

# CHANCELLOR'S WEEKEND MEMO

January 27, 2006  
Number 516

## QUICK LOOK ...

- ◆ *The U. S. Department of Education released a report in late December, 2005 titled "Background Characteristics, Work Activities, and Compensation of Instructional Faculty and Staff: Fall 2003." The report cites that the proportion of part-time faculty has held steady between 1992-2003, but the proportion of full-time faculty climbed. Forty-three percent of faculty worked as part-time instructors in 2003, slightly under 1% than reported in 1998. Faculty members working full-time rose to 21% in 2003 compared to 18% in 1998.*

It has been a week of opening new doors at Wayne County Community College District.

First a new partnership between WCCCD occurred when we hosted a lunch along with the Canadian Consulate at the Downtown Campus to welcome Dr. Johan Bruwer of Australia. Dr. Bruwer is a marketing expert, whose visit marked the first in our Power Lunch Series. He was able to outline strategies that businesses can utilize in branding their company, using his work with the Australian Wine Industry as a case example. We were also fortunate that some of students who traveled to Australia as part of our Study Abroad program were also able to attend.

We also held another Power Series Luncheon, offering updates to a selected audience including financial, religious, civic and media representatives. Staff members presented the newest information on enrollment, building projects, expanded and new program offerings. It is important to keep the public informed of the promising changes underway in order to maintain quality service and the needs of our students at the forefront.

Executive Vice President John Bolden attended a meeting at the Renaissance Club where speakers outlined the important role that community colleges are playing in providing technical education and training, something which four-year colleges and universities do not yet provide. This assessment was echoed in the Detroit News, "Two year colleges appeal heats up." This article discussed "reverse transfers" – when students begin their post secondary education at a four-year institution and switch to a community college to see practical expertise that can translate into secure jobs.

Part of capturing and keeping secure jobs includes being aware of foreign cultures – and languages. With that in mind, the District plans to take a leading role in providing opportunities for international and cultural studies so that people traveling to foreign countries will at least know not only the language but the culture, too. WCCCD is establishing its Foreign Language Institute, which will be located at the Downtown Campus. The institute – which opens for Fall 2006 – will offer Arabic, Chinese, French, German, Italian, Spanish and Vietnamese and Swahili.

## PUBLIC RELATIONS

- ◆ This week, the District received national media attention in the Community College Times for its new Civic Institute, aimed at improving social relations, civic participation, educational and economic opportunities in Metro Detroit. The article mentioned that the newly inaugurated President of Liberia, Ellen Johnson-Sirleaf, the first female president ever to be elected in Africa, is scheduled to be the keynote speaker when the Institute holds its first major conference on human relations in April.

## INFORMATION TECHNOLOGIES AND INSTITUTIONAL EFFECTIVENESS

- ◆ Yolanda Garcia and Gonne Sellers represented the District at the Data Quality Workshop sponsored by the Office of Career and Technical Preparation and the Community College Services Unit. The workshop addressed data quality best practices and held panel discussions addressing global concerns about Perkins Core Indicators. The event was an excellent opportunity to network with other data collection professionals sharing successes and/or specific problems.

FOR MORE INFORMATION,  
CONTACT THE OFFICE OF THE  
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## INSTRUCTION

- ◆ The District is pleased to announce our explosive growth in Distance Learning. Fall 2005 started with 2,139 learners and Spring 2006 has grown to 3,061 learners, for a 43.1% increase. We attribute the rapid growth to the increased number of programs and course offerings. WCCCD now offers such courses as library science, business math and other general education courses via Blackboard, Live Interactive Online, Interactive Television and Telecourses. We expect to continue to see double digit growth due to students demand for more on-line offerings.
- ◆ The District recently participated in the NFL's Superbowl XL Outreach - 40 Days of Fitness – Super Bowl Healthy Families Challenge by hosting a Dental Hygiene and Nutrition Workshop at the Northwest Campus. Over a two-day period dental and healthcare service including teeth cleaning, x-rays, oral examinations, fluoride treatments, dental sealants and oral hygiene education was extended to more than 100 people.
- ◆ Dick Kuschinsky represented the District on the Public Relations Committee for the Michigan Pharmacists Association along with nine other pharmacists from Wayne State University, Henry Ford Hospital, Detroit Medical Center, and Pfizer.
- ◆ The Professional Staff Development Institute began the Spring 2006 series this week with a full house. The Blackboard Face to Face Course Design Workshop, the first of twelve, took place. Visio part two is scheduled for February 3<sup>rd</sup>.

## WORKFORCE AND CONTINUING EDUCATION

- ◆ In partnership with the Detroit Black Chamber of Commerce, the District staff engaged in a workshop entitled "Sharing Old Secrets with New Entrepreneurs." The program was designed for persons ages 18-40 who expressed interest in establishing or expanding a business. Felisa Ware and Phillip Brown provided an overview of the District's credit and non-credit career programs and presented workshop participation certificates to more than 200 participants.
- ◆ Judy Smouter met with Edwina Henry and Jean Holland, Literacy Coach of Vista Nuevas Head Start, to discuss an educational partnership to provide the District's Book Worm Club reading program for children ages 3 -7. The program will be designed to address literacy by emphasizing reading, musical accompaniment to the story and map reading in relation to the story.

## ADMINISTRATION AND FINANCE

- ◆ A recent Detroit Free Press article indicated that Governor Jennifer Granholm will be proposing some major changes to the Merit Scholarship Program. The proposed changes would result in an increase from the current maximum of \$2,500 to \$4,000 per student . Under the proposed plan, students who qualify by testing in high school would receive \$1000 in their freshman year and \$1,000 in their sophomore year. The final \$2,000 would be received either in their junior year or upon completion of an Associate's Degree. Students will also be required under the proposed plan to maintain at least a 2.5 grade point average during their college coursework to maintain their eligibility.

## WCCCD Art Gallery News

### "What is Art"

**Brown and Juanita C. Ford Gallery**  
Downtown Campus

January 26—March 31, 2006

Tuesday – Friday 12:00 p.m. - 5:00 p.m.

**Meet the Artists**—Gil Ashby • Richard Bennett • Tim Burt • Marry Ellen Croci • Anthony Dixon • James Dozier • Jerome Ferretti • Patricia Izzo • Marianne Letasi • Hubert Massey • Charles McGee • John Piet • Bill Sanders • Mark Schwing • Gilda Snowden • Shirley Woodson • Elizabeth Youngblood

### **The Downriver Council for the Arts**

begins its 2006 exhibition season with

### **"Local Color: Contemporary Realism"**

January 13—February 17, 2006

The exhibition will be curated by Chris Melikan featuring work by Anne Fracassa, Stephen Magsig, Jim Nawara, Lucille P. Nawara, Mary Potts, Mel Rosas, and Claudia Shepard. The DCA is located at 20904 Northline Road in Taylor. Gallery hours are Wednesday through Friday, 10 a.m. - 4 p.m. and Saturdays during exhibitions, Noon - 3 p.m. For more information, call 734-287-6103.

## Quote of the Week

*"I hope I have convinced you  
— the only thing that separates successful people from the ones who  
aren't is the willingness to work very, very hard."*  
— Helen Gurley Brown

## STUDENT SERVICES

- ◆ The Community College Survey of Student Engagement presented its survey results from 2005. The survey reflects responses from 133,281 high risk students from 257 community colleges in 38 states. While not all of the community colleges match the profile of WCCCD, the results merit our consideration as we move forward with expanding our services to students. Highlights of the survey are as follows:
  - ◆ Academically under prepared students are generally more engaged in their college experience. They are more inclined to talk about career plans with an instructor or an advisor and they often work harder to meet the instructor's expectations.
  - ◆ African American males are more inclined to work with instructors on activities other than coursework. They also participate in more college-sponsored activities.
  - ◆ African American women more often use the Internet or instant messaging to work on an assignment. They also are more inclined to continue their studies at the community college (as opposed to others who were uncertain of their future plans).
  - ◆ First generation community college students more often than others come to class prepared and rarely skip class.
  - ◆ Non-traditional students (over the age of 24) are more likely to ask questions in class, contribute more to class discussion and report more favorable relationships with instructors and administrative staff.

## CAMPUS PRESIDENTS' CORNER

- ◆ WCCCD's District Downtown Campus joined with the Coleman A. Young Foundation to educate our youth in the community. The Foundation's programs include the Scholars Program for graduating Detroit High School seniors, the Alumni Association for graduates of the Scholars Program and the Post Secondary Readiness Planning program, an after school program for middle and high school students and parents. The event, "Conflict Resolution" was presented by Terrance Collier.
- ◆ The Michigan Institute for Public Safety Education hosted the City of Detroit Homeland Security Community Emergency Response Team (CERT) training at the Downriver Emergency Training Complex. More than 200 citizens and police reserve officers from around Wayne County participated in this training. The CERT program helps train people to be better prepared to respond to emergency situations in their communities. When emergencies occur, CERT members can give critical support to first responders, provide immediate assistance to victims, and organize spontaneous volunteers at a disaster site. CERT members can also help with non-emergency projects that help improve the safety of the community.
- ◆ Dr. George Swan attended the executive committee meeting for the Child Care Coordinating Council of Detroit and Wayne County. Dr. Swan serves as board Treasurer. During the meeting, discussion was held regarding students in the District's Early Childhood program participating in 4C projects.
- ◆ Dr. Swan attended the board of directors meeting for Northeast Guidance Center. The Center is opening a Family Life Center in collaboration with a number of community-based organizations at the Samaritan Center. A request was made for students in the Teacher Education and Childhood disciplines to serve as interns and mentors for participants in the Family Life Center.
- ◆ The Entrepreneurship Institute held a "Financial Independence Day" seminar featuring financial planning gurus Gail Perry Mason and Robert Walker. Mark Lang facilitated the event supported by the Reverend Andrew Robinson from the Historic Eastlake Baptist Church. Dr. George Swan gave greetings. Kudos to Lacy Dawson, Derrick Lillard and Ivory Davis for the great work in making the event a satisfying experience for participants.

### Upcoming Events

#### Passport to Africa

Saturday, January 28, 2006  
12:00 noon—4:30 p.m.  
Downtown Campus

The 4<sup>th</sup> Annual Passport to Africa will provide educational awareness to the people of Metro Detroit, young adults in particular, and teach them about the contributions Africa has made to the world. Jabali Afrika, a dance troupe from Kenya, East Africa, will headline this year's event along with workshops, dancers, and vendors from Africa.

WCCCD, Detroit-Wayne County Community Mental Health Agency and Wayne State University Project CARE present:

#### Improving Practices and Block Grant Transformation in Community Mental Health

Monday, January 30th  
8:00 a.m.—4:00 p.m.  
Downriver Campus

Participants will focus on the federal and state mental health system's mission to improve mental health practices and expectations for block grant spending and quality improvement.