

Muskegon Community College Local Strategic Value Resolution

The Michigan Public Act of 2019 for education omnibus appropriations for fiscal year 2019-2020 has not been approved as of September 6, 2019. However, each year, Section 230 of the education omnibus appropriations act contains qualifications for performance funding. Among the components of the appropriations for all Michigan community colleges is performance funding based on “local strategic value” which is defined in terms of the following three categories:

- 1) Economic Development and Business or Industry Partnerships
- 2) Educational Partnerships
- 3) Community Services

To qualify for full funding, the statute lists fifteen separate best practices for community colleges to achieve. Institutions must satisfy four of five best practices in each of the three different categories. The Board of Trustees must pass a resolution certifying compliance. The resolution shall provide specifics as to how the community college meets each best practice measure within each category. The resolution, along with a copy of the draft minutes of the board meeting, must be submitted to the State Budget Office on or before the fifteenth of each October for a college to be eligible for funding.

Muskegon Community College has met or exceeds the best practice standards as demonstrated in the following table:

MCC Adherence to Best Practices Table

Best Practices by Category	Examples of MCC Adherence
Category A: Economic Development and Business or Industry Partnerships	
<p>1) The community college has active partnerships with local employers including hospitals and health care providers.</p>	<p>MCC’s Nursing Program has a long history of working with Mercy Health Muskegon to provide clinical spaces for our students. Our students’ complete rotations through many different community health organizations, such as Public Health—Muskegon County, HealthWest, LifeCircles, Harbor Hospice, Mercy VNS Home Care, and many others. In addition, our students provide care for residents in several long-term care facilities in Muskegon and Grand Haven.</p> <p>The MCC Respiratory Therapy Program utilizes several West Michigan hospitals for their students, including Mercy Health and Spectrum Health. In addition, the Respiratory Therapy Program is providing distance education through a collaboration with Munson Medical Center and Northwestern Michigan College. MCC is the degree-granting partner for this collaboration.</p> <p>MCC has worked with Mercy Health, Spectrum Health, two other community colleges, and West Michigan Works, to create a medical assistant apprenticeship program registered with the U.S. Department of Labor and has received state and national recognition as the first of its kind.</p> <p>The college has also added a Community Health Worker class in collaboration with the Michigan Community Health Worker</p>

	<p>Alliance, Access Health in Muskegon, and Mercy's Health Project. We have had three cohorts successfully complete the class.</p> <p>West Michigan Works has partnered with MCC to create a new Nurse Assistant training lab in their downtown Muskegon location, providing valuable space in which to address the needs of the growing program. A new partnership with West Michigan Works and area adult community education partners will provide access to training for individuals who lack high school diplomas. The program through West Michigan Works will assist these students with job skills and achieving their high school diplomas or GEDs.</p> <p>The Medical Assistant Program moved into the new Health and Wellness Center on the MCC campus in January 2019. In addition, the new simulation lab will benefit all health occupations programs at MCC starting in Fall 2019. The new Quarterline Family Clinic, a collaboration between Grand Valley State University, Muskegon Community College, and Mercy Health Muskegon has opened in the new Health and Wellness Center. This clinic serves not only students, faculty, and staff, but also the community around the college.</p> <p>We collaborated with over 37 employers on manufacturing training programs and grants for new programs including, Arconic, ADAC Automotive, GE Aviation, Port City Group and many others.</p>
<p>2) The community college provides customized on-site training for area companies, employees, or both.</p>	<p>Muskegon Community College provides training for local businesses that are either customized or seminar style. Training occurs either at local businesses or at the Sturrus Technology Center. The College has conducted customized training for many businesses including: ADAC Automotive, Cam Car Plastics, Dynamic Conveyor, EPI Bread/RW Bakers, GE Aviation, Hilite International, J&M Machined Products, La Colombe, Local 275, MI Spring and Stamping, Nestle/Gerber, Non-Ferrous, NPR Michigan, Quality Tool and Stamping, Rolar Products, Scherdel Sales and Technology, Seabrook Plastics, and Smart Vision Lights. MCC, in partnership with MMTC/The Right Place and the Employers Association, provides seminar style training on topics such as ISO, Root Cause Analysis, Print Reading, Geometric Dimensioning and Tolerances, and Statistical Process Control. Funding for this training has been provided through Michigan Works! through the State of Michigan Going Pro Talent Funds and Incumbent Worker Funding. Many companies have also chosen to self-pay for trainings. MCC also provided training for the EXIT Program which is a state DOC grant funded program.</p>
<p>3) The community college supports entrepreneurship through a small business assistance center or other training or consulting</p>	<p>MCC not only supports small businesses and entrepreneurs but is actively involved in helping students launch new businesses and training future small business owners. In terms of support, we continue to serve as a member of Start Garden, a community-based entrepreneur support organization. Our campus business and industry training center (Lakeshore Business & Industrial</p>

<p>activities targeted toward small businesses.</p>	<p>Service Center) offers customized training opportunities for both small and large businesses. MCC supports Grand Valley State University’s Muskegon Innovation Hub by providing a staff member to serve on their Advisory Committee. This collaborative relationship allows for local entrepreneurs to develop new business concepts.</p> <p>MCC helps to create new businesses in several different ways. MCC created and operates the Rooks/Sarnicola Entrepreneurship Institute, a focal point for the College's entrepreneurship program. MCC offers classes leading to an Entrepreneurship Certificate and Associate degrees combining field of study with entrepreneurial training. The Rooks/Sarnicola Entrepreneurship Institute offers an annual \$10,000 award for a student’s startup business that has supported the successful launch of two small businesses. The Lakeshore Fab Lab is connected to the Rooks/Sarnicola Entrepreneurship Institute. It is equipped with state-of-the-art 3D printers, CAD software, laser etchers/cutters, CNC router, and more. It is open to the community, enabling entrepreneurs and inventors to bring their new product ideas into physical reality. The Fab Lab is connected to the college’s Sturris Technology Center, is convenient for inner-city residents, and contributes to Muskegon’s downtown economic development</p> <p>MCC trains future small business owners. Faculty collaborate with the Careerline Tech Center (high school grades) to deliver a college credit class in entrepreneurship. MCC created and continues to run the Community E Program (entrepreneurial training) which has involved up to 40 disadvantaged/at risk high school students. This 10-week program requires participants to start a business and culminates in a mini trade show where students sell their products and services to the community. The College also collaborates with several community youth organizations to promote STEM and entrepreneurship. Examples of organizations include: Boys & Girls Club, 4H Tech Wizards, Girl Scouts, and Big Brothers/Sisters.</p>
<p>4) The community college supports technological advancement through industry partnerships, incubation activities, or operation of a Michigan technical education center or other advanced technology center.</p>	<p>MCC operates the Sturris Technology Center (STC) which houses the college’s Applied Technology department and the Lakeshore Fab Lab. This technology center has many industry focused labs including welding, machining, CAD, automation, electronics, materials testing and foundry. The center supports many industry partnerships, and both credit and non-credit education. Companies are engaged at the STC by sending employees there, participating in advanced manufacturing student recruitment events, and serving on advisory councils.</p> <p>MCC had 66 students’ complete internships within skilled trades, business, graphic design, and law enforcement majors. MCC has over 160 students who are engaged in apprenticeships in the skilled trades such as tool and die makers, electrical, welding, machining, etc.</p>

	The Lakeshore Fab Lab educates area inventors of all ages on advanced machine usage, idea design, and prototype creation. It also is an alternate resource for local companies needing rapid and/or complex 3D prototype capabilities or extra capacity.
5) The community college has active partnerships with local or regional workforce and economic development agencies.	MCC continues to work with local partners and economic development agencies including West Michigan Works! and Michigan Works! West Central, and the Chambers of Commerce, as well as the economic development agencies, in the communities we serve. MCC’s president, Dr. Dale Nesbary is on the CEO Leadership Council and Higher Education Committee for Talent 2025. MCC also develops custom training programs that support local companies. MCC has partnered with approximately 15 other local and regional economic developers and training providers on a regional Business Resource Team. This group recently held its fourth Business Resource Connect Event allowing for collaborative information sessions to be held for local businesses. MCC has been a part of establishing a Business Resource Team in Ottawa County. MCC and MMTCC (The Right Place) collaborate with company consultations and the development of training plans for local employers.
Best Practices by Category	Examples of MCC Adherence
Category B: Educational Partnerships	
1) The community college has active partnerships with regional high schools, intermediate school districts, and career-tech centers to provide instruction through dual enrollment, direct credit, middle college, or academy programs.	MCC has early college programs with the Muskegon Area Intermediate School District (MAISD), the Ottawa Intermediate School District (OAISD) and the Newaygo Regional Education Service Agency (NCRESA), all of which are more than five years old and involve most high schools in the three-county area. For the 2018-2019 academic year 465 students were served in these Early College programs. We have dual enrollment with many high schools in Muskegon, Ottawa, Oceana and Newaygo Counties and we offer direct credit and/or articulated credit with the Muskegon, Newaygo, and Ottawa Careerline Tech Centers. During the 2018-2019 academic year 717 students enrolled as dual enrolled students and 245 students participated in our direct credit offerings. Technology training conferences and other special events are held in cooperation with the Muskegon Area Intermediate School District. The College is in its third year partnering with the Muskegon Career Tech Center to offer an Accelerated Technical Institute (ATI) that is resulting in more direct credit, early college, and Applied Science Degrees to area students.
2) The community college hosts, sponsors, or participates in enrichment programs for area K-12 students, such as college days, summer or after-school	MCC hosts many enrichment activities for students from kindergarten through twelfth grade. WINGS which is co-hosted with the MAISD, is a summer enrichment program for students in grades K-7 offering STEAM (STEM plus the Arts) classes and First Tee, a summer program to teach inner-city youth the game of golf. The Lakeshore Fab Lab continues to create different youth programs such as half-day summer “Coding for Kids” and Girl

<p>programming, or science Olympiad.</p>	<p>Scouts “STEAMboree” Day (in conjunction with Applied Technology), a full day entrepreneur boot camp, and support for area 1st Robotics clubs (elementary through high school levels). The Fab Lab also acts as a STEM education home base for a rapidly expanding home-schooled student community.</p> <p>About 1,200 students enjoy field trips, planetarium shows, nature walks, and visits to the John Bartley Science Center which has hands on STEM exhibits created by MCC students and staff. High School students and other community guests have participated in our annual College Night, MCC EXPO (high school students and parents can talk to faculty and staff about careers and student resources), a high school drafting competition, a high school welding competition and much more. MCC also sponsors negotiation simulations for high school students with the Muskegon Labor Management Council and the Math Counts competition with the Michigan Society of Professional Engineers.</p>
<p>3) The community college provides, supports, or participates in programming to promote successful transitions to college for traditional age students, including grant programs such as talent search, upward bound, or other activities to promote college readiness in area high schools and community centers.</p>	<p>MCC has an Upward Bound program with Muskegon and Muskegon Heights Schools. We offer placement testing in high schools and we host an annual high school counselors’ appreciation luncheon and informational meeting. MCC English faculty meet with area high school English teachers to align curriculum and to facilitate smooth transitions to college. MCC partners with area high schools for College Visit days. High school seniors receive placement testing, advising, new student orientation, and register for their first semester of college classes before they graduate from high school. A number of STEM exposure events aimed at students from elementary to high school students take place each year at the Sturrus Technology Center. Each year the college hosts the West Michigan High School Theater Festival for hundreds of high school thespians. MCC is home to the Muskegon Area Honors Orchestra, musicians from several area high schools, home schooled students, and MCC students.</p> <p>MCC Admissions hosts an annual College Night for local high schools and an annual informational breakfast for area College Advisors; participates in several college, job, and career fairs; and representatives serve on several College Access Network boards and leadership teams.</p> <p>MCC hosted 2 STEM/Talent Pipeline Events at the Sturrus Technology Center. There were over 750 middle school students who were introduced to careers in skilled trades and agriculture. The middle school students toured the STC, met with over 20 different local employers to learn about careers and view parts made in Muskegon, and then engaged with STEM activities in the Fab Lab.</p>
<p>4) The community college provides, supports, or participates in</p>	<p>New this year, MCC leases space to the Orchard View Adult Ed consortium of five local school districts. Adult education classes and GED preparation are offered at the Sturrus Technology</p>

<p>programming to promote successful transitions to college for new or reentering adult students, such as adult basic education, GED preparation, GED testing, or recruiting, advising, or orientation activities specific to adults.</p>	<p>Center with a seamless transition to college. Additionally, this year MCC designated an enrollment representative assigned to adult students and set up a process more in tune with adults. Specialized recruitment occurs at the adult education centers and at Michigan Works! MCC offers career assessment to help adult students with the transition to college. To further assist with the transition to college, we offer a comprehensive orientation program and provide one-on-one help to students. There is a College Success Center and a Tutoring Center on campus with full time staff who assist students with reading, writing, and math skills. We have professional advisors/counselors for all MCC students. MCC participates with West Michigan Works! to host a Hot Jobs Connect each year which features in demand occupations and how to train for and be ready to receive those positions. MCC also hosts a Veterans' Fair, and provides individualized transition assistance for veterans and their families through its veteran's office. We offer Life Experience Assessment Program (LEAP) which provides a way for adult students to gain college credit for knowledge, skills, and competencies learned elsewhere... Veterans may also receive credits from DANTES examination and the Joint Service Transcripts (JST). MCC hosts two large community job fairs each year connecting employers with students and community members. We collaborate in many ways to get prospective students trained for good paying jobs in this community.</p> <p>Also new this year the college is offering a debt forgiveness program for former MCC students who left three or more years ago and owe money to the college. The MCC Care Team provides direction and support to returning students applying under this initiative.</p>
<p>5) The community college has active partnerships with regional 4-year colleges and universities to promote successful transfer, such as articulation, 2+2, or reverse transfer agreements or operation of a university center.</p>	<p>MCC has a reverse transfer agreement with Ferris State University, Grand Valley State University and Western Michigan University. MCC has active articulation agreements with Central Michigan University, Western Michigan University, Grand Valley State University, Davenport University, Northwood University, Michigan State University and Ferris State University. Also, MCC has 3+1 agreements with Ferris and Northwood University. MCC also operates a university center on main campus called the Stevenson Center where GVSU, Ferris and MSU have an advising staff presence. Two years ago, MCC entered a partnership with the Institute of Agriculture Technology at MSU to offer MSU certificates and MCC degrees for students in this field. MCC is also active in the statewide transfer pathway work to develop and promote seamless transfer in several majors from community colleges to four-year colleges and universities in Michigan.</p>
<p>Best Practices by Category</p>	<p>Examples of MCC Adherence</p>
<p>Category C: Community Services</p>	

<p>1) The community college provides continuing education programming for leisure, wellness, personal enrichment, or professional development.</p>	<p>MCC offers a variety of Continuing Education opportunities such as non-credit courses, workshops, seminars and special events to meet the lifelong learning needs of the community. These educational classes emphasize professional development, personal enrichment and community outreach. Our programs range from Project Justice which is a youth leadership program, Jayhawk Academy (social, independence, employment skills training for adults with disabilities and unique needs), State Continuing Education Seminar for Adult Foster Care Providers and online personal enrichment and professional classes. Continuing Education offers Silver Ed enrichment programs for lifelong learners, open art studio opportunities for printmaking and ceramics in our new Arts and Music Building, and wellness programming in our Health and Wellness Center.</p>
<p>2) The community college operates or sponsors opportunities for community members to engage in activities that promote leisure, wellness, cultural or personal enrichment such as community sports teams, theater or musical ensembles, or artist guilds.</p>	<p>Muskegon Community College offers many such opportunities. In terms of cultural offerings, the college has several theater, vocal and instrumental, and dance productions each year which are open to the community. MCC sponsors a lecture series on current topics, a writers' series which promotes writing contests and brings authors to the community, and a community arts and humanities festival known as the "AH Fest". MCC's Overbrook Art Gallery is free and open to the public.</p> <p>The college has 17 athletic teams and all sporting events at the college are open and free to community members. Forty-eight student athletes earned Michigan Community College Academic honors and twenty-six students earned NJCAA Academic All-American honors.</p> <p>MCC's Senior Citizen Tuition Waiver allows Muskegon County residents who are 60 or older to take college classes at a discounted price.</p> <p>MCC also hosts many community events that promote enrichment including the MLK Unity Breakfast and the Veterans Day program. The college offers numerous study/travel courses each year to Belize, Germany, the Bahamas, and Stratford, Canada. Experiential Learning opportunities are provided to students, staff and community members with bus excursions to Cantigny Park in Wheaton (Chicago area), Detroit Institute of Arts, John King Bookstore, Greektown, Henry Ford Museum and FI 50 Factory Tour in Dearborn. We have a campus-wide series of panel discussions, lectures, and programs called "And Justice for All" to educate students, staff and the community on current topics pertaining to equity and social justice. We have an active Diversity, Equity and Inclusion Committee whose goal is to focus on programs, resources and policies that will positively impact our campus and community.</p>

<p>3) The community college operates public facilities to promote cultural, educational, or personal enrichment for community members, such as libraries, computer labs, performing arts centers, museums, art galleries, or television or radio stations.</p>	<p>MCC's Meijer Library and Information Technology Center is open to the community. We welcome our community members to enjoy the Overbrook Art Gallery, Carr-Fles Planetarium, John Bartley Science Museum, Kasey Hartz Natural Area with guided nature trail, the Overbrook Theater, and the MCC TV Station programming. MCC's Writing Center provides assistance to students as well as community writers. There are regular theater, music, and dance productions and art gallery presentations open to the community. The new Lakeshore Fab Lab is open to the public on a membership basis for inventors, creators, and entrepreneurs.</p>
<p>4) The community college operates public facilities to promote leisure or wellness activities for community members, including gymnasiums, athletic fields, tennis courts, fitness centers, hiking or biking trails, or natural areas.</p>	<p>MCC offers a campus recreation program that is open to all. Sporting events are open to the public and free of charge. The College also has a nature trail, tennis courts, and a golf course that is open to the community. The MCC Lakeshore Fitness Center provides aquatics classes, personal training, group classes, and child care for students, staff, and community members on a membership basis. Continuing Education provides and promotes physical activity, health and wellness through classes, such as Urban Hustle, and workout facilities at our new Health and Wellness Center. In a unique partnership with Mercy Health, primary health care services are available to community members at the Mercy Health Quarterline Clinic within the MCC Health and Wellness building.</p>
<p>5) The community college promotes, sponsors, or hosts community service activities for students, staff, or community members.</p>	<p>MCC hosts the Red Cross Blood Drive four times a year. MCC's gym is a polling location for local, state and national elections. An active participant in the United Way's National Day of Caring, MCC was a Pacesetter organization for this year's United Way of the Lakeshore campaign. MCC student clubs and employees are active in the community performing community service including cleaning up area highways. The Shoreline Symphony Community Orchestra meets at the college as a Continuing Education class open to community members. Community Family Fest, an annual community picnic and open house, welcomed over 700 guests. The college works with community veterans' organizations to organize and host an annual Veterans Day ceremony. In 2018, a "Salute to Veterans" was held in advance of Veterans Day. MCC launched and operates the Jayhawk Academy, a program for adults with disabilities and unique needs who desire skills to be better equipped to face day-to-day challenges while learning employability skills.</p>

Therefore, the following resolution is proposed:

That the Muskegon Community College Board of Trustees certifies that the College has met or exceeds the best practice standards required for state appropriations under Section 230 of the anticipated Michigan Public Act of 2019 to be approved for education appropriations.