

## CHANCELLOR'S WEEKEND MEMO

May 11, 2007  
Number 581

The District held a Career Crusade which brought 1,000 students from seven area high schools to the Downtown Campus to partake in interactive workshops, lab experiments, lectures, and registration activities. Exposing students to WCCCD early in their academic career allows us to enrich their minds. Studies show exposing students to college environments early on increases their chances of completing high school. This program was primarily geared to give students exposure to our career programs and spark interest in a career. A special thanks goes out to James Dodson, Donnell Mason, Will Sampson, Erica Jones, Shawna Forbes, Brian Singleton, and others for planning this event.



Congratulations to Martha J. Grier, for receiving the 2007-2008 Minority Achiever of the Year Award from the YMCA. This award is given to those who have made a difference in the community and no one deserves this honor more than Martha. For more than 20 years, Martha has been WCCCD's biggest cheerleader –she has organized, created, arranged, designed and planned many of the events we hold to honor and celebrate our students; she also leads us in our marketing and public relations campaigns; and is the glue who holds us together.

We continue to receive thank you letters and praise regarding the District's Great Leadership Conference. John Bruce, executive director for the Neighborhood Club, had this to say:

*"We learned so much at the conference, and we must compliment you on the quality of the programs and the presenters. Everything from top to bottom was first class, and we can't thank you enough."*

Kudos go out to Bakkah Rasheed-Shabazz for providing excellent student service. David Hardin and Michelle Nestor from the Brighton Skills Center sent us a letter commending Ms. Rasheed-Shabazz.

*"...We were fortunate to work with Ms. Rasheed-Shabazz who guided a student through the ATB testing process. She listened closely to our concerns, and went out of way to accommodate him and put him at ease....He is the first Brighton student who participated in the guest student program at WCCCD to decide to register for a class on his own. We will continue to encourage our students to attend WCCCD in the future and look forward to working with your staff, particularly, Ms. Rasheed-Shabazz."*

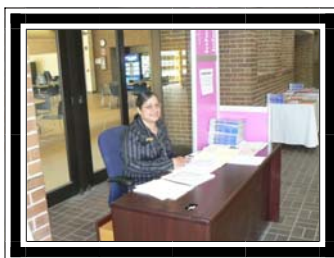
Today, I am visiting with Dr. Wright Lassiter, chancellor of the Dallas County Community College District, to tour their Health Sciences Center and to discuss their overall bond program.

## EXECUTIVE VICE CHANCELLOR

- ♦ WCCCD continues to build stronger relationships with the community. Shawna Forbes met with Gay Swavy, assistant principal for Southeastern High School, to discuss the development of an articulation agreement with the school's automotive program. Southeastern High School's automotive program is a part of the Ford Partnership for Advanced Studies curriculum.

## PUBLIC RELATIONS

- Due to the increasingly competitive atmosphere in higher education, providing excellent customer service to students is becoming more important than ever. Our summer registration is a perfect example of how the District is working to improve services to students. The campuses have set up informational tables with brochures, a computer to register students on the spot, and answer questions. The programs attracting the most attention are the Computer Information System and Business Information Technology. These kinds of services help to attract and retain students by making them feel valued.



## INSTITUTIONAL EFFECTIVENESS AND INFORMATION TECHNOLOGY

- Solomon Asmelash attended the Cisco Security Showcase Seminar at the CISCO Skyline Club. The topics of discussion included Cisco's self defending network architecture, designs for securing data on all networks, and demonstrated security solutions.
- According to a recent issue of the *Chronicle of Higher Education*, many colleges are using wireless networks to transmit college related information to students on their cell phones. Information transmitted includes course updates, quizzes, bus schedules, and safety alerts. The article states that cell phones are the best, and often the only, way to reach students.
- Dr. Bin Ning, an HLC consultant-evaluator, performed an on-site evaluation for Triton College in River Grove, Illinois. The college is a single-campus community college that enrolls 17,000 students from a highly-diversified suburban area in Chicago. Dr. Ning brought back valuable information from the visit that can be incorporated into the self-study process at WCCCD.
- Over the past several weeks, the Student Services Division has distributed surveys to non-returning and non-enrolled students. Many responses were received and the Institutional Effectiveness Department is tabulating the information. The feedback will provide useful information to help improve service to our students.
- During the recent HLC conference in Chicago, HLC representatives had an extended discussion about assessment with conference attendees. The central point that emerged through those dialogues reiterated that all efforts should focus on supporting student learning. Assessment is the tool used to measure outcomes and should provide feedback to help strengthen the process. It is a common misconception that creating an overly sophisticated assessment model should be the focus. Each institution should develop and implement a systematic and straightforward assessment model that is most applicable to the unique situation of that organization.

### SELF-STUDY TIP OF THE WEEK

From the Higher Learning Commission Glossary of Accreditation Terminology:

**The Higher Learning Commission (HLC)** – The commission of the North Central Association of Colleges and Schools (NCA) that accredits degree-granting higher education organizations.

### BOOK OF THE WEEK

***FUN WORKS***  
**Creating Places Where People Love to Work**  
By Leslie Yerkes

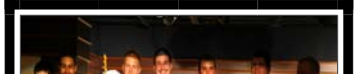
- ## CAREER AND TRANSFER PROGRAMS

- ◆ Dental Assisting students Erica Lee and Elonda Reeves presented a table clinic at the Michigan Dental Assistants' Association Student Day and took first place. Their presentation was "Diabetes: Too Sweet for Dentistry!"



- ## PHYSICAL PLANT AND FACILITIES MAINTENANCE

- ◆ In preparation of the upcoming summer semester, the Physical Plant and Facilities Maintenance Department is embarking on new and exciting ways to keep the District's interior and exterior grounds safe, attractive, and free of debris to meet the needs of students, faculty, administration, and visitors. Staff will increase efforts to assure the campus community that the total atmosphere within the District will be presented in a striking manner.

- Congratulations to David Dyda, Alex Huff, Dennis Johnson, Justin Kantor, James King, Maria Miles, Michael Schaub, Tony Stiles, Andrew Sylvester, and Quintin Thomas, the 2007 graduating class of the Youth and Adult Training Center (YAATC) program! The Downriver Campus hosted a graduation dinner for students who completed the Ford Motor Company sponsored automotive certificate program and their families. During the ceremony, each student received a certificate of completion and, through the generosity of Ford Motor Company, all program completers received a FMC t-shirt, a Mag flashlight, and a watch. Our 2007 Best Student Award went to Dennis Johnson. For his extraordinary efforts during the program, Mr. Johnson also received a \$500 certificate from Ford Motor Company to help him purchase tools for his new career as an automotive service technician!
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## CAMPUS PRESIDENTS' CORNER

- ◆ Bonike Odegbami, Lacy Dawson, and April McCray met with Shannon Perry from the Detroit Parent Network to discuss partnership opportunities which involve having the Eastern Campus serve as a satellite for the Detroit Parent Network to service our students who are parents.
- ◆ Bonike Odegbami was a guest speaker at the University Preparatory High School in Detroit as part of the school's diversity week.
- ◆ The Eastern Campus, in partnership with Workforce Development and Continuing Education Division and Goodwill Industries, hosted a Hospitality and Retail Career Center Orientation. This exciting and new venture will have the Eastern Campus serve as the hub of a curriculum centered on the expanding hospitality/retail services career fields. Students involved will be provided a "one stop" center to receive information on employment opportunities, assessment of skills, and training to secure jobs in the service sector. The training will involve classes on a biweekly to monthly basis with upwards of 80 students per session. Students who successfully complete the training components will receive coveted, marketable skills that are in demand both locally and nationally.
- ◆ The Michigan Institute for Public Safety Education (MIPSE) hosted the Wayne County Sheriff's "School Incident — Active Shooter" training session. Using the training tower, sheriff officers practiced quick entry and locating an active shooter.
- ◆ The MIPSE facility was the host site for the Channel 7, WXYZ, Special Report, "Getting Out Alive," by Bill Spencer.
- ◆ The Western Campus' Continuing Education Department will partner with the Van Buren Public Schools to host, "The Annual Young Authors Conference." The event, with over 15 years of history within the community, has been held at the Western Campus for the past couple of years. The program was designed to assist youth in discovering their creative abilities and express their thoughts in the context of instructional activities. Students have the opportunity to interact with established authors, poets, and storytellers. At the end of the conference, students have an open forum in which they can share their own published books.
- ◆ The Northwest Campus hosted the 2007 Spring Talent Blast in partnership with UHF TV 33 and WHPR 88.1 FM. Three winners were chosen out of 11 participants in the categories of gospel, poetry, and rap. The winners will have a chance at various employment opportunities available in the entertainment industry. First-place winner, Karole Bailey, will be graduating in June with a degree in Ministerial Studies and a 4.0 GPA.



## STUDENT SERVICES

- ◆ WCCCD's class of 2007 graduation list has been finalized. There are 1,123 candidates for graduation with 57% maintaining a GPA of 3.0 or better. Forty-seven percent of the class of 2007 will receive degrees in career programs.
- ◆ The Trio Transfer Program hosted mock job interviews for several of its participants. Representatives from the Southeast Michigan Community Alliance (SEMCA) and Jewish Vocational Services interviewed students to prepare them for future job interviews as well as the upcoming District scholarship interviews.

### KUDOS

- ◆ Please extend your warm wishes and congratulations to Curtis Johnson and John Young for their academic accomplishments. Mr. Johnson received his master's degree in Organizational Leadership from Siena Heights University and graduated with high honors. Mr. Young received the Outstanding Graduate and Professional Student Award from Wayne State University.

## ADMINISTRATION AND FINANCE

- ◆ In our effort to provide superior customer service to WCCCD students, the District's Financial Aid Office implemented a new initiative for students with outstanding account balances. On May 1, 2007, District Finance staff members began visiting specified campuses on a regular basis to make repayment agreements for students attempting to register for the Summer 2007 semester with an outstanding account balance. This initiative not only eliminates the need for students to travel to the Central Administration Building, but it also takes into consideration those students who do not have adequate transportation. As of May 9, 2007, the Finance staff has met with approximately 15 students at the Eastern Campus; of those, 10 were successfully registered. On Tuesday, May 15<sup>th</sup> the Finance staff will be onsite to assist students at the Downtown Campus.
- ◆ Effective Monday, May 14, 2007, postage prices and fees for all domestic and international mail will be changing. The new domestic rates are based on shape, size, and weight. The first-class mail single-piece 1-ounce letter rate will increase to 41 cents, while the additional-ounce rate will decrease to 17 cents. The single-piece postcard rate will increase to 26 cents. To obtain a complete listing of fee changes please contact the US Postal Service at 313-226-8121 or log onto to [www.usps.com/ratecase](http://www.usps.com/ratecase).

## LEARNING RESOURCE CENTER

- ◆ The Northwest Campus will soon be receiving 243 new books to add to its collection. More than \$7,000 has been dedicated to upgrading the collections at that campus. The District will continue to its strive to maintain up-to-date libraries for its students, faculty, and community.
- ◆ Students enrolled in the Occupational Therapy Assistant (OTA) program received a library orientation. Each student was given a packet of information about the library services and databases including full text articles accessible from home. Internet searches, plagiarism, and the different writing formats were covered. Students were also trained on the OTA tutorial link, scholarships, and how to become members of American Occupational Therapy Association.
- ◆ The Learning Resource Center staff at the Downriver Campus created a patriotic bulletin board for students and guests.



## ON THE MOVE . . .

- ◆ Ethel Cronk, Andrea Juarez, and Joann Broomfield attended the Latin-Americans for Social and Economic Development (LA SED), Inc. 2007 Annual Recognition Luncheon. The event marked 38 years of social and economic services to the residents of Southwest Detroit and surrounding areas. This year's theme, "Investing Together for a Better Community," indicated the need and commitment for collaborative and productive partnerships throughout society. LA SED provides a variety of services to the community including employment assistance, translations, interpretations, advocacy, and family support.
- ◆ Cora Steinman attended The Guidance Center's Head Start Policy Committee meeting. This is a federally funded program in Wayne County that services low income families within the service area who have three and four-year old children.
- ◆ Mark Lang attended the 2007 Youth Entrepreneurship Conference. The conference featured opportunities for high school students involved in entrepreneurship to compete in entrepreneurial contests, participate in skill building workshops, and to network. Participants from Illinois, Michigan, and Nebraska attended the workshop.



## WORKFORCE DEVELOPMENT AND CONTINUING EDUCATION

- ◆ The Workforce Development and Continuing Education Division has become a member of the state sponsored Hospitality and Touring Regional Skills Alliance (RSA). The RSA is responsible for developing and promoting workforce development to support the hospitality and tourism industry in Michigan. Recently, human resources staff representatives from the local casinos and several restaurants met with the RSA members to discuss their needs in the region. Reginald Witherspoon informed the group of the new Hospitality/Retail Career Center program being implemented at the Eastern Campus.
- ◆ Felisa Ware met with Sheryl Bookoff, program coordinator for Luella Hannan Memorial Foundation, and Patricia Gray, coordinator for Presbyterian Villages of Michigan to discuss an educational partnership offering programs for senior residents.
- ◆ The Detroit Pistons and the Detroit Lions Youth Camp partnered with WCCCD and Christ the Good Shepherd School for two wonderful programs. In addition to practicing basketball and football skills, students in grades 1-8 learned life lessons from Pistons Youth Coach Steve Moreland. Orlando Wilkins and Judy Smouter of the Continuing Education Division extended an invitation for all youth to participate in this summer's Learning Adventure Series classes and camps.



### Continuing Education Enrollment

During the week of April 30 - May 5, 2007 the District served 587 students by partnering with 15 community organizations. The numbers served at each campus are as follows:

Campus Location	Students Served
Downriver Campus	93
Downtown Campus	211
Eastern Campus	90
Northwest Campus	193
Western Campus	0



### QUOTE OF THE WEEK

"Success breeds success. Attend to your mind's most joyful, effective discovery process. Bolster the self-beliefs that add confidence, lucidity, and tenacity to your efforts. You'll get more out of what you notice, so heed whatever gives you wisdom."

Marsha Sinetar