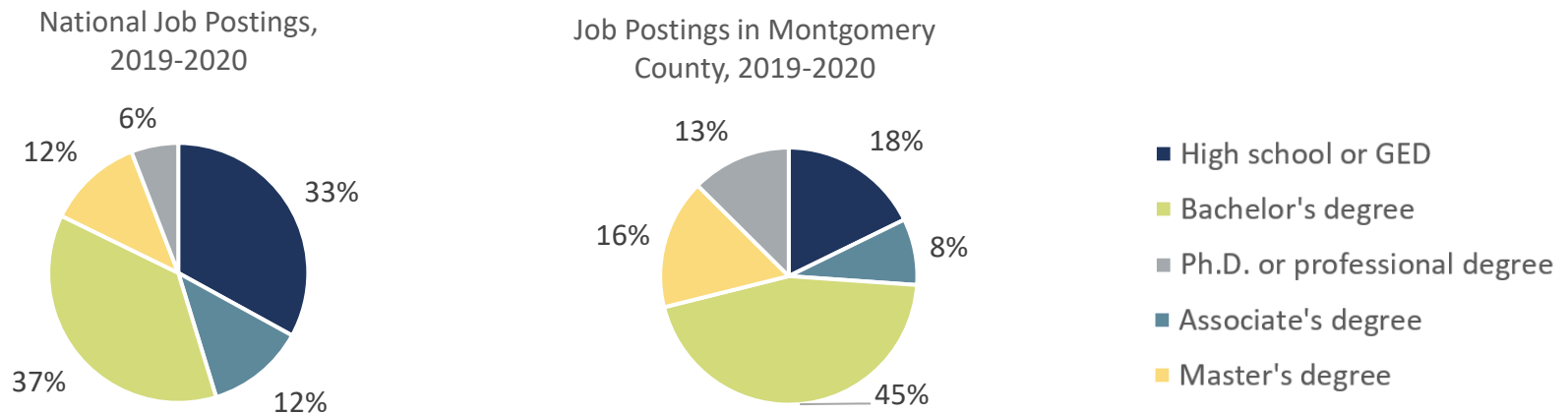
Technology Center

- Future-oriented, multi-use space that allows for the intentional design of virtual learning
- Faculty workshops that provide engaging online teaching strategies
- Serve as the "virtual hub" for coordination of all remote services

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Transportation to education and employment opportunities is a challenge and underscores the potential impact from an east county location.

GERMANTOWN CAMPUS

WDCE GAITHERSBURG BUSINESS TRAINING CENTER

GERMANTOWN CAMPUS
403 STUDENTS

40 MIN (VEHICLE)
2 H 20 MIN (PUBLIC TRANSIT)

198

ROCKVILLE CAMPUS

ROCKVILLE CAMPUS
1,445 STUDENTS

35 MIN (VEHICLE)
1 H 20 MIN (PUBLIC TRANSIT)

200

EAST COUNTY COMMUNITY ENGAGEMENT CENTER

I-270

355

WDCE WESTFIELD SOUTH CENTER, WHEATON

29

25 MIN (VEHICLE)
1 H (PUBLIC TRANSIT)

I-495

TP/SS CAMPUS
1,426 STUDENTS

TAKOMA PARK/ SILVER SPRING CAMPUS

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Market research suggests programs could focus on health sciences, engineering, technology, and four-year transfer pathways to take advantage of regional job opportunities. Community leaders have expressed interest in a commercial kitchen incubator, green technologies, English language opportunities, fine arts, and physical education/holistic wellness, and these may be partnership opportunities with some element of MC participation.

As Montgomery College continues to design a fourth presence, the consideration of pathways programs that lead toward a Bachelor's would help MC graduates be more competitive in the job market.

National Job Postings, 2019-2020

6%
12%
33%
37%
12%

Job Postings in Montgomery County, 2019-2020

13%
18%
16%
8%
45%

- High school or GED
- Bachelor's degree
- Ph.D. or professional degree
- Associate's degree
- Master's degree

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Healthcare Leads the Field for Associate's Degree Holders

For job postings requiring an Associate's degree only, the following businesses were the top employers. 55% of the top 20 employers were either direct healthcare companies or healthcare staffing businesses.

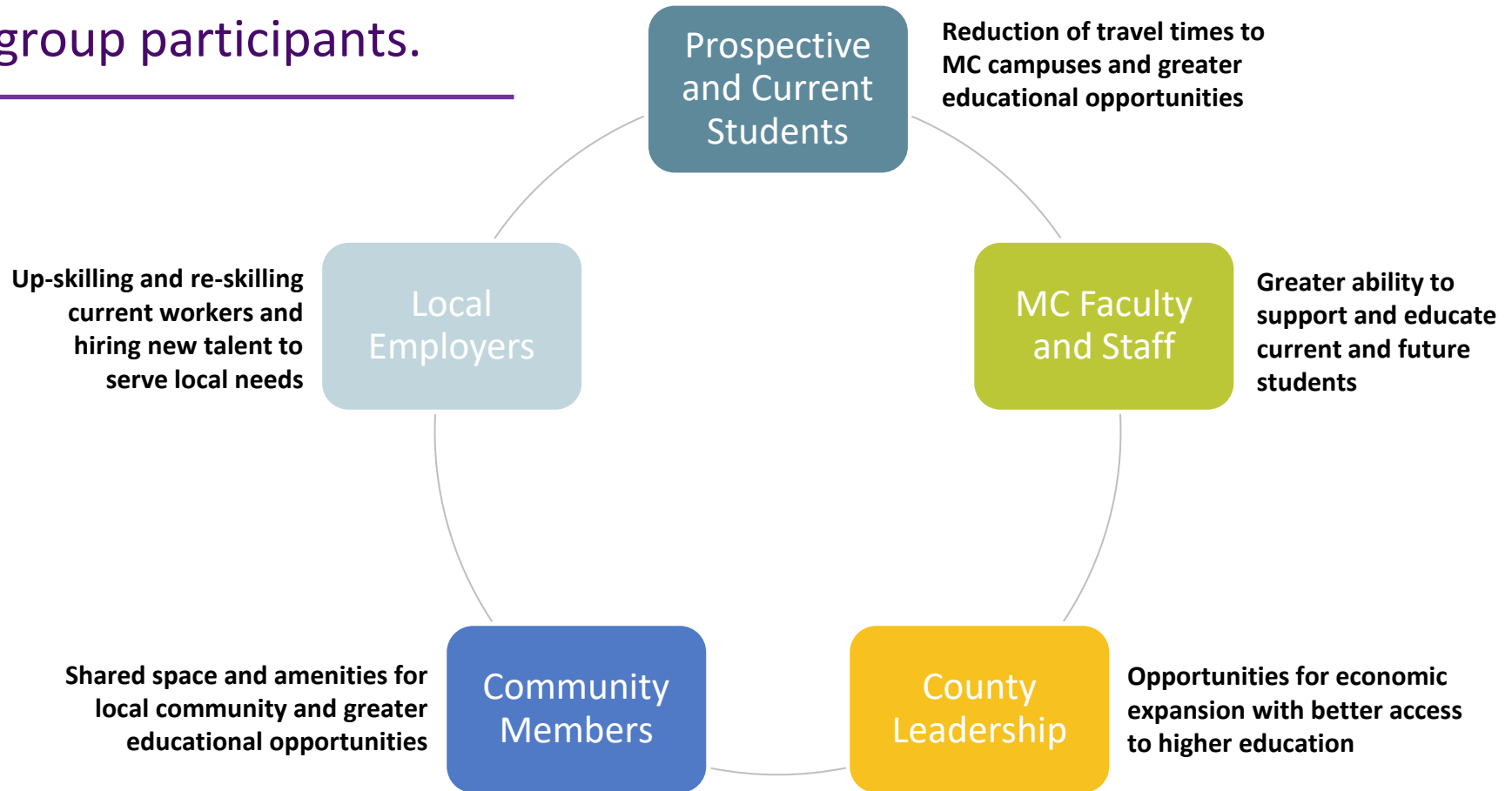## Job Posting by Volume by Employer, Oct 2019- Oct 2020
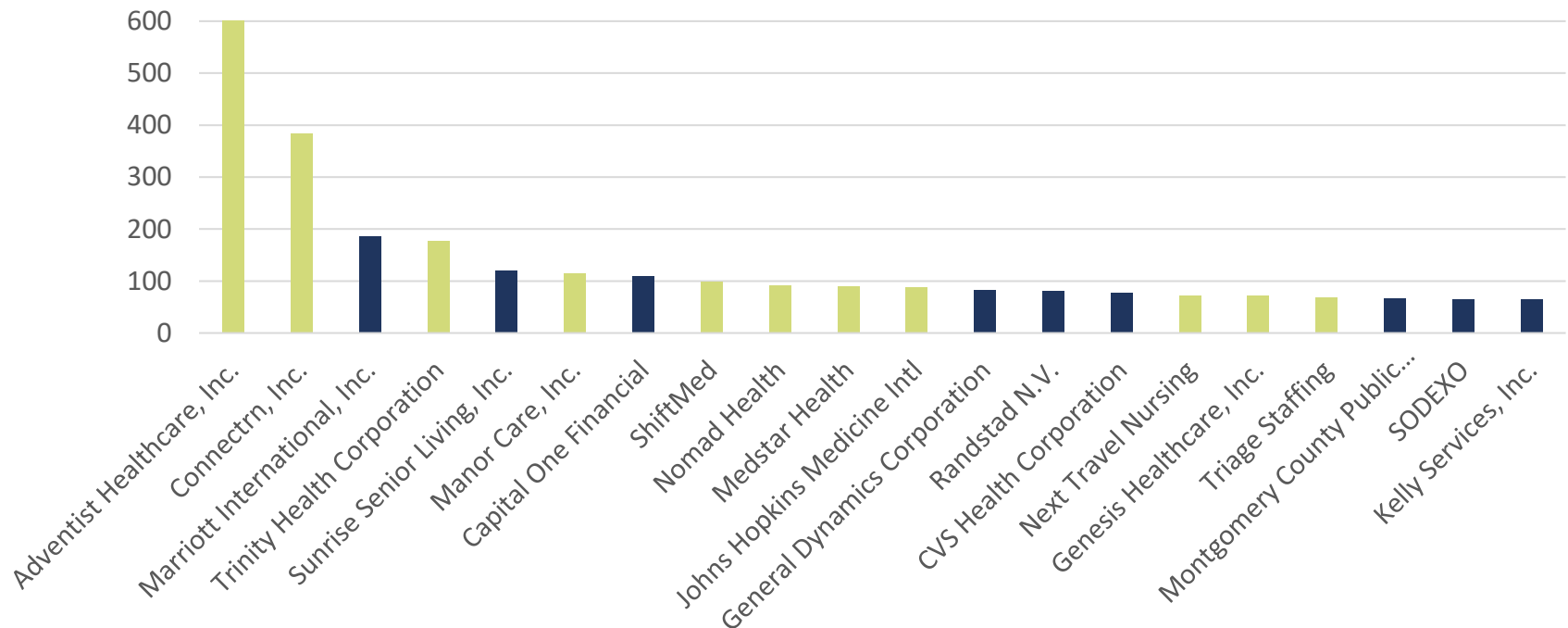
The median advertised salary of these listings was $64.4k. The top posted occupations were registered nurses, nursing assistants, licensed practical and licensed vocational nurses, and medical assistants.

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Proposed Academic Focus Areas By Education Level

Education Level	Occupation Type	Job Titles
Career and Technical Education (Workforce Development)	Healthcare Practitioners and Technical Occupations	• Licensed Practical and Licensed Vocational Nurses • Health Information Technologists, Medical Registrars • Surgical Technologists, Surgical Assistants • Medical Dosimetrists, Medical Records Specialists
	Installation, Maintenance, and Repair Occupations	• Heating, Air Conditioning, and Refrigeration Mechanics Installers • Telecommunications Equipment Installers and Repairers • Electrical and Electronics Repairers, Commercial and Industrial Equipment • Automotive Service Technicians and Mechanics
	English language supports	• ESL courses for the immigrant community
Associate's Degree	Healthcare Practitioners and Technical Occupations	• Dental Hygienists • Radiologic Technologists and Technicians • Diagnostic Medical Sonographers
	Computer and Mathematical Occupations	• Computer Network Support Specialists • Web Developers and Digital Interface Designers
	Architecture and Engineering	• Calibration Technologists and Technicians, Engineering Techs • Electrical and Electronic Engineering Technologists • Architectural and Civil Drafters, Mechanical Drafters
Pathways to a Bachelor's degree	• In Montgomery Country, 26% of job postings are available to applicants with up to an Associate's degree, but an additional 45% of postings are available with a Bachelor's degree • Creating pathways to a four-year degree will make MC students more competitive in the job market long-term and will provide significantly better economic outcomes • Heavy investment of strengthening articulation transfer agreements is recommended	

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There is strong support from focus group participants.

Prospective and Current Students

Reduction of travel times to MC campuses and greater educational opportunities

MC Faculty and Staff

Greater ability to support and educate current and future students

County Leadership

Opportunities for economic expansion with better access to higher education

Community Members

Shared space and amenities for local community and greater educational opportunities

Local Employers

Up-skilling and re-skilling current workers and hiring new talent to serve local needs

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COVID-19 has created shifts in the way we use physical campuses. Space planning and design for this presence has the opportunity to be forward-thinking.

- Emphasis on experiential learning
- Hyflex classrooms for both virtual and in-person instruction

MC MONTGOMERY COLLEGE

COVID-19 has created shifts in the way we use physical campuses. Space planning and design for this presence has the opportunity to be forward-thinking.

- Spaces where learners can access technology and internet, especially those who may not have access at home
- Potential for some staff to work remotely

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It is important for this presence to be commensurate with other MC campuses, while developing its own identity. Space planning projects a full build-out.

PHASE 1

1,000 HEADCOUNT
610 FULL-TIME EQUIVALENT (FTE)

- 9 classrooms
- 2 class laboratories
- Small business incubator and maker space
- Capacity for 75+ faculty and staff
- Learning Resource Center, study and virtual learning spaces
- Demonstration kitchen and multipurpose fitness room
- Food service kiosk and food pantry

- **Partnership Opportunities:**
  - Commercial Kitchen Incubator
  - Non-Profit Partner Space

PHASE 2

3,273 HEADCOUNT
1,997 FULL-TIME EQUIVALENT (FTE)

- 30 classrooms
- 7 class laboratories
- Small business incubator and maker spaces
- Capacity for 250+ faculty and staff
- Learning Resource Center, study and virtual learning spaces
- Fitness center
- Grab-and-go food service and food pantry

- **Partnership Opportunities:**
  - Commercial Kitchen Incubator
  - Non-Profit Partner Space
  - Event Space

PHASE 3

6,429 HEADCOUNT
3,922 FULL-TIME EQUIVALENT (FTE)

- 60 classrooms
- 14 class laboratories
- Small business incubator and maker spaces
- Capacity for 400+ faculty and staff
- Learning Resource Center, study and virtual learning spaces
- Fitness and Athletics Performance Facility
- Cafeteria and food pantry

- **Partnership Opportunities:**
  - Commercial Kitchen Incubator
  - Non-Profit Partner Space
  - Event Space
  - Convocation Center

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Enrollment and Space Need Summary

PHASE 1	PHASE 2	PHASE 3
1,000 HEADCOUNT 610 FULL-TIME EQUIVALENT (FTE)	3,273 HEADCOUNT 1,997 FULL-TIME EQUIVALENT (FTE)	6,429 HEADCOUNT 3,922 FULL-TIME EQUIVALENT (FTE)
Net Assignable Square Feet 41k - 44k	**Net Assignable Square Feet** 115k - 135k	**Net Assignable Square Feet** 252k - 280k
Gross Square Feet 63k - 68k	**Gross Square Feet** 177k - 208k	**Gross Square Feet** 388k - 430k

PHASE 1

Comparable size:

- Paul Peck Academic and Innovation Building on the Germantown campus (68,000 GSF)

PHASE 2

Comparable size:

- Health Sciences Center on the TP/SS campus (98,000 GSF)
- Student Services Center on the TP/SS campus (111,000 GSF)

PHASE 3
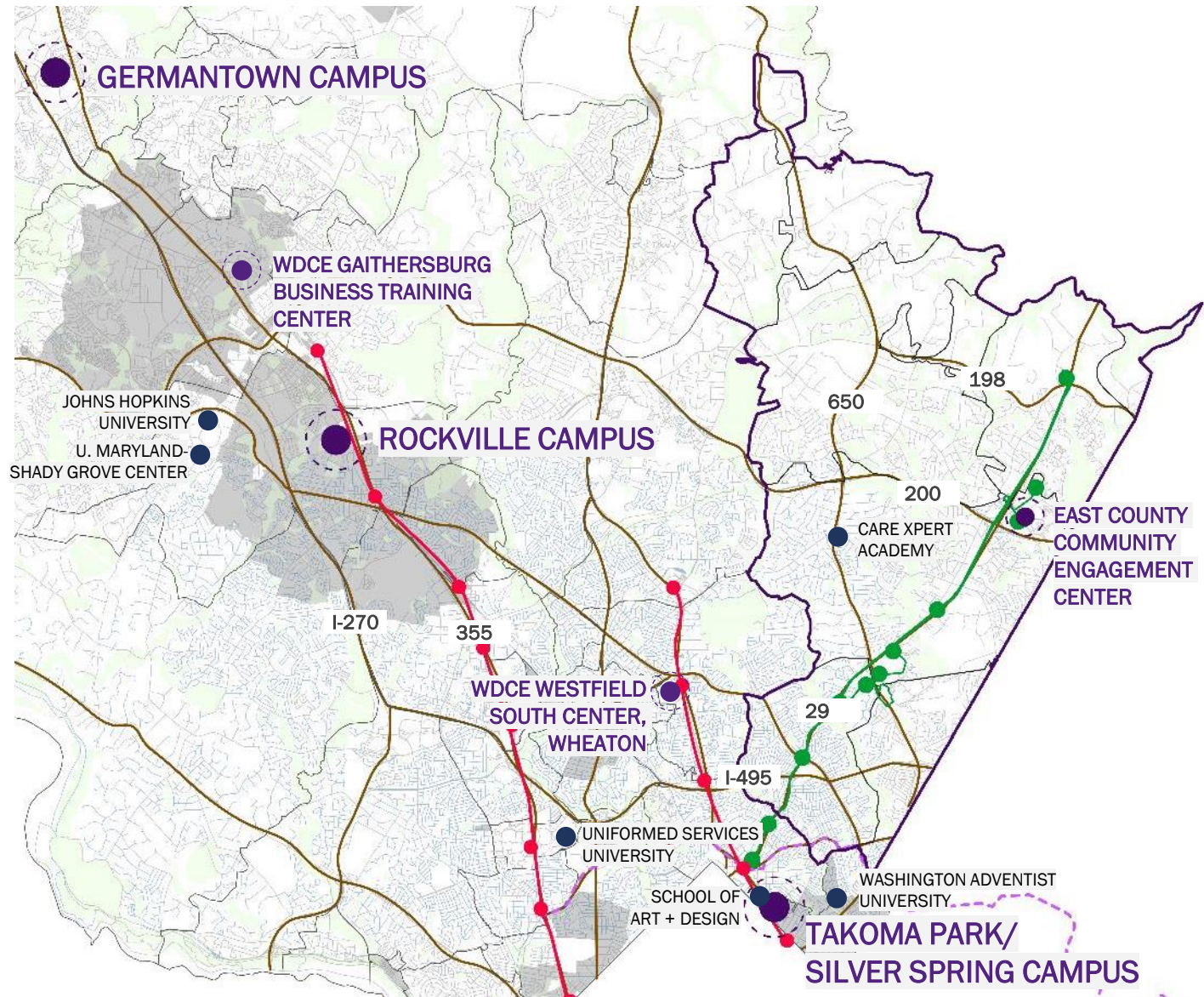
Comparable size:

- Science Center (East + West) on the Rockville campus (141,000 GSF + 42,000 GSF)
- Student Services Center on the Rockville campus (127,000 GSF)
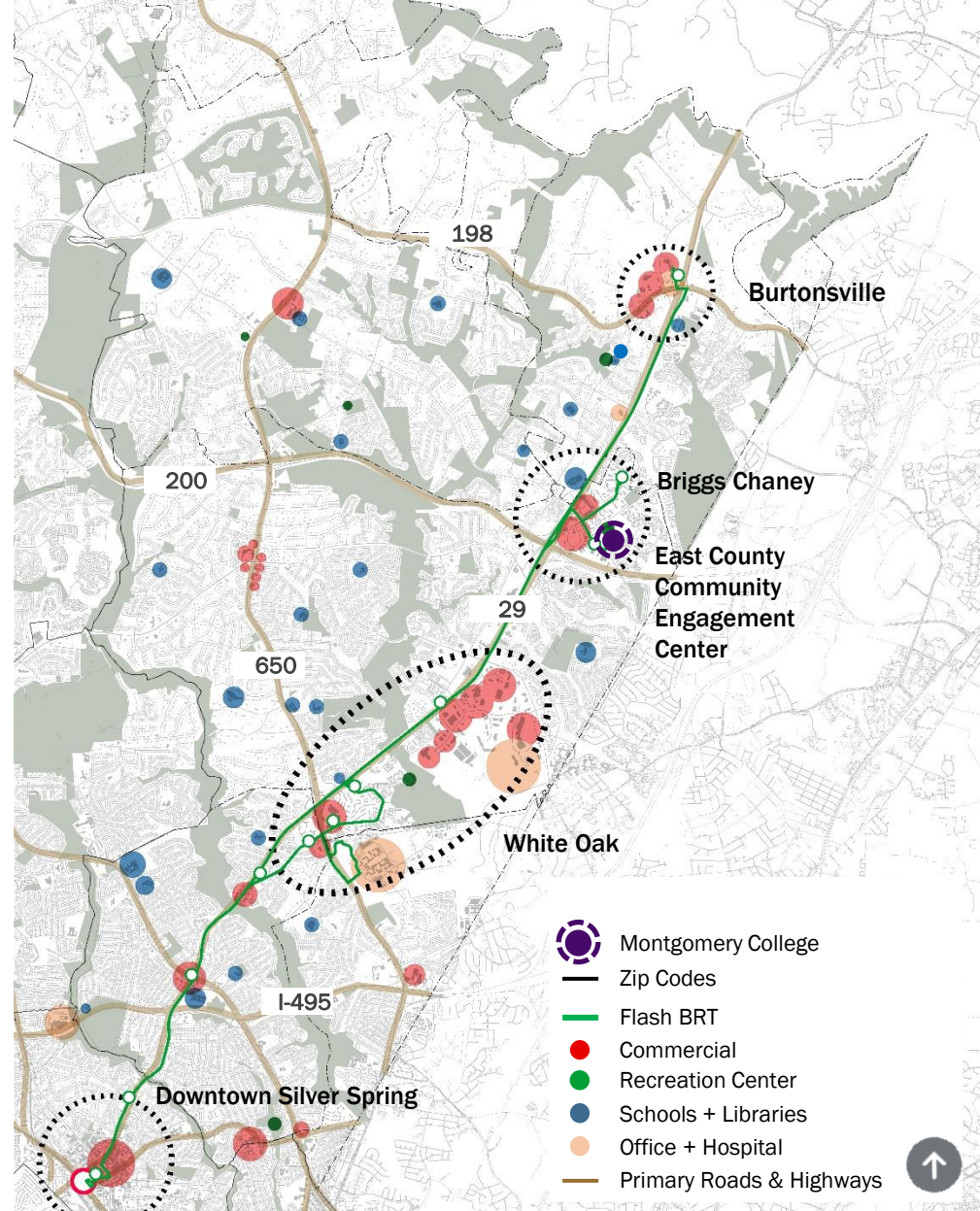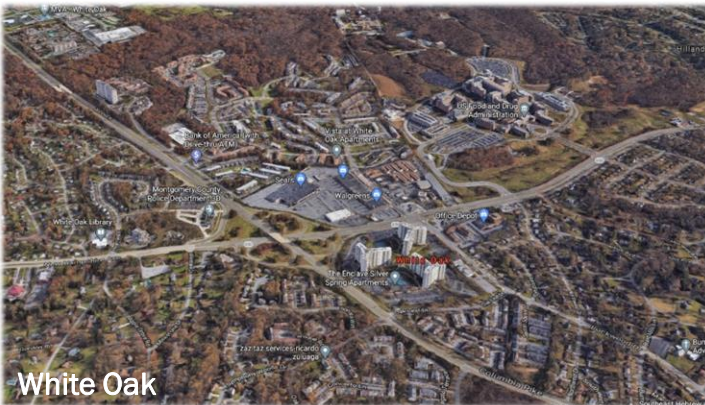- Physical Education Center on the Rockville Campus (85,000 GSF)

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The Flash BRT line is an important asset and, like parking, will be a factor in site selection.

Legend:
- Montgomery College
- Study Area
- Zip Codes
- Municipalities
- Flash BRT
- Red Line
- Purple Line
- Primary Roads & Highways

Map labels:
GERMANTOWN CAMPUS
WDCE GAITHERSBURG BUSINESS TRAINING CENTER
JOHNS HOPKINS UNIVERSITY
U. MARYLAND-SHADY GROVE CENTER
ROCKVILLE CAMPUS
CARE XPERT ACADEMY
EAST COUNTY COMMUNITY ENGAGEMENT CENTER
I-270
355
WDCE WESTFIELD SOUTH CENTER, WHEATON
I-495
UNIFORMED SERVICES UNIVERSITY
SCHOOL OF ART + DESIGN
WASHINGTON ADVENTIST UNIVERSITY
TAKOMA PARK/ SILVER SPRING CAMPUS
650
198
200
29

MONTGOMERY COLLEGE

Activity Centers

White Oak

Briggs Chaney

198

Burtonsville

200

Briggs Chaney

East County Community Engagement Center

29

650

White Oak

Montgomery College

I-495

Downtown Silver Spring

Legend
- Montgomery College
- Zip Codes
- Flash BRT
- Commercial
- Recreation Center
- Schools + Libraries
- Office + Hospital
- Primary Roads & Highways

MONTGOMERY COLLEGE

There is considerable energy and planning taking place for new development in this area.
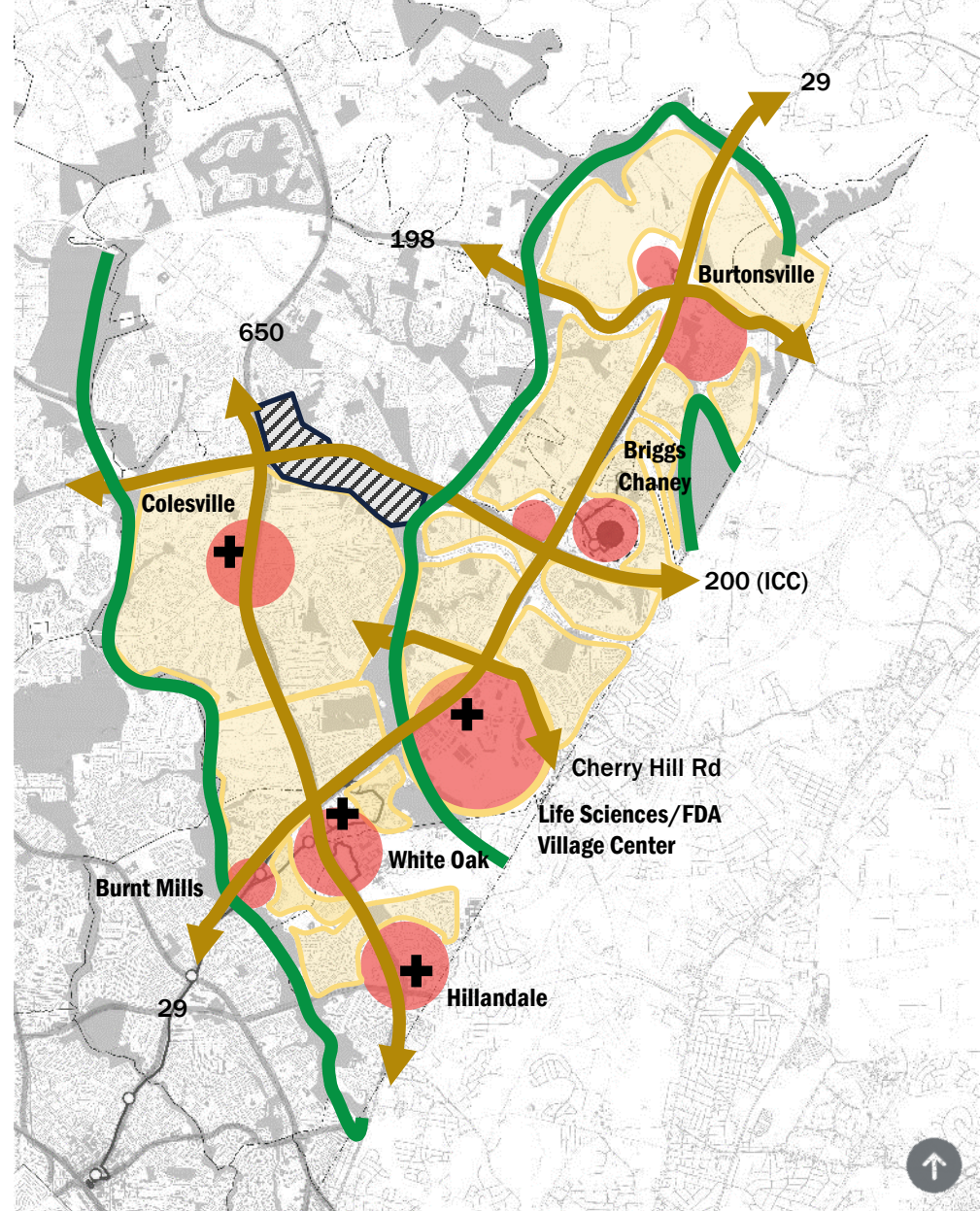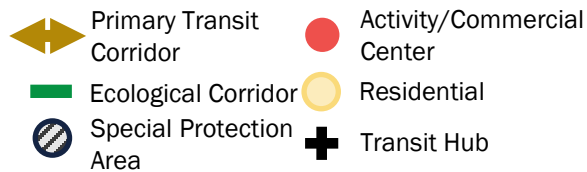
MASTER PLANS

- In Progress - Fairland and Briggs Chaney
- **2020 - Thrive Montgomery 2050**
- **2014 - White Oak Science Gateway**
- 2013 - Countywide Transit Corridors Functional Master Plan
- 2012 - Burtonsville Crossroads
- 2000 - Silver Spring East
- 2000 - North and West Silver Spring
- **1997 - Fairland Master Plan**
- **1997 - White Oak Master Plan**
- Special Protection Areas

MONTGOMERY COLLEGE
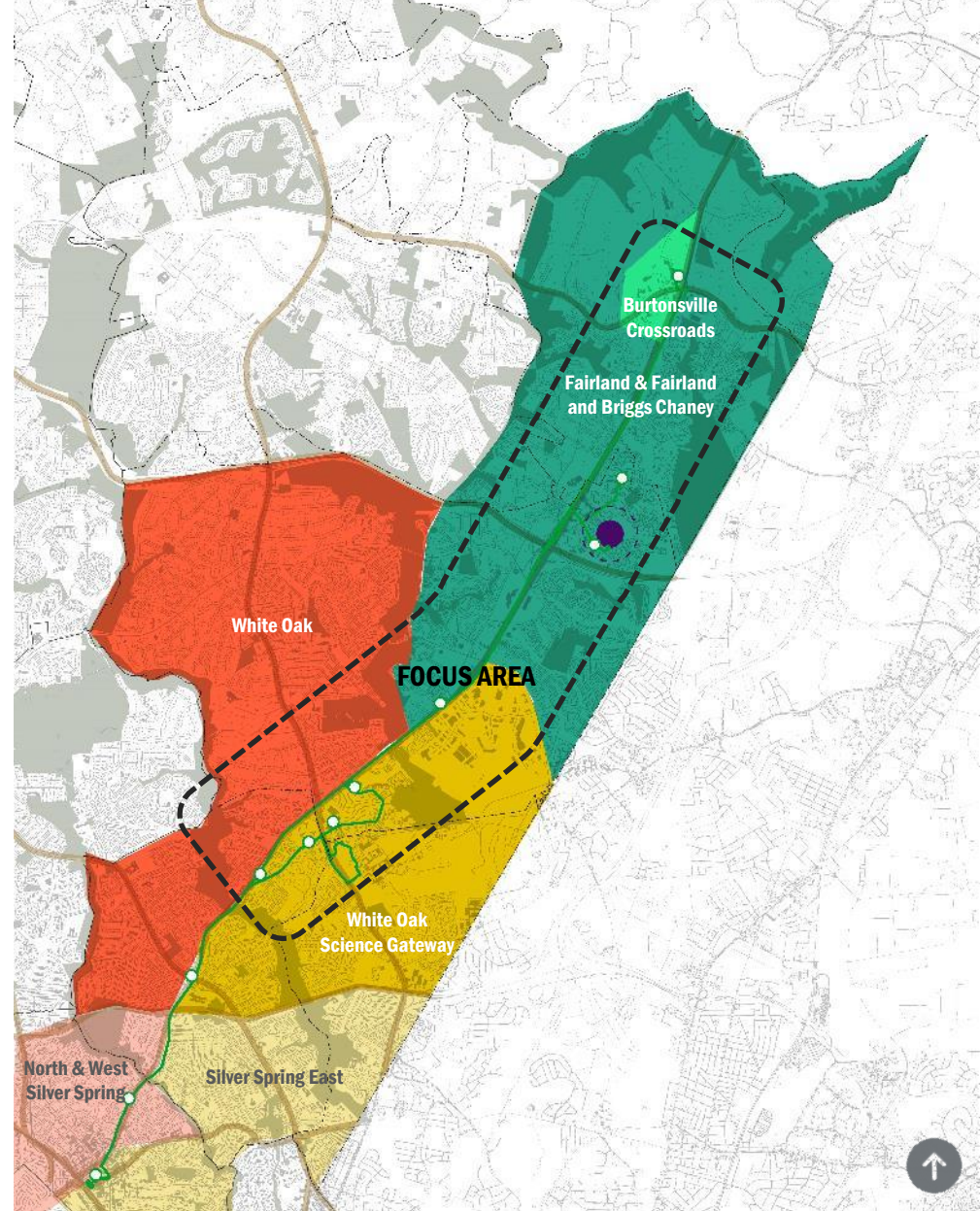
Combined Master Plan Visions

- Reinforcing I-29 as the primary north/south transit corridor with new Flash BRT line

- Establishing transit hubs along I-29 and major east/west connections such as 650, 200, and Cherry Hill Road

- Protecting and enhancing ecological corridors

- Supporting dense, mixed-use developments proximate to major transit hubs

- Identifying additional east-west BRT lines

Legend:
- Primary Transit Corridor
- Ecological Corridor
- Special Protection Area
- Activity/Commercial Center
- Residential
- Transit Hub

Map labels: 29, 198, 650, Burtonsville, Briggs Chaney, Colesville, 200 (ICC), Cherry Hill Rd, Life Sciences/FDA Village Center, White Oak, Burnt Mills, Hillandale

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College Expansion in East Montgomery County is an idea that has matured over many years.

COVID-19 response presents an opportunity to act.

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Next Steps

Next Steps of Feasibility Study

April-June
- Complete real estate analysis for potential long-term presence
- Complete pro forma operating and capital budgets
- Draft potential Facilities Master Plan amendment regarding a fourth campus

June
- Present final Feasibility Study to Board of Trustees

Future Possible Steps for Board of Trustees

May or Later
- Potential Board action on Educational Center lease

June or Later
- Potential Board action to update Facilities Master Plan

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