

# Chancellor's Weekend Memo

August 6, 2004  
Number 444

## Upcoming Events

**August 7th**

### Northwest Campus

10am-3 pm

### *Soaring Above the Rest*

### Downtown Campus

11 am– 5 pm

*Education,*

*Culture and Food*

**August 12**

### Board of Trustees

### Conference Room

1 pm—4 pm

### *Student Conduct and Workplace Violence Workshop*

**August 21st**

### Downriver Campus

11 am– 5 pm

### *Hispanic Heritage*

*Festival*

### Northwest Campus

11 am– 3 pm

*Celebrating Arab*

*American Culture*

### Western Campus

12 pm– 6 pm

*Balancing Act*

### UDM Conference Center

11 am—3 pm

*Prostate Cancer*

*Awareness Fair*

- One of the key institutional systems that is being updated as we enter the 2004-05 academic year is the annual action planning cycle. Through this process, we will assure that the energies, time, and resources of our District and campus units, as well as that of each individual staff member, are targeted toward achieving WCCCD's mission, vision, and strategic goals. We are nearing completion of the first phase of this project which is the pilot of the updated year-end individual performance review process. We will be evaluating the outcomes of this process before we finalize the design and implement other elements of the full annual action planning cycle for 2004-05.
- One of the unique aspects of the New Northwest Campus Initiative is the opportunity to enhance WCCCD's partnership with the University of Detroit Mercy. We met earlier with UDM's new president, Father Gerald Stockhausen, and the university's new chief financial officer, Mr. Bill Johnson. We are now in the process of follow-up on the results of this meeting and to continue this dialogue with UDM officials. Some elements of the UDM/WCCCD partnership that we want to nurture is the articulation of academic and career instructional programs, student transfer agreements, continuity of certain conference services, continuity of regional community services and relationships with community leaders, and coordination of regional dental education programming.
- The District hosted a community luncheon on Tuesday to highlight Religious and Cultural Studies course offerings through our Muslim World Studies and Ministerial Studies Programs. Dr. Therese Bushner brought greetings to the more than 50 religious and community leaders representing the Muslim and Christian community. New course offerings, program development procedures, and Fall 2004 registration information were shared with participants. Three new satellite campuses for Fall 2004 were announced; i.e., Greater Grace Temple, New Beginnings Cathedral at Samaritan Center, and Metropolitan Baptist Church.
- I received a letter from Congressman John Conyers regarding the Lead Outreach Grant Program being offered by the U.S. Department of Housing and Urban Development Division and I thought I would share a few excerpts with you:  

"Wayne County Community College District has taken the time to recognize that all children and families are protected from lead toxins regardless of their affiliation to the college is commendable. The partnership with Project C.A.R.E., the City of Detroit and the Detroit Public School District demonstrates a collaborative undertaking which is sure to be successful. Your application with HUD is being monitored through the congressional appropriations process to see if it can get in the supplemental appropriation bill that has yet to be approved by congress. My strategy is to involve as many other members of the appropriations committees and other congressional and state representatives who share this immense concern. Please be advised that I will follow this project and its development. We will leave no stone unturned in the short amount of time that we have to put this in effect this fiscal year."
- On behalf of myself and the WCCCD family, I would like to congratulate Trustee Edward Clemente for his victory in the primary election and wish him continued success on November 2, 2004.

## Campus Presidents Corner

- The Northwest Campus is committed to providing an annual summer event designed for elementary, middle and senior high school students in its service area. "Soaring Above the Rest" is the theme for this year's back-to-school readiness event being held on Saturday, August 7th. Activities will include academic workshops that are designed to strengthen students' future academic performance and special engagement.

## Government Relations

- The following legislative bills have been introduced to the House Committee on Tax Policy on July 14, 2004:

### **MI H 6080 Title: Tax Credit for Job Skills Training Expense**

Summary: Provides a single business tax credit for job skills training expense.

### **MI H 6081 Title: Income Tax Credit for Job Skills Training Expense**

Summary: Provides an income tax credit for job skills training expense

### **MI H 6082 Title: Business Tax Credit for Job Skills Training**

Summary: Provides a single business tax credit for certification of job skills training programs.

- The Michigan legislature on Wednesday, passed House Bill 4612– legislation that raises the tax on the three casinos in Detroit to 24% from 18%. The bill, which Governor Granholm is expected to sign into law, will generate an additional \$45 million a year for the state's general fund starting September 1, 2004. Passage of House Bill 4612 was critical to resolving the budget impasse as Governor Granholm and the Michigan legislature continued to grapple with how to address a \$100 million hole in the budget for the fiscal year that starts on October 1. The increased casino tax should help stave off budget reductions in higher education including to Michigan's 28 community colleges. Currently, WCCCD stands to receive nearly \$14,843,000 in state appropriations under Senate Bill 1062.

## Workforce and Continuing Education

- The Center for Career and Technical Education recently announced it is undertaking a new research project on adult workforce literacy. The study will use an experimental design and focus on training in English as a foreign language. Workers in large companies on the east coast, the midwest and the west coast will be involved in the study. In keeping with this trend Dr. Mary Smith met with Carol Jenifer, Director of Detroit's Immigration Services this week to discuss the building of a partnership for the provision of training and educational services to immigrants seeking U.S. citizenship. The Continuing Education Programs will be directed towards expanding English as a Second Language (ESL) which seeks to improve English as a foreign language in order to increase workplace performance.
- A recent report in The Boston Globe cites U.S. Bureau of Labor Statistics predictions that "...managerial jobs will increase by 18% between 2002 and 2012; registered nursing jobs by 27%; and college teaching jobs by 38%, for a total of 1.6 million new jobs. In response to this naturally occurring phenomenon, the Workforce Development and Continuing Education Division determinedly addresses these labor trends; including the new offerings of short-term certification programs in Fall 2004. Programs will provide the exact workplace and other pertinent skills that are incorporated into program offerings such as Entrepreneurship, Human Resources, the Healthcare Career Institute, Computerized Accounting, and others; highlighting the change from job-specific skills to larger career-building programs.

## Public Affairs

- As the school year begins, many institutions, like WCCCD are taking their recruitment message to the airwaves. Macomb Community College is focusing its advertising on Lifelong Learning, while other area schools are emphasizing programs. WCCCD's Fall advertising ads combines all of these to shift our image-building campaign, which emphasizes the quality of programs, close proximity to the communities we serve, the academic experience, job readiness and the cultural and educational experiences of our students and the community at large receive.
- "Even if you achieve 95% customer satisfaction, you still have 50 customers out of every 1, 000 walking away dissatisfied." 180 Ways to Walk the Customer Service Talk makes an interesting and valid point. Keeping those remaining 50 customers satisfied is what are striving to do. We continue to move forward with our efforts to deliver quality and professional service to our students. Our enhanced registration process, new communications management center and increased staff customer service training are just some examples of how we're going above and beyond the call of duty for our students.

## Student Services

- International education exchange is a "builder of bridges" and is a part of the solution to war and terrorism, said Madeleine K. Albright, former U.S. Secretary of State at a conference for International educators in Baltimore and quoted by the Community College Times. International education can aid in U.S. relations with the world. Albright said "all education has at its heart the basic principle that every individual counts." The Office of International Affairs will conduct prospective new student orientation during the week of August 12, 2004.
- As community colleges begin to internationalize their institutions, they are achieving this objective by establishing partnerships with volunteer organizations that have international linkages and by instituting a service learning component to their study abroad programs instead of a classroom experience. As WCCCD examines best practices in globalization at community colleges to expand the District's Study Abroad Program, one component that is receiving serious attention is service learning, which provides students a direct application of their classroom experiences.
- A testament to the fact that TRIO works, 2004 graduate Patrick France has just been awarded a scholarship to attend Alabama State University. France became interested in the school while attending the Detroit Football Classic with the Transfer Program last fall. This program helps non traditional students get a feel for the culture of four year schools. It also provides students a support network as they adjust to new academic environments. Participants turn in progress reports and meet regularly with the coordinator, Yolanda Russell.

## Information Technologies and Institutional Effectiveness

- Last week the Michigan Guaranty Agency sponsored the initiative *Mapping Your Future* on a public service website to provide college, career and financial aid information and services to students, parents, schools and high school counselors. This website was designed for student borrowers who wish to delay student loan payments due to economic hardship or other reasons so that they may benefit from an interactive chat on Deferments, Forbearances, and Default Prevention. The chat provides a unique opportunity to receive answers to specific questions on payment options. Our financial aid office responded to MGA's announcement of this initiative by sending the information to the campuses for distribution to students as a hot item. It is just another effort to maintain our low student loan default rate which is currently at an all-time low of 5.7%, among the lowest, if not the lowest, of all colleges in the state. We are very proud of the current administration of our student loan program.
- The District enrolled 41% of the total Fall 2003 academic enrollment during the early registration period this year. This will allow for a less stressful final registration. All campuses show an increase in early registration activity. We are up 14% in academic enrollment District-wide with a campus breakdown as of 8/5/04 as follows:

<u>Campus</u>	<u>Academic Enrollment</u>	<u>Percent Increase</u>
Downriver	1,123	14%
Downtown	1,342	8%
Eastern	1,034	22%
Northwest	1,673	19%
Western	366	28%

## Administration and Finance

- Tuition for attending 47 private colleges and universities in Michigan will rise an average of 6.1% the coming year. This is higher than public universities but less than last year's average increase. Edward Blews Jr., President of the Association of Independent Colleges and Universities of Michigan, said a number of factors are driving up tuition rates, including new technology, an increased need for institutional student aid and personnel costs. Independent or private schools receive no state aid and rely on tuition revenue to cover 90% of their costs, which is why tuition is usually higher than at public schools. According to Denis Daniel, Assistant Director of Financial Aid at University of Detroit Mercy (UDM), a lot of it is rising costs, things such as healthcare for employees and books for students. She states UDM awards every student a \$3,500 grant to help offset tuition costs. According to Edward Blews Jr., the economy has a significant impact on independent colleges as it affects fundraising and state and federal funding for financial aid.
- Tuition at most of the state's 15 public universities will stay in line with inflation under a deal Governor Jennifer Granholm offered in January. Nationally Michigan is in line with tuition increases at other colleges and universities, although it still costs less on average. Tuition is up 6% at independent schools nationwide over last year and will average \$18,000 a year. The Michigan average is \$15,859 a year.

## *Instruction and Accountability*

- When any college considers its curriculum and the amount and type of reading required, it might reference recent findings from a National Endowment for the Arts survey. The report draws on interviews with more than 17,000 adults, conducted by the U.S. Census Bureau in 2002 as part of its Survey on Public Participation in the Arts. The results show that people who read for pleasure “are many times more likely than those not reading for pleasure to visit museums and attend musical performances, almost three times as likely to perform volunteer and charity work, and almost twice as likely to attend sporting events.” On the one hand, readers are those whose lives are an accrual of fresh experience and knowledge, and those from whom maturity is a process of mental atrophy.
- With the start of fall classes just weeks away, planning has begun on the Spring 2005 class schedule. In response to the chancellor’s request that class offerings be made available to students and advisors earlier than in the past, campus presidents will submit proposed course offerings for entry by Information Technology next week. With faculty selection of classes planned for September rather than October, it is anticipated that the schedule will be made available to public relations for printing, and for placement on district web site, six weeks from now.
- There is an urgency to train and retrain today’s diverse workforce in a shortened time span, along with a trend in instructional design to use technology that meets individualized needs and learning styles. According to an article, “The Virtual Reality of High-Tech Training”, published in the Community College Journal. This urgency has created a challenge for technical and community colleges. The Office of Distance Learning is continuing to make strides to meet this challenge. For example, over the past five years, online learners and instructors have been aided with the technological program, Blackboard, which is a comprehensive course management system that allows the student to view course content, participate in discussion groups and chat rooms, and take tests and surveys, all via the World Wide Web. Also, in the developmental stages are online AA and AS degrees, increased faculty training in all modalities of distance learning, and a Learning Object (LO) repository.
- Marie DuGar Bell visited Van Buren Public Schools Administration for an Articulation Agreement signing with Belleville High School. The signing represents a new articulation and partnership in the HVAC Program between Belleville High School and WCCCD’s Western Campus. Also, the 2003-2004 Region 24 Tech Prep Final Grant Report was completed and submitted to the Detroit Public Schools on Wednesday, June 23, 2004. Total Grant Expenditures: \$28,607.85.
- Tony Arminiak and Cecilia Soto met with representatives from University of Detroit Mercy, Computer and Information Systems College of Business Administration regarding their Information Assurance and Security Education program. The University of Detroit Mercy is a Center of Academic Excellence for Information Assurance Education by the National Security Agency and Central Security Service and Homeland Security. WCCCD faculty and staff will be working in cooperation with University of Detroit Mercy on curriculum development of our new Cyber-Security program.

## *Campus Operations*

- The Professional and Staff Development Institute (PSDI) sponsored the third and fourth workshops on Customer Service facilitated by Dr. Richard Pappas, President of Lake Michigan Community College. Dr. Pappas lectured at the Downriver and Downtown campuses, respectively. This completes the initial series on the basics of Customer Service. It is our goal to advance the training on Customer Service related topics for the Fall 2004 or Spring 2005 semesters. Because of Dr. Pappas’ ability to involve participants, the attendees at both campuses were very excited about the possibility of participating in future workshops.
- More and more time is being spent on strategic planning initiatives across the country as states are cutting the budgets for higher education, specifically community colleges. California has the largest community college system in the nation and it is estimated that 175,000 students could not enroll in classes this academic year due to plummeting state appropriations. WCCCD has experienced budget cuts this year. WCCCD has made tremendous advances toward our goals and objectives because each division and department has turned to the Strategic Plan to develop annual plans and have embraced the values that will drive us into the coming years. We will continue to focus on our Strategic Plan as we overcome an increasing number of daily challenges, including budgetary challenges.

### *Thought for the week*

The secret of joy in work is contained in one word -- excellence.  
To know how to do something well is to enjoy it.