

CEO Discretionary Grant

Applicant Information

Organization Information:

Organization Name/Fiscal Agent

If you are the fiscal agent applying on another organization's behalf, please indicate by stating "on behalf of ABC organization".

Foundation Of The Metropolitan Community Colleges

Mailing Address

3200 Broadway

City

Kansas City

State

MO

Zip Code

64111

Phone

Please use format (###) ###-####

(816) 604-1204

Extension

Fax

Please use format (###) ###-####

(816) 759-1150

WWW Address

Please use format: www.reachhealth.org

www.mcckc.edu

Primary Contact for this Project:

Prefix

Mrs.

First Name

Carolyn

Last Name

Brown

Title
Director, Resource Development

E-mail
carolyn.brown@mcckc.edu

Project Information:

Project Title
Limit project title to five words or less
Cultural Competency Training

Grant Category
CEO Discretionary

Tax Status

Legal Name of Organization/Fiscal Agent
As stated on your IRS designation letter
Foundation Of The Metropolitan Community Colleges

Federal EIN Number
510181875

Organization Type
Public Charity

Organizational Financial Profile

Annual Operating Budget
397029

Total Amount of Project
\$9,885.00

Total Amount Requested from REACH
\$9,885.00

Duration of Project
(months)
2

Attachments

Title	File Name
Letter of Request	MCCF Letter of Request.docx
Budget	MCCF Budget.doc
501(c)(3) Status / Enabling Statute	MCCF IRS Letter.pdf
990	MCCF 990 FY12.pdf
Board of Directors Roster / List	MCCF Board of Directors.xlsx

of Elected Officials

Files attached to this form may be deleted 120 days after submission.

Foundation of Metropolitan Community Colleges Cultural Competency

A. Project Description

Metropolitan Community College proposes to conduct a Feasibility Study to determine whether there is a viable market to sustain a cultural competency training program in the Kansas City area. Prior to expending resources, MCC's leadership requires due diligence to ensure product demand and that the market will financially support start-up, implementation and sustainability. The Board of Trustees strongly encourages employee and student development beyond formal education and is acutely aware of the direct impact a cultural competency program can have on an organization. Our goal is twofold: full immersion of all employees and students at our Health Science Institute where a model will be fine-tuned for delivery to healthcare organizations. We would be responsible for placing culturally competent healthcare workers into the area workforce and for consultation and delivery of our model program to safety net and other healthcare providers.

Kevin Kelley, MCC Director of Outreach and Juan Rangel, MCC Director of Community Engagement, will perform most of the research and data compilation activities and will compile the final study. The first step is the market analysis which clearly identifies the target market and determines the type and numbers of organizations likely to purchase the service. The type and extent of internal resources to develop and market the product will be compared to the projected revenue to determine a market price.

A critical component of the feasibility study is determination of cost effectiveness to healthcare organizations for undergoing an organizational cultural competency program to shift the level of care to reduce or eliminate health disparities. MCC will contract with WorkED Consulting, LLC for research and data compilation services to determine the benefits of reducing health disparities on patient care and the related cost savings with particular consideration to healthcare reform legislation. This will be the basis for demonstrating a positive return on investment to healthcare providers for engaging in cultural competency activities. WorkED provides workforce development and higher education consulting and management services that promote innovative and inclusive workforce infrastructure. WorkED also provides services that include assessment of programs for reform opportunities, program and outcome evaluation, economic and sector implementation and delivery strategies, skills gap analyses, feasibility and return-on-investment analyses and business management practices.

TIMELINE OF PROJECT ACTIVITIES Note: MCC is closed December 24-January 2	
1	Enter into contract with WorkED Consulting, LLC. <i>Timeframe: 1/2/13. Responsible Party: Kevin Kelley</i>

2	<p>MCC will prepare a Feasibility Study that consists of compilation and analysis of four data sets.</p> <p>A. <u>Market Analysis</u> - <i>Timeframe: 1/2/13-2/6/13 Responsible Parties: a-d: Kevin Kelley and Juan Rangel, e. Mason Bishop and staff of WorkED</i></p> <p>i. Clearly identify demographics of target market: type of industry, size (number of employees), years in business, private or public, union environment, internal organizational development department, etc.</p> <p>ii. Based on current and projected demand, determine number of product delivery units needed short and long-term</p> <p>iii. Based on internal resources, how many units can be delivered each month, quarter or year</p> <p>iv. Determine characteristics of competition: number in market; what are leading competitors' market share, strengths-weaknesses; pricing structure</p> <p>v. WorkED will perform research and data compilation regarding the benefits of reducing health disparities on patient care and cost savings with particular consideration to healthcare reform legislation</p> <p>B. <u>Organizational/Technology Issues</u> - <i>Timeframe: 1/23/13-1/30/13 Responsible Party: Juan Rangel</i></p> <p>i. Determine: development needed for product/service; required marketing efforts; required equipment and technology and the cost; required facilities</p> <p>C. <u>Financial Issues</u> - <i>Timeframe: 1/30/13 - 2/6/13 Responsible Party: Juan Rangel</i></p> <p>i. Cost to develop product/service; ongoing costs; revenue projections - product sale price</p> <p>ii. Given costs and revenue estimates, will product/service bring in revenue to cover operating cost-break even-lose money-make a profit?</p> <p>D. <u>Curriculum, Credentialing and Delivery</u> - <i>Timeframe: 1/23/13 - 1/30/13 Responsible Party: Kevin Kelley</i></p> <p>i. Determine required certification, licensure or registration. Does content for product/service currently exist? What delivery method(s) will be used? Has MCC offered this product/service previously? Identify internal/external subject matter experts,</p>
3	<p>Verification of data integrity, edit and finalize Feasibility Study - <i>Timeframe: 2/6/13-1/13/13 Responsible Party: Kevin Kelley</i></p>
4	<p>Submission of Feasibility Study to MCC Chancellor and REACH Healthcare Foundation - <i>Timeframe: 2/13/13 Responsible Parties: Kevin Kelley and Juan Rangel</i></p>

B. Fit:

Prior to development of any educational program, MCC requires due diligence in the form of a feasibility study to determine whether the proposed program meets our mission and goals as well as financial viability. Should due diligence prove a profitable venture is probable, we will work to develop and implement a long-term training program to provide cultural competency training to effect systemic change on the quality of direct patient care throughout the Kansas City area. The big plan would be for the MCC Institute for Workforce Innovation to create a comprehensive, sustainable program that would run parallel to the Theory of Change goals, strategies and outcomes in the following ways.

MCC is very committed to the charge of higher education in our community to provide both general and technical education but in a manner that builds on core human ethics. It is critical to

impart an understanding of cultural competency that provides capacity for inclusive services and to be prepared for on-going change in cross-cultural situations. Placement of culturally competent students into healthcare will reduce disparities and improve access and quality of care across economic, geographical, racial and ethnic groups. We will prepare students to focus on inquiry, reflection and analysis throughout the care process acknowledging that culture is just one of the many factors that influence an individual's health, beliefs and practices. A long-term, far reaching impact of improved patient care will occur with the elimination of disparities.

Our plan is to develop a model delivery system for leadership and all employees at our Health Science Institute that fully integrates cultural competency and patient-centered care as common threads throughout each course. The outcome would be increased access and quality of patient care as most of our students take jobs in the Kansas City area with 35% working at safety net facilities with the uninsured and medically underserved populations. Annually, we graduate 200 licensed nurse practitioners and registered nurses and 400 in 17 allied health programs.

An additional desired outcome is utilization and customization of the MCC model for delivery to area healthcare providers and eventually to other industries such as transportation and manufacturing. We believe all business sectors should have in place a cultural competency initiative in order to create understanding of internal and communal accountability.

The shared vision is for local organizations to have a greater understanding of customer needs, improved communication, team work, reduced liability, increased productivity, improved relationships between employees and management, a better organizational profile, increased staff retention and shared ownership in organizational change. Having a clear understanding of what the market would support, especially in healthcare and education, will provide our community better serving organizations.

C. Activity.

Among the required activities in conducting a feasibility study are meetings with the MCC Chancellor, president of MCC-Penn Valley, deans and faculty as well as outreach to targeted area healthcare providers. The MCC-Institute of Workforce Innovation directors will also refer to knowledge already established through ongoing relationships with over 300 area health agencies. A sequence of data collection activities will utilize the following resources: 1) Review case studies and run queries using EMSI (Economic Modeling Specialists, Inc.) which is backed by 90 federal state, federal and private sources including the Bureau of Economic Analysis, U.S. Census Bureau, U.S. Department of Labor, U.S. Department of Health and Human Services: National Center for Health Statistics and the Internal Revenue Service. 2) WorkED will examine Center for Medicare and Medicaid data. 3) REACH Healthcare Foundation market analysis. 4) Effects of targeted cultural competency training in other regions. For example, the Jewish Vocational Services Cultural Competency Report funded by the State of Kansas. 5) Additional methods and sources including the Internet and phone interviews.



Please list total revenue and expense for this project as well as for the portion requested from REACH for the following categories:

	Total Project	Requested from REACH
Total Revenue	\$0.00	\$0.00
Expense:		
Salary	\$5,985.00	\$5,985.00
Benefits		
Equipment		
Supplies		
All Other	\$3,900.00	\$3,900.00
Total Expense		
Total Project Cost	\$9,885.00	\$9,885.00

Project Budget

The REACH
Healthcare
Foundation
CEO Discretionary
Grant

In the space below, briefly explain each expense line item.

Other

1. Kevin Kelley, Director of Outreach, will coordinate the services of WorkED to compile Center for Medicare and Medicaid data, determine curricular standards, verify data integrity and finalize feasibility study for submission to the REACH Foundation. Kevin will work 20 hours @ \$105/hour for a total of \$2,100.
2. Juan Rangel, Director of Community Engagement, will take the lead in activities including meetings with MCC leadership and interested parties, interviews with external agencies, research and data compilation, and drafting the Feasibility Study. Juan will work 37 hours @ \$105/hour for a total of \$3,885.
3. MCC will hire WorkED Consulting, LLC for consulting, research and data compilation on the potential impact on patient care and cost savings of corporatwide integration of cultural competency policies and practices. WorkED will work 26 hours @ \$150/hour for a total of \$3,900.

Assessment

Pre Awareness-

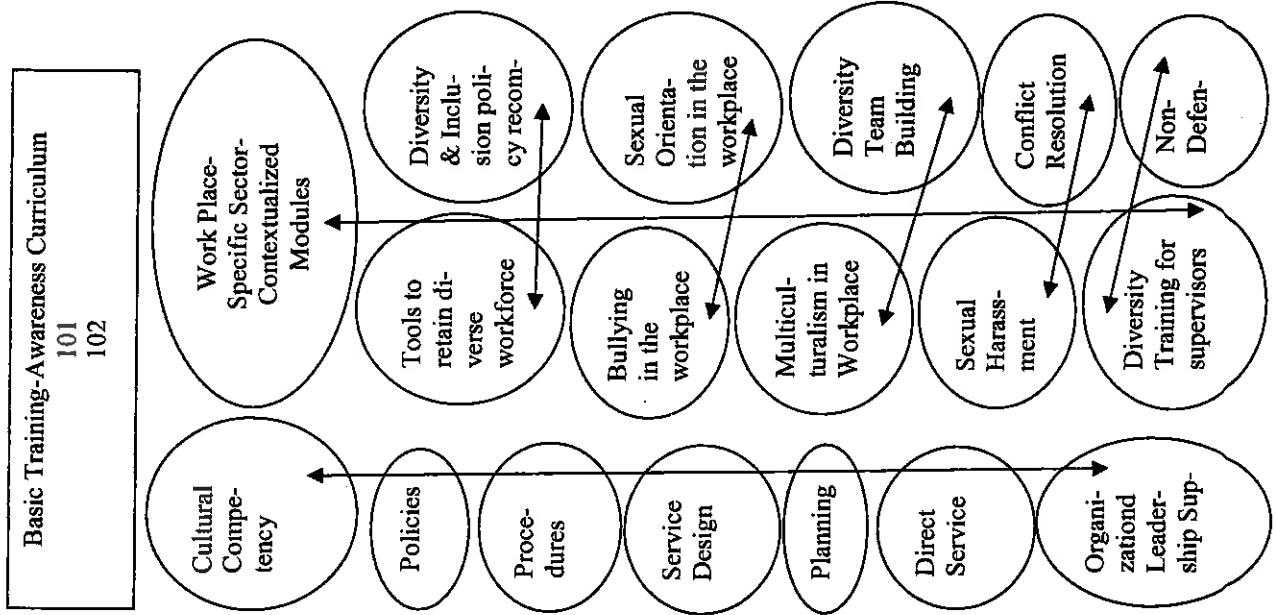
Diversity Awareness-

Transitional State-

Intentional Inclusion-

Culture of Inclusion-

Shelf Training & Modules



Specific Services

Customized Training
-Diversity
-Cultural Competency

Train the Trainer

Certification
Diversity
Training

Hybrid Coaching
-Online
-In person

Shelf Training
Modules