

# Schoolcraft College

## 2009–2010 | Annual Report

2009–2010



 Schoolcraft College



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## Letter from the President



I hope that you will enjoy the brand new format we are using for the 2009–10 Annual Report from Schoolcraft College. We have added several interactive features that allow us to more effectively share the

wonderful energy and innovation we experience every day on our campuses.

The past year has certainly been an interesting and challenging one for everyone. At Schoolcraft College we have once again emerged as a stronger, healthier, more efficient organization that continues to perform on our mission and core purpose: **to increase the intellectual and economic capacity of the individuals, corporations and communities we serve.**

“Sustainability” is a term often used. It’s not a new word but its definition and use have evolved through time. It is heard frequently in conversations about everything from architecture and construction, to the environment, energy, the economy and even in describing lifestyles. Of the various definitions

you might find for sustainability, the one I like most comes from the Bruntland Commission: “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This definition appeals to the most important aspect of sustainability — the future. And it best describes our intent when we at Schoolcraft talk about sustainability.

This report is intended to provide you with an update on our progress on various projects and initiatives, and to share with you some of our success stories and challenges. But our work and our efforts don’t stop there. Every challenge we overcome, every goal that we achieve, every change we make, and every new idea we explore all have one thing in common. We are creating and growing a sustainable organization that allows us to meet the needs of our current students and our community while ensuring that future generations of Schoolcraft College students, and the faculty and staff that support them, will succeed as well.

Conway A. Jeffress, Ph.D.  
President



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*Committed to Our Community*







Committed to Our Community

Our campuses are accessible cultural centers for the community.

Schoolcraft College boasts one of the most expansive array of performing and fine arts programs of any community college in Michigan. This not only provides tremendous educational opportunities for our students to explore music and theatre, along with drawing, painting, photography, graphic design and more, but it also provides a wealth of enjoyable entertainment opportunities for residents in southeast Michigan.

*Roll over an image for more information.*

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### *Committed to Our Community*

A unique partnership with the City of Livonia makes the new Public Safety Training Complex a reality.

Schoolcraft College  
**Public Safety  
Partnership**

**Click here to learn more**

Or you can cut and paste <http://www.youtube.com/watch?v=G22QzLikv48> into your browser to view this video.



### *Committed to Our Community*

#### **The new Health Professions Simulation Lab will be a resource for area hospital staff and SC students.**

A Health Professions Simulation Lab (HPSL) is currently under construction in the Biomedical Technology Center. The HPSL has been developed in cooperation with both Botsford Hospital and Garden City Hospital staff, who will also be using the HPSL for training and state certification testing.

*Roll over an image for more information.*





## *Committed to Our Community*

Non-credit Continuing Education and Professional Development classes continue to be very popular among area residents of all ages.

Schoolcraft College  
Continuing  
Education and  
Professional  
Development

**Click here to learn more**

Or you can cut and paste <http://www.youtube.com/watch?v=MTW-CW8Psdg&feature=channel> into your browser to view this video.



Committed to Our Community

Community service is an important part of the learning and student life experience at SC.

The Student Activities Office, and the more than 30 student-led clubs and organizations on campus, make community service a priority. In 2009–10, nearly 1,500 students participated in a variety of civic engagement, health, environmental, literacy, educational and other community service projects throughout metropolitan Detroit.

Roll over an image for more information.



Committed to Our Community

SC supports the entire education continuum by working with local K–12 schools.

At Schoolcraft we recognize that the decision-making process for many future students begins well before their high school graduation. In fact many students are already thinking about their college plans in middle school or even earlier. The College works with our local K–12 public school systems in a number of ways to support the staff and students during this exploration and preparation process.

MIDDLE SCHOOL COLLEGE NIGHT

Eighth grade students and their parents attend an open house and visit with dozens of Michigan colleges and universities. They also have the opportunity to learn about careers and how to finance their college education.

EAGLES ENGAGE

At-risk students from neighboring Emerson Middle School participate in a variety of exploratory sessions at Schoolcraft. Their counselors report a very positive impact on these 60 students.

BRIDGE PARTNERSHIP PROGRAM

Through a variety of workshops and activities, 96 Franklin High School students in the 10th–12th grades, many of whom will be the first in their family to attend college, are now better prepared for the experience.



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## Ensuring Student Success





## *Ensuring Student Success*

New technologies and ways of doing business  
keep our students ahead of the sustainability curve.



Schoolcraft College  
**Sustainability and  
New Technologies**

**Click here to learn more**

Or you can cut and paste <http://www.youtube.com/watch?v=VIKXOHYWW0>  
into your browser to view this video.



Ensuring Student Success

Simulation facilities provide realistic learning opportunities.

College campuses across the United States are adding simulation laboratories, or Sim Labs, as a means of enhancing the learning experience for students. For many years, students at Schoolcraft College have had the opportunity to learn through simulation exercises and opportunities. Work began this year on two brand new, state-of-the-art simulation environments—the Public Safety Training Complex and the Health Professions Simulation Lab—both of which are slated for completion in early 2011.

*Roll over an image for more information.*



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### *Ensuring Student Success*

Campus life and a variety of student activities give SC students a well-rounded college experience.



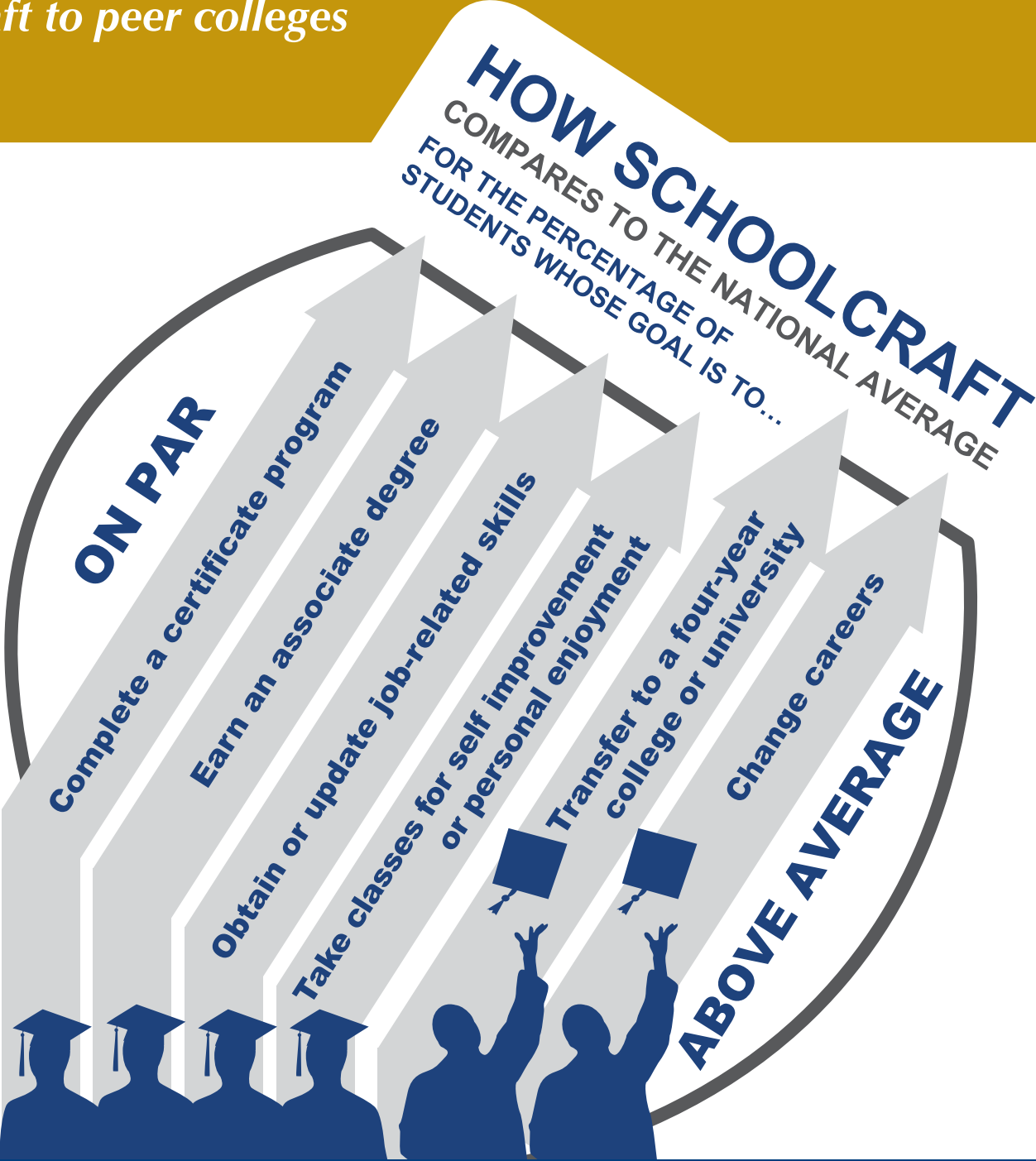
Or you can cut and paste <http://www.youtube.com/watch?v=UA0AZXkkFRA> into your browser to view this video.



## Ensuring Student Success – Benchmark Data on Student Experiences

### National Benchmark Data

*The College analyzed multi-year data from five benchmark studies comparing Schoolcraft to peer colleges across the nation.*





## Ensuring Student Success – Benchmark Data on Student Experiences

National Benchmark Data  
*Schoolcraft students gave the College  
above-average ratings for six key indicators.*







## *Ensuring Student Success*

### Providing the resources that students need to succeed is an important part of SC's mission.

Student success is the highest priority for Schoolcraft College. That is why we offer a variety of services to assist students from their initial contact with the College through to the completion of their educational goals.

It starts with efforts to make prospective new students feel welcome. For many individuals, college campuses are intimidating places, where the terminology and processes can be overwhelming. Helping the College remove some of these barriers to enrollment is the recently launched **EMAS Pro software system**. This product enables the College to communicate more frequently with prospective students from their first contact to the point of registration. The software allows college staff to manage the timing and content of email, print and telephone communications to prospective students. The software also tracks the individual's progress, giving staff a tool that they can use when guiding new students through the decision-making, application, financial aid, and registration processes.

**E-Advising** was created to increase the capacity for students to utilize online tools to develop a customized learning plan. The new e-Advising system became operational this past year. Counselors and advisors are using the module to create academic plans. The student version of the e-Advising module has also been launched and students have begun to access their prepared plans. Students appreciate the easy accessibility that this online resource provides them.

**The Learning Assistance Center (LAC)** provides thousands of hours of one-on-one tutoring and peer tutoring, a variety of study skills and subject-oriented workshops and seminars for students, and a wealth of online tutoring and skill development resources. The LAC is also where those students who need the Back to Basics series of developmental education resources, and English as a Second Language courses, can find help. The LAC is an especially important and well-used resource for the increasing number of first-generation college students and adults returning to school after years in the workforce, many of whom need these extra resources for a successful educational experience.

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## *Contributing to the Local Economy*







## Contributing to the Local Economy

### Partnerships with local companies as well as state and local agencies are helping our local economy grow.

At Schoolcraft College we understand the importance of collaboration and partnerships.

Area companies help us identify the skills and knowledge our students need to be successfully employed upon graduation, and they provide our students with internships and real-world workplace experiences.

In addition to providing clinical rotations for our students in nursing and other healthcare

programs, area hospitals have partnered with us in the creation of the Health Professions Simulation Lab. The lab will benefit both SC students and the hospitals' professional staff.

We work closely with agencies such as the Michigan Economic Development Corporation and Automation Alley. We provide them with services and resources, maximizing those relationships to stay on the leading edge of economic and workforce developments in the region.







### *Contributing to the Local Economy*

**Bachelor's degree attainment is key to Michigan's economic growth.**



There is a positive association between the percentage of a state's population that has bachelor's degrees and that state's economic vitality. Unfortunately, Michigan lags behind other states in bachelor's degree attainment.

This is one reason why Schoolcraft is a leading voice of support for proposed legislation to change state law to allow community colleges to offer bachelor's degrees in selected fields.

"Community colleges can make Michigan more competitive by helping the state produce more bachelor's degree holders," said Schoolcraft president Conway A. Jeffress. "Community colleges have the faculty, the facilities and employer relationships necessary to offer a quality experience. And we have an operational model that is very cost-effective."

For the latest updates on the community college bachelor's degree legislation, visit the Web site of the Michigan Community College Association at [www.mcca.org](http://www.mcca.org).



Contributing to the Local Economy

SC is playing a vital role in helping Michigan workers transition to new careers.

As Michigan’s economy transforms from a manufacturing focus to one that is more diverse, the skills of our workforce also need to change. For some workers that means taking a few courses to enhance their existing skills or to learn some new aspects of their profession. Others see this as an opportune time to launch a whole new career. In either case, workers in transition face a different set of challenges than traditional college-age students.

*Roll over an image for more information.*



Contributing to the Local Economy

The Business Development Center  
does just what its name implies.

The Business Development Center (BDC) is home to the Michigan Small Business & Technology Development Center (MiSBTDC), the Procurement Technical Assistance Center (PTAC), and Workforce Training Solutions. Through a combination of regularly scheduled workshops and one-on-one consulting opportunities, the professional staff of the BDC provide area businesses with resources for developing innovative organizational strategies, incorporating new technologies, and reaching new markets.

*Roll over an image for more information.*



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*Making Higher Education Accessible*







## *Making Higher Education Accessible*

### Demand for developmental education resources continues to grow.

Colleges and universities across the country are seeing **increasing numbers of students** who require remedial or developmental-level courses in math, reading and writing to prepare them for the rigors of college level work.

Community colleges especially, are experiencing this because of the large numbers of first-generation college attendees and adults who are either returning to college or coming to college for the first time after many years in the workforce.

Developmental education has its controversies. Scholars and policymakers debate the causes that create the need for these courses. They also debate when and where remediation should take place.

As the debate continues, Schoolcraft has chosen to respond to this need by not only adding **more course sections** at the developmental or remedial level in math, reading and writing, but also by closely evaluating the **course content and teaching methodologies** used in the classroom and monitoring the retention rate of students enrolled in these courses.

Students whose entrance or placement test scores are low are recommended for developmental education courses. Schoolcraft offers 23 different credit courses. Nearly 9,000 students enroll in these courses annually, up substantially in recent years. Subjects include English, physics, biology, chemistry, math, and several other subject areas that will make their college experience successful. These include collegiate learning skills, critical thinking skills and creating an electronic portfolio.

Fortunately, many of the initiatives recently implemented do have a positive impact on our students as demonstrated by our **student retention rates** (continuation of studies at Schoolcraft) and **success rates** (passing of remedial and successive college-level courses) that are either **on par or exceed national rates**.



## *Making Higher Education Accessible*

### SC pushes for more access to bachelor's degree programs.

Throughout Michigan there are students who succeed at a community college but hit a roadblock when they try to pursue a bachelor's degree. Work and family obligations bind them to their communities and the nearest university is too far away. These students face a difficult choice. Do they disrupt their lives and relocate? Or do they stay put, and put their dreams of earning that next degree on hold?

Officials at Schoolcraft want to remove these barriers to a four-year degree. This is why Schoolcraft and the Michigan Community College Association support legislation that would allow community colleges to grant certain bachelor's degrees. The legislation targets four specific areas of employment.

#### **CEMENT TECHNOLOGY**

Cement production is vital to the economy in Michigan's northeastern Lower Peninsula. Alpena Community College wants to expand its two-year program in cement technology to include a four-year degree so that its students won't have to leave Michigan to advance their education.

#### **CULINARY ARTS**

Many universities offer bachelor's degrees in hospitality management and some Schoolcraft culinary graduates transfer into those programs. It's much harder to find a bachelor's degree in Michigan focused on food preparation and cuisine. Tourism, entertainment, agriculture and food production are important to Michigan's economy. A Schoolcraft culinary arts bachelor's degree would expand a student's career opportunities in restaurant management, food production and food science.

#### **MARITIME STUDIES**

Shipping on the Great Lakes is a crucial part of our state and national economies. Like their counterparts in Alpena, Northwestern Community College wants to offer a bachelor's degree to build on their associate degree programs.

#### **NURSING**

The coming shortage of nurses has received a lot of attention locally, statewide and nationally. There are two levels of concern with this shortage—there won't be enough qualified nurses to fill all of the open jobs and there won't be enough qualified professionals to teach new nurses.

A master's degree is required to teach nursing, therefore we also need nurses with master's degrees or higher to provide nurses-in-training with quality instruction. Allowing community colleges with already established associate degree of nursing (ADN/RN) programs to offer the bachelor's degree would increase the state's supply of nurses as well as those who would be in a position to attend university master's programs and move into positions as nursing educators.

Currently, the legislation that would allow community colleges to confer these very specific bachelor's degrees is under consideration by Michigan's Senate. It was passed by the state's House of Representatives in September 2010. For the latest updates on the community college bachelor's degree legislation, visit the Web site of the Michigan Community College Association at [www.mcca.org](http://www.mcca.org).

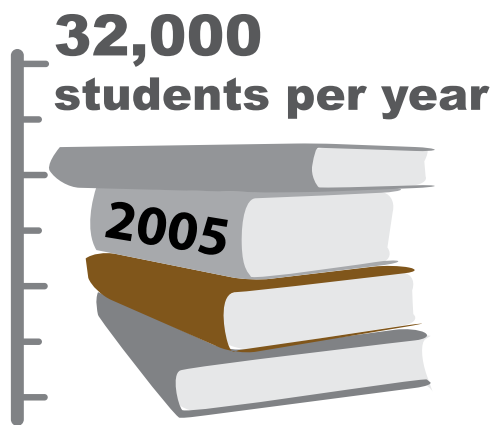


## Making Higher Education Accessible

### Doing more with less

Schoolcraft’s enrollments have grown steadily while key sources of revenue have declined. Careful attention to the budget has enabled the College to continue investing in the quality of the student experience.

Four-year trend in total enrollments\*

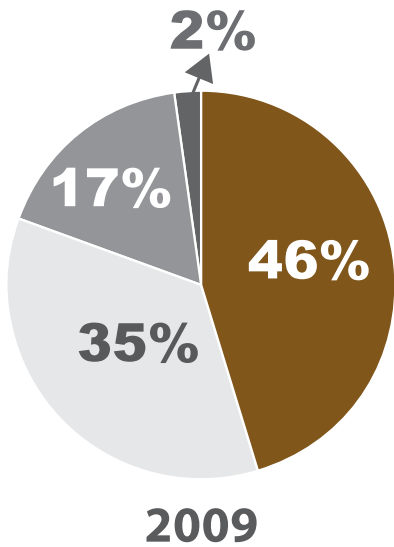
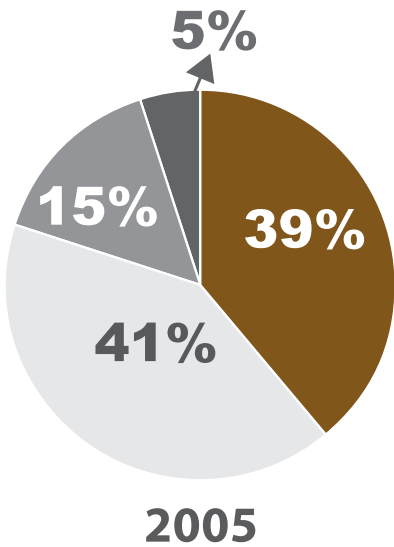


36,000 students per year



\*Unduplicated total yearly headcount for all courses including credit, continuing education and professional development.

Four-year trend in revenue sources as percentage of total




Tuition & fees    Property and other taxes  
State appropriations    Gifts/grants/interest/other



## Making Higher Education Accessible

### Helping students fit college into their busy lives.

Course formats that offer an alternative to classroom instruction continued to grow in popularity. This year unduplicated enrollment in these course formats exceeded 7,000. And students in these courses are successful. In a national benchmark study comparing Schoolcraft with peer colleges, Schoolcraft students had a 90 percent course completion rate compared to the national average of 84 percent.

Course Format			
Online			
Hybrid			
Open Entry/Open Exit			



**WEB**  
Instruction takes place online; students use the Web and email to complete assignments and to communicate with the instructor and fellow students.



**FACE-TO-FACE**  
Course includes some classroom instruction (Hybrid) or the option to meet one-on-one with the instructor (Open Entry/Open Exit).



**SELF-PACED**  
Student can work at his or her own pace as long as coursework is completed within the specified timeframe.





## *Making Higher Education Accessible*

### Partnering with Michigan universities and colleges benefits SC students and graduates.

Due in part to Schoolcraft College's excellent reputation for providing a quality education, area four-year universities and colleges welcome the opportunity to establish **Articulation Agreements** that make it even easier for Schoolcraft graduates to transfer their credits and pursue their higher education goals. Currently, Schoolcraft has nearly 40 such agreements with 10 universities.

These Articulation Agreements, along with other transfer options such as the **MACRAO Transfer Agreement** amongst Michigan colleges and universities that make transferring credits for individual courses easier, represent a tremendous cost-savings for students.

Schoolcraft's tuition — \$80 per credit hour for in-district students— is roughly half of the average for other public universities in Michigan. A student taking his/her first two years of college courses, and in some cases even earning their first three years of credits, then transferring their credits to finish earning their bachelor's degree, can **save an average of \$9,000** on their higher education. Given that more than half of our graduates, 56 percent, plan to continue their education, these cost savings certainly make their dreams more affordable and realistically attainable.



*Financials*



# Schoolcraft College

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### Financials

Schoolcraft College General Fund Comparison  
of Budgeted and Actual Revenue, Expenditures & Transfers  
Year Ended June 30, 2010

	Actual \$	%
<b>REVENUE</b>		
● Tuition & Fees	\$34,072,627	47%
○ Property & other Taxes	\$26,422,271	36%
● State Appropriations	\$11,767,000	16%
● Other	\$627,033	1%
<b>TOTAL REVENUE</b>	<b>\$72,888,931</b>	<b>100%</b>
<b>EXPENDITURES</b>		
● Instruction	\$26,319,822	36%
● Public Service	\$749,337	1%
● Instructional Support	\$10,032,965	14%
● Student Services	\$6,302,529	9%
● Institutional Administration	\$9,691,039	13%
● Physical Plant Operations	\$9,072,028	12%
● Transfers	\$10,702,536	15%
<b>TOTAL EXPENDITURES</b>	<b>\$72,870,256</b>	<b>100%</b>
<b>TRANSFERS</b>		
● Federal Financial Aid	\$14,801,733	89%
○ Other Federal Grants	\$524,191	3%
● Business Development Center Grants	\$389,717	2%
● State and other Grants	\$837,428	5%
<b>TOTAL TRANSFERS</b>	<b>\$16,553,069</b>	<b>100%</b>

