

MUSKEGON COMMUNITY COLLEGE  
OFFICE OF INSTITUTIONAL RESEARCH  
AND DEVELOPMENT

# ANNUAL REPORT

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JULY 1, 2006 – JUNE 30, 2007



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MUSKEGON COMMUNITY COLLEGE  
OFFICE OF INSTITUTIONAL RESEARCH  
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The Office of Institutional Research and Development is located on the first floor of the Stevenson Center for Higher Education.

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Purpose

To seek and obtain external funds for the support of existing programs and the development of new programs, to measure grant project effectiveness through program evaluation, and to conduct research to support data-informed decision-making.

MCC President

David L. Rule, Ph.D.

MCC Board of Trustees

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Institutional Research and Development

Anne Meilof, Director  
Kathy Krentz, Administrative Assistant

## Introduction to Annual Report

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### *Who We Serve*

Muskegon Community College serves the counties of Muskegon, Newaygo, Oceana, and Ottawa in west Michigan. Fall enrollment in 2006 was approximately 4,500 full- and part-time students, and the college employs approximately 265 faculty and staff members. The Office of Institutional Research and Development (IRD) provides grant and research services to all departments.

### *How We Assist*

The IRD Office is responsible for providing the college with opportunities to participate in competitive grant programs through federal, state, local, and private sources. Assistance is offered in the following ways:

- Identifying funding sources and opportunities and informing appropriate college departments
- Developing grant proposals through custom-designed technical assistance
- Facilitating proposal design team meetings
- Monitoring grant-funded projects and assisting project managers
- Conducting research in support of proposal development
- Providing research services as requested by college departments

The *Annual Report of 2006-2007* includes a list of competitive grants applied for and their status as of June 30; a list of collaborations; illustrations of the role grant funding plays in meeting college priorities, goals, and objectives; advancement activities; and a report of research projects completed or underway as of June 2007.

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## Grant Activities

In 2006-2007, MCC applied for \$1,665,114 in competitive grant funding, and as of June 30, 2007, has been awarded \$1,287,274 (or 77% of the total requested). Two applications, totaling \$553,840, are pending. The table below gives the status of each application:

Grant Program	Amount Requested	Status as of 6/30/07
Commercial Motor Vehicle Operator Safety Training I (US Dept of Transportation)	\$37,274	Awarded 100% (\$37,274)
Upward Bound (US Dept of Education)	\$1,000,000	Awarded 125% (\$1.25 million)
Scholarships for Students in Science, Technology, Engineering, and Mathematics (S-STEM) (National Science Foundation)	\$473,310	Pending
Hewlett-Packard Technology for Teaching (H-P Corporation)	\$74,000 in software and stipends	Not funded
Commercial Motor Vehicle Operator Safety Training II (US Dept. of Transportation)	\$80,530	Pending
Integrated Geospatial Education and Technology Training (iGETT) (National Science Foundation subgrant)	Software, tuition for GIS course and summer institutes, travel, stipend	Awarded 100%

Total amount requested: \$1,665,114

Total amount awarded: \$1,287,274 (plus iGETT)

Total amount pending: \$553,840

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## Support for College Mission

The IRD Office engages in many activities that further the mission of MCC. The table below gives some examples of IRD activities related to College goals:

<b>College Goal</b>	<b>Related IRD Activities</b>
Prepare students for successful transfer to four-year colleges and universities, and enable students to pursue higher-level degree opportunities through our local partnerships with university programs.	Serving on Program Management Committee w/4-year partners Collaborated with Hope College on their S-STEM grant proposal Submitted S-STEM proposal for scholarships for MCC students
Develop technical and vocational skills necessary to enter and/or advance in the technologically sophisticated workplace of the 21st century.	Successfully submitted proposal for tuition assistance for CDL students
Provide for the assessment and/or improvement of learning skills and attitudes necessary for a successful educational experience.	Conducting analysis of general education surveys and the Measure of Academic Proficiency and Progress
Meet the unique educational, cultural, and societal needs in the community through special courses, seminars, and exhibits.	Referring grant opportunities to art department for special exhibit Acquired Upward Bound grant for at-risk youth in the community
Respond in a rapid fashion to the ever-changing educational and training needs of local and regional business and industry.	Submitted two proposals related to establishing GIS courses
Stimulate intellectual curiosity, promote humanitarian values and enhance the general educational experiences necessary for persons to function as effective citizens.	Submitted letter of inquiry to Mott Foundation for MCC's Ethics Institute
Create an atmosphere where diversity is acknowledged and encouraged.	Attended two-day Institute for the Healing of Racism
Provide comprehensive student services that are conducive to student learning and satisfaction in all facets of the college experience and appropriate to an open door community college.	Conducted survey of applicants for Enrollment Services Office Serving on Enrollment Management Committee

## Collaborations

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In addition to working with staff and faculty, the IRD office elicits participation from community agencies and other colleges. The following entities have provided letters of commitment, or are full partners, in MCC grant proposals:

Aquinas College Admissions Office  
Calvin College Admissions Office  
Community Schools Credit Union  
Cornerstone University Admissions Office  
Girl Scouts of Michigan Pine and Dunes Council  
Grand Rapids Community College Upward Bound Program  
Grand Valley State University, Continuing Education  
Hope College Admissions Office  
Kenneth James (Hackley Hospital)  
MAISD Instructional Services Department  
MAISD Regional Mathematics & Science Center  
Muskegon County Museum  
Muskegon Heights Workforce Development Center  
Muskegon Museum of Art  
Muskegon Public Schools  
Western Michigan University, Extended University

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## Other Grant Activities

### Grant Requests and Referrals

<i>Referred to:</i>	<i>Purpose:</i>	<i>Funding Source(s):</i>
Sharon VandenHeuvel	International Studies	Undergraduate Foreign Language and International Studies (US Dept of Ed)
Diana Casey	GIS Technology Lab	Opening New Territory with Technology
Bill Jacobks	Interview show	Strengthening Michigan Communities through the Humanities, Michigan Humanities Council
Harry Brown	TV Station	Public Telecommunications Facilities Program, <a href="http://www.ntia.doc.gov">www.ntia.doc.gov</a>
Nancy Maycroft	Service Learning	Innovation Grants and Learning and Leadership Grants - State Farm Co. and Foundation Grants
Tim Norris	Multi-media music/art performance/exhibit	Michigan Humanities Council
S. Birkam, N. Maycroft, J. Alexander	Adult career education	Encore Career Grant, <a href="http://www.civicventures.org/communitycolleges/">www.civicventures.org/communitycolleges/</a>
Sandy Ring	Adult career education	Encore Career Grant
Elena Garcia	Foreign exchange program	CASS - Cooperative Assoc. of States for Scholars
Harry Brown	Full Power FM Radio Station	Public Telecommunications Facilities Program
Tom O'Brien, President's Cabinet	Workforce training/development	Community-Based Job Training grant, USDOL
Tom O'Brien	Public safety training	Susan Harwood training grant
Andy Wible	Ethics Institute	Various NEH grants
Sally Birkam	Summer Middle School Curriculum (WINGS)	NEA (Arts), NSF (Science, Math)
Harry Brown	Broadcast/Multimedia Programs	Ethics and Excellence in Journalism Foundation

## Professional Development

The Director of IRD attended the following professional development workshops/conferences in 2006-2007:

September 2006: Upward Bound technical assistance workshop in Detroit (1 day)

November 2006: Michigan Association for Institutional Research (MI/AIR) conference (1-1/2 days)

December 2006: AIR Data and Decisions workshop in Atlanta (3 days)

June 2007: Regional CRD conference and NSF workshop in Ann Arbor (3 days)

## **Research Activities**

Developed form for measuring Strategic Plan

Created report on local high school market penetration

Administered postcard survey for Student Services

Began analyzing data from general education surveys and Measure of Academic Proficiency and Progress

Began creating charts for MCC Fact Book

Performed ad hoc research requests for Sherry Chandler

## **Advancement Activities**

Worked with Harris Connect to consolidate and update all mailing lists

Assisted advancement team in golf events and 80<sup>th</sup> anniversary event

Researched, purchased, and installed DonorExpress software

Created planetarium “case for support” and distributed at Mayfest

Researched names and addresses of MCC classes of 1948, 1949, and 1950, created mailing list for event