MCC Veterans Day
Pages 4-5

Men’s Soccer Team Goes International
Pages 10-11

Richard Doctor Distinguished Faculty
Page 20

Bartley Science Museum
Page 21
Letter from the President

As 2020 is here, it is humbling to look back on the almost 100 years of Muskegon Community College. It is that the institution has met or exceeded the pace to provide a learning environment for a new generation of students as well as work with leaders in the business community to support the workforce in West Michigan and beyond. Moreover, in the early 20th century, enrollment into higher education institutions began to rise dramatically as more individuals realized the opportunities a college education would bring. Established in 1926, MCC grew in enrollment to 2,000 in the 1960s to the 7,000 students the college now serves annually. Thanks to all of you, we now have the infrastructure to support these outstanding students, of which we are all so proud.

Over the last year, we completed the last of seven new and renovated buildings in our campus community. Most recently, the Muskegon Community College Ottawa Center opened in Grand Haven, welcoming its first students in the Fall Semester. This new building cements our commitment to better serve the over 1,200 Ottawa residents attending MCC annually.

The new Art and Music building also opened before the Fall Semester. This beautiful state of the art facility will host the next generation of visual artists and musicians who will contribute to such a key component of art in our culture on campus and in the community. The entire MCC community, including internationally respected artists Operatic Soloist Gwenneth Bean, award winning Jazz Guitarist Cecil Alexander, and visual artist Ken Foster may be rightfully proud of their legacy.

In chronological order, the MCC Science Center, Sturrus Technology Center, Lakeshore Fitness Center, Health and Wellness Center, Automotive Center, and the aforementioned Art and Music Building and Ottawa Center represent over $55 million in investment in our community. A mix of major gifts, grants, community support, and the support of all of you facilitated this effort.

“You” includes so many within the institution and community who give their time and talent to MCC. An important part of our community is the Foundation for Muskegon Community College Board of Directors. Please help me welcome our new FMCC Board members.

Am Bozzaart, President
Edgar Watson, Vice President
Frank Marczak, Secretary
Kathy Moore, Treasurer
Diana Osborn, Immediate Past President

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Are you interested in learning more about the challenges that military veterans face? How about the impact of the military on society? Our reflection magazine can help you explore these topics and more. This issue features articles on the experiences of military veterans, the impact of the military on society, and reflections on the importance of remembering those who served. Order your copy today and start your journey of discovery!
Opened on September 11, 2019, the new Muskegon Community College Ottawa Center features 6,550 square feet. The Center contains two partitioned smart technology classrooms that can be opened to seat up to 100 people, a computer lab, a flexible use room, a student lounge, administrative office and an adjoining 80-space parking lot. Classes officially began at the start of the Fall Semester. Located at 16777 Lincoln Street, the center is in close proximity to Grand Haven High School serving as a central location to all of Ottawa County.
Recognized for their academic achievements, Phi Theta Kappa members at Muskegon Community College join the largest honor society in American higher education. It is no surprise that many MCC and PTK Alumni move on to work toward continued success in their careers and education. We were thrilled to check in with three MCC graduates who were PTK members during their time at MCC and have now completed their doctorate degrees.

Justin Arnold

Associate in Science and Arts from Muskegon Community College
Bachelor of Science from Grand Valley State University
Master of Science from Ferris State University
Doctor of Philosophy from Western Michigan University

“Muskegon Community College impacted my life in a powerful way. I was surrounded by well-meaning people who kept trying to talk me out of getting education and building a career in workforce development. They always told me to do something easier, with a quicker pay off. It was a friend telling me that a factory needed a quality inspector, or a parent telling me about a retail sales opportunity, or an acquaintance offering me a position in real estate. All good offers, but none of them had anything to do with who I was or where I wanted to go. MCC didn’t try to shut me down, limit me, or get me to change. Instead, MCC encouraged me, provided me with role models, and helped me figure out how to get where I wanted to go. I was very fortunate to have been a part of MCC.”

Hannah Anderson

Pharmacist, Meijer
Doctor of Pharmacy from Ferris State University

“I remember when I got the letter saying I was eligible to join PTK. I was excited to know I had high enough grades to be a part of something so prestigious and special. MCC gave me the confidence to seek out other opportunities to further my education, such as transferring to a four-year university. The support of PTK members helped me during this transition, and I am grateful for the connections I made. I received recognition as one of the top MCC Alumni and now work as an Alumni and Donor Relations Manager. I am proud to say that many MCC and PTK Alumni move on to work toward their doctorate degrees!”

Mayra Sanchez Gonzalez

Rehabilitation Psychology Postdoctoral Fellow, Johns Hopkins University School of Medicine
Associate in Science and Arts from Muskegon Community College
Bachelor of Science from Grand Valley State University
Masters of Education from Texas A&M University
Doctor of Philosophy from Texas A&M University

“As a student, learning about PTK and joining the organization had a significant impact on my career path. My involvement in PTK gave me access to leadership opportunities, which allowed me to gain the confidence and skills to build a strong foundation for future leadership positions. I was also able to meet amazing mentors that encouraged me and supported me throughout my time at MCC. As a first-generation college student and immigrant, having strong mentorship afforded me access to opportunities that I might not have been able to access otherwise, and this was instrumental for my academic attainment. Now, as I reflect on my involvement with PTK, I have the utmost gratitude for the learning opportunities that this organization granted me throughout my time at MCC.”

Self-proclaimed “radio disc jockey, vinyl record nerd, vintage gear enthusiast, engineer, and someone who likes to play loud rock ’n’ roll in his free time” there is not too much Muskegon Community College Alum Mitch Anderson isn’t stoked about when talking about his all-vinyl radio program, Black Circle Radio. Wrapping up its tenth year running, Black Circle Radio started in 2009 when Mitch had moved on to Central Michigan University after his time at MCC where he received his B.A in Broadcast and Cinematic Arts. During his time at CMU, the radio program received recognition as one of the top Original, College Radio Programs from the Michigan Association of Broadcasters.

“I began Black Circle Radio because I honestly couldn’t take sitting in a radio station and having a computer choose what was being played for me. I got too bored. So I ended up selling one of my guitars and buying my first turntables and mixer setup. From there it was spin, spin, spin, spin, spin! Non-shares Anderson.

Now airing from Mitch’s hometown of Muskegon, BCR is live on Monday Nights on Muskegon 100.9 WFRF-UP and every Wednesday morning from his home studio broadcasting on the online radio station Soft Radio which Mitch Co-Owns with a group of his university professors. But Black Circle Radio is so much more than playing all-vinyl records on air, it is Community Radio.

“Community Radio is special on many levels. From a brass tacks angle it simply means that it is non-profit operated, has a much lower wattage than commercial stations, and must be non-commercial formatted. Non-commercial formatting in a nutshell means that the DJ’s and donor spots that are on the Community Radio Station’s frequency cannot tell people to do something” shares Anderson. “To me, Community radio is much more of a conversation with the listener rather than talking at the listener. We are very lucky here in Muskegon to have three very different community radio stations: 100.9 WFRF-UP, 103.7 WAYS-UP, and 106.1 WUGM-UP.”

When speaking with Mitch it is very clear that throughout his time at MCC, CMU and in the industry, Mitch has certainly learned lessons about himself. “My love language is touch. I yearn for a physical connection to what or whom I’m deeply involved with. From my personal standpoint, vinyl and the process that surrounds it checks nearly every “touch” box that music can fill” said Mitch. Compounded by the knowledge of his own self, it is no surprise that Mitch has worked hard to have the program mission and purpose of Black Circle Radio clearly articulated to the community. MCC Alumni and published poet Danielle Warren shares the following about Black Circle Radio.

“Much like their fluidity from one generation to the next, a record spins on, track to track, bearing intermittent snips, cracks, and pops. Vinyl demands intention, perusing the shelf for one to match your mood; demands touch, pulling it from the sleeve, placing it on the turntable; demands connection, passing it along, one pair of hands to the next. Vinyl demands to be reached for and to reach you—music always does, doesn’t it?—carrying you to the first time you heard a record and who was by your side. This program bridges the gap between past and present through music, the people who create it, and those of us who listen. If you’re looking for somewhere to go, then by all means, welcome to the sound of our escape. Take a listen and learn more at blackcircleradio.com
Men’s Soccer Embraces International Relations

By Peter D. Koryzno

While some Muskegon Community College students may study international relations, this year’s Jayhawk men’s soccer team has been living it daily. Head Coach Brent Kowalski brought together players from France, Italy, England, Scotland, South Africa and Cameroon to join with top West Michigan standouts, many with strong soccer backgrounds rooted in their Hispanic heritage, to form his 2019 roster. Muskegon’s “world” team dominated the regular season competition, captured the NJCAA Region XII finals, and made their second consecutive national appearance, finishing up with the National Junior College Athletic Association Tournament in Tyler, Texas. Making their way to the elite 12-team National Junior College Athletic Association Tournament, captured an impressive 16-5 win-loss record.

Head Coach Brent Kowalski

Head Coach Brent Kowalski brought his 2019 roster. Students may study international relations, while Cumming had been involved semi-pro with the local Mpumalanga Black Aces, while Cumming had been involved overseas. We figured it was a great gateway and we really want to win a national title, so we started playing away at that idea and seeing if it was plausible. “It really started with trying to make the program the best it can be, not because the local kids aren’t good enough, but we are geographically an island,” explained Kowalski. “There’s not a huge population base here.”

Thomas Cruden, Head Coach Brent Kowalski

“Some cultures, like Italy, are very, very passionate,” noted Kowalski. “The way that they play is more defensive oriented. If you take somebody from Germany, Belgium, or the Netherlands, they are very disciplined. If you say, Here are the requirements, don’t step outside these lines, more likely than not, they are not going to step outside the lines.”

“This year’s Jayhawk men’s soccer team has been living it daily.”

Breaking down stereotypes between the cultures, including the Americans, is also a learning process, added Kowalski. “The biggest weapon for doing so is the players’ collective love of soccer.”

“If course, there were different styles, but as we were training, like in pre-season, we kind of jelled together as a team,” said Varnavides, the South African midfielder. “Soccer is a universal language. It’s easy to communicate with just the ball itself.”

“I love it here,” added Varnavides. “We get to experience different cultures from all over the world, at home and on the pitch. So I am enjoying it. Each individual brings a different style of play from their country, so you kind of experience it on the field as well.”

“Without them, it’s virtually impossible,” he continued. “I love this team because I can play with different styles of play from their country, so you kind of experience it on the field as well.”

“I didn’t expect us to be as really as close bunch of guys as we are,” admitted Cruden. “I made a lot of good friendships that will probably last a lifetime. I thought we’d just turn up and leave after the season. But we’ve done well. I didn’t expect a lot because I didn’t have a good experience (in Iowa) last year. But I have had a very good experience here.”

“Last year, I lived in Ottumwa, Iowa,” quipped Cruden. “There’s things to do. People are nice. We don’t really do much, to be honest with you. We just live normal lives, go to the movies, and go to grocery shops.”

“I don’t be scared because this is an amazing journey,” added Sandulli. “Always be open minded because your teammates are from all over the world,” concluded Varnavides. “Even like in this culture here, you have to be open minded to understand where everyone is coming from.”

And that, in a nutshell, is International Relations 101.
Experience the all-new “A World of Water” exhibit at the John Bartley Science Museum

by Rachel Stewart
Alumni and Donor Relations Manager

The location on Muskegon Community College’s main campus has proven advantageous for visitors with proximity so close to the Can-Flex Planetarium. The museum provides a double-header activity for groups scheduling private planetarium shows, and we are definitely seeing an increase in the number of show bookings compared to 3 years ago, before the museum opened. Our private events are usually K-12 field trips, scout troops, church groups, and resource programs for disability support and services. During this fall we have scheduled nearly 600 visitors for a museum visit in coordination with private planetarium shows. Dozens more have been walk-in members of the public, often while attending our public shows on Tuesday and Thursday evenings” shares Tamera Owens, Math and Physical Sciences Department Secretary.

Now entering year three since the Grand Opening in 2017, the John Bartley Science Museum offers a new and exciting exhibit focused on a vital natural resource: water.

The exhibit features two areas addressing themes in Michigan history: ice and water has played a critical role including the Devonian Period before dinosaurs roamed the Earth as well as the Pleistocene Epoch when Michigan was covered in ice. The hands-on facility also explores “Water in motion” with a mechanical whirlpool and a human-powered whirlpool for visitors to make connections between what they observe in the museum and what they can see in lakes and other large bodies of water.

Opening in 2017, the John Bartley Science Museum offers a new and exciting exhibit “A World of Water”. The museum is located in Room 1073 across from the Can-Flex Planetarium on Main Campus. It is open Monday and Wednesday from 9:00AM-4:00PM, Tuesdays and Thursdays from 9:00AM-7:00PM and Fridays by appointment. For docent-led tours, please contact the Math and Physical Sciences Department at 231-777-0289.

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Contributions to support the John Bartley Science Museum assist with new exhibits and grow John Bartley’s legacy. Contact the Foundation for Muskegon Community College to make a donation at 231-777-0226.

“We are able to make a rich visitor experience while also bringing student proposals and designs to life without a huge financial burden. If you are interested in making a small donation that will have a big impact, the museum would be a great fit,” shares Grube.

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Respiratory Therapy Program Awarded 10-Year National Reaccreditation

by Peter D. Koryzno
Communications Manager

The Muskegon Community College Respiratory Therapy (RT) Program has been awarded a 10-year unqualified reaccreditation by the Commission on Accreditation for Respiratory Care (CoARC). The program has remained nationally accredited since its inception more than three decades ago.

“It is impressive to be reaccredited without any citations because typically the validation team will find something that needs to be addressed,” said Deb Grube, who directs the MCC Respiratory Therapy Program. “It’s a reflection of our dedicated faculty, our students’ exam pass rates, our strong administrative support, our attendance in the workforce, and our exceptional facilities which underwrote a nearly half-million dollars in renovations a few years ago.”

MCC students have consistently exceeded the state and national averages for first-time passing of the NCLEX-RN and the NCLEX-PN. MCC students’ success on the licensing exams, MCC graduates had a 100% first time pass rate versus 89% nationwide.

“The MCC Faculty is very proud that we have provided quality nurses who care for members of our community in many different settings over the years,” said Patterson. For more information on the program, visit www.muskegoncc.edu/nursing or call (231) 777-0281.

MCC Nursing Program 100% First-Time Pass Rate Ranked Among Nation’s Best

During the reporting period from January 1 to June 30, Muskegon Community College Nursing Program graduates ranked among the nation’s best on the National Council Licensing Examination for the RNs (NCLEX-RN) and the National Council Licensing Examination for the PN’s (NCLEX-PN). On both exams, MCC graduates had a 100% first time pass rate versus 89% nationwide.

“While there are other schools that have a 100% pass rate, what makes MCC’s accomplishment all the more impressive is that we have a non-competitive enrollment,” said MCC Director of Nursing and Health Programs, Chris Patterson, MSN, RN, CNE.

“Any student who meets the requirements to come into the program will get a seat—maybe not right away, but they will be admitted to the program. In other words, students don’t need to have a 4.0 GPA to enter our program and don’t need to reapply for admission if they don’t get in right away.”

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After a 34-year career as a family physician in the Muskegon area, Dr. David Dietrick began his retirement embracing a more secluded lifestyle, no longer seeing patients daily or interacting with healthcare administration.

Dietrick has been an on-again, off-again woodworker for more than 50 years. He was in search of a maker space where he could continue to tinker and discovered the Lakeshore Fab Lab in Downtown Muskegon. “I wandered down here, met Fab Lab Manager Chris (Kaminsky), and we went to visit a sign company together,” explained Dietrick. “When we got back, there was this big box in here with a CNC machine in it. By the end of the night we had the frame put together.”

Today, he is a regular volunteer at the Lakeshore Fab Lab, serving as its CNC and router expert. “I spent a big portion of my professional life being kids healthy and safe and well,” said the man affectionately known as “Dr. Dave” around the Fab Lab. “Being able to interact with them on a different level has been a lot of fun for me.”

A normal day for him at the Fab Lab has translated into a welcome return to interacting with the public. “I get to see and talk to different kinds of people of all ages,” Dietrick responded. “I did that my entire professional life.” However, the isolation he encountered during the first few years of retirement quickly grew old for the natural extrovert. “This is a great way to get out of the house because there is always something to do and new things to learn,” he noted.

“Volunteers like Dr. Dave are the life blood of the Lakeshore Fab Lab. We welcome people with and without technical skills. All you need is a willingness to learn and share that knowledge with others” shares Kaminsky. Dave Stradal, Business Faculty and Director of the Lakeshore Fab Lab and Rochester Institute of Technology adds, “Some areas where you might get involved include, help direct grade school groups coming in for tours, assuming instructors during a class, learning a machine and becoming a “resident expert”, or perhaps creating and holding your own class (we split revenues!). Whether it’s a few hours or a few days each week we are very grateful for volunteers’ time at the Fab Lab.”

The Lakeshore Fab Lab offers opportunities for volunteers as well as members to engage in 3D printing, laser etching, robotics, metal milling, large format vinyl printing, digital scanning, routing and more. “The Fab Lab is geared toward STEM education, business community use, and entrepreneurial product development and there have been a significant amount of projects completed here,” explained Dietrick. “Ideal volunteers listen to what people want to do in this space and then teach them how to do it.”

Volunteers Deliver the Lakeshore Fab lab Experience

In just its second year, the Muskegon Community College Welding Invitational is already earning national attention with a feature article in the September 2019 edition of The American Welder.

MCC Welding Instructor Tom Sumerix created the annual competition for regional tech students as a way to highlight the in-demand welding profession as well as the classes being taught in the state-of-the-art Sturnus Technology Center in downtown Muskegon.

The magazine article’s author, Roline Pascal, praised the MCC event for not only answering the participants’ questions about welding higher education, but for awarding scholarships and sponsoring a competition for scholarships and welding gear.

“They get to show off their welding skills and have fun doing it,” Sumerix told the magazine.

Participants at this year’s event in May were required to follow a blueprint, to read welding symbols, and to assemble an infinity cube using a gas metal arc welding process. American Welding Society District 11 Director Phil Temple shared his enthusiasm about the invitational with The American Welder.

“These kids didn’t just do a competition, they were judged as fabricators,” he said. “It is one thing to be a welder, but far more important to be a fabricator. Welding is just one tool or skill required to be successful in making a product.”

The magazine also took note of the extensive process involved.

“To create the infinity cube, students were required to measure and cut parts to specified lengths, tack the parts to the correct angles, complete the required welds while maintaining the angles so the cube would be square, and finish the welds so the cube would sit flat as measured by a level.”

Temple concluded, “This model of providing a way for students to raise their skill levels is a model that AWS can encourage throughout the nation.”

Matthew Lipka of the Muskegon Area Career Teach Center and Zachary Dykman of the Muskegon Area Career Teach Center won an MCC $1,000 scholarship. Colt Willick of the Muskegon Area Career Teach Center and Matthew Lipka of the Muskegon Area Career Teach Center won an MCC $1,000 scholarship.
In 2010, Muskegon Community College identified the art and music programs for upgrades as part of its Facilities Master Plan. After years of planning, the Art and Music Building opened to students on August 26, 2019. The $9 million renovation project transformed the vacated Applied Technology Building into a state-of-the-art facility supporting the educational pursuits of arts and music. These transformations include:

**Music**
- Medium Ensemble Room
- Keyboard Lab
- Teaching Suites
- Practice Rooms
- Student Instrument Storage
- Music Library
- College Instrument Storage
- Student Lounge

**Art**
- 3D Art Studio
- Painting Studio
- Advanced Drawing Studio
- Printmaking Studio
- Ceramics Studio
- Kiln Room
- Woodshop
- Spray Booth
- Lecture/Viewing Classroom
- Faculty Studio
- Student Open Studio
- Matting and Collection Room
- Art Supply Room
Richard Doctor Honored with Distinguished Faculty Award

By Peter D. Koryzno
MCC Communications Manager

Richard Doctor, whose 34-year career at Muskegon Community College included serving as a faculty member, department chair, administrator, and leader in the assessment and accreditation process on campus, was posthumously awarded the MCC Distinguished Faculty Award on Aug. 22.

Presented as part of the MCC Faculty Seminar Days on campus, the award was accepted by his wife, Paula Doctor, who retired from MCC in 2010, died on Sept 2, 2017.

A member of the first Fruitport High School graduating class in 1965, Doctor earned a Bachelor of Art in Literature from Wheaton College and a Master of Arts from the University of Illinois.

In 1976, he began teaching English at MCC, where he influenced generations of students in literature, writing, and philosophy. Eventually named the English Department chair, he became a mentor and leader to his colleagues and department.

Over the years, Doctor took on many administrative roles. His humble spirit, positive work ethic, and persistent nudging moved countless projects forward, resulting in higher levels of student success and accomplishment. He was a kind, funny, hard-working, focused, intellectual and spiritual colleague.

The MCC Faculty Senate, with the approval of the MCC President, selects the recipients for this prestigious honor. Previous MCC Distinguished Faculty Award recipients include Jack W. Rice, Mary Kathryn (Kasey) Hartz, Wilma J. Kyvig, Donald J. Goodman, Robert E. Sheets, Dan Yakes, Carlo Spataro, Bill Jacobks, Timothy N. Trainor, Blair Morrissey and Beth Smith.

MCC Among 10 Colleges in Nation Selected for 2019-20 Free Textbook Initiative

by Peter Koryzno, Communications Manager

Muskegon Community College is one of only 10 schools nationally chosen to participate in the 2019-2020 OpenStax Institutional Partnership Program to encourage the use of free, peer-reviewed textbooks on campus.

An initiative of Rice University and supported by philanthropic foundations, OpenStax provides free, high quality, peer-reviewed textbooks and affordable educational technology designed to improve learning outcomes.

MCC was chosen to participate in this strategic partnership with OpenStax after a rigorous application process that included demonstrating a willingness to drive adoption of open educational resources (OER). Institutional partners will receive individualized consulting from OpenStax and join a cohort of schools advocating widespread use of OER at their schools. The 2019-2020 cohort consists of 10 institutions: Austin Community College District, College of DuPage, McHenry County College, Metropolitan State University of Denver, Millersville University, Muskegon Community College, North Carolina State University, Portland State University and Prairie View A&M University.

Open Educational Resources (OER) are teaching, learning and research materials in any medium – digital or otherwise – that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions.

"Open educational resources save students money and gives them access to materials wherever, whenever, and however they want," said Lisa Anderson, an MCC librarian and archivist who is the OER coordinator on campus. "OER helps build a stronger connection to materials by both students, who feel material is tailored to them, and faculty, who are able to increase their academic freedom by adopting, adapting, and/or creating materials that perfectly align with their course goals."
Meeting Goals to Help Students Succeed

2017-2022 Strategic Plan: Successful Students, Successful Communities

By Tina Dee, MS, CFM Director of Strategic Initiatives

While December 31, 2019 marks the half-way point of MCC’s five-year strategic plan, administrators are praising faculty and staff for completing more than half of the projects outlined in the plan. As of November 1, over 57% of the project objectives are completed.

"Employees are truly dedicated to meeting strategic plan goals so that we can help more students succeed," commented Tina Dee, Director of Strategic Initiatives. They have completed several objectives that are directly supporting our students and positioning MCC as student success leader.

The strategic plan was developed by 180 campus and community volunteers, representing 52 organizations. The plan identifies five institutional priorities and 25 goals to be met over the five-year implementation period. After the planning process was completed in 2016-17, the Implementation Advisory Team (IAT) worked with employees to develop over 100 measurable objectives to support the institution’s mission, vision, and values statements when needed. After gathering input from campus and community members last summer, MCC’s vision statement was updated to “An educated, inclusive community.” The team is now updating MCC’s values and everyone is invited to provide their input via the online survey at www.surveymonkey.com/r/mccvalues. For more information about MCC’s strategic plan, visit www.muskegoncc.edu/strategicplan or contact Tina Dee at tina.dee@muskegoncc.edu.

Some of the projects completed during the first two-and-one-half years include:

- Substantially increasing the number of transfer guides, improving the process of transferring to a 4-year institution
- Opened several new facilities: Health and Wellness center, Carolyn I. and Peter Sturuzza Technology Center in downtown Muskegon, Automotive Building, Arts and Music Building, and Ottawa Center in Grand Haven
- Added ADA Advocate to technology and construction planning teams
- Improved wayfinding at main campus by renumbering rooms and installing over 900 new signs
- Develop new Academic Planning Guidelines manual

In addition to the objectives with finite due dates, the Implementation Advisory Team measures and reports progress on 63 other ongoing objectives related to enrollment, success rates, student satisfaction, tuition, fundraising, and other institutional key performance indicators.

One of the aims of the IAT is to keep the campus and community informed of progress and engaged in the implementation process. To that end, all campus and community members are invited to the annual Community Summit and are provided with quarterly updates, which are also published quarterly at www.muskegoncc.edu/progress.

"Muskegon Community College’s Integrated Strategic Plan is an interactive tool allowing for students, staff, faculty, and the community to have continuous input into the college’s success. We are able to assess institutional progress and change on the fly if need be," explains Dr. Dale Nesbary, President. "I appreciate the efforts of everyone in this important endeavor."

The IAT is also responsible for coordinating the process of updating the institution’s mission, vision, and value statements when needed. After gathering input from campus and community members last summer, MCC’s vision statement was updated to “An educated, inclusive community.” The team is now updating MCC’s values and everyone is invited to provide their input via the online survey at www.surveymonkey.com/r/mccvalues.

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On the Fly

Message from Alumni and Donor Relations Manager

Hello Retirees,

What I Have Learned:

Since I have been serving on the Alumni Relations Committee here at Muskegon Community College, I have learned so much. The reason I am even a member of this committee is because I wanted, in some way, to represent retirees—to help keep them informed and to provide opportunities for fellowship (if they want it). As a member of this group, I have also been able to involve myself in selecting the "Distinguished Alumni Award" and the "Alumni Achievement Award" winners each year. I never knew the process of selection or much about these awards previously. These individuals are selected on somewhat subjective criteria and winners are invited to attend MCC graduation and to speak at our events. Any of you retirees out there can nominate a graduate for either of these awards! PLEASE contact Rachel Stewart if you have a student in mind—think of a former student who deserves to be recognized. As retirees, we own a lot of input here.

Another "thing" I have learned is that this committee is also involved in the Founders’ Day Annual Event (something I never formerly attended); a myriad alumni events; and now the planning of retiree events, including the Holiday Luncheon. This group is comprised of several subcommittees, including alumni, alumni award winners, former employees (retirees), current employees (from different facets of the College), and led by Rachel Stewart (a phenomenal young lady). I have learned that these younger people know what they are doing; and my old-school philosophies have some merit, but are being augmented with bright and innovative concepts. I'm OK with that. I hope that you all have benefitted from Rachel’s newsletters and/or any of the events where retirees are the focus. I repeat that your ideas and opinions are welcome, and Rachel Stewart is your contact. Wishing you all an awesome 2020!

Sue Meeuwenberg

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Social Media at MCC

by Kristina Broughton, Social Media Coordinator

Over the past two years, Muskegon Community College’s social media presence has made quite an impact on the culture and tone within the college, as well as the surrounding Muskegon community. After hiring Social Media Coordinator, Kristina Broughton, an MCC alum, it has been realized that a strategic social media initiative focused on culture, community, and engagement was the missing piece of the puzzle.

Taking a look back to when social media first started at MCC on July 7, 2009, the official Muskegon Community College Facebook page was created. At the time, social media was becoming a tool and resource that could not be ignored by businesses and institutions. Facebook, which was originally intended for college students to connect, became a platform where businesses could promote, share, and connect with their followers. Without a concrete strategy for social media, the push to at least have a social presence led MCC to create official accounts on various other social platforms such as Instagram, Twitter, YouTube, LinkedIn, and Snapchat. For years, the college used the accounts to share news stories, announcements, promotions, and photos of MCC events which was enough to tread water in the fast-paced changing world of social media.

Fast forward nine years later to 2018, social media was far from what it used to be. The same tactics used before were now obsolete and MCC began to leverage a marketing and communications tool for enrollment rather than just a media outlet. As a part of the 2017-2022 Strategic Plan, the college hired a Social Media Coordinator, Kristina Broughton, who took an unexpected approach to not only drive enrollment through social media marketing, but shift the culture and change the tone in perception of Muskegon Community College internally as well as within the community.

A strategic social media marketing plan was designed to roadmap a course of action in establishing pride among students, alumni, and community members, with the intention of creating change, excitement, and a more positive tone of MCC culture. Tackling the community college stigma head-on with content that promotes MCC pride, engagement, and growth is a sense of culture that gives the MCC community something to be proud of.

MCC social media is now a highlight of the college that fully encompasses what it means to be a Jayhawk. Every week there is a new story, a new event, and new content that encourages students, alumni, retirees, and community members to stay connected with MCC. The goal is to build relationships through engagement no matter where our followers are in the world. We want to hear your stories, because it may inspire a student. We want to answer your questions, because we appreciate curiosity. And we do our best to promote the good things happening on our campus as well as within our community.

If you are not following MCC on social media, you are missing out on connecting with an amazing community that drives pride and positivity within our local community!

Facebook: @muskegoncc
Instagram: @Muskegon CC
Twitter: @Muskegoncc
LinkedIn: Muskegon Community College
Snapchat: muskegoncc
YouTube: MuskegonCC

Reflections Magazine

Winter 2020
The Jayhawk Pantry's mission is to alleviate food hardship among its students by providing emergency food to MCC students in need.

Donations can be dropped off to room 1071 or schedule a drop off time with Heidi Romero at 231-777-0365.

Learn more at muskegoncc.edu/student-success/Jayhawk-food-pantry