

continuous improvement
management advantage
accomplishment
wisdom
science
competence
technology strategy
experience
achievement
leadership
systems
practice
success
innovation
solutions

**PREPARED
WITH
CARE**

Schoolcraft College
Annual Report
2013-2014

THE TRADITION CONTINUES AT SCHOOLCRAFT COLLEGE

It has always been our desire at Schoolcraft College to provide students with a top-notch education and a true college experience to prepare them for the future. This past year is further evidence that we take these goals very seriously. With the addition of new academic programs, the expansion of our partnerships to improve our students' opportunities to get a four-year degree on our Livonia campus, and the commitment of students and staff, we are poised to do even greater things in the coming year.

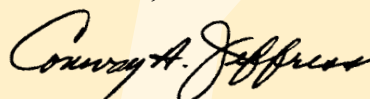
As you examine this Annual Report, you will see that our connection between the students and the "real world" got even stronger as one faculty member was the driving force behind the addition of a Plastic Technology Certificate Program that will give students entry to in-demand jobs. We also highlight two of our honor students whose hard work earned them each a prestigious scholarship to help them continue their studies at highly regarded four-year institutions.

We are also proud to highlight our *Schoolcraft to U* program and three new bachelor degrees for our Culinary Arts Program that gives students a chance to earn a four-year degree right on our campus instead of having to transfer. And whenever a student has a question about

admissions, registration or other aspects of the enrollment process, they can call or email our new Answer Center to get the answer from one central source. This is another effort designed to make college life a little easier for our students.

This Annual Report also gives us a chance to highlight all the wonderful people who support the Schoolcraft Foundation with their charitable donations to help further the mission of the college.

I am proud of all the accomplishments we have made during this past year, and the 2013-14 Schoolcraft College Annual Report you are reading gives you a glimpse at some of them. But I am even more excited about what the future holds for our students as we continue to strive to give them rigorous, targeted academic opportunities and a lively campus atmosphere that brings life to our new mantra: "Welcome to Schoolcraft, Welcome to College."



Conway A. Jeffress, Ph.D.
President



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4

FACULTY ACCOMPLISHMENT AWARD — GENE KEYES, PLASTIC TECHNOLOGY

Schoolcraft College has a tradition of preparing its students for the workforce, and that philosophy is on full display with the new Plastic Technology Certificate Program. The program was the brainchild of faculty member Gene Keyes, an instructor in the Manufacturing and Technology department who also oversees the college's Advanced Manufacturing curriculum. He brought his wealth of manufacturing experience to the development of the program in direct response to area manufacturers desire to find a more skilled workforce.



Keyes worked closely with the plastics industry and the Livonia Industrial Council to develop the type of program that prepares students for high demand jobs as a molding operator or technician. While working closely with manufacturers was extremely beneficial for Keyes and the other Schoolcraft faculty involved in the certificate program creation, he also believes that the college can return the favor by providing students that are highly qualified for positions in area companies. That is the epitome of a win-win situation and just part of a day's work for outstanding faculty members like Gene Keyes.





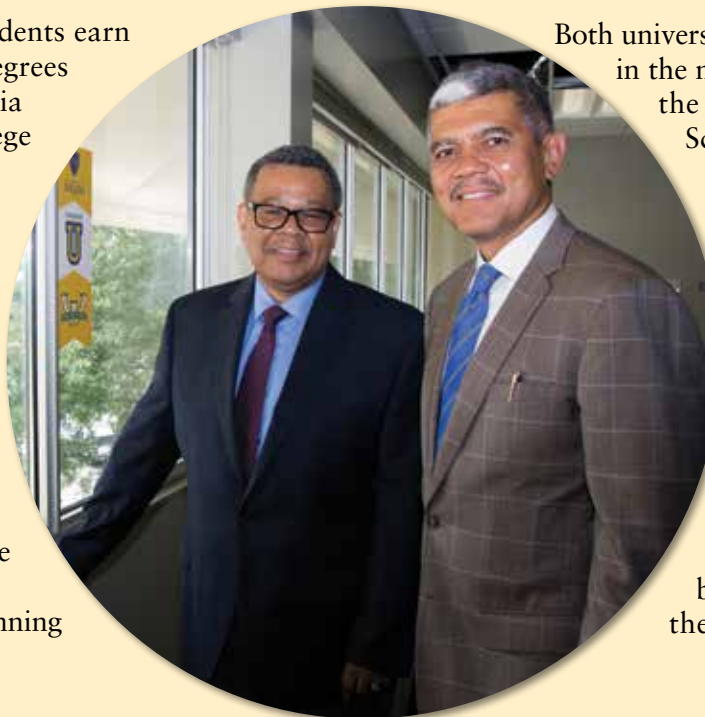
Your degree destination.



COLLEGE LAUNCHES SCHOOLCRAFT TO U PROGRAM IN PARTNERSHIP WITH THE UNIVERSITY OF TOLEDO AND WAYNE STATE UNIVERSITY

5

In an effort to help its students earn bachelor's and master's degrees without leaving the Livonia campus, Schoolcraft College has launched a new partnership program with Wayne State University and the University of Toledo called *Schoolcraft to U*. With this new partnership, students can begin taking courses towards degrees from these universities in business, nursing, engineering, criminal justice and more on Schoolcraft's main Livonia campus beginning Fall, 2014.



Both universities will offer classes online and in the new Jeffress Center building on the Schoolcraft campus. Current Schoolcraft students also will be able to easily transition to one of these partner universities' degree programs, and students in the University of Toledo program pay the in-state tuition rates for Ohio residents regardless of their residency. Agreements are also in place to allow students to use their financial aid at both Schoolcraft and the universities.

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THREE NEW DEGREE PROGRAMS, INTERNATIONAL HONORS AND ADDITION OF MASTER CHEF TO FACULTY HIGHLIGHTS OF BUSY YEAR IN CULINARY ARTS

Schoolcraft's Culinary Arts Program continues to earn well-deserved notoriety with the introduction of three new baccalaureate degree programs, international recognition for its department chair and the addition of a certified master chef to its prestigious list of instructors.

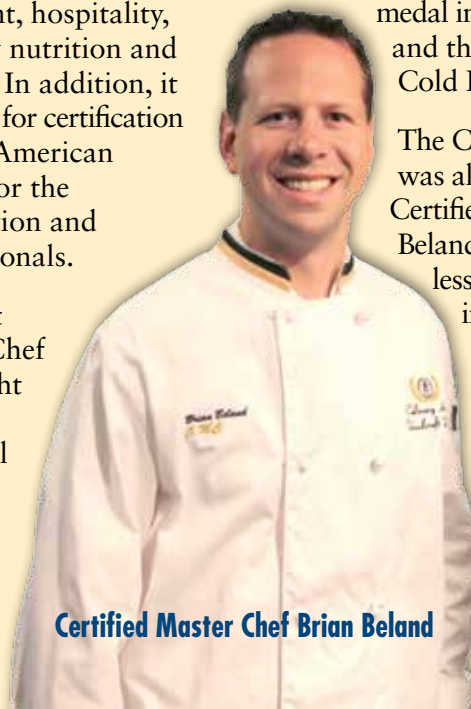
The new Bachelor of Arts in Culinary Entrepreneurial Leadership and Bachelor of Science degrees in Culinary Nutrition and Leadership and Culinary and Dietary Operations Management

will prepare students for real world positions in restaurant, hospitality, food service, culinary nutrition and dietary management. In addition, it will also prepare them for certification exams for either the American Culinary Federation or the Association of Nutrition and Food Service Professionals.

Culinary Department Chair and Certified Chef Shawn Loving brought home a gold and a bronze medal in April from the Food and Hotel Asia Singapore Food Competition. Chef Loving was the only American in

the competition. He won the gold medal in the Hot Food category and the bronze medal in the Cold Food competition.

The Culinary Arts program was also pleased to add Certified Master Chef Brian Beland to its faculty, one of less than 100 Master Chefs in the United States. He was previously the Executive Chef at the Country Club of Detroit and will be a great asset to the program with the recent retirement of Certified Master Chefs Dan Hugelier and Kevin Gawronski.



Certified Master Chef Brian Beland





Photo courtesy of
Triest Photographic

DR. JEFFRESS LEADS SCHOOLCRAFT TO NEW HEIGHTS

During an era of change in higher education, Schoolcraft College has been fortunate to have a leader like Dr. Conway A. Jeffress. Named as Schoolcraft's fourth president in July of 2001, his presidency has been characterized by enrollment growth, expansion of campus facilities, technology enhancement and increased academic performance.

During his tenure, Schoolcraft's student enrollment has grown from 9,631 credit students in the fall of 2001 to 12,725 by fall term, 2013, an increase of almost 25 percent. He has also been the driving force behind the expansion of the Livonia campus to meet the needs of the growing student population and the community. He was

the major force behind winning state financial support for two major state-of-the-art building projects on the Livonia campus—the VisTaTech Center and the Biomedical Technology Center. He was also instrumental in the addition of the Bradner Library and the purchase of the former American Community Mutual Insurance building at the corner of Seven Mile and Haggerty roads, which was recently named the Jeffress Center in his honor.

On the academic front, Dr. Jeffress led the formation of partnerships with the University of Toledo and Wayne State University to enable Schoolcraft students to earn bachelor's and master's degrees right on the Livonia campus.

Dubbed *Schoolcraft to U*, the two universities' on-campus operations and classrooms will be housed in the new Jeffress Center, with classes beginning Fall 2014.

Dr. Jeffress came to Schoolcraft College in 1982 from Pittsburgh, where he was vice president of strategic planning at the Community College of Allegheny County. Before becoming Schoolcraft's president, he served the college as a vice president for both instruction and student services.

TWO SCHOOLCRAFT STUDENTS RECEIVE PRESTIGIOUS JACK KENT COOKE SCHOLARSHIPS TO ASSIST WITH UNDERGRADUATE STUDIES

Schoolcraft students Jonathan Kris and Maria Robles each received a \$30,000 Jack Kent Cooke scholarship for 2014. There were only 85 students to receive this prestigious scholarship from a total of more than 3,700 applicants representing 737 community colleges nationwide.

The Jack Kent Cooke Foundation Undergraduate Transfer Scholarship is the largest private scholarship for two-year and community college transfer students in the country and provides as much as \$30,000 a year for up to three years to the nation's best low-income college

students seeking to complete a bachelor's degree at an accredited college or university.

Scholars like Jonathan and Maria were selected based on high academic ability and achievements, persistence, leadership and financial need. Jonathan plans to pursue his studies in philosophy at the University of Michigan. Maria is a pre-medical major and considering the University of Michigan, Cornell University or Johns Hopkins to study medicine and law. Both students also were involved in a number of extracurricular groups and activities at Schoolcraft.

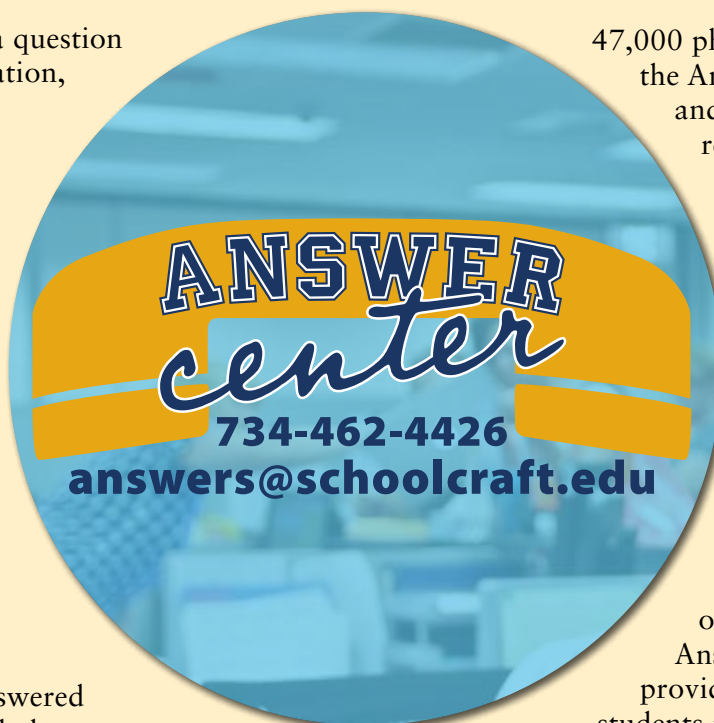




ANSWER CENTER HELPS STUDENTS FIND THEIR WAY AT SCHOOLCRAFT

9

Whenever students have a question about admissions, registration, the enrollment process or need help with student email and technology issues, they only need to contact one source—the Answer Center. Whether it is via phone or email, students can easily get answers from the helpful Answer Center staff members seven days a week. And students are taking advantage of this helpful service. In fact, since the Answer Center opened in February, the staff has answered more than 700 emails and almost



47,000 phone inquiries. In addition, the Answer Center's evening and weekend staff has also recently begun scheduling appointments for the Counseling and Advising Office and plans are in place to move all calls for this area to the Answer Center in the near future.

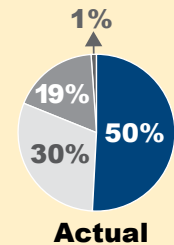
College students need a support system to help them whenever they have questions, and its obvious Schoolcraft's Answer Center is providing the help students require.

SCHOOLCRAFT COLLEGE FINANCIAL REPORT YEAR ENDED JUNE 30, 2014

REVENUE 2013-2014

| | Actual \$ | % |
|-----------------------------------|---------------------|-------------|
| GENERAL FUND REVENUE | | |
| ● Tuition & Fees | \$37,161,284 | 50% |
| ○ Property & Other Taxes | \$22,106,576 | 30% |
| ● State Appropriations | \$14,064,425 | 19% |
| ● Other | (\$1,074,108) | (1%) |
| TOTAL GENERAL FUND REVENUE | \$74,406,393 | 100% |

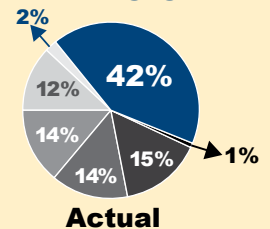
REVENUE



EXPENSES 2013-2014

| | Actual \$ | % |
|--|---------------------|-------------|
| GENERAL FUND EXPENDITURES | | |
| ● Instruction | \$31,215,540 | 42% |
| ● Public Service | \$1,084,867 | 1% |
| ● Instructional Support | \$11,327,749 | 15% |
| ● Student Services | \$10,176,056 | 14% |
| ● Institutional Administration | \$10,334,022 | 14% |
| ○ Operation and Maintenance of Plant | \$8,875,907 | 12% |
| ○ Transfers | \$1,373,959 | 2% |
| TOTAL GENERAL FUND EXPENDITURES | \$74,388,100 | 100% |

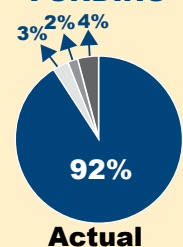
EXPENSES



GRANT FUNDING 2013-2014

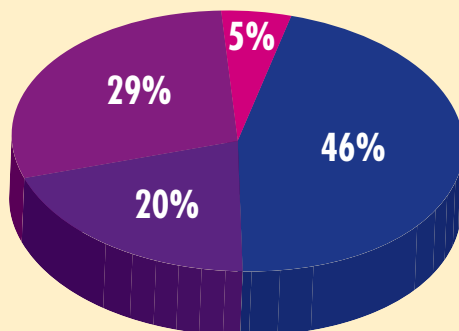
| | Actual \$ | % |
|-------------------------------|---------------------|-------------|
| GRANT FUNDING | | |
| ● Federal Financial Aid | \$18,177,550 | 92% |
| ○ Other Federal Grants | \$554,437 | 3% |
| ● Business Development Grants | \$354,901 | 2% |
| ● State and other Grants | \$713,670 | 4% |
| TOTAL GRANT FUNDING | \$19,800,558 | 100% |

GRANT FUNDING



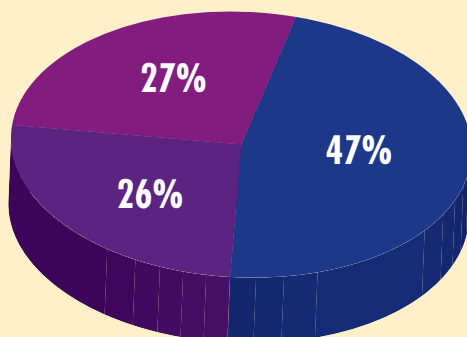
SCHOOLCRAFT COLLEGE FOUNDATION FINANCIAL REPORT YEAR ENDED JUNE 30, 2014

**Foundation
Revenues
2013-2014**



| | |
|--|--------------------|
| Realized and Unrealized Gains on Investments | \$1,379,029 |
| Investment Income | \$602,989 |
| Gifts & Contributions | \$882,819 |
| Fundraising Event Income | \$146,192 |
| Total Revenues | \$3,011,029 |

**Foundation
Portfolio of
Net Assets
2013-2014**



| | |
|--------------------------------------|---------------------|
| Permanently Restricted | \$6,953,715 |
| Temporarily Restricted | \$3,876,100 |
| Unrestricted | \$4,011,685 |
| Total Portfolio of Net Assets | \$14,841,500 |

FOUNDATION FUNDS AFTER SCHOOL MATH AND ENGLISH LANGUAGE ARTS PROGRAM WITH GARDEN CITY MIDDLE SCHOOL

The Schoolcraft College Foundation Grant Program awarded approximately \$97,000 to 25 campus projects geared toward making an impact on teaching, learning and student support. One such project was the Garden City Middle School Afterschool Math and English Language Arts Program.

Born out of a conversation between the Schoolcraft College Radcliff Center and Garden City



Schools about the need to improve math and language arts skills at the middle school, the project idea was created. Students from Garden City walked to the neighboring Radcliff Center after school, two days a week, for 90 minutes of interactive and motivational learning. The primary goal was to reduce anxiety and improve confidence for math, reading and writing. Three sessions of math and one session of English language arts were held for a total of 68 students with a 100% completion rate.

THINKING BEYOND TODAY INSPIRES TRANSFORMATIONAL CHANGE

The Schoolcraft College Foundation is grateful to those donors and friends who believe in the mission of the college and express that belief with their financial support through charitable giving. We are especially grateful to those



who think beyond today to ensure the future of the college and the students it serves. This year we were fortunate to have benefited from the advanced planning of two new members of the Henry Rowe Schoolcraft Society—the Foundation's society for recognition of planned gifts.

THE MARIAN AND FLOYD KEHRL FAMILY

were long-time supporters of Schoolcraft College, sponsoring the purchase of several carillon bells for the Bell Tower during the 1960s. Mr. Kehrl also served on the college's Board of Trustees in 1973. At Floyd's passing in 1975, Marian created the Kehrl Memorial Award Endowment. A generous supporter of the college throughout the years, Mrs. Kehrl



named the Schoolcraft College Foundation as a beneficiary of her trust and at her passing on December 5, 2013, the college received an unrestricted gift allowing it to create the Kehrl Academic Excellence Awards Fund which will provide 24 awards to students each year in a variety of programs of study, rewarding them for their stellar academic accomplishments.

ALAN TOPE

is deeply rooted in the history of Schoolcraft College. As a member of the first graduating class in 1966, he was honored as Schoolcraft's first valedictorian.

As an early student at Schoolcraft, Mr. Tope came to realize that the college set high standards, and that students were expected to perform accordingly. He gives credit to the rigorous curriculum and high performance expectations for developing the confidence that carried him forward through his career. A successful



businessman, Mr. Tope and his wife Nancy have named the Schoolcraft College Foundation as a beneficiary of their estate. Upon realization of the gift, the Foundation will create the First Valedictorian's STEM Scholarship and Academic Achievement Award endowment to help and honor students in their pursuit of higher education.

The Foundation is grateful to all of our donors and friends who have had the foresight and desire to inspire transformational change through their planned gifts, leaving a legacy for years to come.



DISTINGUISHED ALUMNI AWARD

Commissary Senior Chief Petty Officer, Derrick Davenport, alumnus of the class of 1998, was recognized with the 2014 Distinguished Alumni Award. Officer Davenport is a graduate of the Schoolcraft College Culinary Arts Program. After graduation from Schoolcraft, he went on to work in several fine dining establishments and competed in culinary competitions, including winning a gold medal in the 1998 Michigan Restaurant Food Show and a Silver Medal in the Singapore Culinary Exposition 2000.

In 2000, Derrick enlisted in the United States Navy. After training, he was stationed on a

submarine, the USS Annapolis, and then stationed in Afghanistan, where he set up the Afghan Army's first bakeshop.

After his tour of duty in the Middle East, he was promoted and transferred to his current position as Executive Chef for the Chairman of the Joint Chiefs of Staff in 2008.

In March 2011, he lead the first ever Pentagon Culinary Arts Team. Officer Davenport was the first Navy chef to compete at the IKA/World Culinary Olympics in Erfurt, Germany on the United States Army Culinary Arts Team in 2012. Last year he won the Armed

Forces Chef of the Year competition, cementing his reputation as one of the best cooks ever to come out of the United States Navy.

Derrick attributes much of his success to Schoolcraft College. "Schoolcraft gives you what you need to succeed in the real world," he concludes. "I wouldn't be where I am today if it wasn't for the wonderful training and inspiration I received at Schoolcraft College."

Donors

July 1, 2013–June 30, 2014

Special thanks to all of the generous donors who have given to the Jazz Program Fund, Motorcycle Safety Fund, Music Performance Fund, the Schoolcraft Memorial Endowment and at the Shareholder Level of \$1+.

The Schoolcraft College Foundation Board of Governors are pleased to continue the tradition of recognizing our generous donors. This listing recognizes the contributions (including matching gifts and gifts-in-kind) that were donated directly to the Foundation between July 1, 2013 and June 30, 2014.

We are grateful to those individuals who have helped to make scholarships, program enhancements and facility improvements available to our students.

We have done our best to accurately present this list of contributors. However, in compiling a list of this size, omissions and misspellings sometimes occur. Please let us know of any errors, as we appreciate the opportunity to correct our records. To inquire about making a donation to the Foundation or to make corrections, contact the Development Office at 734-462-4455. More information about the Schoolcraft College Foundation can be found at www.schoolcraft.edu/foundation.

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Henry Rowe Schoolcraft Society

The Henry Rowe Schoolcraft Society was established to honor donors who make gifts in special ways. Society members are recognized for their support of the college and Foundation through planned gifts. The many vehicles of planned giving include bequests, pooled income funds, charitable gift annuities, charitable remainder trusts and insurance programs. Making a gift through the Henry Rowe Schoolcraft Society is a way of planning for the college's future along with your own. These gifts are critical in ensuring that student needs will be met now and in the future.



Henry Rowe Schoolcraft Society — Planned Gifts (New Members)

John and Judy Santeiu, Jr

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| | | | Wayne State University |
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Organizational Donors continued

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|--|---------------------------------|
| Schoolcraft College— Faculty Forum+ | Streamco, Inc. |
| Schoolcraft College— Assoc. of Administrative Personnel | Tennyson Chevrolet |
| Strategic Communication Solutions | The Kitchen, Inc. |
| | UHY Advisors MI* |
| | Zeimet Wozniak & Associates* |
| | * New Donor |
| | + Increased Gift |
| | = Matching Gift Company |

Individuals—GIK (Gift in Kind)

| | | | |
|------------------------------|-----------------------------------|-----------------------------------|-----------------------------|
| Alex Bishop | Cheri Holman | Elizabeth Kohler | * New Donor |
| Craig and Diane Bowles+ | William Jenkins* | Marjorie Lynch | + Increased Gift |
| Julie Carrigan | Ryan Jenner and Heather Galea | Richard and Ann McDowell+ | Jim and Kathryn Ryan+ |
| Gwendolyn Davenport | Elizabeth and Theodore Johnson | Charles and Barbara McIlhargey | Stephanie Squires |
| Sheri and Timothy Frader+ | Geraldine Kilsdonk+ | Abe and Darlene Munfakh | John and Janice Walsh |
| Lee Hershey | Mary Ellen King | | Frank and Elaine Winters |
| | | | Marian Wright |

Organizations—GIK (Gift in Kind)

| | | | |
|---|---|---|--|
| African Safari Wildlife Park* | Chateau Chantel | Glenhurst Golf Course | * New Donor |
| Allie Brothers Uniforms | City of Livonia—Golf Division+ | Golden Gifts | + Increased Gift |
| American Romanian Festival Inc. | Claddagh Irish Pub | Holiday Inn Express | Marsh Ridge Resort |
| Andiamo Livonia | Coach Insignia* | Holiday Inn Livonia | McCormick Distilling Co.+ |
| Antonio's Cucina Italiana | Coffee Express Company | Huntington Bank— Dearborn* | Michigan Educational Credit Union |
| Arbor Springs Water Co., Inc. | Deadwood Bar & Grill | Hyatt Place Hotel Detroit/Livonia | Michigan Philharmonic* |
| Bahama Breeze | Dearborn Inn | InmartGroup Limited+ | Mitchell's Fish Market |
| Bank of Ann Arbor | Detroit Symphony Orchestra | Ironwood Grill+ | Motor City Casino Hotel |
| Beyond Nines LLC* | Embassy Suites Hotel- Detroit-Livonia+ | Jack Demmer Automotive Group | Navigating Business Space Inc. |
| Bigg Burger* | Ferman Optometry, PC+ | Joe's Produce Gourmet Market & Catering+ | Novi Chophouse— The Epicurian Group* |
| Birdie's LLC | Flemings Prime Steakhouse & Wine | Kerby's Koney Island | Oasis Golf Center+ |
| Black Forest Wilderness Valley Golf Course | Forest Place Optical, Inc | L. Mawby, LLC | Old World Olive Press |
| Botsford Hospital | Gastronomy— The Epicurian Group+ | Lafayette Market & Café* | Penn Theater |
| Brann's Steakhouse & Grille+ | Genitti's | Lee's Famous Recipe Chicken* | Pheasant Run Golf Club |
| Carl's Golfland+ | Hole-in-the-Wall | Macomb Center for the Performing Arts | Plymouth Community Chamber of Commerce |
| Champps Americana | Gerald R. Ford Presidential Museum | | Plymouth Whalers Hockey Club |

Organizations — GIK (Gift in Kind) *continued*

Red Robin of Michigan
Rocky's of Northville+
Rusty Bucket
Northville*
Schoolcraft College—
Admissions &
Student Engagement
Schoolcraft College —
Continuing Education
& Prof Dev
Schoolcraft College—
Culinary Arts
Department

Schoolcraft College—
Police Academy
Schoolcraft College—
Theatre Department+
Sheldon Road Auto
Service*
Sheraton Detroit Novi
Hotel
Showroom of Elegance
Fine Jewelry
Slows Bar B Q & Slows
To Go+

Sohn Linen Service, Inc.
Steve & Rocky's
Sweet Lorraine's
Cafe & Bar
The Baronette
Renaissance
The Embroidery Hutch
The Henry Ford+
The Performance
Network
The Stand & Cuisine
Restaurant*

Three Dog Bakery+
Toledo Mud Hens
Toledo Walleye*
Troy Marriott+
Vine2Wine Custom
Winery of Northville
Vintner's Canton
Winery
Wayne County
Commissioner—
District 12
Whitney Restaurant





Schoolcraft
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