

## 2014 COMMUNITY IMPACT AWARD APPLICATION FORM

### I. Award sector – Education

Your name: Billie Smith  
Your title: Community Relations/Social Media Specialist  
Your email: [billie.smith@metrotech.edu](mailto:billie.smith@metrotech.edu)  
Your phone: 405-595-4438  
Company address: 1900 Springlake Drive, OKC, OK 73111

II: In less than 500 words, describe the initiative, providing a general description of initiative, specifying how the organization has fostered integrity in the community.

Metro Technology Centers operates on a set of core values that are infused into the diverse employee and student culture on a daily basis. These values include being learning-centered; accountable and ethical; innovative; dedicated to continuous quality improvement; and being nurturing, sensitive and supportive. Metro Tech teaches and encourages these values through a variety of learning opportunities, including the **Community Service Participation Initiative**, aimed at engaging stakeholders while positively impacting the local, state and national community. Community service projects are built into the curriculum to stimulate a sense of teamwork among employees and students as they choose community service sites and volunteer together, giving teachers the opportunity to connect with students on a more personal level. Students show citizenship, make a difference and learn the value of giving back as they apply soft skills acquired in the classroom to real-life situations, bringing the Metro Tech Mission to life.

*Metro Technology Centers prepares people for successful employment and life in a global society.*

The **Community Service Participation Initiative** in 2013-2014 included projects benefitting organizations such as Salvation Army, City Rescue Mission, Christmas Connection, Oklahoma Department of Agriculture, Infant Crisis Center and Special Olympics. These non-profits are chosen because they create a significant positive impact on society at-large through monetary and time-based donations of organizations such as Metro Tech. In 2013-2014, Metro Tech's most notable community service projects involved United Way and the Oklahoma Blood Institute, two annually-supported organizations.

The United Way Employee Campaign began in September 2013-2014 with pledge cards for employees to contribute through payroll deduction, followed by "Jeans Friday" that allows employees who donate more than \$250 to wear jeans one day weekly for the school year, and finally, a 3K fundraising run called "Zombie Dash" which was an innovative collaborative effort by students and employees. Metro Tech donated \$17,244.47 to United Way in 2013-2014 as a result of these fundraising efforts, a \$996 increase over the 2012 contribution. With the help of entities such as Metro Tech, United Way meets the needs of 420,000 local people each year, utilizing funds to aid a diverse blend of local, state and national causes that align with their Five Areas of Focus which include: *Successful Kids, Strong Families, Independent Living, Healthy Citizens and Community Preparedness.*

Metro Tech students, faculty and employees hosted three blood drives this year in collaboration with the Oklahoma Blood Institute. The blood drives, held at three different sites, were organized and implemented by students, faculty and employees working together. From targeting dates,

recruitment of volunteers, to overseeing graphic design of materials, students brainstormed with their teachers while hosting an event that positively affects the community at-large. During the three Metro Tech-hosted blood drives in 2013-2014, 71 qualified donors participated, with most donors being Metro Tech students, faculty and staff. The Oklahoma Blood Institute employs 700 Oklahomans and works with 1,000 volunteers and 2,600 blood drive coordinators. One successful blood donation typically saves three lives therefore the 71 donations through Metro Tech's charitable contribution affected 213 lives.

III: Please provide relevant demographics. What group of people does initiative reach? Overall demographics of group, is it local, state, national or international? Specify number of community members reached.

Metro Tech takes great pride in being a culturally diverse campus and workplace, therefore community service is performed with the intent of reaching a broad demographic. Through efforts with agencies that benefit diverse and large populations, Metro Tech reaches more people on a local, state, national and international level.

- **With the help of entities such as Metro Tech, United Way meets the needs of 420,000 people in the community.**
- **For each successful blood donation to the Oklahoma Blood Institute, three lives are saved. In 2013, Metro Tech had 71 donors, positively affecting 213 lives in the community.**
- **Metro Tech has 300 employees and 26,000 annual enrollments.**
- **Metro Tech students, faculty and staff volunteered time and/or made donations to at least 10 community partner agencies in 2013, putting them in contact with 10-20 people each time.**
- **The 73111 zip code where Metro Tech is located and performs community outreach has a population of 12,008.**

**458,721**

IV: Describe impact your initiative has had on the campus or community? Support with empirical rather than anecdotal data. What measurements are used to determine if efforts are having a positive impact?

Metro Tech routinely surveys students, faculty, staff and community partners to identify strengths and opportunities for improvement. These surveys are utilized as a tool to measure stakeholder satisfaction, and also to structure improvement plans in the upcoming year. Each year Metro Tech releases a Quality Report to stakeholders that contains survey data collected, and in 2013-2014, surveys revealed the following:

- Metro Tech's employee retention rate was 93% and 89% of employees were satisfied with their job.
- Metro Tech's community and industry partners were 97% satisfied with service they received.
- Metro Tech's student body was 94% satisfied with their educational experience.

V: Attach letter of recommendation from campus or community impacted by company's outreach.

VI: Four high resolution, professional images