



VISION 2025

SCHOOLCRAFT COLLEGE FOUNDATION

SCHOOLCRAFT COLLEGE

From creating five-star culinary masterpieces,
pioneering thought models in education,
and training responders to save lives,

Schoolcraft College develops a foundation for student
passions and plots a course for lifelong learning.

Schoolcraft prepares minds for a robust future
through intellectual growth while strengthening the
surrounding region for economic independence.



**Schoolcraft
College**

FOUNDATION



Vision 2025 is a five-year fundraising initiative that supports Schoolcraft College — its programs, students, and members of the southeast Michigan community. It is designed to provide the financial support needed for innovation beyond the limitations of current funding. Vision 2025 will impact the next 25 years of the 21st century by helping the college transform workforce education, which will engage, inspire, and transform students, the community, and economy.





ACHIEVEMENT THROUGH THE YEARS

*Since our founding
nearly 60 years ago,
Schoolcraft College
has been focused on
progressive innovation,
educational excellence
and academic success.*



An Inspirational Past

With a vibrant history propelled by the surrounding communities, Schoolcraft begins a new chapter in its legacy. By building on the foundation of our mission, vision, and values, key areas of improvement are designated to help the college reach more individuals and serve as a community-centric hub for education and lifelong learning. Inspirational accomplishments in the history of the college have elevated the growth of the institution, and set the pattern for the future.



Schoolcraft College continues to honor its heritage with a quest for knowledge that spearheads a growing and diverse community, and by continuing partnerships in the business community which benefit students and residents. Since Schoolcraft College's creation nearly 60 years ago, the leaders have focused on progressive innovation, educational excellence, and academic success.

Unlike other community colleges in the region, Schoolcraft is not supported by a single county, but is

funded by five different geographic districts. Recognizing the need for a higher education institution, Schoolcraft founders had the innovative foresight to purchase the large tract of land in Livonia the college now occupies. This allowed the college leadership to boost the local economy while generating revenue for the college's future. This is just one example of how Schoolcraft practices good stewardship, while private and public funding sources lend their support for regional success.



The Fourth Industrial Revolution

THE CHALLENGE

America is experiencing the Fourth Industrial Revolution. This can be described as “the exponential changes to the way we live, work and relate to one another due to the adoption of cyber-physical systems, the Internet of Things, and the Internet of Systems.”*

The challenges of this revolution are profoundly felt in Southeast Michigan. Attitudes and expectations honed by 20th-century technologies, employment practices, and social outlook are being shaken and re-formed. It is time to flip the foundation of learning from simply skill-based preparation for a lifetime job, to building a set of knowledge and interpersonal skills for careers. For the future, it is imperative to develop lifelong learners who can adapt to varied and multiple jobs and continual learning.

New technologies replace and transform traditional jobs and create new ones. Workers of tomorrow need more than just technical training. In 2020 and beyond, essential skills are necessary to succeed in business including collaboration, critical thinking, and emotional intelligence just to name a few.



OBSTACLES TO STUDENT SUCCESS:**



34% Cite money, current finances or the lack of financial aid as a major difficulty in attending school



27% of students are the first generation in their household to attend college



80% of students are employed – **55%** are employed full-time.

*These national statistics impact student success, too!****



48% of two-year college students experience food insecurity



and, **18%** of two-year college students are homeless

** Results from the 2018-19 Non-returning Student Survey, published by Schoolcraft College's Office of Research and Analytics.

*** Source: #Real College Survey, The Hope Center, 2019

* Bernard, Marr. *The Fourth Industrial Revolution is Here, Are You Ready?* Forbes.com, August 13, 2018.

THE OPPORTUNITY

Schoolcraft prepares students today to meet 21st century challenges through education opportunities. Schoolcraft is positioned to be a provider of choice for the future labor force and to prepare students for the increasingly rapid pace of change.

The challenging labor-force statistics for the next three decades present tailor-made offerings for our role in the community, and present innovative partnerships and growth opportunities for the college. Schoolcraft's leadership has a sharp focus on initiatives that will both build on the strengths of the college, and make it stronger and ever more relevant to students and employers in the region.



“Educating and preparing our workforce for the changing world of work is critical to Southeast Michigan’s future economic growth and success.”

– Southeast Michigan Council of Governments (SEMCOG)

PREDICTIONS OF LABOR FORCE CHANGES 2015 – 2045



67% increase
in workers aged
65 and over



28% increase
in healthcare
services jobs



13%
decline in retail
trade jobs



29% increase
in professional and
technical services
opportunities



27% loss
of traditional
manufacturing jobs



11% increase
in leisure and
hospitality jobs

Source: SEMCOG.

The Solution is Schoolcraft College

While the Fourth Industrial Revolution creates many challenges, Schoolcraft is seizing opportunities to educate people in new ways and to collaborate with communities and businesses in innovative partnerships. The college will need its strong ties to stakeholders and communities and the foresight to be ready when opportunities are identified. Beyond bricks and mortar, new funding resources are required to enable and spur innovation that responds to workforce and community needs.

Since 1961, Schoolcraft College has served Southeastern Michigan with consistent, constantly evolving programming. It has a history of partnering with businesses and organizations which impact the region and provide careers.



The college has an established reputation as a center for lifelong education. It has a track record of assisting students of all ages to achieve their educational dreams. And Schoolcraft values inclusiveness and access. Those in the region who are economically-challenged can, with the right programming, classes,

and support, meet their goals and become self-sustaining and vital members of the workforce.

There is an economic recalibration taking place in Michigan. The nature of work and capacities expected of the workforce continue to change. Service, information, and research



The goal of Schoolcraft's transformation is to make Schoolcraft College an even more significant asset to Southeast Michigan.

sectors will be the sources of most new jobs in Southeastern Michigan. Schoolcraft will play an essential role in producing talent with the right education to keep the region's skilled workforce among the leaders in the application of STEM and "power skills" needed for success.

THE SOLUTION

Schoolcraft College can be a crucial player in staying ahead in what has become a mid-skill (and above) dependent economy. To do so, Schoolcraft must build and maintain the capacity to respond to changing students and community needs. The college must be prepared to draw on and build the

intellectual capital required to compete in the changing economy. There is a spotlight on education beyond high school and the importance of high-value certificates and degrees.

The transformation of Schoolcraft College will enhance curriculum,

learning spaces, and partnerships and will build on its history of innovation and vision. With donor support, Schoolcraft College will engage, transform, and inspire students and the community.



Innovative Responses to Business, Industry and Students

Even more than it does today, Schoolcraft College will serve as a regional hub to grow Michigan's talent pool and address changing workforce needs.

Schoolcraft will be the resource to satisfy the educational and training needs of evolving industries in areas such as manufacturing, technology, and healthcare.

"Machinist" jobs are no longer dirty jobs. The scope includes programming machinery at the forefront of innovation. Schoolcraft's traditional strength in training workers for the region leaps forward with the construction of the Schoolcraft College Manufacturing and Engineering Center.

The health care partnership developed with St. Joe's — St. Joe's

Mercy Elite Sports Center, IHA St. Joe's Livonia Medical Center, and the new Schoolcraft Health Sciences Center — means that Schoolcraft students will have access to experiential learning using state-of-the-art equipment and gain the necessary professional development and continuing education required for licensed medical professionals.



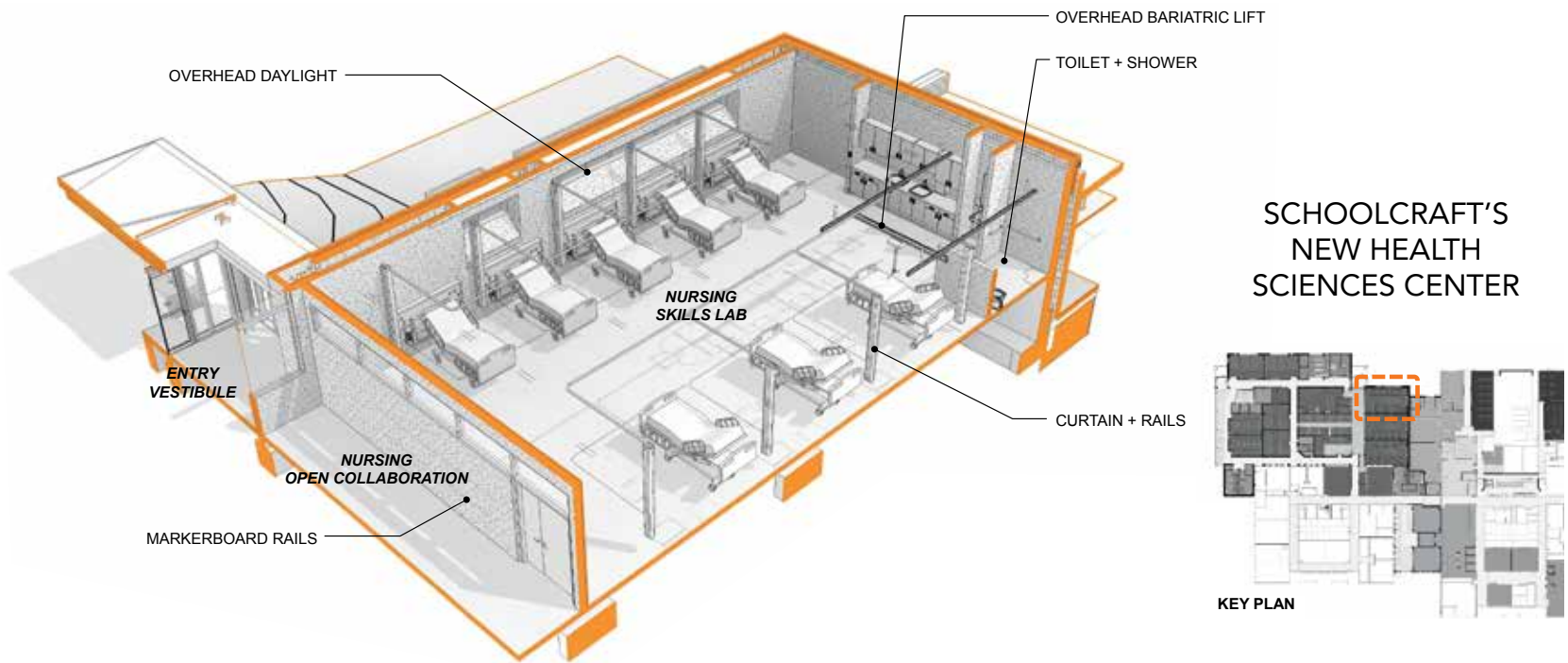
MANUFACTURING & ENGINEERING CENTER

The new Manufacturing and Engineering Center (MEC) is a project funded through partnerships. This 48,000 sq. ft. building at Glendale and Merriman roads will be the new home for

Biomedical Engineering Technologies, Computer-Aided Design (CADD), Electronics, Manufacturing, Mechatronics, Metallurgy, Plastics, Technology, Robotics, and Welding.

The facility will double Schoolcraft's capacity for workforce development programming. It will serve 300–400 students each day and offer opportunities for workforce development and business training "boot camps."





“At Schoolcraft, we provide students a personalized experience and, through partners like St. Joe’s IHA, we are able to provide a modern medical environment for students to learn in a real-world experience.”

– Dr. Glenn Cerny, President, Schoolcraft College

HEALTH SCIENCES CENTER

Partially funded by a state grant, Schoolcraft will renovate the existing Applied Sciences building to meet the growing need for health care workers. Scheduled for completion in 2021, the Center (see diagram above) will expand current health care programs and create an environment that helps students demonstrate critical thinking abilities, while solving clinical problems, advance communication skills, and build clinical competencies.

The expansion will include a 30,000 sq. foot addition to house Nursing and Pharmacy Technician programs. This building will centralize the EMT/Paramedic, Medical Assistant, and Health Information Technology programs.

New laboratories will be designed to support new health professions programs including Surgical, Radiology, Sterile Processing, and Ultrasound Technician programs. Simulation labs will also be used by local health care providers for training.



Learning Takes More Than Books

STUDENT SUCCESS

Student success is a priority at Schoolcraft College. Many community college students are faced with socio-economic challenges. The choice of staying in school or putting food on the table is a hard reality for many. Initiatives like the Student Emergency Needs Fund is one example of a program where students can apply for a one-time grant of up to \$500 for an emergency need that would force them to drop out of school. In its first year alone, 64 student recipients completed the semester they were in and 71% went on to graduate or transfer. Donor support is crucial to programs like this that help students achieve their dream of completing their education.

VETERANS & MILITARY SERVICES CENTER

The current Veterans Center will be expanded to provide services to Veterans, active Military, and families of veterans/military.

Special attention will focus on the unique needs of veterans in a college environment. They require recognition for previous learning on the job, and the opportunity to receive credit for these experiences. Vets are particularly interested in progressive/stackable credits.

Additionally, this expanded Center will be an available resource for families of active military or veterans who also need access to resources and educational assistance.

INTERNATIONAL STUDENT CENTER

Schoolcraft College currently welcomes students from approximately 65 different countries.

The college values international students and believes that diversity benefits the greater campus community. The International Student Center can help make the experience for international students rewarding and meaningful. The Center staff assists students with

- The Admissions Process
- Immigration-Related Advising
- Visa Compliance
- International Student Orientation
- Resources for Private Scholarships





CATREESE

SCHOLARSHIPS

Scholarships and student aid have been a particular focus of the Schoolcraft Foundation. The generous support of philanthropy has been key to providing financial support for students as they prepare for a career.

Additional funding will help eliminate obstacles and create access for more residents seeking an affordable college education. Often Schoolcraft students are non-traditional and juggle work, family, and career changes. Scholarships are one way to support students with tuition, fees, books, and other educational expenses like childcare, transportation, and educational equipment needs. In 2018 alone, more than \$400,000 in awards were made to more than 350 students through various scholarships and awards.

STUDENT STORIES

Catreese is an active “doer” and single mother of two. After losing her mother at age 15 and raising her siblings, Catreese returned to school. Taking care of a family and working two part-time jobs, a scholarship was an answer to Catreese’s prayers of obtaining an education to make life better for herself and her children.

REALITY READY™

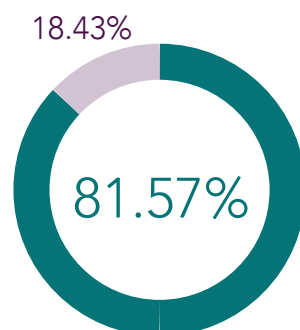
“Reality Ready™ is an initiative that helps Schoolcraft students win in the workforce. Schoolcraft integrates core abilities in the classroom and measures outcomes, including creative and critical thinking, effective communication, technology, mathematics, cooperation, responsibility, and social/cultural awareness.

At Schoolcraft, we equip our students with intellectual and behavioral skills that result in the well-rounded individual that employers are seeking. Working with identified needs of industry, Schoolcraft also offers training and workshops on essential skills necessary for the 21st-century workplace to both businesses and students.

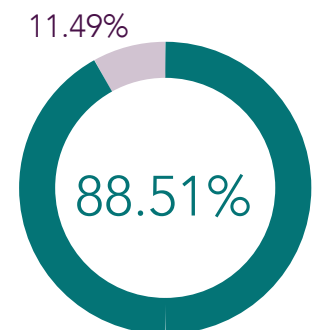
SCHOOLCRAFT COLLEGE CORE ABILITIES OUTCOMES ASSESSMENT 2010-2018

N=3345 student assessments

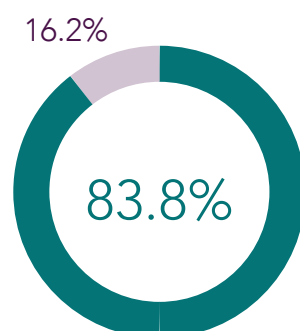
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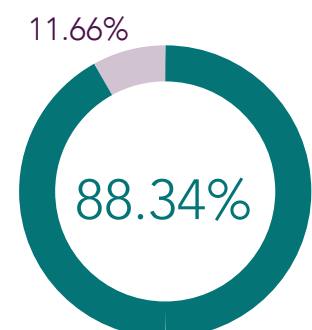
Communicate Effectively



Use Technology Effectively



Demonstrate Creative & Critical Thinking



Use Mathematics

Investment in the Community

COMMUNITY HUB

Schoolcraft College has long been known in the region as a provider of resources, including credit and non-credit programs and classes. Schoolcraft will strengthen its position as a community-centric campus — a **Community Hub**. Through stronger partnerships with K-12 school systems in the area, wide-ranging community programs from “Kids on Campus” to classes for the older adults, and expansion of Continuing Education and Professional Development, the college

serves the community seamlessly from childhood to the senior years.

Continuing Education and Professional Development

Schoolcraft will enrich the student and lifelong learner experience and expand programs for children and seniors that encourage and support lifelong learning.

In addition to community programs already offered, Schoolcraft will create more programs for children and seniors. Already well-known

for its excellence, Schoolcraft’s Community Education Professional Development programs range from the popular Kids on Campus summer program to a Drone Pilot class that prepares adults with the knowledge and skills necessary to obtain a Drone Pilot license.

The Kids on Campus program attracts more than 3,000 community youngsters.



IN 2019, SCHOOLCRAFT COLLEGE HOSTED MORE THAN 6,000 K-12 STUDENTS FOR SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH (STEM) EVENTS INCLUDING:

- Young Inventors
- Girls in STEM
- Manufacturing Day



With an aging population — some seniors still working, and some in retirement — there is a need to provide varied options. For example, offering traditional and non-traditional lifelong learning classes gives community members more options. Partnering with organizations like the Society of

Active Retirees (SOAR) helps provide a genuine opportunity to “never stop learning.”

K-12 Partnerships

The habits of lifelong learning start early. Working in partnership with school systems in the region, Schoolcraft helps with programs that enhance in-class learning, and familiarize students with the campus. With these connections, we can make STEM relevant for parents

and students as well as teachers. Joint programs can inspire the students of the future to find out what careers are “out there,” and how to prepare for them.



ASSISTING BUSINESSES

Schoolcraft College Business Development Center is the only entity in the state to provide three distinct services to help businesses succeed:

Workforce Training Solutions: Building workforce skills and competencies

Michigan SBDC: Starting and growing a business

PTAC: Government contracting assistance

What Will it Take to Transform Schoolcraft College?

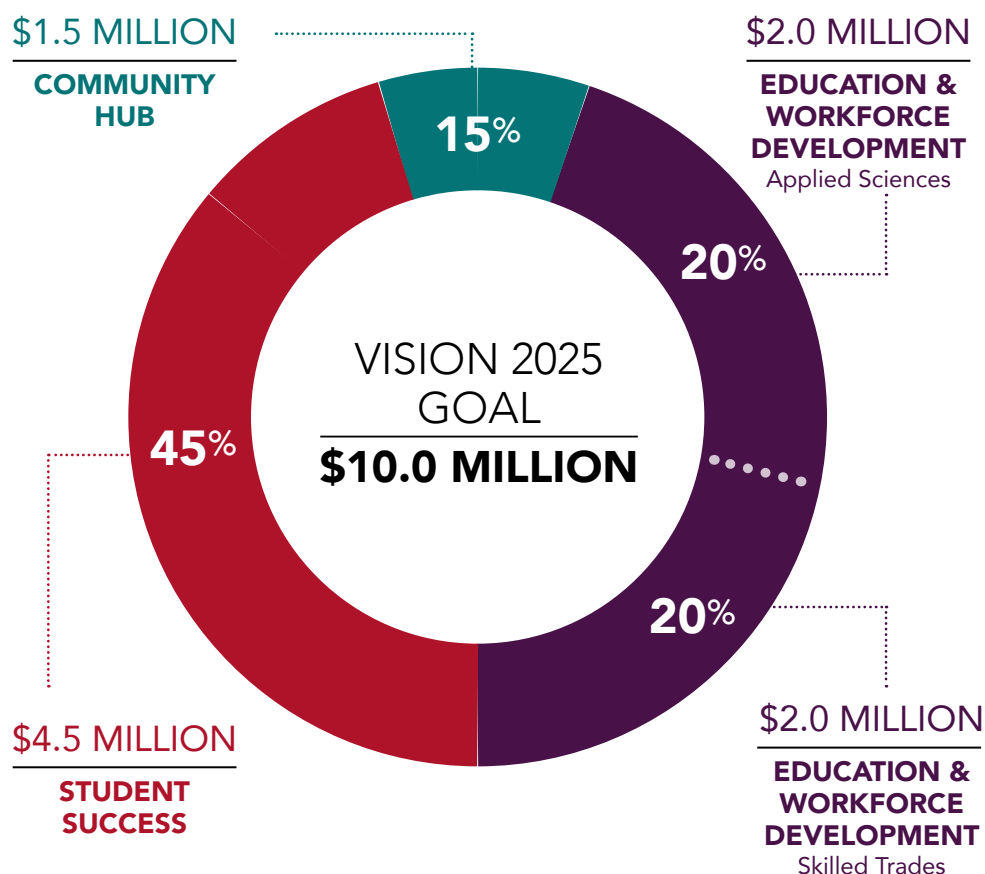
THE CRITICAL COMPONENT – COMMUNITY SUPPORT FOR PROGRAMMING INITIATIVES

A complex structure of skills will be required to navigate the next Industrial Revolution. New buildings with flexible workspaces and the latest technology are the foundation. However, providing programs and student support are what bring the educational process to life and realize the promise and potential of Vision 2025.

The operating metrics of Schoolcraft College include:

- **Tax dollars and tuition**, which support what the college **SHOULD** be doing.
- **Philanthropic support**, which supports what the college **COULD** be doing.

FUNDING THE FUTURE



Schoolcraft College looks to all stakeholders in the region to *Engage, Transform, and Inspire* the students, businesses, workers, and citizens of the future, through support for Workforce Development, Student Success, and our Community Hub.

➤ EDUCATION & WORKFORCE DEVELOPMENT

Grow Michigan's talent pool and address rapidly changing workforce needs. Expand professional trades, technology, career programs, and power skills. Develop healthcare workers for tomorrow.

➤ STUDENT SUCCESS

Eliminating barriers, access for students seeking an affordable college education. Innovative programming and support for veterans, active military, and their families. Focus on lifelong learning and continuous training. Grow international student services. Scholarships and emergency needs. Support dual enrollment. Help students gain stackable credits.

➤ COMMUNITY HUB

Enhance lifelong learning opportunities and programming for retirees and seniors, including those in the workforce. Engage STEM at every touch-point – K-12 teachers, parents and students. Programming for children on campus. Continue and grow a multi-cultural focus.

VISION 2025: THE FUNDRAISING INITIATIVE

The success of this multi-year fundraising initiative depends on the involvement of all the stakeholders in the Schoolcraft College community and their partners throughout Southeast Michigan. These include community, business, and government leaders; prospective individual donors; foundations; college executive leadership; faculty; alumni; staff, retirees, and the community at large. Volunteers will be critical to fundraising. Cultivation is key to the efforts. Named gifts will validate the initiative and challenge the community to invest in change.

Events and activities such as thought-leader convening, community feedback gatherings, public programs, and hard-hat tours will share the vision and excitement of undertakings at Schoolcraft College. There are exciting things ahead, and we hope to engage, transform, and inspire to meet the rapidly changing needs of work, education, and community through Vision 2025!



VISION 2025

SCHOOLCRAFT COLLEGE FOUNDATION



In 2018, \$427.71 billion was raised nationally through philanthropic support. Just under \$1 billion or 3% of funds given to higher education was given to community colleges.

\$58.7 B
total towards
Higher
Education

\$57.7 B
OTHER
COLLEGES

\$1 B
COMMUNITY
COLLEGES

\$427.71 B
RAISED
NATIONALLY
IN 2018

All Other
Causes

SOURCE: Giving USA 2019 Report

Many Ways to Support

Making gifts for the benefit of others is an excellent way to affirm values and priorities. By designating a gift to a program, department, through scholarships or an unrestricted gift, many will benefit from the generosity for years ahead. Planned giving offers a powerful way to ensure and maximize support now and in the future.

The accomplishment of the \$10 million goal will be comprised of gifts and pledges. Donations may be recognized or anonymous.

Founded in 1966, the Schoolcraft College Foundation assists Schoolcraft College in realizing its mission by partnering with donors, businesses, and private foundations to help secure new resources, maximize returns on existing funds, and serve as ambassadors for the College within the surrounding communities. The Schoolcraft College Foundation is a 501 (c)(3) non-profit corporation.



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SCHOOLCRAFT COLLEGE FOUNDATION



SUPPORT MAY INCLUDE:

- › Cash gifts or checks
- › Endowments
- › Life-income gifts
- › Charitable gift annuities
- › Charitable lead gifts
- › Gifts of appreciated property, such as publicly-traded stocks or bonds
- › Charitable bequests in a will or trust
- › Blended gifts
- › Memorial and Tribute gifts
- › Matching gifts
- › Corporate gifts/grants
- › Foundation grants

**TO DISCUSS SUPPORT FOR
VISION 2025: ENGAGE. TRANSFORM.
INSPIRE, CONTACT:**

Schoolcraft College Foundation
18600 Haggerty Road
Livonia, Michigan 48152

734-462-4455

email: foundation@schoolcraft.edu

website: scf.schoolcraft.edu

THANK YOU
FOR YOUR SUPPORT



**Schoolcraft
College**

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**Schoolcraft
College**

Schoolcraft College is a public community college. The college enrolls more than 30,000 students each year in both credit programs and continuing education and professional development (non-credit) courses. The college has 135 different academic majors and academic programs leading to a skills certificate, associate degree, or post-associate degree. Students can take advantage of bachelor degree-level courses and programs offered by university partners onsite, or transfer credits to other four-year institutions.



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MISSION

Schoolcraft is a comprehensive, open-door, community-based college. The mission of the College is to provide a transformational learning experience designed to increase the capacity of individuals and groups to achieve intellectual, social, and economic goals.

VISION

The College is working to become a first-choice provider of advanced educational services by being a leading education organization that functions with integrity, plans strategically, and provides value beyond expectations.

Schoolcraft College Foundation

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