

Addendum to Application: HFCC Music Department TIF Proposal for equipment for live audio amplification and technology for live audio recording for remote locations.

**Henry Ford Community College**  
**Strategic Plan**  
**2009-2012**

- I. Expand access to College programs and services to increase participation in higher education.
  - e. Increase marketing and communication of HFCC programs and services.  
*Live music performances and CD recordings help to spread the word to the public about the HFCC Music Program.*
- II. Promote excellence in teaching and learning to meet individual and societal goals.
  - f. Develop effective communications to increase student awareness of curricular and co-curricular opportunities in order to enhance their college experience.  
*Live music performances and CD recordings help to spread the word to students about the HFCC Music Program.*
  - g. Recognize and honor exemplary teaching and student excellence.  
*Successful live performances and CD recordings are direct evidence of exemplary teaching and student excellence.*
- III. Promote diversity and international awareness to prepare students for success in a rapidly changing, diverse, and global environment.
  - a. Ensure that HFCC students are prepared with the knowledge and skills required to successfully live and work in a rapidly-changing, global economy and society.  
*Students in the recording studio class will develop skills on this technology which directly translates to skills needed in the workplace.*
  - b. Increase the awareness of the multifaceted nature of diversity and foster respect for varying cultures, customs, and traditions.  
*CDs function as audition media for application to international festivals and performance opportunities which result in concert tours for the choirs and bands.*
  - c. Recruit faculty, administrators, staff, and students to the campus community who reflect the diversity of our community.  
*HFCC Choirs and Bands represent a wealth of diversity; this diversity is represented in live public performances and CDs and illustrate the welcoming nature of the Music Department and the college as a whole.*
  - e. Integrate diversity and global awareness into the curriculum and promote opportunities for cultural exchange.  
*HFCC Choirs perform in a variety of languages, and HFCC Choirs and Bands travel internationally and host international groups.*
- IV. Develop and manage the College's resources to enhance the fiscal health and operations of the College.

a. Expand the use of technology to provide access to information, support communication, and enhance learning.  
*HFCC students in Choirs, Bands, and Recording Studio class will gain instant feedback on their performances with this equipment.*

b. Foster and reward innovation to position the College as a premier learning organization of the future.  
*This will allow students to learn and develop through listening to their live performances.*

c. Continuously assess and evaluate programs and services and use results to make improvements.  
*Instantaneous feedback via listening to recordings is the best method for evaluating and improving musical performance.*

e. Develop and evaluate strategies that will enhance existing and generate new revenue sources for the College.  
*This proposal will provide opportunities for revenue through enhanced recording and recording opportunities which will result in greater donations, greater sales of CDs, and marketable skills in external recording.*

g. Ensure that the College's physical facilities, equipment, and technological infrastructure support fulfillment of the College's mission.  
*The proposal integrates the Recording Studio and the Choirs and Bands, eliminating the need for outside services.*

V. Develop new and strengthen existing collaborative relationships that benefit the College and its constituents.

a. Position the college as a vital educational, social and economic resource for the community.  
*Members of the community regularly join and/or attend HFCC musical performances, purchase CDs, and rent the Recording Studio. Also, HFCC Choirs and Bands often perform for community functions.*

c. Create and expand community and international partnerships and collaborations with business, governmental, non-profit, and educational institutions.  
*HFCC choirs and bands often perform for city, state, national and international events.*

d. Expand HFCC constituent representation in community, professional, and other organizations.  
*HFCC Choirs and Bands perform for organizations such as Rotary, Retired Teachers, Optimist Clubs, etc. which often result in membership in these organizations later in life, and/or membership of people from these organizations in HFCC choirs and bands.*

e. Increase student and employee participation in the democratic process, service learning, and community service.  
*Performance in events such as Martin Luther King, Jr. Day events, 911 Memorial observances, Presidential Inaugurations, etc. are facilitated by this technology.*

f. Increase collaboration with K-12 and four-year colleges and universities in order to create a seamless educational pathway.  
*This technology facilitates recruitment performances at area K-12 schools, and CDs help to*

*educate potential students on the opportunities they would have when they attend HFCC in the future.*

VI. Enhance student-support services to assist students in meeting their educational goals.

c. Enhance student learning by coordinating and expanding co-curricular activities and programs.

*Non-music majors often participate in performances which are facilitated by this technology, and enjoy the opportunity of having CDs as an enrichment to their experience at HFCC.*