

MUSKEGON COMMUNITY COLLEGE

BOARD OF TRUSTEES WORK SESSION MINUTES

March 18, 2026

2:15 p.m.

Room 2109E – Main Campus

I. Operating Millage Restoration: Campaign Strategy and Timeline Discussion – *Beth Dick*

Present: Chair Osborn, Vice Chair Portenga, Treasurer Moore, Secretary Frye, Trustee Cook, Trustee Crandall, Trustee Scott and President Selmon

Kelsey Birkmeier and Jennifer Hille from Banach. Banach & Cassidy presented on MCC's Campaign Goal. The campaign goal is to restore Muskegon Community College's operating millage to the rate originally approved by voters in 1993 in order to improve learning environments, enhance safety, upgrade infrastructure, and provide long-term academic support.

The Campaign Strategy centers on **transparency and financial clarity, modernizing facilities, advancing student success and workforce impact, and delivering community benefits that serve every generation.** The core message emphasizes the need to **restore what voters originally approved in 1993, protect affordable access to education, invest in high quality learning environments, strengthen workforce development, and uphold transparency and accountability** throughout the process.

Target Demographics and Strategic Messaging

18–25-year-old students Focus on **campus improvements, modernized facilities, and enhanced student services** such as food options and study spaces. Primary outreach: **campus events**, student organizations, and on campus digital channels.

26–35-year-old young professionals Emphasize **career advancement, workforce training, and opportunities to upskill or reskill.** Primary outreach: **Chamber of Commerce events, LinkedIn, employer partnerships, and professional networks.**

36–55-year-old families and parents Highlight **affordability, transfer pathways, dual enrollment, and long-term educational value for their children.** Primary outreach: **local school districts, parent groups, and community education channels.**

Residents 56 and older This group is the **most likely to vote.** Focus on **workforce development, economic impact, and the college's role in strengthening the regional economy.** Primary outreach: **service clubs, senior centers, and community meetings.**

Business and industry leaders Center messaging on **lifelong learning, talent development, and the college's role in meeting regional workforce needs.** Primary outreach: **Chamber events, manufacturing associations, and community organizations.**

Primary channels to distribute information are the MCC website, social media, email updates, community events, employer newsletters, additional local newspapers, radio, direct mail, and campus signage.

MCC's timeline is planned in March and April, make the community aware in April and May, educate voters in May and June, have public engagements in June and July and the final push in July to August 4th.

The new Headlee Rollback figure needed to finalize the ballot language won't be available in time for the April Board meeting. Therefore, a special board meeting will need to take place before May 12th to approve the ballot language and submit it to the County Clerk by the County's deadline.

Important dates are June 25th absentee ballots available, July 20th deadline to register to vote, July 31st at 5:00 p.m. is the deadline to request an absentee ballot by mail, August 3rd at 4:00 p.m. to request an absentee ballot in person at your local clerk's office and August 4th is Election Day.

Revenue allocation property taxes 29.28% big chunk of operating budget. Our property taxes haven't grown as much as the rest of the state.

Reviewed a draft of a frequently asked questions document which will be available once the ballot language is approved.

A Millage Restoration Website is in development but also will not be available until we receive final numbers from the county needed for the ballot language.

MCC is working with our college attorney to develop the language. 1993 voters approved operating millage in perpetuity. In 1998 an amendment to the statute added a requirement for a "duration in years". Our attorney recommends that new proposal ballot language include a definite number of years, potentially the term of bonds.

The next step is to get the new Headlee Rollback figure from the county in order to finalize the ballot language.

Tagline is "Your **community** college for this century and the next."

Adjourned: 3:10 p.m.