

## Chancellor's Weekend Memo

September 24, 2004  
Number 450

For the first time during my tenure at the District, we did not publish a Weekend Memo last Friday due to the power failure. The edition this week covers a two week period.

Trustee Denise Wellons- Glover, John Bolden, and Dr. Gunder Myran made a presentation this week at the national conference of the COMBASE consortium, of which WCCCD is a member. The topic of the presentation was, "Re-inventing the Open Door." Trustee Glover and Mr. Bolden shared information regarding the various ways WCCCD is reaching out to underserved and underprepared persons in the Wayne County area. Participants from other community colleges also shared innovative approaches they are introducing to respond to the demographic, economic, social, and public policy changes that are especially impacting groups that experience limited income, limited employability skills, family dysfunction, and other barriers to academic and career success. On the basis of the very positive response of conference participants, WCCCD and COMBASE will be leading the conduct of a national study on the changing open door of the community college. The COMBASE Board of Directors also discussed the idea of a national "summit" for community college leaders to address in an in-depth way the best ways to "re-invent" the open door of the community college. Assuming that the idea of a summit meeting is approved, WCCCD will be asked to play a leading role in planning and conducting this special national event

The Chronicle of Higher Education published a forum on accountability recently with the over-arching question "How can colleges prove they're doing their jobs?" Carol Christ, president of Smith College, notes that "if accountability is our end, then the means to that end lie in an ethic of greater transparency. We in colleges must be more open about our business practices and ...our admissions and financial-aid policies and practices, ... budget and finance, providing the information that allows fuller understanding of cost and pricing." This forum underscores how right on target we are by emphasizing transparency as our commitment to accountability.

Given the many challenges relating to current and future labor shortages, Wayne County Community College District (WCCCD) is taking steps to ensure that we are addressing concerns throughout the communities we serve as well as our institution. WCCCD is consistently reviewing our program offerings in an effort to provide students with marketable degrees and/or certificates, as well as providing professional development opportunities for current staff. The Professional and Staff Development Institute (PSDI) was created to provide staff members with opportunities to develop their skills and support the District's on-going commitment to student success, community outreach, and economic development. The PSDI is one example of how WCCCD is working to ensure that District staff is provided with an opportunity to continue developing their skills and thus strengthening the District's workforce.



- Dr. Randall Miller attended a ceremony last week to welcome Ahlan Wa Sahlan as the new Director for the Center for Arab American Studies at the University of Michigan-Dearborn. The Center contains an Arab American historical collection and cooperates with external groups in meeting needs in basic and applied research. This is a terrific resource in our region that can provide opportunities for many of our students.
- The preparation work group of the Lieutenant Governor's Commission on Higher Education and Economic Growth met this week in Lansing. Dr. Miller participated in the meeting and reports that the group is focused on developing a framework for its recommendations to help achieve the goal of doubling the number of college graduates in the next ten years. A public hearing for the southeast Michigan region will occur from 3-8 p.m. on Monday, October 18, 2004 at Wayne State University's McGregor Center in Detroit.



- WCCCD proudly unveils the new exhibition for the Downtown Campus' Brown and Juanita C. Ford Gallery. **"ABSTRACTICA: Icons of Faith and Objects of Inspiration"** this week. The opening reception is scheduled for Wednesday, September 29, from 5:30 pm - 7:30 pm. The reception will be held in the gallery, and attended by resident artists Anita Bates and Jocelyn Rainey. ABSTRACTICA is an abstract collection of the artists' latest creations of triumph and beauty. The highly-acclaimed artists will conduct lectures and workshops at the gallery on an appointment-only basis. The exhibition runs September 29 through November 30, 2004.

## *Student Services*

- Changing careers can be daunting but sometimes it is necessary. An increasing number of students view community colleges a spring board for new career. According to a spokeswoman of Maine Community College System, the number of incoming students with prior college experience – ranging from a course or two to a full-blown degree has risen 76%. Between 8 and 15 incoming students each year have college degrees now, compared to one or two several years ago. The students return to acquire marketable skill to start a new career. Students with four-year degrees want to get into the workplace faster. Community Colleges offer short programs that are affordable and needed in the marketplace. American Association of Community Colleges survey of 1999 shows an average increase of 28% in non-degree programs and 5-6% in degree programs at community colleges.
- The rash of state funding cuts which have beset our nation is having a direct impact on the number of students being turned away from community colleges. According to a study conducted by the National Center for Public Policy in Higher Education, more than 250,000 students were forced to delay or put their community college careers on hold during 2003-2004 academic year. Findings from the study suggest that “students’ ability to access these colleges may be critical to the long-term economic recovery and overall social stability” of our country. It adds that: “Associate Degrees are said to boost workers pay by up to 30% over a high school diploma. The more educated people are, the more likely they are to be employed, pay taxes, provide for their children and participate in civic life.” The report concludes that, “the movement toward loans and merit-based aid has made it increasingly difficult for part-time, low-income, and students of color to receive the financial assistance that is imperative for them to participate in community colleges.

## *Instruction and Accountability*

- Last Saturday, several key administrators met to address the status and needs of the nursing program; distance learning spring enrollments; and the Spring 2005 class schedule. Senior staff, campus presidents, Dr. Janet Dettloff, Dr. Stephanie Bulger and Dr. Magalene Hester and Tony Arminiak were in attendance. Outcomes of the meeting included plans and next steps for establishing a nursing computer lab at the Northwest Campus, enrollment goals for Spring 2005 distance learning classes set at 150%, and the final modifications to the Spring 2005 class schedule.
- Dale Russell, District Director of Skill Trades and Jack Dudde, Professor of Manufacturing attended the "Growing Entrepreneurship in Michigan" Conference in Lansing. This conference was sponsored by the Department of Labor and Economic Growth, Bureau of Career Education Programs. The goal was two-fold: develop postsecondary entrepreneurship certificate and degree programs including an accelerated associate's degree in entrepreneurship for high school and college students and to encourage schools to offer grade-level-appropriate entrepreneurship curricula to ensure that all high school students' graduates have knowledge on what it takes to start a business.
- We are making tremendous strides in taking advantage of distance learning options to boost enrollment and courses. Saturday faculty will participate in the first level of training on Blackboard, our online course management system. Thirty-four faculty from a variety of disciplines have registered for this training. A second part of the training for faculty who want to develop and teach online courses will occur in October. Our current online faculty may participate in a Blackboard Advanced workshop which will also occur in October. These events will be offered every semester to give the maximum number of our faculty the opportunity to learn to use course management system technology.

## *Administration and Finance*

According to a recent article from the League for Innovation entitled “A New Wake-up Call for Community Colleges,” an alarm was sounded regarding serious impending labor shortages. The article stated that unless this issue is addressed in the near future many companies/organizations, including community colleges, would be faced with staggering labor shortages. The following facts were highlighted:

- The U.S. Bureau of Labor Statistics estimates that there will be 168 million jobs in our economy by 2011, but only 158 million workers will be available.
- American employers are facing a crisis in finding skilled workers.
- According to an Associated Press story, Siemens recently received 1,000 applicants for 500 new manufacturing jobs, but only 35 had the skills necessary to perform the job.
- America's hospitals and public schools are already desperate for skilled workers and teachers.

## Campus Operations

- The District Communications Management Center (DCMC) officially opened August 1, 2004. The focus of the DCMC is providing "Above and Beyond" customer service to students, community and staff the DCMC started its operations. One of the goals for the 2004 -05 academic year for DCMC was to reduce the number of calls being transferred to 40%, assisting with student concerns on a one-to-one basis, as well as identifying areas that present challenges to the District's ability to provide service. During the period of August 30, 2004 through September 11, 2004 DCMC received a total of 8,249 calls with a transfer rate of 39%. During this period the center also worked with 152 individuals who utilized the 1-800 customer service hotline and 615 walk in guest and visitors.

## Institutional Effectiveness

- District-wide enrollment at the end of registration for Fall 2004 increased by 6.5% in credit enrollment with a 3.4 increase in credit hour generation. As of 9/16/2004 the overall enrollment including both credit and non-credit courses is at an all time high in the history of the District at 44,540. The Western Campus leads in both credit and non-credit enrollment with a 46% increase in credit enrollment and 65% increase overall. Kudos to all staff who participated in registration activities for job well done!
- The Information Technology Department has released Blackboard Learning System (Release 6) for District distance learning and teaching. This upgrade provides enhanced management and organization of student assignments, through bulk download of all student work, upgraded files and selected files. Electronic assignments are now collected and organized through the grade-book and Digital Drop Box. Small "break-out" discussions with assigned or self-selected groups and public or private messaging provide students with enhanced communication capabilities. Content management is more flexible with seamless file movement among sections and courses. Grades are uploaded or downloaded from spreadsheet applications and text file lead to increased faculty flexibility and customization. Online faculty can not calculate and display letter grades, percentages and raw scores at the same time in the Grade-book. Re-architected assessment management system will enable improved assessment creation workflow and provide flexibility in deploying tests and surveys. Overall, this upgrade will continue to evolve the service offerings in the District Distance Learning Department and offer our student the best learning experience technology can offer.

## Government Relations

Senate Bill No. 72 was introduced this week to create the pregnant and parenting student services fund. If passed this bill will provide grants to encourage certain institutions of higher education to establish and operate a pregnant and parenting student services office for pregnant and parenting students attending the institution; to prescribe the powers and duties of a pregnant and parenting student service office; and to prescribe the powers and duties of certain state departments.



- WCCCD's weekly **Education First** radio program brings awareness to current issues impacting education. Last Tuesday's program focused on the value of arts education. Guests John Bolden and Sherry Washington talked about the accessibility of art, how it prepares students for future success and how the Juanita C. Ford and Western art galleries are helping to enrich the lives students and community members. We encourage you to tune into WQBH, 1400 am every Tuesday from 3:30 p.m. - 4:00 p.m.
- Our **Education First** radio program brought light to another exciting topic this week. Guests Michael Blair and David Howell, Chairman of the Friends of the Detroit River, talked about an upcoming Continuing Education event at the Lutheran High East Extension Site entitled "**Reconnecting to the Detroit River.**" The educational forum, which will take place on Oct. 2, celebrates the Detroit River as one of only 14 rivers nationwide honored with the presidential designation of an American Heritage River. Both guests highlighted the importance of the river, how it serves as a key ingredient in the quality of life for area residents and also focused on the different workshops.

## Workforce and Continuing Education

- The Michigan Department of Labor and Economic Growth announced a Workforce Investment Act grant to the City of Detroit Employment and Training Department. The \$1.25 million will be administered through the Dislocated Worker Program and will focus on providing a comprehensive, timely array of retraining and re-employment services tailored to worker's individual needs, including long-term job preparation for those workers who have been terminated or laid-off, or have received notice of termination or layoff, and are unlikely to return to their previous industry or occupation. This presents the Workforce Development and Continuing Education Division the opportunity to provide programs and services to this population.
- Workforce Development and Continuing Education Division has negotiated a contract with the Piston Group to provide customized training. Two courses were designed for the Piston Group. The English course starts early October with the Computer Literacy Course to follow immediately after.
- In response to the demand for automobile worker skill enhancement, Taft Gaddy met with Mary Boston, Education Director for the UAW-Ford to discuss workers' educational needs. As a follow up to that meeting, he was invited to participate in the UAW's Educational Career Fair. This afforded the District the opportunity to have Taft greet and introduce UAW workers to the benefits of WCCCD's credit and non-credit program offerings. WCCCD was well received. Other community colleges represented were Schoolcraft, Henry Ford, and Oakland.
- Last Friday, Mike Dotson and Rosellen Burkhart attended the Services for Older Citizens annual auction fund raising event at the Grosse Pointe Yacht Club. Wayne County Community College District is partnering with Services for Older Citizens (SOC) at the Grosse Pointe Neighborhood Club to offer a special computer based curriculum for seniors. This special program, called Experience Senior Power (ESP) is provided through the District by the Maria-Madeline project and pairs seniors with young students to teach the seniors how to navigate the computer and the internet. This inter-generational program not only helps seniors become more familiar with technology, it also results in the students developing a stronger respect for seniors and a better understanding of the wealth of knowledge and experiences they possess. The program has received wonderful feedback from the seniors and the students in its many locations including the SOC site. Consequently, the programs founder, Tony Fama, will be appearing on the Today Show in early October to talk about the wonderful successes the Maria-Madeline project has experienced with its training centers in Michigan and across the country. For additional information on Experience Senior Power, please visit their web site at [www.experienceseniorpower.com](http://www.experienceseniorpower.com)
- Two renewal agreements were executed between the Taylor School District (TSD) and Workforce Development and Continuing Education Division this week. Firstly, the District will continue to provide a customized educational automotive technician program for candidates interested in careers within the automotive service field. Secondly, Workforce Development will also work cooperatively with Taylor School District to provide an educational preparation program to prepare students for taking the ACT.
- Dr. Mary Smith, Michael Poole, and Stacey Rhodes were the featured presenters at the "Growing Entrepreneurship in Michigan" conference in Lansing Michigan. This conference was hosted by the Michigan Department of Labor and Economic Growth and was designed to improve the State's infrastructure for entrepreneur advocacy and support. The Goal was two-fold: develop post secondary entrepreneurship certificate and degree programs; and encourage schools to offer grade-level entrepreneurship curricula to ensure that all high school seniors graduate with knowledge of what it takes to start and run a business. The District and DPS are working collaboratively to apply for a competitive grant to provide professional development for faculty and for aligned Entrepreneurship curricula. Currently, the District's Workforce Development and Continuing Education Division offers an Entrepreneurship Certificate Program.
- Dr. Smith chaired the Workforce Development Board - Detroit Education Advisory Group (EAG) meeting. The purpose of the committee is to ensure that "All students completing the Michigan education system will have the necessary academic technical, and work behavior skills for success in a career of their choice and lifelong learning." This coming October, Detroit Communication Cable will launch a GED Video classroom and Home Project. This is a supplemental program aligned with MEAP objectives. The District has formed a partnership with the Detroit Public Schools "Gear Up Detroit" program that focuses on efforts to increase the number of low income students who are prepared to enter and succeed in post-secondary education.



## *Campus Presidents Corner*

- The Northwest Campus, in partnership with the Leo Hansberry Institute, hosted the 4<sup>TH</sup> National Melanin Conference: "Melanin and Black Consciousness: Exploring Dreams and Spirituality." this week. This event focused on discussing the benefits of Melanin, and conference organizers disseminated information on how this subject relates to African American health issues. Experts in this field came from across the nation to participate in this momentous event.
- Last Friday evening, Dr. Hattie Johnson-Norris received an Appreciation Award from the City of Detroit's Department of Human Services, during its Annual Recognition Banquet. The Appreciation Award was given for her volunteer support of the Youth Division's S.T.E.P.S. Program.
- WCCCD hosted the Fourth Annual Mass Casualty Incident Wednesday, September 22. The mock emergency had three separate scenarios involving a clandestine drug lab, hostage situations and a drug interception. The three scenarios took place in Detroit and Taylor, Michigan. Over three hundred first responders took part in this exercise from the Detroit Police and Fire Departments, City of Taylor Police and Fire units, Wayne County Sheriffs SWAT Team, public and private EMS units, the Salvation Army, the Wayne County Department of Homeland Security and Emergency Management, the Washtenaw County Hazardous Response Team, the U.S. Environmental Protection Agency, the Downriver Emergency Response Team, and the Windsor (Ontario) Hazardous Materials Response Team. The goal of this training exercise was evaluate and test the Emergency Operations Center and to work together within the Unified Incident Command System. This event also gave local, county, regional, federal and private first responder units the ability to evaluate how they cooperate and work with other disciplines which they do not normally encounter on a day
- The Downriver Campus hosted the 7th Annual Community Baby Shower in conjunction with Wayne-Metropolitan Community Action Agency and other outside community service agencies. Educational workshops were presented including such topics as "Young Fatherhood", Marillac Outreach Services, "Infant Massage Techniques", Community Care Services, "Car Seat Safety", Oakwood Hospital, "Child ID Kits and Gun Safety", Wayne County Sheriff, "WIC", Wayne County Health Department, "Choosing Quality Child Care", 4 C's, "Shaken Baby Syndrome", Child's Hope, "Community Resources", Wayne County Health Department, "Brain Development in Babies", Everybody Ready and others. Informational brochures were distributed, promoting District programs and admission to WCCCD. The community baby shower is an educational event for new and expectant low income mothers.
- Larry Morabito began serving on a sub-committee for the certified Regional Training Centers (RTC) for the Michigan Fire Fighter Training Council (MFFTC) which met at the Downriver Campus. The purpose of the meeting was to construct a plan to involve the RTCs in the MFFTC class development process. The committee is considering available standards and delivery processes, compared to current methods.
- Partnership continues to be an important asset to the District, and the Downriver Campus is offering a Youth Soccer Training, through a partnership with the Southgate YMCA Family Fun and Fitness Center.
- The District conducted a Professional and Staff Development Institute seminar at the Downriver Campus titled **National Priorities for the Development of Community Colleges: Implications for Metropolitan Urban College Institute**, presented by Dr. George Boggs, President and CEO of the America Association of Community Colleges.
- Dr. George Swan chaired a steering committee meeting on Wednesday for the 7th Annual Global Nonviolence Conference entitled "Creating a Culture of Peace, Nonviolence and Prosperity: A Call to Transformative Choice and Action." The five day event planned for April 16-21, 2005 will bring representatives from around the world and the nation to Detroit with coordination through the Global Nonviolence Conference, Michigan Institute for Nonviolence Education, and the Metro Detroit Center for Attitudinal Healing, Committee members include local judicial representatives, law enforcement, regional non-governmental agencies and faith-based organizations. The conference will showcase and develop model strategies and processes for implementing nonviolent practices in homes, schools, workplaces and communities around the globe.

- Each week, the Office of Public Affairs will examine the interaction of community colleges in international relations. We will educate readers on which countries have community colleges, how they are different of similar with ours and what we can learn from them and what they can learn from us. This week, we feature...
  - \*Thailand:
  - \*Location: Southeastern Asia, bordering the Andaman Sea and the Gulf of Thailand, southeast of Burma
  - \*Land area: slightly more than twice the size of Wyoming
  - \*Literacy: age 15 and over can read and write
  - \*Cost per credit hour: 60 cents

According to the Community College Times, Thailand's new community college program takes to heart the community college philosophy of being affordable to everyone—its average cost per credit hour is only 60 cents. The country's community college program is only two years old and is modeled closely after the system created in the U.S. Recently a group of board members, college leaders and other representatives from Thailand's community college visited Northwest Arkansas Community College as part of a two-week tour of community colleges to "get ideas on how the boards are set up, what qualifications they have for president and their philosophy."
- The Lawrence Ragan Communications, Inc., a Chicago-based communications agency, estimates that there are 50 million web sites in the United States that are visited by millions and millions of people each day. An article in the Sunday edition of the Detroit News entitled "College Web applications rise" could not have put it more clearly the reason why websites are very important to any institution. We believe our website should represent what we do and how to serve our students. Millions of people surf the web daily and that our website should be organized, because the way people read a book or a newspaper is different from the way they read information on the website. We have done much to improve our website and have integrated most of our communication vehicles both online and off line. For example, our catalog is on the site, our schedules—both academic and continuing education are on the web, and this week, our Transparency will be on the site so that people will see what we are doing to serve our students. Dr. Ivery's push to refine our website is in line with what every institution of higher learning is doing in this country. The Detroit News article states that all 15 Michigan public universities offer online college applications on line and we are not too far behind.
- The Detroit Free Press published an editorial on September 17, 2004 entitled "Wayne County Community College ups enrollment, transparency," and The Detroit News followed with an editorial on September 20, 2004 entitled "Wayne County Community College Puts Accountability Online." Both pieces emphasized the importance of our accountability through transparency and the improvements we have made at the District.

## Upcoming Events

### Reconnecting to the Detroit River

Saturday, October 2, 2004

9:00 a.m.–1:00 p.m.

Lutheran High East Extension Site

The educational forum for adults and children (Grades 1-5) celebrates the Detroit River as one of the only 14 rivers nationwide honored with the presidential designation: American Heritage River.

### Islam in America

Saturday, September 25, 2004

12:00-4:00 p.m.

Western Campus

Dr. Ali Mazrui, an Albert Schweitzer Professor in the Humanities and Director of the Institute of Global Cultural Studies at Binghamton University, at the State University of New York, will be a keynote speaker at this year's event. The theme for this year is: **Muslims and Democracy – Education Remains a Priority**. Dr. Mazrui will address the topics of Democracy and its relevance to Muslims in America; Issues facing minorities living in the U.S. and the role of Muslim political candidates. He will be joined by Dr. Sherman Jackson, Associate Professor in Arabic and Islamic studies at the University of Michigan.

## Thought for the Day

**Americans will reach the moon by standing on each other's shoulders.**