



# Reflections

Alumni News from Muskegon Community College

## MCC President Leading MCC on a *Hi-Tech Fast Track*



Since David Rule arrived on campus in late January 2005, the College has experienced a veritable whirlwind of activity related to introducing, upgrading, implementing, and getting accustomed to *new technology*. A self-described “techno-geek,” Dr. Rule admits to an addiction to personal electronic gadgetry of every sort including iPods, laptops, and Treo Cell Phones. Any electronic communication device that is considered the *latest and greatest* you will likely find him carrying.

Closing in on almost two years of service to the College, his leadership and commitment to serving students better through improved technology has helped create a vibrant and exciting atmosphere on campus in which to study and learn. “Our students expect and deserve the very best technology available, so we are working hard to achieve leading edge status,” he said.

While his very first task was to oversee the completion of the new Hendrik Meijer Library Information Technology Center, he was also instrumental in securing additional private funding to supplement construction costs. Dr. Rule has provided significant oversight leadership in planning, and now implementing, the transition from a legacy computer system to an Enterprise Resource Planning (ERP) system utilizing SunGard Corporation consulting services and Datatel software.

Here are a few more of the recent technology improvements at MCC:

- The campus now enjoys wireless access to the Internet.
- All MCC students have been given a personal e-mail account.
- With the opening of the Hendrik Meijer Library Information Technology Center, more than 300 additional computer stations have been deployed.
- Students will soon have password-protected computer access to their class schedules, grade transcripts, and graduation audits.
- Enrollments in online courses and “hybrid” courses continue to grow significantly, providing added value and convenience to our students’ busy lifestyles.

To supplement and complement Dr. Rule’s objectives, key campus leadership roles have been reorganized, the campus Strategic Plan has been updated, and the first Academic Master Plan will be completed in December.

Dr. Rule began his career in education as a fifth grade music teacher in upstate New York. Prior to assuming his duties at MCC, he served as Vice President for Academic Affairs for Orange County Community College (NY). He previously held the position of Assistant Vice President of Curriculum and Instruction for Orange County CC and was also an adjunct instructor. He came to Orange County CC in 2000 from St. Thomas Aquinas College (Sparkill, NY) where he served as Director of Institutional Research and Program Development. From 1992 to 1998 he was Assistant Professor of Educational Psychology and Director of the Graduate Program in Educational Psychology for Marist College in Poughkeepsie, NY, where he achieved tenure. From 1990 to 1992 he was in the Department of Education Foundations Graduate School of the College of St. Rose.

Dr. Rule’s academic credentials include earning an A.S. degree in Performing Arts-Music from Schenectady County Community College, a B.S. degree in Musical Education and M.S. degree in Educational Psychology from College of St. Rose (Albany, NY), and a Ph.D. degree in Educational Psychology and Statistics from the University at Albany, State University of New York. He lives in Norton Shores with wife Jean and their three children with whom he enjoys camping, traveling, and all things related to the outdoors.

## Winter, 2007

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## How does the Muskegon economy benefit from the presence of Muskegon Community College?

The answer seems obvious: A more educated citizenry leads to better paying jobs, a higher tax base, and the growth of business. But MCC wanted to quantify these benefits, so it contracted with CCbenefits, Inc., to apply its Socioeconomic Impact Model to the college. The CCbenefits model analyzes the college's impact on the local workforce, the future economic growth effects, and a number of external social benefits, such as reduced crime, improved health, and reduced welfare and unemployment.

### *MCC stimulates the state and local economy*

MCC affects the local economy in two ways: 1) through its local purchases, including the wages paid to its faculty and staff, and 2) through a human capital effect stemming from an increase in the skill-base of the local workforce. According to the CCbenefits analysis, **MCC operations and capital spending contribute approximately \$12.5 million** to the local economy; furthermore, the skills of MCC **graduates translate to more than \$288 million** in accumulated regional income.

### *MCC leverages taxpayer dollars*

The CCbenefits model estimates that **every dollar of state or local tax money** invested in MCC today **returns \$15** over the course of the students' working career, taking into account higher lifetime earnings for students and social savings from lifestyle changes (reduced crime, welfare and unemployment, and improvements in health).

### *MCC increases students' earning potential*

MCC students will see their annual income increase, on average, by about \$97 per year for every credit completed at MCC. From an investment perspective, MCC students will enjoy a **14% rate of return** on their investments of time and money at MCC.

*In short, an investment in MCC is  
an investment in the local economy!  
For the entire 100-page report from  
CCbenefits, please email your request to:  
[Anne.Meilof@muskegoncc.edu](mailto:Anne.Meilof@muskegoncc.edu)*



*Reflections* is published for the alumni of  
Muskegon Community College.

**Dr. David L. Rule, President**

**Bill Loxterman, Julie Weller, Co-Editors**

**Peter Hoekema, Designer**

**Don Bogema, Photographer**

#### **Alumni Association Board of Directors**

Julie Weller (1977), President

Bill Paulson (1948), Vice President

Janie P. Brooks (1969), Secretary/Treasurer

Shontea Bell-Jenkins (1993)

Michael Burrell (1984)

Rhona Colbert (2000)

Dr. James DeHudy (1968)

Erma Gibson (1989)

Charles Johnson (1972)

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Bill Loxterman (1970)

Frank P. Marczak

Brenda Mitcheltree (1999)

Donald Mitcheltree (1988)

Tom W. Olson (1949)

Diana Osborn (1973)

David Seith (1985)

Dr. Mark Shunta (1975)

Parents: The Alumni Office appreciates updating records on MCC alumni. If this publication is mailed to your residence, and your son or daughter no longer resides with you, would you help by furnishing the correct address? Please call the Alumni Office at 231.777.0461, or mail to: Alumni Office, 221 S. Quarterline Road, Muskegon, MI 49442. Thanks!

Muskegon Community College is an equal opportunity institution and does not discriminate on the basis of race, color, religion, sex, national origin, marital status, sexual orientation, political persuasion, disability, height, weight, or age in any of its educational programs, activities, and employment.



## Foundation for Muskegon Community College Funds Support Scholarships for Local Students to Attend MCC

Scholarship awards were made in 2006 from Foundation for MCC funds administered by the Community Foundation for Muskegon County:

- Western Michigan Christian High School student **Adelin Sweeting** was awarded \$200 from the *Herman C. and Majorie B. Dekker Scholarship* fund. This fund assists associate degree seeking students majoring in the Fine Arts.
- A \$900 award from the *Richard Kraft/Suzanne Kraft Mateer Scholarship* fund goes to Fruitport High School student **Gordon Lee** who plans to study education at MCC.
- The *Edward H. & Wilma Kyvig Scholarship* in the amount of \$500 was awarded to Reeths-Puffer High School student **Kady Oliphant**.
- Three *William H. Young Memorial Scholarships*, to assist associate degree seeking students who have demonstrated academic excellence, were awarded to Oakridge Senior High School student **Stephanie Darnell** (\$2,000), Muskegon High School student **Sidnei McCarty** (\$900), and Fruitport High School student **Whitney Woolley** (\$1,000).
- A *Muskegon High School Class of '46 Scholarship* was awarded to Muskegon High School student: **Maimuna Jarjue** (\$1,000), who plans to study accounting.
- Reeths-Puffer High School student **Sara Achterhof** was awarded a \$500 *Leone Derezinski Nutt Scholarship* to assist in her nursing studies at MCC.
- **Cheryl Sorn** was awarded a \$500 *Muskegon District Nurses Scholarship*. This fund assists nursing education students who plan to work in Muskegon County.



Gordon Lee



Kady Oliphant



Sidnei McCarty



Whitney Woolley



Stephanie Darnell



Maimuna Jarjue



Sara Achterhof



## Foundation for Muskegon Community College Embraces *Educate Muskegon!* Concept

Since its founding in 1980 the volunteer board members for the Foundation for MCC have been working diligently to support the mission of the College. While occasional “bricks & mortar” projects have been supported over the years, the long term thrust has been to fund scholarships for students and faculty “mini-grants” to complement special teaching initiatives.



**John VanWyck** (1972  
Board Chair,  
Foundation for MCC

Recognizing the migration to a knowledge-based economy with its focus on the need for post-secondary education, the Foundation has embraced a concept entitled “Educate Muskegon!” The key notion is to expand MCC’s role in ensuring that all area residents have access to the college education they will surely need to be successful in the modern economy. Muskegon and Michigan lag behind in residents’ college degree attainment. To help create a vibrant local economy, that needs to change.

**You can help.** Even with exceptionally low tuition rates, many of our students need financial assistance to attend college. Your contribution to the Foundation for MCC will endow scholarship funds that will benefit area students for the foreseeable future. Now, contributions can be made online through the MCC Website: [www.muskegoncc.edu/foundation](http://www.muskegoncc.edu/foundation).



## Alumni News

### 1950s

**Larry Vander Molen** attended MCC from 1958 to 1959, majoring in political science. He attained a bachelor’s degree in Social Studies from Western Michigan University in 1961 and a PhD from Michigan State University in 1971. Currently retired, his career included 30 years at Schoolcraft College as professor of political science. He has fond memories of the MCC campus, and considered his coursework at MCC a great foundation for his education.

### 1960s

**Catherine Ackerman** attended MCC in the 1960s and attained her education for a practical nurse degree. She was employed at Hackley Hospital for 10 years. She describes her time at MCC as “hard work, but enjoyable,” and says her education enriched her life in many ways.

### 1980s

**Terry J. Smith** attended MCC from 1977 to 1980, majoring in science, and received his bachelor’s degree from Western Michigan University. In 1994, he attained an MBA *cum laude* from the University of Notre Dame. Terry played basketball for the MCC Jayhawks on scholarship, and credits MCC with helping make his transition to a larger university a smooth one.

### 1990s

**Sarah Pletcher** attended MCC from 1996 to 1998, receiving an associate’s degree in general science. She came to MCC from Kalamazoo College, where she studied literature and humanities. Her curiosity about science, brought alive by MCC instructors Carol Belohlavek and the late Dick Hopson, led her to a bachelor’s degree in Health Sciences from Grand Valley State University. She will graduate in May 2005 with an M.D./M.A. degree from Michigan State University. She credits her experiences as a tutor at MCC as contributing to her Masters in Medical Education and curriculum design.

### 2000s

**Sherita Joshway** graduated from MCC in 2000, majoring in sociology. She received her Bachelor of Social Work degree from Grand Valley State University in 2002, and is currently working on a master’s degree. She commends MCC for a good foundation of coursework, allowing her an easier transition to higher education, and noted that MCC professors were very open and helpful.

**Kevin Klassen** graduated from MCC in 2004 with a focus on math and physical education. He is currently attending Grand Valley State University with a math major and physical education minor. He was inspired by MCC instructors Hayden Smith and Dan Rypma, and considers his time at MCC a “money saver” and good “stepping stone” to his higher education.



## MCC Alum/College Instructor Harry Brown Assumes TV-98 Programming Duties



In early 2007 Muskegon Community College will broaden its educational television service, MCC TV Channel 98, with improvements driven by new state-of-the art hardware and software. Viewers will see a regular national and world news crawler, student-delivered 60-second weather reports, real-time weather updates, a 60-minute lunchtime educational bulletin board, regular station IDs, and much more. Longtime MCC Computer Information Systems Instructor Harry Brown has assumed additional duties as Director of Programming for MCC-TV 98 (broadcast on Comcast Cablevision).

Here is a sampling of what MCC-TV 98 viewers can expect in 2007:

- On weekday mornings from 6:00 to 7:00 a.m., MCC Channel 98 will simulcast its own Internet radio station (LakeFX) while running news, weather, time, and MCC events on screen.
- Offering world news from a European perspective, MCC-98 presents Deutsche Welle's half hour newscast, "Journal," from Berlin, immediately followed by their half hour news magazine documentary program.
- At 8:00 a.m. and again at 1:00 p.m., MCC-98 will continue to present locally produced programs and the Annenberg CPB Channel, which features shows suitable for teacher in-service and classroom use.
- The 11:30 a.m. to 12:30 p.m. time slot presents a lunchtime K-12 school bulletin board promoting events and activities against the backdrop of news, weather, and time.

- MCC-TV 98 has become an affiliate of UCTV, University of California Television, delivering documentaries, faculty lectures, cutting-edge research symposiums and artistic performances. UCTV airs 1:00 a.m. to 6:00 a.m. daily and at 3:00 p.m. Tuesday, Wednesday and Thursday presents the Med Ed Hour (Medical Education Hour) featuring a variety of medical programs aimed at physicians, nurses, and other health care professionals who wish to expand their knowledge base and keep current on the latest research.



Longtime MCC Director of Television Dave Mooney adjusts one of the new studio cameras. He is responsible for the technical side of the TV station operation, handling all of the production work and supervising the student workers.

Harry Brown's broadcasting career began while in high school, at WLRC in Whitehall, leading to a 22-year association with WMUS, both on the air and producing one of the first radio logging and billing systems in the United States. Harry acquired his first two years of college at MCC, attending in the early '70s. He served as co-editor of the *Bay Window* student newspaper while a student here.

For additional information, contact MCC Broadcast Education Director Harry Brown at 231.777.0320 or email at

*[harry.brown@muskegoncc.edu](mailto:harry.brown@muskegoncc.edu)*.

## 1926-2006 Muskegon Community College Celebrates 80<sup>th</sup> Birthday



Outside view of the Hendrik Meijer LIT Center.



The MCC Polytet musical group provided classic entertainment. L-R is: Carol Briggs-Erickson, Maria Andersen, Mari Whitt, and Mary Lou Huggins.



Enjoying good food and camaraderie.



Dr. Rule reflects on MCC's 80 years of service to West Michigan.



MCC Board Chairwoman Ann D. Oakes addresses the crowd.



Staff, retirees, and other guests reminiscing old times.



MCC Trustee-elect Dr. Donald Crandall (holding program) and wife Nancy were among the celebrants.



***“Don’t stop thinking about tomorrow.”*** - Fleetwood Mac

## **It is the theme adopted for the 2006 – 2011 MCC Strategic Plan adopted by the Board of Trustees in June 2006.**

A committee of approximately 25 people, led by Diana Osborn, Executive Vice-President, convened for six meetings of brainstorming, debating, trending, reviewing and compiling four major priorities for the college. The group started out by developing guiding principles and determining shared values. They then forged ahead by identifying trends and their impact on MCC. They analyzed MCC’s competition and put together a plan for competing in the future.



Mark Twain once said “The art of prophecy is very difficult, especially with respect to the future.” Bearing that in mind, the team presents the following College priorities:

### **Priority #1:**

#### ***DEVELOP AND IMPLEMENT INSTITUTIONAL LONG RANGE PLANNING***

Goals –

- Implement Academic Master Plan
- Implement Enrollment Management Plan
- Implement Campus Master Plan – Facilities
- Implement Technology Plan
- Implement Institutional Development Plan
- Implement Budget Plan (Adequate Resources)

### **Priority #2:**

#### ***ENHANCE OUTREACH PROGRAMS TO ESTABLISH MCC AS A CENTER FOR LIFELONG LEARNING***

Goals –

- Develop Center for Community Studies
- Develop More Pre-College Programs/Outreach

- Enhance Partnerships Opportunities
- Become a Focal Point for Learning and Cooperative Development in the College’s Service Area
- Encourage Increased Use of Alternatives to Traditional Classroom Based Education
- Develop an Integrated Approach to Marketing

### **Priority #3:**

#### ***RESTRUCTURE STUDENT SERVICES***

Goals –

- Implement Student Services One-Stop
- Develop Student Retention System
- Research Need for Child Care Program on Campus

### **Priority #4:**

#### ***PROMOTE PROFESSIONAL DEVELOPMENT***

Goal –

- Develop and Implement a Comprehensive Campus-Wide Plan

Through this process the team established a roadmap to assist MCC in rediscovering itself, in reinventing itself and in reinforcing MCC’s leadership in higher education and in the entire greater Muskegon community.

As the theme song states, “Yesterday’s gone – Yesterday’s gone.”

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## What About YOU?

*Your friends and classmates from MCC would like to hear from you. Please fill out and return the following survey:*

What years did you attend MCC?

What was your major area of study?

Did you graduate from MCC? If yes, what year?

Did you enroll in a 4-year institution following your time at MCC? If yes, where? What was your major field of study? When did you graduate?

Did you pursue a Masters or Doctorate? If yes, what, when, and where?

What fond memories (events or people!) do you have of MCC?

What impact has MCC had on your life and/or career?

If you could improve anything about MCC, what would it be?

Other comments:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

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OR

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