

Muskegon Community College Local Strategic Value Resolution

The Michigan Public Act 144 of 2022 for education omnibus appropriations for fiscal year 2022-2023 has been approved. 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 health care providers such as Muskegon Public Health and Trinity Health Muskegon. As the world and our local region transitioned out of the COVID-19 pandemic these partnerships continued as MCC continued to serve as a vaccination and booster site. Over the 2021-22 academic year MCC hosted eight public vaccination clinics contributing to 258 people getting vaccinated or boosted.</p> <p>Beyond the pandemic, Trinity Health continues to provide clinical spaces for MCC’s nursing students. MCC students also complete rotations through several community health organizations, such as Public Health—Muskegon County, HealthWest, Life Circles, Harbor Hospice, Mercy VNS Home Care, and many others. In addition, MCC 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 students, including Trinity 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 received a Strengthening Community College grant award in 2021 with Grand Rapids Community College, and in the last year implemented a surgical technician program through the Michigan Center for Collaborative Programs. The program is an apprenticeship program, with students working in healthcare and attending college at the same time. MCC has partnered with Trinity Health Muskegon to enroll their employees in the program.</p> <p>MCC has worked with Trinity 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. This program is now housed in our new Health and Wellness Center. Other MCC health programs that have been developed with the healthcare and workforce development community include Community Health Worker and Certified Nurse Assistant programs.</p> <p>The Quarterline Family Clinic, a collaboration between Grand Valley State University, Muskegon Community College, and Trinity Health Muskegon is housed within MCC's Health and Wellness Center.</p> <p>Over the last year the MCC President, Provost, and Director of Nursing and Health Programs have been involved in groups working to expand the availability of BSN programs in the state of Michigan. Currently the college is taking steps to prepare for a pathway to a BSN on MCC's campus by partnering with a four-year institution and area employers.</p> <p>MCC's Workforce Development Team (WFD) has strong relationships with area employers and companies, beyond the healthcare sector, 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 pipelines and educational events.</p>
<p>2) The community college provides customized on-site training for area companies, employees, or both.</p>	<p>MCC's Workforce Development (WFD) staff worked with over 60 companies to coordinate internships, apprenticeships, workforce development support, and custom training. MCC held 148 meetings with 69 companies, most often related to custom training over the last year. Companies that participated in custom training included: ACEMCO, Boyd, Dynamic Conveyor. EXIT, GE Aviation, GlobelTec., Hilite International, Howmet, IGNITE-Goodwill, Johnston Boilers, Ketchum, Local 275, Michigan Spring and Stamping, MTI, Nestle/Gerber, Northern Machine, Quality Tool and Stamping, Renk, Scherdel, Seabrook Plastic, and West Michigan Molding.</p>
<p>3) The community college supports entrepreneurship through a small business assistance center or other</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 of these businesses, we continue to serve as a member of the Business Resource Team, which also includes SCORE (Service Corp of</p>

<p>training or consulting activities targeted toward small businesses.</p>	<p>Retired Executives) and SBDC (Small Business Development Center) Muskegon, and counsel small businesses when appropriate. MCC supports Grand Valley State University’s Muskegon Innovation Hub, another area small business resource, by providing a staff member to serve on their Advisory Committee and presenting technical assistance events. This collaborative relationship allows for local entrepreneurs to develop new business concepts. Our WFD department provides customized training opportunities for small and large businesses.</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, enabling entrepreneurs and inventors to bring their new product ideas into physical reality. The Fab Lab is adjacent to the college’s Sturrus 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 20 disadvantaged/at risk high school students. This 10-week program requires participants to produce a startup concept and was offered in December 2021 at the Muskegon Community Education Center, an alternative high school within the Muskegon Public School system.</p> <p>The College also collaborates with several community youth organizations to promote STEM and entrepreneurship, including: Boys & Girls Club, MSU Extension 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 Sturrus 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 for training and education, participating in advanced manufacturing student recruitment events, and serving on advisory councils.</p>

	<p>MCC partnered with Community Foundation for Muskegon County last year to enter a ground lease for the Foundation to complete construction on a facility called FARM (Food, Agriculture, Research, Manufacturing), which opened in May 2021. This incubator/accelerator allows companies or entrepreneurs to pilot food processing techniques. FARM currently has three such tenants.</p> <p>Eighty MCC students completed internships within skilled trades, business, graphic design, computer information systems, and law enforcement majors. MCC has over 120 students who are engaged in apprenticeships in 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 workforce 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. John Selmon, serves on the Greater Muskegon Economic Development board and the Talent First Board of Directors. Dan Rinsema-Sybenga serves as a board member on the West Michigan Works! Workforce Development Board.</p> <p>MCC continues to partner with approximately 15 other local and regional economic developers and training providers on a regional Muskegon Business Resource Team. This group does retention visits to local firms and provides business resources for firms to emerge from the COVID-19 pandemic. MCC and the Michigan Manufacturing Technology Center (The Right Place) collaborate with company consultants 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! In 2021 MCC joined the West Michigan Energy Partnership sector organization made up of utilities and workforce development agencies.</p> <p>MCC received sub-grants from the Right Place for the Michigan Workforce Training Center Equipment program as well as Regional Talent Innovation Grant Talent Pathways Program over the last year.</p>
<p>Best Practices by Category</p>	<p>Examples of MCC Adherence</p>
<p>Category B: Educational Partnerships</p>	
<p>1) The community college has active partnerships</p>	<p>MCC has early college programs with the Muskegon Area Intermediate School District (MAISD), the Ottawa Intermediate</p>

<p>with regional high schools, intermediate school districts, and career-tech centers to provide instruction through dual enrollment, concurrent enrollment, direct credit, middle college, or academy programs.</p>	<p>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 2022 academic year 277 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 2021-2022 academic year 447 students enrolled as dual enrolled students and 396 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 each year for thousands of students from kindergarten through twelfth grade.</p> <p>In 2022, Lakeshore Fab Lab STEM activities included tours and events for K-12 students (400 participants), activities for community members (100), and 35 Fab Lab special interest classes for community members.</p> <p>MCC has the Carr-Fles Planetarium, Bartley Science Museum (a hands-on children’s science museum), and the Kasey Hartz Natural Area nature trail. Area schools frequently bring their students to experience all three in one field trip to the college. With delayed reopening due to COVID-19, about 200 elementary students visited MCC between April and June 2022 to experience these spaces. In 2022-23 we are resuming normal operations and expect many more K-12 visitors. MCC also held a Welding competition for area high school students.</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 to help prepare students for college over several years.</p> <p>To help students make a smooth transition to college we held the annual high school counselors appreciation and informational meetings for school counselors and adult education staff. Each year this provides an opportunity for rich discussion, exchanges of information regarding transitioning from high school to college, and relationship building.</p> <p>MCC partners with area high schools for College Visit Days and almost every high school in the area participates in a tour and presentations. Senior Visit Days were held virtually to help launch students into Fall Semester at MCC. High school seniors completed the admission steps, including financial aid information,</p>

	<p>received advising, and registered for their first semester of college classes before they graduated from high school.</p> <p>Muskegon and Newaygo are Promise Zone and MCC held annual Muskegon promise 101 and Newaygo Promise 101 meetings for parents and high school students.</p> <p>Throughout the year MCC held several virtual Express Registration Days to help incoming students with academic advising, financial aid, and registration. <i>Ready, Set, Enroll</i> was an in-person event for the same purpose and students were also able to get their textbooks and photo identification.</p> <p>MCC participates in several college, job, and career fairs, and has representatives serving 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, a high school equivalency test preparation program and testing, or recruiting, advising, or orientation activities specific to adults.</p>	<p>Michigan’s two new innovative programs for community college students, Futures for Frontliners (F4F) and Reconnect, gave MCC the opportunity to reach out to adult students and help them transition to, or back to, college. MCC obtained a grant from the Michigan College Access Network (MCAN) to employ two completion coaches to support adult students. The college obtained a Sixty by 30 grant to employ another completion coach for adult learners.</p> <p>MCC’s Provost and Chief Student Services Officer currently serves as a F4F and Reconnect Community College Lead with the Office of Sixty by 30 within the Michigan Department of Labor and Economic Opportunity.</p> <p>MCC leased space in the Sturrus Technology Center for 2021-22 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, adult students are a specific target group identified in our current Strategic Enrollment Management Plan. MCC has an enrollment representative assigned to adult students and has set up an admissions process more in tune with adults. Specialized recruitment occurs at the adult education centers and in conjunction with workforce development staff, at area employers.</p> <p>To further assist with the transition to college, MCC offers a comprehensive orientation program and provides one-on-one help to students. There is a College Success Center and a Tutoring Center on campus with 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. Services are offered virtually and in-person.</p> <p>MCC provides individualized transition assistance for veterans and their families through our Veteran’s Office. Veterans may also receive credits from the Defense Activity for Non-Traditional</p>

	<p>Education Support (DANTES) examination and the Joint Service Transcripts (JST). MCC is a Gold Level Veteran-Friendly school.</p> <p>MCC revised its prior learning assessment process (Life Experience Assessment Program) and College Level Examination Program (CLEP) to provide more 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 community job fairs which connect 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>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 long history of strong partnerships with the four-year colleges and universities in our region.</p> <p>MCC has reverse transfer agreements with Ferris State University, Grand Valley State University and Western Michigan University.</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 10 pathways, or majors. MCC’s Provost/Chief Student Services Officer serves on the statewide Transfer Steering Committee, a group coordinated by the Michigan Community College Association and the Center for Student Success.</p> <p>MCC has transfer agreements with several four-year colleges including Central Michigan University, Western Michigan University, Grand Valley State University, Davenport University, Northwood University, Michigan State University, Ferris State University, among others. Also, MCC has 3+1 agreements with Ferris State University, Davenport University, and Northwood University. MCC also hosts many four-year institutions’ admissions representatives on our main campus (Transfer Tuesdays, held virtually in 2021-22 and planned for in-person for 2022-23).</p> <p>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. A new program, Urban Forestry, launched this year.</p> <p>MCC has concurrent enrollment 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>

Category C: Community Services

<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, speakers' series, and special events to meet the lifelong learning needs of the community. Programming emphasizes professional development, personal enrichment, and community outreach. Our programs range from the Inclusive Leadership Academy to Project Intercept – Values Clarification and Domestic Violence, offered in partnership with the Muskegon County District Court; as well as Jayhawk Academy (social, independence, employment skills training for adults with disabilities and unique needs); and presentations on historical and current events offered through Experiential Learning and the MCC lecture series. With COVID-19 no longer a limiting factor, MCC has resumed access to the Health and Wellness Center fitness equipment, through Continuing Education, for area adults.</p> <p>MCC opened a new Office of Diversity, Equity and Inclusion and hired its first Chief Diversity Officer. This office offers implicit bias and diversity training internally, as well as for area organizations.</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 art, theater, and musical productions each year which are open to the community. Community members also have many opportunities to participate in musical groups and theater productions. MCC sponsors a lecture series on current topics, a writers' series which 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 18 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 organizes many community events that promote enrichment including the Martin Luther King Unity Breakfast and the Veterans Day program.</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,</p>	<p>MCC's Hendrik Meijer Library and Information Technology Center are open to the community. We welcome 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 Lakeshore Fab Lab is</p>

<p>museums, art galleries, or television or radio stations.</p>	<p>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 and a golf course that are open to the community. Continuing Education provides and promotes physical activity, health and wellness through classes, and workout facilities at our new Health and Wellness Center. In a unique partnership with Trinity Health, primary health care services had been available to community members at the Trinity Health Quarterline Clinic within the MCC Health and Wellness building. However, the pandemic forced the closure of the clinic and Trinity Health has not yet re-opened that site. On the college campus there is the Kasey Hartz Natural Area with a guided, and nonguided, nature trail available to the public. MCC facilities that were closed to the public due to COVID-19 have been reopened under COVID-19 protocols.</p>
<p>5) The community college promotes, sponsors, or hosts community service activities for students, staff, or community members.</p>	<p>Many MCC staff and faculty serve on the boards of non-profit organizations, such as United Way of the Lakeshore, Muskegon Opportunity, Muskegon Promise Zone, Trinity Health, Goodwill, Oceana County College Access Network, and many more.</p> <p>MCC's gym is a polling location for local, state, and national elections. 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. The college works with community veterans' organizations to organize and host an annual Veterans Day ceremony which serves as a "Salute to Veterans."</p> <p>Although currently paused due to COVID-19, MCC launched and will operate, in partnership with Goodwill, the Jayhawk Academy. This is 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 2022 to be approved for education appropriations.