



Muskegon Community College

2021-2022 Annual Report



MESSAGE FROM THE PRESIDENT



As I reflect on the 2021-2022 school year, I feel a deep sense of gratitude for every person who helps make Muskegon Community College (MCC) a special place for our students. I am especially thankful to our Board of Trustees for their leadership and commitment, and to retired President Dr. Dale Nesbary. Dr. Nesbary's vision and intense focus over the past 13 years have been instrumental to MCC's success.

Topping the list of successes this past year are the 608 students who graduated with 651 degrees, diplomas, and certificates; the public recognition of staff and faculty for their exceptional work; and the

advancement of diversity, equity, and inclusion through a new Chief Diversity Officer position. In addition, MCC completed a nation-wide search for a college president, unveiled a grant-funded Consumers Energy K-12 STEM (Science, Technology, Engineering, Math) Lab; served as a national COVID-19 Vaccine Champion with 258 free vaccines administered on campus; and celebrated the Jayhawk's first wrestling national championship in 21 years.

It was also an important year for our strategic plan. In December 2021, MCC concluded its 2017-2021 Strategic Plan six months ahead of schedule with 94 objectives successfully completed. In March of 2022, the Board of Trustees endorsed our new "2022-2026 Strategic Plan: Aspiring to Be the Best" with three newly identified priorities: access, equity, and excellence. The plan was developed with input from our students, employees, partners in business and industry, education, nonprofits, government, and the greater community.

I must admit, being selected as the eleventh president of Muskegon Community College is, for me, the most important thing that happened in 2021-2022! It is my honor and privilege to serve in this role. My unwavering focus is that our students are safe, supported, and have the services they need to overcome any barrier to learning. When prospective students wonder if they can be successful at MCC, together all of us can say with confidence, "Of course, you can!"

My Best,

John Selmon

Dr. John Selmon
President
Muskegon Community College

2021-2022 BOARD OF TRUSTEES



Diana Osborn
Chair



Sean Mullally
Vice-Chair



Nancy Frye
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Kathy Moore
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Dr. Donald
Crandall
Trustee



Shon Cook
Trustee



Roy Portenga
Trustee



ACCREDITED



GENERAL FUND STATEMENT



- Tuition and fees 38.76%
- Miscellaneous 6.44%
- State appropriations 30.12%
- Property tax levy 24.64%
- Investment income 0.04%



- Instruction 41.73%
- Information Technology 7.61%
- Instructional support 9.34%
- Student services 11.91%
- Institutional administration 11.15%
- Public services 1.87%
- Operation and maintenance of plant 11.23%
- Transfers Out 5.15%

REVENUES

Operating Revenues

Tuition and fees	\$16,852,269
Miscellaneous	2,800,245
Total operating revenues	19,652,514

EXPENSES

Operating Expenses

Instruction	16,363,642
Information Technology	2,983,817
Instructional support	3,662,783
Student services	4,671,751
Institutional administration	4,373,547
Public services	733,460
Operation and maintenance of plant	4,404,359
Total operating expenses	37,193,359

OPERATING INCOME (LOSS) (17,540,845)

NONOPERATING REVENUES (EXPENSES)

State appropriations	\$13,095,281
Property tax levy	10,710,739
Investment income	15,634
Total nonoperating revenues (expenses)	23,821,654
Change in net assets	6,280,809
Transfers in(out)	(2,018,206)
Net change in net position	4,262,603
Net position at July 1, 2021, as restated	7,331,632
Net position at June 30, 2022	\$11,594,235



STRATEGIC PLAN PRIORITY 1 ACCESS

MCC will expand outreach efforts and be a visible and recognized leader

GOALS

1. Increase awareness of MCC
2. Meet annual enrollment goals while expanding opportunities for underrepresented populations
3. Increase community engagement

2021-2022 ACCOMPLISHMENTS

- To help keep higher education **affordable**, there was no tuition rate increase for 2021-2022 and MCC offered the lowest tuition rate in Muskegon, Ottawa, and Newaygo Counties
- The Free Application for Federal Student Aid (**FAFSA**) completion rate was increased to 85%, ensuring more students would be eligible for financial aid (up from 74.5% the previous year)
- 6,919 prospective students **responded to online advertising** by completing an enrollment application, exceeded the annual marketing goal by 19.4%
- 353 students from 21 high schools, plus home-schooled students, participated in **Senior Visit Days**
- 10,903 people **requested information** from Enrollment Services, exceeding our new student inquiry goal by 7.5%
- 1,371 students participated in the **Michigan Reconnect Program**, which covers tuition costs for state residents age 25 or older
- 5,128 students, including 1,785 new students, enrolled during the 2021-2022 academic year
- MCC awarded **\$2,290,850 to 3,694 students** through the Higher Education Emergency Relief Fund (HEERF) authorized by the American Rescue Plan (ARP)
- MCC's Workforce Development engaged with 68 companies to fulfill **workforce training needs**
- 729 contributions, totaling \$451,720.14, were made to the **Foundation for MCC** to fund scholarships and other initiatives to further MCC's mission
- 2,383 students received some form of **financial aid**
- Students had access to **110 laptops and 60 Wi-Fi** hot spot devices to support remote-learning
- 2,354 people provided input for MCC's new **strategic plan**, including 150 students, community stakeholders, and employees serving on five planning committees



RETENTION AND RECRUITMENT

New Microsite

In 2022, the Admissions, Students Services, and Marketing and Communications departments collaborated to launch a microsite to attract new students and promote services for current students. The microsite features short videos and is linked on the home page of www.muskegoncc.edu and www.mccyoucan.org. It provides an online, on-demand video viewbook hub where students can select from playlists and build their own playlists.

Jayhawk Hub

The Jayhawk Hub provides a system of wrap-around support for students' basic needs including food and transportation. Students enjoy free coffee and snacks while connecting face-to-face with caring MCC staff. Community members from a variety of health and human service agencies offer resources and a listening ear.



View Video: muskegoncc.college-tour.com/jayhawk-stories/help-in-a-hard-time

The John G. "Jack" Thompson Fund

The John G. "Jack" Thompson fund, an endowed fund supports student recruitment efforts at MCC. The purpose of the John G. Thompson Academic Pathways Recruitment Series is to encourage prospective students (especially underrepresented groups) to come to MCC for an education, special learning programs or events. Jack Thompson served as president of MCC from 1976 to 1986. Sadly, Mr. Thompson passed away in 2013. Through their fund, established shortly after his retirement in 1986 by Mr. Thompson along with his wife, Suzi Norbeck, his commitment to students and love for the college live on.





STRATEGIC PLAN PRIORITY 2 EQUITY

MCC will provide all students with the equal opportunity to succeed regardless of race, sex, sexual orientation, color, ethnicity, national origin, or any other characteristics

GOALS

4. Create an inclusive culture of understanding and respect towards diversity
5. Increase student and employee diversity
6. Enhance each student's experience

2021-2022 ACCOMPLISHMENTS

- The Office of Diversity, Equity and Inclusion provided **training** sessions related to implicit bias and creating inclusive cultures for 11 entities with more than 900 total participants
- Over 500 people attended the **Unity Breakfast**, an annual event celebrating the legacy of Dr. Martin Luther King Jr.
- Enrollment Services cultivated **relationships** with the WOW Academy, Muskegon Heights High School, Covenant Academy, and other organizations to increase enrollment of students of color
- The Office of Human Resources completed the six-month HireReach Program with **Talent First**, updated hiring practices to mitigate unconscious bias, and improve recruitment materials to better showcase the diversity of MCC's leadership and board to increase diversity of employment applicants
- We outlined parameters for the next **assessment of facilities** in Muskegon, Ottawa, and Newaygo Counties, placing an emphasis on improving access
- A **signage assessment** project was completed, which helps ensure that students can navigate our main campus and other locations in Muskegon, Ottawa, and Newaygo Counties
- We offered 7 activities to support **student well-being**, including COVID-19 vaccinations, mental health services, and free food from the Jayhawk Pantry
- The **Jayhawk Hub** was utilized over 942 times by students to support them with food and other services that address housing insecurity, mental health, and other basic needs
- **Tutoring Services** provided 941 free tutoring sessions for students
- The Care Team responded to 1,094 **Care Reports** and completed 682 support sessions with students



FOUNDATION FOR MCC

The Foundation for Muskegon Community College is a stand-alone 501(c)3 charitable organization with the sole function of fundraising for programs, scholarships and identified priorities at Muskegon Community College.

From July 1, 2021-June 30, 2022, 729 contributions, totaling \$451,720.14 were generously donated to support the mission of MCC. The complete listing of much appreciated donors can be viewed on our Foundation website at www.muskegoncc.edu/foundation-for-mcc/.

The Foundation for MCC Board of Directors is a group of volunteers governed by the elected Board of Trustees. During Fiscal Year 2021-2022, the Foundation Board of Directors members were:

Arn Boezaart, President | Edgar Watson, Vice President | Renee Johnson, Secretary
Kathy Moore, Treasurer | Diana Osborn, Immediate Past President | Janie Brooks-Davis
Diana Casey, Faculty Representative | Susan Foley, Interim Chief Advancement Officer
Brennen Gorman | Tom Harryman* | Cedric Jenkins | Dr. Dale K. Nesbary, Former MCC President
| Keria Shineldecker | Amy Swope, Foundation Director | Michael Verstraete
Andy Wible, Faculty Representative
*deceased

We thank them for their dedication and commitment to supporting the mission of **Muskegon Community College**.

The Foundation Board has worked tirelessly to build and expand the number of endowed funds and scholarship initiatives that support the College and our students, including:

James L. and Jean A. Stevenson Endowment | John G. Thompson Endowment
Dan Burt Athletic/Wrestling Scholarship Endowment | General Scholarship Endowment
Special Needs Endowment | Ted Debower Mathematics and Science Scholarship Endowment
Judith Toxopeus and John W. Kleeves Scholarship Endowment
Dr. Dale K. and Connie Nesbary Endowment | Employee Fund Endowment
Amos Nordman Technology Endowment | Eileen Kissell Memorial Scholarship
Technology and Equipment Enhancement Fund at the Sturris Technology Center
Mary Kennebrew Lyons Scholarship | Don and Betty Goodman Scholarship

We welcome your interest in learning more about the Foundation for MCC, including how to build your own endowed fund or how to include MCC in your estate planning. Please contact us at: foundation@muskegoncc.edu as we always enjoy sharing our passion for supporting the mission of MCC.

To make a secure online donation, please visit www.muskegoncc.edu/foundation-for-mcc/





STRATEGIC PLAN PRIORITY 3 EXCELLENCE

*MCC will prepare students for
post-graduate success*

GOALS

- 7. Improve outcomes for all students
- 8. Improve institutional effectiveness
- 9. Provide exceptional environments for effective teaching and learning
- 10. Increase transfer and career success of graduates

2021-2022 ACCOMPLISHMENTS

- 607 students earned a **diploma** or **certificate**, with 651 **credentials** conferred

• In conjunction with our strategic planning process, we conducted a comprehensive **Community Needs Assessment** to ensure that MCC provides the programs and courses needed to meet student and community needs (available at www.muskegoncc.edu/aspiring/#needs)

- 31% of students attending in 2021-2022 achieved a grade point average (GPA) of 3.5-4.0, placing them on the President's List, Dean's List, or the **Academic Honors List**
- 44 **Jayhawk student athletes** achieved a GPA of 3.6 or better, earning them an NJCAA Academic Student-Athlete Award
- Academic Affairs completed the evaluation of 14 academic disciplines and occupational programs to ensure they meet **learning effectiveness** guidelines
- 82% of our 39 departments achieved or exceeded their annual **key performance indicators** in support of institutional goals
- The Muskegon Community College 2017-2022 Strategic Plan: Successful Students, Successful Communities, concluded six months ahead of schedule with **94 objectives successfully completed**
- The Office of Information Technology exceeded its **response time** and request fulfillment goals
- We successfully completed the 2021-2022 financial year **on budget** and with no audit findings
- Study and career options were expanded with the addition of three **new programs**: Certified Personal Trainer, Medical Assistant Registered Apprenticeship, and Surgical Technology
- Career and Transfer Services hosted 11 online events to support **successful transfers** to 4-year institutions
- The 2022-2026 Strategic Plan, Aspiring to be the Best, was launched with ten goals focusing on access, equity, and excellence, all aiming to position Muskegon Community College as a **student success leader**



2022 DISTINGUISHED ALUMNI AWARD

Asaline Scott, whose long career in banking has been matched by her generous community advocacy, received the Muskegon Community College 2022 **Distinguished Alumni Award**. After graduating from Muskegon Heights High School, Asaline declined a scholarship to the University of Michigan to attend MCC as a working, non-traditional student while she and her late husband, John Arthur Scott, raised their family.

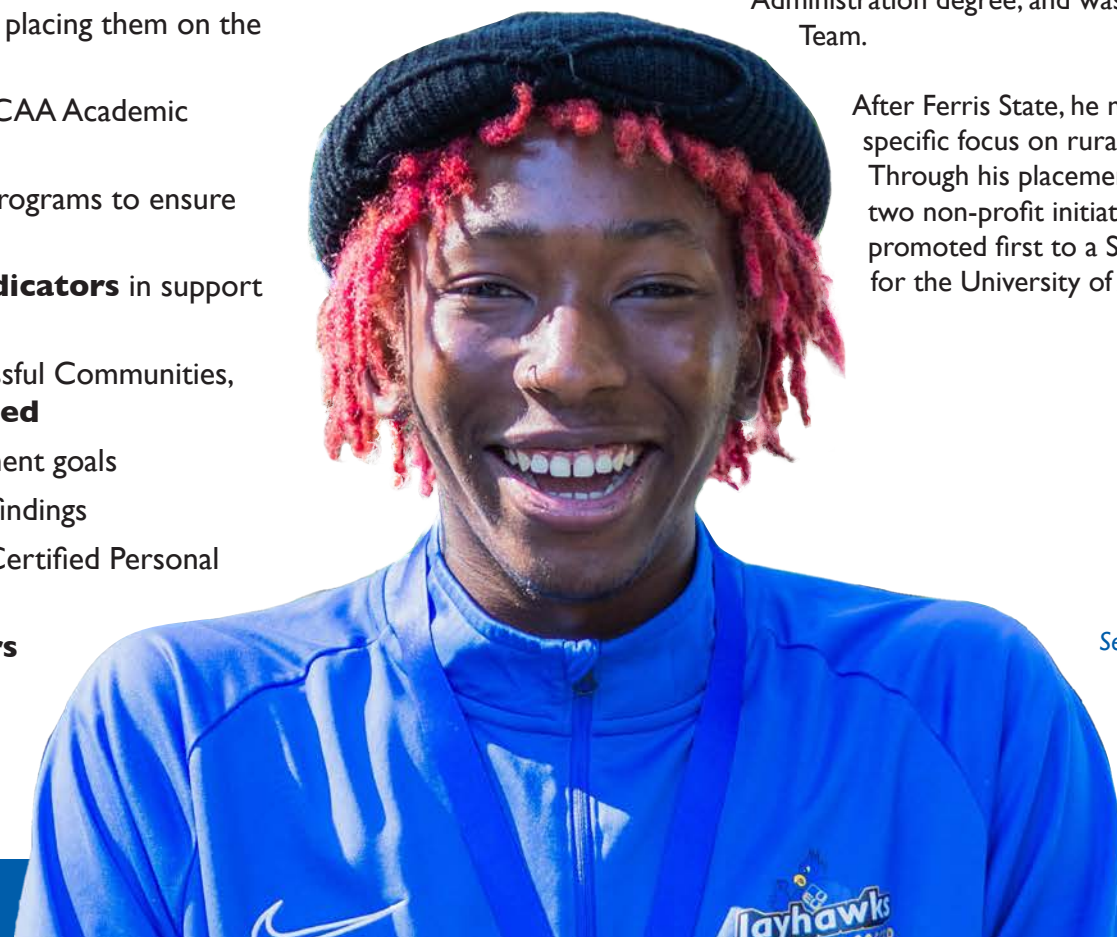
Graduating Magna Cum Laude at every stop along her academic ascent, Asaline earned an Associate Degree from MCC in 1990, a Bachelor of Arts from Grand Valley State University's Seidman College of Business in 1994, and an MBA in Organizational Change and Diversity, Equity & Inclusion from Western Michigan University's Haworth College of Business in 2000, when she graduated with three of her children. At GVSU, Asaline received the Outstanding Senior in Finance Award.

2022 ALUMNI ACHIEVEMENT AWARD

Samuel Callen '08, earned the 2022 Muskegon Community College Alumni Achievement Award. Samuel is the Vice President of Strategy for Worldpay by FIS, the world's leading global payments provider. Born and raised in Kent City, MI, Samuel attended MCC prior to transferring to Ferris State University, where he earned a Bachelor of Business Administration degree, and was an award-winning member of the school's Speech and Debate Team.

After Ferris State, he moved to Alaska to serve in the AmeriCorps VISTA program, with a specific focus on rural Alaskan economic development as a means of poverty alleviation. Through his placement at the University of Alaska, Samuel led the growth and scale-up of two non-profit initiatives focused on spurring rural entrepreneurship. From there, he was promoted first to a Strategy Consultant, and then to the Associate Director of Strategy for the University of Alaska Center for Economic Development.

READ THEIR FULL STORIES AT
www.muskegoncc.edu/alumni-relations/





JULY 2021

MCC's Licensed Practical Nurse Program Named **Best in Michigan** by Best Value Schools

AUGUST

Ken James Named **Chief Diversity Officer** at Muskegon Community College



SEPTEMBER

MCC Exceeded Fall Enrollment Target



OCTOBER

MCC Awarded an additional **\$2,291,400** in HEERF Funds to Qualified Students



NOVEMBER

MCC Received Statewide Award for Student Participation in 2020 Presidential Election



DECEMBER

MCC President Dale K. Nesbary Received **Living Legend** Award

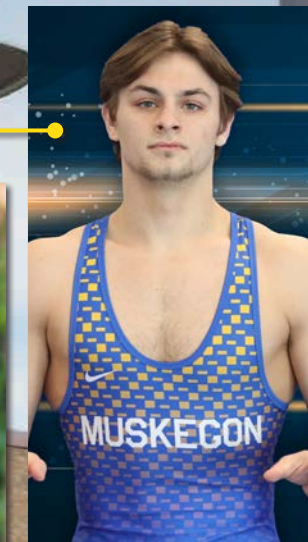
JANUARY 2022

MCC Received Consumers Energy Foundation **\$238,200 Grant** to Support STEM



FEBRUARY

MCC Student Michelle Lifer Named to 2022 **All-Michigan Academic Team**



MARCH

Josh Kenny Became MCC's **First National Wrestling Champion** in 21 Years



APRIL

Dr. John Selmon selected as **Next Muskegon Community College President** July 1

MAY

MCC Launched Pioneering **Surgical Tech Degree Apprenticeship** on May 16



JUNE

Donna Brazile Addressed 25th Annual Martin Luther King Jr. Unity Breakfast



View full stories at:
www.muskegoncc.edu/news

BEGIN YOUR SUCCESS STORY HERE?

Of course you can.

Muskegon County

Main Campus

221 S. Quarterline Road
Muskegon MI 49442

Carolyn I. and Peter Sturru

Technology Center

388 W. Clay
Muskegon MI 49440

Ottawa County

Ottawa Center

16777 Lincoln Street
Grand Haven MI 49417

6364 136th Avenue

Holland MI 49424

(in Thompson M-TEC)

182 East Street

Coopersville MI 49404

(in the Coopersville

Community Services Building)

Newaygo County

4747 W. 48th Street

Fremont MI 49412

(in the NCRESA building)

Grand Traverse

Respiratory Therapy Program

1105 Sixth Street

Traverse City MI 49684

(in Munson Medical Center)

www.muskegoncc.edu

231-773-9131

Video Viewbook:

www.mccyoucan.org



Muskegon Community College

MISSION

Muskegon Community College,
dedicated to equity and excellence,
prepares students, builds communities,
and improves lives.

VISION

An educated, inclusive community

VALUES

Learning

Integrity

Excellence

Collaboration

Kindness

PRESIDENT'S CABINET

Dr. John Selmon

President

Dr. Steven Wilson

Chief Information Officer

Dr. Kelley Conrad

Provost & Chief Student

Services Officer

Ken James

Chief Diversity Officer

Kristin Tank

*Chief Marketing and
Communications Officer*

Beth Dick

Chief Financial Officer

Kristine Anderson

Chief Human Resources

Officer

Paula Halloran

Executive Assistant



Muskegon Community College continues to promote faculty and staff diversity and is an equal opportunity employer. MCC does not discriminate on the basis of race, color, religion, sex, national origin, marital status, sexual orientation, gender identity, transgender status, political persuasion, disability, height, weight, veteran status, age or any other protected class in any of its educational programs, activities or employment. Minorities, women, veterans, and the physically challenged are encouraged to apply. Anyone with a disability will be reasonably accommodated by the College. If you have a disability and need an accommodation or assistance in applying for a position, please contact the Human Resources Office.