

#BeCountedBeMDC



Miami Dade College

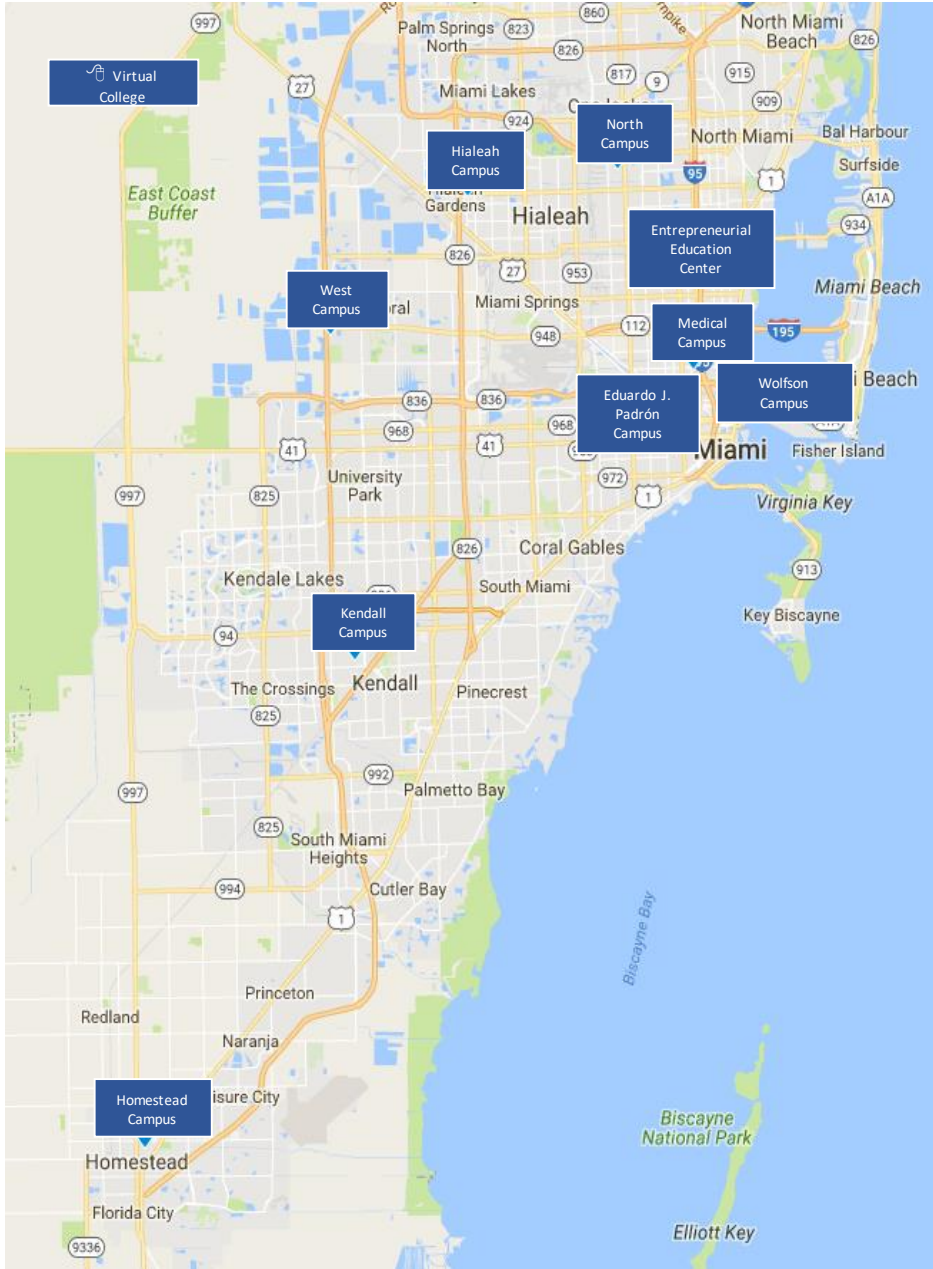
Outreach Campaign to Support Census Participation

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Mission

As democracy's college, Miami Dade College changes lives through accessible, high-quality teaching and learning experiences. The College embraces its responsibility to serve as an economic, cultural and civic leader for the advancement of our diverse global community.



At a Glance

- Founded in 1960 as an open-access institution serving the neediest members of our community
- 8 campuses and multiple outreach centers across Miami-Dade County and online
- 151,000 students annually
- Over 300 programs and pathways in certificate, associate, and baccalaureate programs
- Close to 7,000 employees
- Contributes more than \$3.4 billion to Miami-Dade County's economy annually, accounting for ~2.5% of its Gross Regional Product

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WHAT DOES
COMMUNITY
COLLEGE OFFER?

How many students are at MDC
(both credit and non-credit)

151,847

OUR ACADEMIC OFFERINGS

A.A. 61.5%	CERTIFICATES 2.2%	B.S./B.A.S. 5.4%
A.S. 22.5%	NON-DEGREE 8.3%	

**MDC
Census
2020**

STUDENT PROFILE

- 78%** work while attending college
- 61%** attend part-time
- 57%** are low-income
- 44%** live in poverty

81% of full-time beginning students receive grant or scholarship aid

Only **6%** of all undergraduate students at MDC take out federal student loans. Of those who take out federal student loans, the default rate is 12.4%, 4.5 percentage points lower than the Florida College System rate of 16.9%

3,200

STUDENTS
WITH
DISABILITIES

1,200

VETERAN
STUDENTS

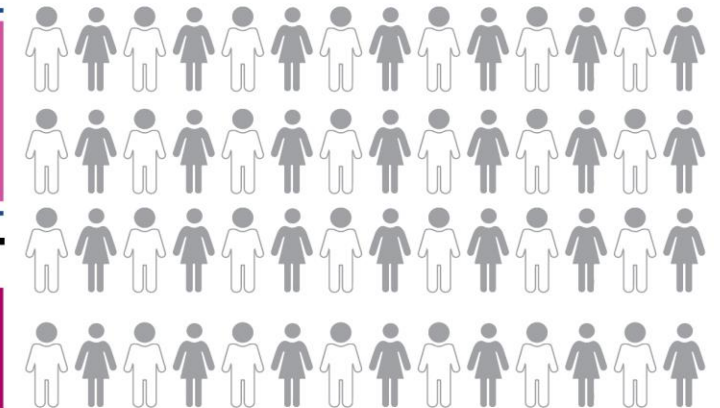
FULL TIME **40%** & PART TIME **61%** / The majority of our students are minorities



MAJORITY
OF OUR
STUDENTS
ARE WITHIN
THE AGE
RANGE
OF
18 - 30

HISPANIC 74%
WHITE NON-HISPANIC **6%**
BLACK 15%
NON-HISPANIC
OTHER 5%

**EVERY STUDENT
COUNTS**



We have served over **1,480,270** students since our doors first open

ACTION PLAN

- Create MDC Census 2020 Task Force with faculty, administrators, staff and student representation from all 8 campuses
- Develop MDC Census 2020 webpage – a one stop location to be “census-ready”
- Create and provide “Census 101” video, handout, and curriculum for faculty members for class integration
- Prepare at least 300 faculty to present “Census 101” to their classes
- Host Town Hall informational sessions at all 8 MDC campuses for students, staff, faculty, and community members
- Integrate Census 2020 planning into each campus’ IMPACT committees (changemaking)
- Disseminate census info on campus in myriad locations including commons/courtyards, veterans/military services offices, continuing education, etc.
- Open computer courtyards across campuses on April 1st to facilitate completion of Census 2020 for persons with limited computer access and set up Completion Stations in campus libraries (1238 computer stations available at 8 campuses)

ACTION PLAN - continued

- Reach more than 100,000 MDC students, faculty, staff, and administrators via email, text, and social media outreach campaign
- Host Census Information Booths at MDC community events
- Create designated “Census 2020” info areas on campus, i.e., offices on campus where the staff have been trained on the census and can provide needed info (e.g., Student Life, iCED, Single Stop, etc.)
- Disseminate census info via MDC’s Alumni Affairs office, as well as myriad other programs such as MDC’s School of Education, REVEST, Early Childhood Education program, Continuing Education, Single Stop, World Languages, etc.
- Hold focus groups with hard to reach subgroups (e.g., students who are undocumented, students with disabilities, student veterans, students experiencing homelessness, etc.)
- Use peers and members of “hard to reach” populations to encourage others (hear it from people they trust)
- Engage 120+ student influencers across campuses by integrating Census 2020 into student leadership training

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Questions

Thank you!