

SEMPER **ALTIUS** ASPICE

LOOK



UPWARD

Schoolcraft College **Annual Report 2010-2011**

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Since Schoolcraft College was founded 50 years ago, much has changed. Where once there was a cornfield on the western edge of Livonia there now stands a vibrant campus. Along with the Radcliff Center in Garden City and the Public Safety Training Complex, also in Livonia, the College now serves upwards of 36,000

students each year. Paper and pencil have given way to high-tech computers, and today's students must compete in a global economy, earning their education while balancing the demands of work and family.

Through the decades, the College has stayed on the forefront of education and cutting edge of technology, always with an eye toward the future as our motto, "Semper Altius Aspice...Look Ever Upward," prescribes. Schoolcraft was the first community college in Michigan to purchase a Scanning Electron Microscope. This year we celebrated the grand opening of the new Health Professions Simulation

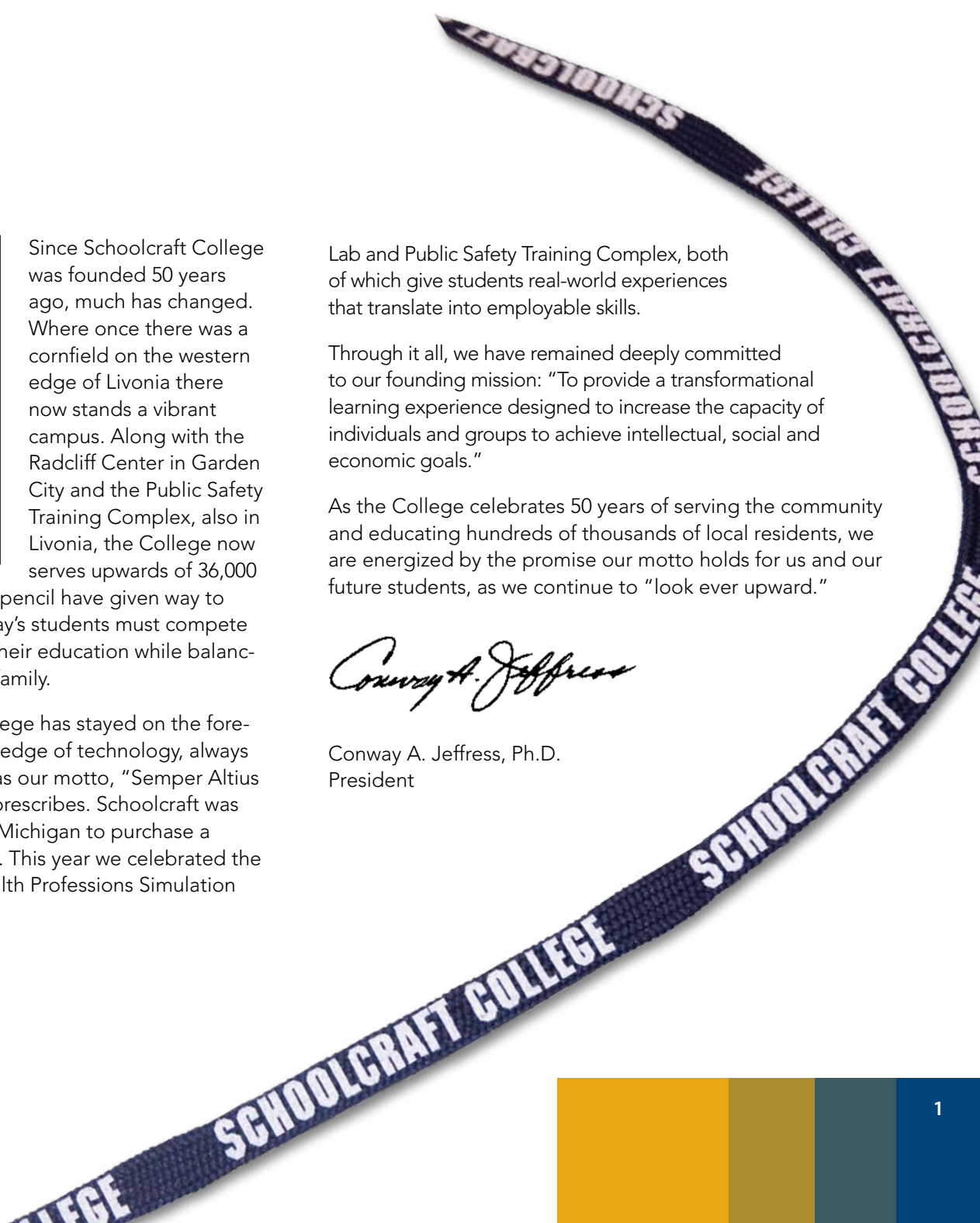
Lab and Public Safety Training Complex, both of which give students real-world experiences that translate into employable skills.

Through it all, we have remained deeply committed to our founding mission: "To provide a transformational learning experience designed to increase the capacity of individuals and groups to achieve intellectual, social and economic goals."

As the College celebrates 50 years of serving the community and educating hundreds of thousands of local residents, we are energized by the promise our motto holds for us and our future students, as we continue to "look ever upward."

A handwritten signature in black ink that reads "Conway A. Jeffress".

Conway A. Jeffress, Ph.D.  
President





# The seeds for Schoolcraft are planted.

## THEN

The seeds for Schoolcraft College were sown fifty years ago, when voters in the Livonia, Plymouth-Canton, Garden City and Clarenceville school districts approved a new college in their area. Northville joined the district in 1965. The college found a place to lay down roots when a 137-acre tract of land was offered to the college by Nellie Esch, fulfilling the wishes of her late husband, Reynold, to see a college founded on the site.

## NOW

Today, Schoolcraft's bustling main campus, along with its satellite campus in Garden City and Public Safety Training Complex in Livonia, serve more than 36,000 students. This includes 21,000 enrolled students in credit courses and 15,000 in continuing education and professional development courses.

### UNIQUELY SCHOOLCRAFT

**Schoolcraft is the only community college in southeast Michigan that offers:**

1. Certificates and two-year associate degrees in Game Design, Metallurgy, and Sound Recording Technology.
2. Certificates in Advanced Manufacturing, Business Information Technology, Environmental Science Technician, and Special Needs Paraprofessionals.
3. Associate degrees in 3D and Video Graphics, Child Care Special Needs Paraprofessional, Homeland Security and Small Business for Entrepreneurs.

*Roll over an image to see more.*

# Our Mission



*is to provide a transformational learning experience designed to increase the capacity of individuals and groups to achieve intellectual, social, and economic goals.*

## THEN

Schoolcraft College was founded October 24, 1961, and opened on August 31, 1964, with 1,083 day students and 907 night students.

The first general commencement took place on May 1, 1966, with 60 students participating in an outdoor ceremony on campus.

## NOW

In 2005 graduation ceremonies moved to Compuware Arena in Plymouth to accommodate the growing number of graduates, family and friends. In 2010-11 nearly 2,000 graduates earned associate degrees or certificates.

In addition to the general commencement ceremony, 101 graduates participated in the Associate Degree in Nursing Pinning Ceremony. Police Academy graduates, 51 in total, and 134 Fire Academy graduates also held a special ceremony attended by dozens of department chiefs and other dignitaries from local communities.



***Roll over an image to see more.***



# First responders train in new state-of-the-art complex.

## PUBLIC SAFETY TRAINING COMPLEX

More than 100 public safety officials from the area gathered for the grand opening of the Public Safety Training Complex on June 14, 2011. The event featured 14 public safety vendors, nationally recognized law enforcement trainer Dave Smith as keynote speaker, and demonstrations of the facilities, including the driving course.

The Public Safety Training Complex is located about three miles from Schoolcraft's main campus in Livonia. It includes a 23,000 square-foot facility; an outdoor, 10-acre driving pad; a four-story smoke and burn tower used to simulate a variety of firefighting and rescue situations including a setting for a 'high-angle rescue;' a confined space training maze that can be configured to simulate numerous indoor settings; and a trench rescue training space.

The facility is located and designed to accommodate the training needs of not only students, but professionals as well. A consortium of 25 police and fire agencies has combined resources to learn best practices together at the site.



*Roll over an image to see more.*

# Much-anticipated lab makes debut in 2011.



## HEALTH PROFESSIONS SIMULATION LAB

*Schoolcraft's state-of-the-art Health Professions Simulation Lab (HPSL) opened this year in the Biomedical Technology Center, advancing Schoolcraft College to the highest level of healthcare simulation technology.*

Schoolcraft faculty, staff and community hospital partners got a preview of the HPSL during an open house event in May 2011. Area hospital partners were also instrumental in the planning and development of the HPSL.

The Health Professions Simulation Lab features four realistic clinical settings: a birthing room, two patient rooms and a procedure room. Each room

can be configured to simulate various types of healthcare settings in which participants respond to pre-programmed or custom-built scenarios in a safe, non-threatening environment.

The rooms are outfitted with high-fidelity simulation mannequins plus hospital-grade monitoring and treatment equipment. All of the rooms are connected to a centrally located Control Room for faculty observation and recording of simulation sessions. Located adjacent to the simulation area is a Debriefing Area, which allows for review of video-taped sessions to facilitate student reflections and discussions.

Multiple programs are taking advantage of the HPSL's simulation capabilities. Nursing students within the Nursing Career Ladder Curriculum utilize healthcare scenarios in both theory and clinical courses. Students in the EMT/Paramedic program perform essential emergency skills and procedures.

In addition to Schoolcraft students, area healthcare providers, including residents and physicians, have also utilized the simulation lab for various training opportunities, with several more area hospitals planning simulation events in the HPSL in 2012.



*Roll over an image to see more.*

# Schoolcraft takes seriously its role as a *community* college.



***Schoolcraft boasts some of the most talented artists, musicians, and performers around, and we enjoy sharing them with our community.***

Schoolcraft is home to seven different music ensembles and performance groups, including the Wind Ensemble, Jazz Ensemble, Synthesizer Ensemble, Brass Ensemble, Madrigal Singers, Choral Union and Women's Choir. These groups, comprised of students and community members, perform more than two dozen free concerts in southeast Michigan each year.

In addition to local performances, the Jazz Ensemble also went on a spring tour to Chicago. The tour was an opportunity to perform with professional artists in a variety of venues, including the Navy Pier and the legendary Jazz Showcase club. The valuable learning experience included participating in a performance clinic with Northwestern University Bienen School of Music Professor Emeritus Don Owens.

The Music Department's Noon Concert Series offers a wonderful opportunity for students and the community to experience a wide variety of performers and musical genres free of charge.



Guests were exposed to jazz, contemporary, and classical performers specializing in various instruments. The Friday Evening Concert Series brings in internationally renowned classical performers four times a year.

Renowned trumpeter and Grammy nominee Wayne Bergeron visited campus in April. Bergeron hosted an Artist Clinic for students and area musicians, and presented the Up Jumped Spring concert that evening joined by the College's Jazz Band, Jazz Improvisation Group and the Synthesizer Ensemble. More than 350 students, employees and community members attended the show.

***Roll over an image to see more.***





The Theatre Department presented two very different productions, *Doubt – A Parable* and *On Golden Pond*, to sold out audiences and critical acclaim during the school year.

Schoolcraft's annual Multicultural Fair marked its 10th anniversary in March. More than 3,100 attendees had the opportunity to visit booths and displays representing more than 25 countries at the free event. Also featured were 10 culturally rich performances, from bagpipes to African dance. Ethnic snacks were provided by local restaurants and a new feature of the fair was a Textiles of India fashion show.

Nearly 30 bands, including the Schoolcraft College Big Jazz Band, performed on six different stages as Schoolcraft's Livonia campus once again hosted the Michigan

Jazz Festival on a beautiful Sunday in July. Between 5,000 and 6,000 people attend the festival each year. People interested in learning more about this uniquely American style of music had the opportunity to attend free educational workshops as well as concerts throughout the day.

The Schoolcraft College International Institute and the college's Focus Series presented several student and community educational events in 2011 featuring aspects of North America. Pageturners, Schoolcraft College's book club and one of the many groups who participate in providing Focus Series events, presented two uniquely North American literary experiences. *Inheriting the Trade* author Thomas Norman deWolf visited the campus to discuss his book that explored his family's involvement in the 1800s slave trade. *Fresh Water*, a collection of short stories written by women about life and experiences living in the Great Lakes region was also a popular selection for readers.

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# Success can be measured in many ways.

*Schoolcraft students continue to achieve great success in the classroom as well as in sports, creative pursuits, and community involvement.*

## THEN

Over the years, some student traditions have gone by the wayside, such as the selection of a Miss Schoolcraft College and her court. Yet, Schoolcraft's commitment to quality instruction has only grown, as evidenced by the many awards and accolades bestowed upon our students and staff.



Students published the first campus newspaper in February 1966. *The Commuter* contained news of student dress standards, how the draft affects college students, and progress on the Applied Sciences Building and Waterman Center. The paper has gone through several name changes, ending as today's *The Schoolcraft Connection*.



## NOW

This year, three *Connection* staff members were awarded first place honors by the Michigan Press Association: Rena Lavery for sports photography; Brian Camilleri for full-cover display advertisement; and Eric Machette for feature page design and in-house promo advertisement.

In 2011, Matthew Cornett became the first Schoolcraft student to receive the Jack Kent Cooke Foundation Undergraduate Transfer Scholarship, the largest and most prestigious transfer scholarship in the nation. The scholarship provides up to \$30,000 per year of study, which Cornett, of Northville, will use at the University of Michigan in pursuit of an engineering degree.





The National Junior College Athletic Association honored 15 student athletes from Schoolcraft this year with the Academic All-American distinction. This award is given to student athletes who have completed 45 or more credits with a cumulative grade point average (GPA) of 3.6 or higher. Two of Schoolcraft's athletic teams also received the All-Academic Team recognition. The Women's Cross Country team had a cumulative team GPA of 3.28, and the Women's Soccer team boasted a cumulative team 3.31 GPA.

Student involvement in the community is a high priority of the Student Activities Office and the various clubs and organizations on campus. Student groups completed 20 different community service and civic engagement projects in 2010-11 ranging from serving meals at St. Leo's Soup Kitchen in Detroit, to hosting Spirit Night to benefit the Boys and Girls Clubs, to adopting families during the holidays. All told, student groups on campus sponsored more than 150 programs and events throughout the year and participation at these activities totaled more than 19,000.

The Omnicron Chapter of Phi Theta Kappa, the honors fraternity of community colleges, received numerous awards this year, including the Most Distinguished Chapter award in Michigan and runner-up recognition for Distinguished Officer Team and Honors in Action Project. Todd Stowell,



coordinator of student activities, received both the state and national Paragon Advisor Award and student Michael J. Wisniewski, Jr., current president of Schoolcraft's PTK, received the Distinguished Officer of the Michigan Region award and was elected Michigan Regional President for 2011-12.

***Roll over an image to see more.***

# We've responded to changing student needs.

## LATE NIGHT CLASSES

Music Technology students were among the first to adopt Schoolcraft's late-night classes, which debuted as a pilot project in Fall 2010. The classes, which begin at 9 p.m. and end around midnight, are designed to meet the ever-growing time challenges of busy Schoolcraft students.

Late night credits can be earned in Basic Drawing, Beginning and Intermediate Algebra, Introduction to Psychology, Music Technology, English Composition and Fundamentals of Speech. Fall 2011 semester found 91 percent of seats for these late night classes were filled, prompting the program to be carried through the Winter 2011 semester and beyond.

## THE SC GUARANTEE

In Fall 2011 Schoolcraft boldly piloted the SC Guarantee, which ensures that any credit class that has students registered in it will run, regardless of how few students are enrolled. The SC Guarantee is intended to help students complete programs and reach educational goals while giving Schoolcraft a competitive edge. The SC Guarantee grew out of Just-in-Time scheduling, which for the past several years has allowed administrators to monitor enrollment trends on an almost hourly basis and add classes as soon as a section fills.



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## VETERANS SERVICES

Schoolcraft actively recruits veterans and provides them with a variety of services and resources. Veteran enrollment peaked in Winter 2011 with 251 students who reported previous military service enrolling in credit classes. The Fall 2010 Dean's List included 50 veterans.

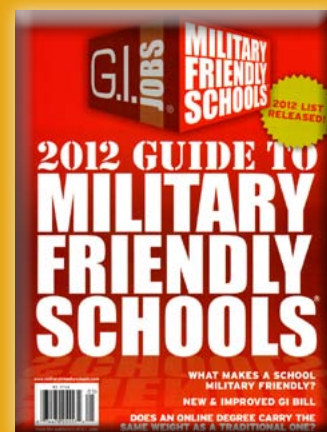
Schoolcraft's first Veterans Day Open House, held Veterans Day in November 2010, commemorated Veterans Services' move to the Transition Center, which has allowed the program to expand. The college introduced a new Web page for veterans and a dedicated e-mail address to better communicate with veterans and provide them with access to special resources, including scholarships and grants.

Each semester the Transition Center staff reaches out to veterans enrolled at Schoolcraft, paying special attention to those who are academically at-risk.



### FAST FACTS:

*G.I. Jobs* magazine recognized Schoolcraft College as a Military Friendly School for 2012. This honor ranks Schoolcraft in the top 20 percent of all colleges, universities and trade schools nationwide.







# Online learning has evolved through the years.



**1982**



Distance learning began in 1982 with telecourses offered in partnership with Detroit Public TV. Lectures ran whenever the station had open slots - often early in the morning or late at night.



**1995**



In 1995, Audiocourses allowed students to check out cassette tapes from the library and check in with their instructors on a regular basis.

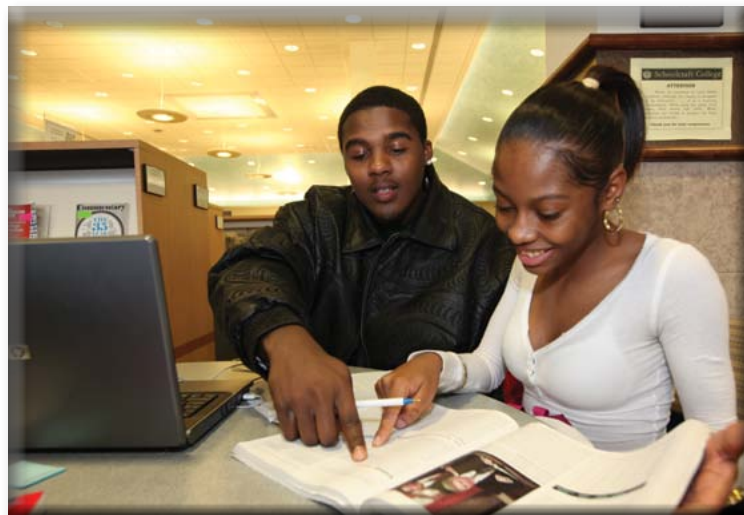
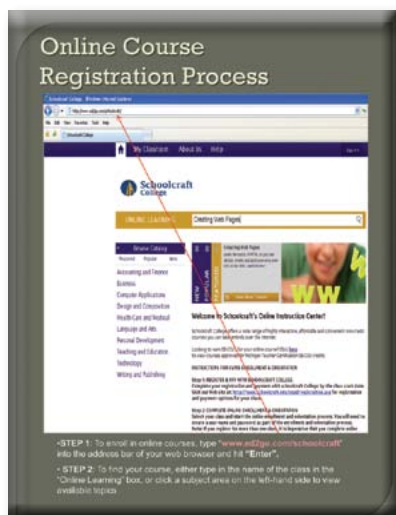
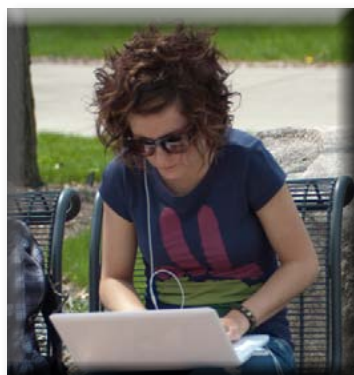


**1996-1999**



Schoolcraft's first computer-based course was launched in 1996. After several name changes, including 'Modem Course' and 'E-mail Course,' the name 'Online Course' was introduced in 1999 and stuck.

*Schoolcraft continues to expand distance learning options to accommodate students who need to balance educational demands with work, travel and family responsibilities.*



## 2000

Open Entry/Open Exit (OE/OE) courses were introduced in 2000 with 17 students enrolled in two courses. These formalized independent courses allow students to register any time up to mid-term and work at their own pace, turning in work and taking tests throughout the semester when it is convenient.

## 2003

Hybrid courses, introduced in 2003, allow students to do most work online and visit campus for periodic face-to-face meetings and labwork.

## 2010 AND BEYOND

Schoolcraft students may earn associate degrees in many areas completely through Online courses. In 2010-2011, Schoolcraft offered 99 different courses, with 19,867 students enrolled online.

To date, 102 instructors have taught via the OE/OE modality and 115 different courses have been offered. Enrollment for 2010-11 OE/OE courses was 5,227.

Hybrid courses, in which students do most work online but visit campus for face-to-face meetings or labwork, were first offered in 2003. In 2010-11, duplicated enrollment for Hybrid Courses was 1,760.



# Michigan's changing economy requires a differently skilled workforce.

*In response to Michigan's changing economic environment, Schoolcraft College is providing our students with the knowledge, training and experience with tools and technology they will need to succeed in the workplace.*

## SCANNING ELECTRON MICROSCOPE

Students in a surprising variety of study areas preparing for a wide range of careers are utilizing the Scanning Electron Microscope (SEM). Commonly used in biology, anatomy and physiology, chemistry, healthcare and geology courses, it is also useful in metallurgy, welding, manufacturing, environmental science, art and design, and criminal justice courses and professions.

McCrone Associates, the recognized leader of forensic microscopy training for law enforcement agencies and scientific laboratories, invited Schoolcraft College to participate in their "Focus on the Future" conference in June 2011. Richard Weinkauff, vice president of instruction; Nicholas Butkevich, professor of biology; and Joel Watkins, laboratory coordinator, made presentations on Schoolcraft's use of the Scanning Electron Microscope in various science and technology programs.

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## BATTERY TECHNOLOGY

On June 11, 2011, Schoolcraft's third annual Michigan Electric Vehicle Show and Rally brought more than 50 vehicles to campus. With more than 2,000 visitors attending the show, it is the largest of its kind in the Midwest.



Also in 2011 the college installed four ChargePoint Electric Vehicle Charging Stations at its main campus. Members of the Schoolcraft community, local residents, and even travelers on nearby expressways can use the stations for free.

The Electric Vehicle Show and the addition of charging stations have helped Schoolcraft pave the way for the anticipated culture change to increased use of battery technology in transportation. In addition to hosting and presenting at several conferences on the subject, Schoolcraft College instructors are working to develop new courses in battery technology in preparation for certificate and degree programs in the near future.

### FAST FACT:

Usage of the car charging stations has steadily increased. From Dec. 2010-Aug. 2011, the charging stations were used 114 times, with drivers completing 96 kilowatt hours of charging, saving 136 kilograms of greenhouse gasses.

## LABVIEW ACADEMY

Schoolcraft College is now a certified LabVIEW Academy, which enables the college to teach the sophisticated LabVIEW software used by millions of engineers and scientists to develop control systems for countless industries. This gives Schoolcraft students in the Electronic Technology and

Biomedical Technology department the opportunity to enroll in an elective LabVIEW course, which will prepare them for LabVIEW certification through National Instruments.

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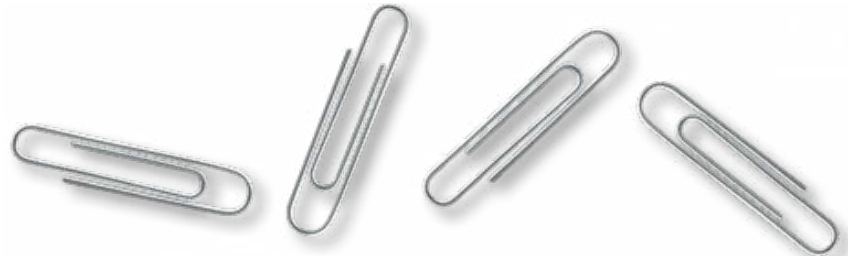
# Accessibility to higher education is critical.



## TRANSFER MADE EASY

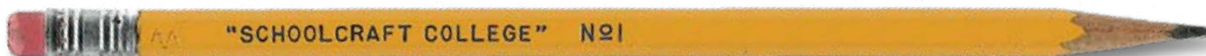
*Today's students are savvy and sensible when it comes to their education. They demand assurances that they are not wasting time or money on the road to their goals. This is why we participate in a statewide transfer network. But we take it a step further: our special 2+2 and 3+1 articulation agreements connect certain career and technical associate degrees with specific bachelor's degrees.*

Eastern Michigan University is the most popular transfer destination for Schoolcraft students, followed by Wayne State University, Michigan State University, Central Michigan University and Madonna University. From 2005-2009, more than 5,200 Schoolcraft students transferred to four-year Michigan colleges. Of these, at least 4,039 received bachelor's degrees during that time.



Most recently, Schoolcraft College signed an agreement with Madonna University that will allow Schoolcraft's Computer Graphics Technology students to transfer up to 81 credits to Madonna University in pursuit of a bachelor's degree in Graphic Design. Other institutions with whom Schoolcraft has articulation agreements are:

Cleary University	Franklin University Alliance
Davenport University	Lawrence Technological University
Eastern Michigan University	Northwood University
Ferris State University	University of Detroit Mercy

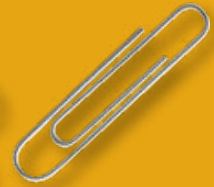
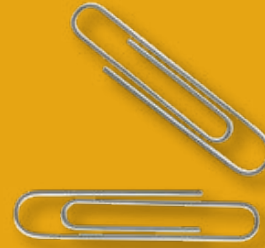
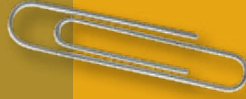


## DEFENSE INDUSTRY TRAINING

In 2011 Schoolcraft College joined with several other members of the Southeast Michigan Community College Consortium (SMC3) to offer free defense industry training for veterans and unemployed, dislocated and underemployed workers. The training is made possible through a federal grant from the Department of Labor, held by Macomb Community College. Jobs in the defense industry often require special skill sets that many of the SMC3 colleges already offer, including programs like welding technologies and CNC (computer numeric control) operating and programming that are available at Schoolcraft.



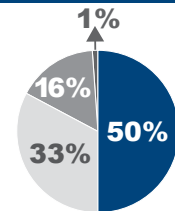




## Schoolcraft College Financial Report Year Ended June 30, 2011

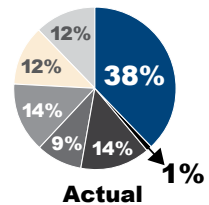
	Actual \$	%
<b>REVENUE</b>		
● Tuition & Fees	\$36,360,520	50%
○ Property & other Taxes	\$23,885,854	33%
● State Appropriations	\$11,767,000	16%
● Other	\$570,578	1%
<b>TOTAL REVENUE</b>	<b>\$72,583,952</b>	<b>100%</b>
<b>EXPENDITURES</b>		
● Instruction	\$27,691,419	38%
● Public Service	\$958,919	1%
● Instructional Support	\$9,732,447	14%
● Student Services	\$6,472,763	9%
● Institutional Administration	\$10,106,353	14%
○ Physical Plant Operations	\$8,843,057	12%
○ Transfers	\$8,729,823	12%
<b>TOTAL EXPENDITURES</b>	<b>\$72,534,781</b>	<b>100%</b>
<b>GRANT FUNDING</b>		
● Federal Financial Aid	\$18,720,030	92%
○ Other Federal Grants	\$545,740	3%
● Business Development Center Grants	\$288,028	1%
● State and other Grants	\$835,107	4%
<b>TOTAL GRANT FUNDING</b>	<b>\$20,388,905</b>	<b>100%</b>

### REVENUE



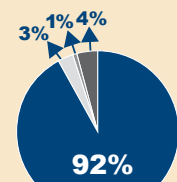
Actual

### EXPENDITURES



Actual

### GRANT FUNDING



Actual



**Schoolcraft**  
College



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