

Muskegon Community College Local Strategic Value Resolution

The Michigan Public Act of 2020 for education omnibus appropriations for fiscal year 2020-2021 has not been approved as of September 8, 2020. 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 has a long history of working with Mercy Health Muskegon. This year our partnership expanded to include the Region 6 Healthcare Coalition. Region 6 is part of the Hospital Preparedness Program (HPP), run through Michigan Department of Health and Human Services (MDHHS). The coalition works with local partners within the region to prepare hospitals, emergency medical services, and supporting healthcare organizations to deliver coordinated and effective care to victims of terrorism and other public health/healthcare emergencies. Mercy Health and Region 6 worked with the college to set up an overflow field hospital in our Health and Wellness Center in the event the COVID-19 pandemic created the need for more hospital beds in the community. Also related to the partnerships between local healthcare providers and the college, two respiratory therapy instructors and five nursing faculty responded to the pandemic to be trained to work, or worked, at Mercy Health or Spectrum Hospital.</p> <p>Mercy continues to provide clinical spaces for MCC’s nursing students. Our students also complete rotations through several 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</p> |

| | |
|---|---|
| | <p>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 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 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 Nurse Assistant training lab in their downtown Muskegon location, providing valuable space in which to address the needs of the growing program. A partnership with West Michigan Works and area adult community education partners provides access to training for individuals who lack high school diplomas. The program will build students’ job skills and help them earn a high school diploma or GED.</p> <p>The Medical Assistant Program moved into the new Health and Wellness Center on the MCC campus in January 2019. In addition, a new simulation lab is benefitting all health programs at MCC. We anticipate building connections to the greater healthcare community as we build capacity through the addition of more simulation manikins and a new staff member to manage the lab.</p> <p>The Quarterline Family Clinic, a collaboration between Grand Valley State University, Muskegon Community College, and Mercy Health Muskegon is open in the Health and Wellness Center. This clinic serves not only students, faculty, and staff, but also the community around the college.</p> <p>MCC’s Workforce Development Team has strong relationships with area employers and companies to develop programs to meet their training and education needs and to provide resources and potential careers to our students. Collaboration is strong as we work with companies on talent pipeline and educational events.</p> |
| <p>2) The community college provides customized on-site training for area companies, employees, or</p> | <p>MCC’s Workforce Development Team worked with over 60 companies to coordinate internships, apprenticeships, workforce development supports, and custom training. Companies that participated in custom training included: ADAC Automotive, CWC Textron, Eagle Alloy, GE Aviation, L-3 Harris, La Colombe,</p> |

| | |
|--|--|
| <p>both.</p> | <p>Local 275, Lorin Industries, Metal Technologies, Nestle/Gerber, Non-Ferrous, Seaver Finishing, Smart Vision Lights, and Tennant.</p> |
| <p>3) The community college supports entrepreneurship through a small business assistance center or other training or consulting activities targeted toward small businesses.</p> | <p>MCC supports small businesses and entrepreneurs and 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 Service Center (LBISC), offers customized training opportunities for 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, and that has supported the successful launch of two small businesses.</p> <p>The Lakeshore Fab Lab is physically and functionally 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 (currently limited to curbside service due to COVID-19), enabling entrepreneurs and inventors to bring their new product ideas into physical reality. The Fab Lab is adjacent to the college’s Sturuss Technology Center, located in the heart of the City of Muskegon. It is convenient for inner-city residents and contributes to Muskegon’s downtown economic development.</p> <p>MCC trains future small business owners through 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.</p> <p>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,</p> | <p>MCC operates the Sturuss 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,</p> |

| | |
|--|---|
| <p>incubation activities, or operation of a Michigan technical education center or other advanced technology center.</p> | <p>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 for training and education, participating in advanced manufacturing student recruitment events, and serving on advisory councils.</p> <p>This year MCC partnered with the West Michigan Food Processing Association to enter a ground lease for the Association to begin construction on a facility called FARM (Food, Agriculture, Research, Manufacturing). This incubator/accelerator will allow companies or entrepreneurs to pilot food processing techniques and will open in January 2021.</p> <p>Sixty-six MCC students completed 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, and machining.</p> <p>The Lakeshore Fab Lab educates area inventors of all ages on advanced machine usage, idea design, and prototype creation. It is an alternate resource for local companies needing rapid and/or complex 3D prototype capabilities or additional capacity.</p> |
| <p>5) The community college has active partnerships with local or regional workforce and economic development agencies.</p> | <p>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. Dr. Nesbary also serves on the board of Lakeshore Advantage, the economic development agency of Ottawa County.</p> <p>MCC has partnered with approximately 15 other local and regional economic developers and training providers on a regional Muskegon 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 MMTC (The Right Place) collaborate with company consultations and the development of training plans for local employers. MCC also plays an active role in Discover Manufacturing, a sector-based strategy of West Michigan Works!</p> |
| <p>Best Practices by Category Examples of MCC Adherence</p> | |
| <p>Category B: Educational Partnerships</p> | |
| <p>1) The community college has active partnerships with regional high schools, intermediate</p> | <p>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</p> |

| | |
|---|--|
| <p>school districts, and career-tech centers to provide instruction through dual enrollment, direct credit, middle college, or academy programs.</p> | <p>the 2019-2020 academic year 414 students were served in these Early College programs. The College, in 2018, began partnering with the Muskegon Career Tech Center to offer an Accelerated Technical Institute (ATI) early college track that is resulting in more direct credit, early college, and Applied Science Degrees to area students.</p> <p>MCC has dual enrollment with many high schools in Muskegon, Ottawa, Oceana and Newaygo Counties and we offer both direct credit and articulated classes in partnership with the Muskegon, Newaygo, and Ottawa Careerline Tech Centers. During the 2019-2020 academic year 766 students enrolled as dual enrolled students and 251 students participated in our direct credit offerings. Technology training conferences and other special events are held in cooperation with the MAISD.</p> |
| <p>2) The community college hosts, sponsors, or participates in enrichment programs for area K-12 students, such as college days, summer or after-school programming, or science Olympiad.</p> | <p>MCC hosts many enrichment activities for students from kindergarten through twelfth grade. This year, due to COVID-19, activities were limited but they will return to normal as the pandemic eases. One activity we were able to continue was offering STEM activities at the Lakeshore Fab Lab for children virtually from March through May 2020. Below are MCC programs for K-12 students from a normal year.</p> <p>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 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 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 contract 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</p> | <p>MCC has an Upward Bound program with Muskegon and Muskegon Heights Schools that continues remotely during the COVID-19 pandemic.</p> |

| | |
|--|---|
| <p>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>To help students make a smooth transition to college we offer placement testing in high schools and host an annual high school counselors' appreciation and informational meeting, which continued virtually. MCC partners with area high schools for College Visit Days and almost every high school in the area participates. The senior class trips to the college normally take place in the spring to help launch students into Fall Semester at MCC. 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. This year most were held after the college and high schools closed due to COVID-19 so were held remotely.</p> <p>Several STEM exposure events for K-12 students take place each year at the Sturrus Technology Center, although fewer were held in 2020 due to COVID-19.</p> <p>MCC is home to the Muskegon Area Honors Orchestra, which includes musicians from several area high schools, home schooled students, and MCC students. Each year the college hosts the West Michigan High School Theater Festival for hundreds of high school thespians, which unfortunately was cancelled this year due to COVID-19.</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 has representatives serve on several College Access Network boards and leadership teams.</p> |
| <p>4) The community college provides, supports, or participates in 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>MCC leases space in the Sturrus Technology Center to the Orchard View Adult Ed consortium of five local school districts. Adult education classes and GED preparation are offered at the Center and set up a seamless transition to college. Additionally, MCC has an enrollment representative assigned to adult students and set up an admission process more in tune with adults. Specialized recruitment occurs at the adult education centers and at Michigan Works! MCC offers a career assessment to help adult students with decision-making, planning, goal setting, and the transition to college.</p> <p>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, as well as class-specific support. We have professional advisors/counselors for all MCC students.</p> <p>To help adults relate higher education to the world of work, MCC participates with West Michigan Works! to host a Hot Jobs Connect each year which features in-demand occupations. Students learn how to train for and be ready to compete for those positions.</p> |

| | |
|--|---|
| | <p>MCC hosts a Veterans' Fair and provides individualized transition assistance for veterans and their families through our Veteran's Office. Veterans may also receive credits from DANTES examination and the Joint Service Transcripts (JST).</p> <p>MCC's Life Experience Assessment Program (LEAP) and College Level Examination Program (CLEP) provide ways for adult students to gain college credit for knowledge, skills, and competencies learned elsewhere. The MCC Testing Center administers the College Board CLEP Tests.</p> <p>MCC hosts two large community job fairs each year (but only held one in 2019-2020 due to COVID-19) 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>The college is entering its second year of 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 several four-year colleges including 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 hosts many four-year institutions' admissions representatives on our main campus (Transfer Tuesdays) where GVSU, Ferris and MSU also have an advising staff presence. In 2017, MCC entered a partnership with the Institute of Agriculture Technology at MSU to offer MSU certificates and MCC degrees for students in this field. This year this expanded to include a degree in Food Processing.</p> <p>MCC is active in the Michigan statewide transfer pathway initiative to develop and promote seamless transfer from community colleges to four-year colleges and universities in 9 pathways, or majors. MCC has consortium agreements with GVSU and MSU for Nursing students to work toward an Associate in Applied Science in Nursing and a Bachelor of Science in Nursing at the same time. MCC also has a consortium agreement with GVSU which allows students in their Bachelor of Science in Allied Health to earn a Respiratory Care Emphasis by concurrently enrolling in MCC's Respiratory Therapy program. Formal consortium agreements allow students to receive financial aid based on enrollment at both schools.</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, community chorus and symphony opportunities, and wellness programming in our Health and Wellness Center. Many of these have been impacted by COVID-19 and will return when the pandemic eases.</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 opportunities. In cultural offerings, the college has several theater, musical, 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. Many of the activities scheduled after March 12 through the end of the last academic year were cancelled due to COVID-19 but will be resumed virtually or in person as soon as it is safe to gather in public groups.</p> <p>The college has 17 athletic teams and all sporting events at the college are open and free to community members. The college-owned University Park Golf Course is open to the public.</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 travel and study abroad courses each year to 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 F150 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. Many of the activities scheduled after March 12 through the end of the last academic year were cancelled due to COVID-19 but will resume in the future.</p> |

| | |
|---|--|
| | <p>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, the Overbrook Theater, and the MCC TV Station programming. MCC's Writing Center helps 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. MCC facilities were open through March but have been closed since due to COVID-19 and will re-open when the pandemic eases.</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. 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. On the college campus there is the Kasey Hartz Natural Area with a guided, and nonguided, nature trail available to the public. MCC facilities were open through March but have been closed since due to COVID-19. Facilities will re-open when the pandemic eases.</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. In 2019 MCC was a Pacesetter organization for the United Way of the Lakeshore campaign and MCC employees are active participants in the United Way's National Day of Caring. MCC student clubs and employees are active in the community through guest lectures and community service events such as highway clean up and Labor Day parades. The college works with community veterans' organizations to organize and host an annual Veterans Day ceremony which serves as a "Salute to Veterans." 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. Community Family Fest, an annual community picnic and open house, welcoming over 700 guests could not be held in 2020 due to Covid-19.</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 2020 to be approved for education appropriations.