

Unlocking potential for students, talent and communities

2024 MCCA Summer Conference

July 31-August 2

Mission Point Resort

MACKINAC ISLAND, MICHIGAN

**MICHIGAN COMMUNITY
COLLEGE ASSOCIATION**





Welcome Message

from Brandy Johnson

On behalf of the MCCA Executive Committee and staff, we would like to welcome you to Mission Point Resort on Mackinac Island! This is my third summer conference as MCCA President and I am still so humbled to lead this incredible association.

This year's theme is Building Foundations to Open Doors: Unlocking Potential for Students, Talent and Communities. This theme helps us express our commitment to building bridges to break down barriers for students, and for our college leadership to build strong connections to help advance institutional goals. On Wednesday we have separate institutes for our Presidents/Chancellors that is facilitated by The Aspen Institute. Our Trustees/Regents Institute will be facilitated by the Association of Community College Trustees. Wednesday will conclude with a reception leaving you free to enjoy dinner on your own on the island.

On Thursday we have a great joint professional development day with sessions focused on social capital, enrollment management, efficient processes focused on improving the student experience and the impact of our colleges on their communities. By popular demand we have also continued our TED-like talks from our very own presidents through the Our College Our Story presentations. The Awards Dinner will cap the day with a celebration of trustee and president service along with recognition of our annual MCCA Awards.

The final day of the conference includes the State of the Association address along with an election and politics commentary facilitated by pundits and journalists. You will not want to miss it!

We also offer a sincere thank you to our generous sponsors. Please make sure to visit their tables and learn about how their services may be impactful to your campuses and students.

As always, we hope you will use your time at the conference to not only learn but also to reconnect with colleagues and old friends - and hopefully meet some new ones too! All of us at the MCCA are here to ensure your time is as enjoyable and productive as possible, so please tell us if we can assist you during your stay!

Sincerely,

A handwritten signature in blue ink that reads "Brandy Johnson". The signature is fluid and cursive, with the first name being larger and more prominent than the last name.

Brandy Johnson

President

Michigan Community College Association

Wednesday, July 31, 2024:

Leadership Institutes

7:30 am – 8:30 am

Registration & Breakfast

- Presidents/Chancellors: Sugarloaf (Conference Center)
- Trustees/Regents: Cypress (Main Lodge)

8:30 am – 3:00 pm

President/Chancellor Institute: Leading the Senior Team for Post-Completion Student Success

Pascale Charlot, Managing Director of the Aspen Institute's College Excellence Program
Sugarloaf (Conference Center)



Presidents and Chancellors are invited to attend a one-day leadership development institute. This institute will focus on the importance of access, success and post-completion success through a discussion of Community College 3.0. Attendees will also reflect on the composition of the senior team and why the senior team is so essential to advancing post-completion student success, differentiate traditional and transformational leadership qualities for key senior leadership roles and discuss strategies for building common purpose aligned with the presidential vision for the institution.

Governance Leadership Institute for Michigan Community College Trustees and Regents

Mary Spilde, Association of Community College Trustees Consultant
Cypress (Main Lodge)



Trustees and Regents are invited to attend a one-day ACCT Governance Leadership Institute (GLI) which is a governance-development and educational program for board members of community colleges from around the state. The GLI provides an in-depth overview of fundamental and advanced topics and trends unique to community college leaders.

This session is an opportunity for new and experienced governing board members to collaborate and strengthen relationships as a team, and to come away with a common understanding of the roles and responsibilities of governing boards, as well as best practices. Topics will include advocacy, board succession planning, presentational evaluations and codes of conduct.

12:00 pm – 1:00 pm

Lunch

- Presidents/Chancellors: Sugarloaf (Conference Center)
- Trustees/Regents: Cypress (Main Lodge)

3:30 pm – 4:30 pm

Networking Reception

Promenade Deck

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Thursday, August 1, 2024

8:00 am – 8:45 am

Breakfast

Sound Stage

8:45 am – 9:00 am

Welcome Remarks

Sound Stage

Brandy Johnson, MCCA President



9:00 am – 10:00 am

True or False – Who You Know Matters Almost as Much as What You Know

Sound Stage

Nitzan Pelman, CEO and Founder, Climb Hire



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The current job market, shaped by the prevalence of referrals and AI-driven hiring processes, underscores the critical need for effective social capital strategies. Referrals significantly enhance candidates' chances of advancing in interviews and securing jobs, as highlighted by recent findings from the Wall Street Journal and LinkedIn. Meanwhile, the surge in online job applications has led to a flood of candidates, prompting employers to increasingly rely on social connections and AI tools for candidate screening. This environment calls for a renewed focus on teaching networking skills and fostering professional relationships, particularly benefiting historically marginalized communities lacking access to such networks. To address these challenges and promote economic mobility, educational institutions are urged to adopt comprehensive social capital strategies, leveraging collaborative efforts with organizations like Climb Together to empower students across Michigan.

10:10 am – 10:25 am

Our College Our Story:

Cultural Awareness and Engaging Students for Success

Sound Stage

President Carla Sineway, Saginaw Chippewa Tribal College

The Saginaw Chippewa Tribal College is a student-centered tribal college. SCTC promotes a holistic approach to meeting student needs. This approach is grounded in the Anishinaabe culture and lifeways. SCTC staff begins with encouraging the student to define their own success and support their efforts along the way.



10:25 am – 10:40 am

Break

10:40 am – 11:40 am

You Control Who You Enroll: Institutional Actions That Influence Enrollment and Student Success

Sound Stage

Doreen Larson, CEO and Founder of Enrollment Essentials, LLC

Colleges often cite environmental changes in the economy and population demographics as dictating factors in enrollment outcomes. The good news is that college enrollments need not be passively subject to levels of employment or high school graduation numbers. This presentation shares an approach based upon institutions taking responsibility for the processes that ease or restrict student enrollment and success. Four specific institutional "levers" will be outlined and linked to positive student outcomes.



11:45 am – 12:00 pm

Our College Our Story:

Partnerships Are Our Way Forward

Sound Stage

President Trevor Kubatzke, Lake Michigan College

Lake Michigan College in partnership with the Regional Education Service Agency and local Chambers have developed the Berrien Talent Collaborative (BTC). The BTC is a county wide youth apprentice program providing training and education from grades 10 through 14. The college also provided facilities for the RESA developing the new Bertrand Innovation Center.



Thursday, August 1, 2024 (CONTINUED)

12:00 pm – 1:00 pm

Lunch

Sound Stage Foyer
Sponsored by Ellucian



1:00 pm – 2:00 pm

Building Frictionless Student Solutions

Sound Stage

Kevin David, Vice President of Client Success, CampusWorks



Strategic goals designed to advance your institutional mission are great, but to be successful they require processes that function optimally, reduce complexity and eliminate unnecessary bureaucracy. Well-designed processes are the backbone of a thriving institution, providing structure and proficiency to its operations. Efficient processes improve operational effectiveness, deliver a frictionless student experience, and build a community of growth through trust and belonging. There's no need to fear what's next if you've embraced a future-proof business process review model that creates a competitive advantage and has executive leadership saying, "this process serves the student well."

2:15 pm – 3:15 pm

Empowering Communities by Bridging Postsecondary Attainment and Workforce

Sound Stage

Chandra Scott, Executive Director, Alabama Possible



In this keynote address, we will explore how community colleges can serve as catalysts for community vitality. Drawing on Alabama Possible's advocacy and success stories, we will discuss practical strategies for engaging board of trustee members and other stakeholders in the mission of removing barriers to prosperity. Attendees will gain insights on how to advocate for education and remove barriers within their own communities, empowering them to create lasting impact and open doors to brighter futures.

3:15 pm – 3:30 pm

Our College Our Story: "Bloodied but Unbowed" Leading DEI Initiatives in a Conservative Community

Sound Stage

President Kojo Quartey, Monroe County Community College



This presentation will discuss how as the only higher educational institution in conservative Monroe County, MCCC has taken a leadership role in leading a variety of diversity, equity and inclusion initiatives. There has been significant progress made in some areas, as well as resistance and pushback in others. A series of anecdotes will be shared to highlight the impact of these efforts.

3:30 pm

End of Sessions Wrap-Up

Sound Stage

Brandy Johnson, President, Michigan Community College Association



3:35 pm – 5:30 pm

Time On Your Own

5:30 pm – 6:30 pm

Networking Hour

Promenade Deck
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6:30 pm

Awards Dinner

Sound Stage

Carrie Warick-Smith, Vice President of Public Policy,
American Association of Community College Trustees



Friday, August 2, 2024:

State of the Association & Legislative Updates

7:30 am – 8:30 am **Breakfast**

8:30 am – 8:35 am **Remarks**
Sound Stage
 Chancellor Peter Provenzano, Oakland Community College
 & MCCA Board Chair



8:35 am – 9:05 am **State of the Association**
Sound Stage
 Brandy Johnson, President, Michigan Community College Association



9:10 am – 9:25 am **Our College Our Story:
 Advocacy at Alpena Community College**
Sound Stage
 President Don MacMaster, Alpena Community College

Located a long way from Lansing and Washington D.C., here are some strategies we use at Alpena Community College to get decision-makers and resources to come our way.



9:30 am – 10:30 am **Baldly Bipartisan**
Sound Stage
 Adrian Hemond, CEO of Grassroots Midwest and
 John Sellek, CEO of Harbor Strategic

John Sellek and Adrian Hemond are the bipartisan duo behind Baldly Bipartisan. They offer a bipartisan, insider analysis of what's happening in Michigan politics and state government policy battles in a conversational, fun way.



10:35 am – 11:35 am **Higher Education Journalists Panel**
Sound Stage
 Moderators: Adrian Hemond, CEO of Grassroots Midwest
 and John Sellek, CEO of Harbor Strategic
 Panelists: David Jesse, Senior Writer for The Chronicle
 of Higher Education
 Isabel Lohman, Reporter for
 Bridge Michigan
 Kim Kozlowski, Reporter for
 The Detroit News



Panelists will provide updates and opinions regarding higher education and the their journalistic processes.

11:35 am – 11:45 am **Concluding Thoughts: Building Foundations and Opening Doors**
Sound Stage
 Brandy Johnson, President, Michigan Community College Association



11:45 am – 1:00 pm **Check Out and Travel Snacks**
Sound Stage

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Trustees & Regents please join us for our
2024 Governance Leadership Institute!



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Join us in November!

Registration is open for Michigan College Access Network's 13th annual conference, and we're excited to gather with educators, administrators, community leaders, policy experts, and other college access and success professionals from across the state to build stronger communities and greater economic prosperity for all Michiganders through postsecondary education. We hope you can join us!

When: Nov. 6-7, 2024

Where: Soaring Eagle Casino & Resort in Mount Pleasant, Mich.

Keynote Speakers



Angeline Bouley

New York Times best-selling author; former Director of the Office of Indian Education, U.S. Department of Education.



Steve Colón

CEO, Bottom Line



Melissa Connelly

CEO, OneGoal



Carmen Lopez

Executive Director, College Horizons



Ryan Fewins-Bliss

Executive Director, Michigan College Access Network

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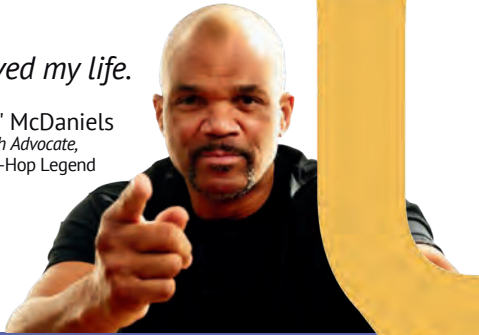


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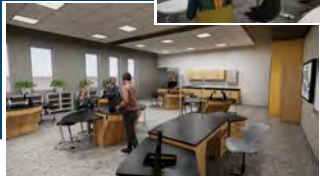
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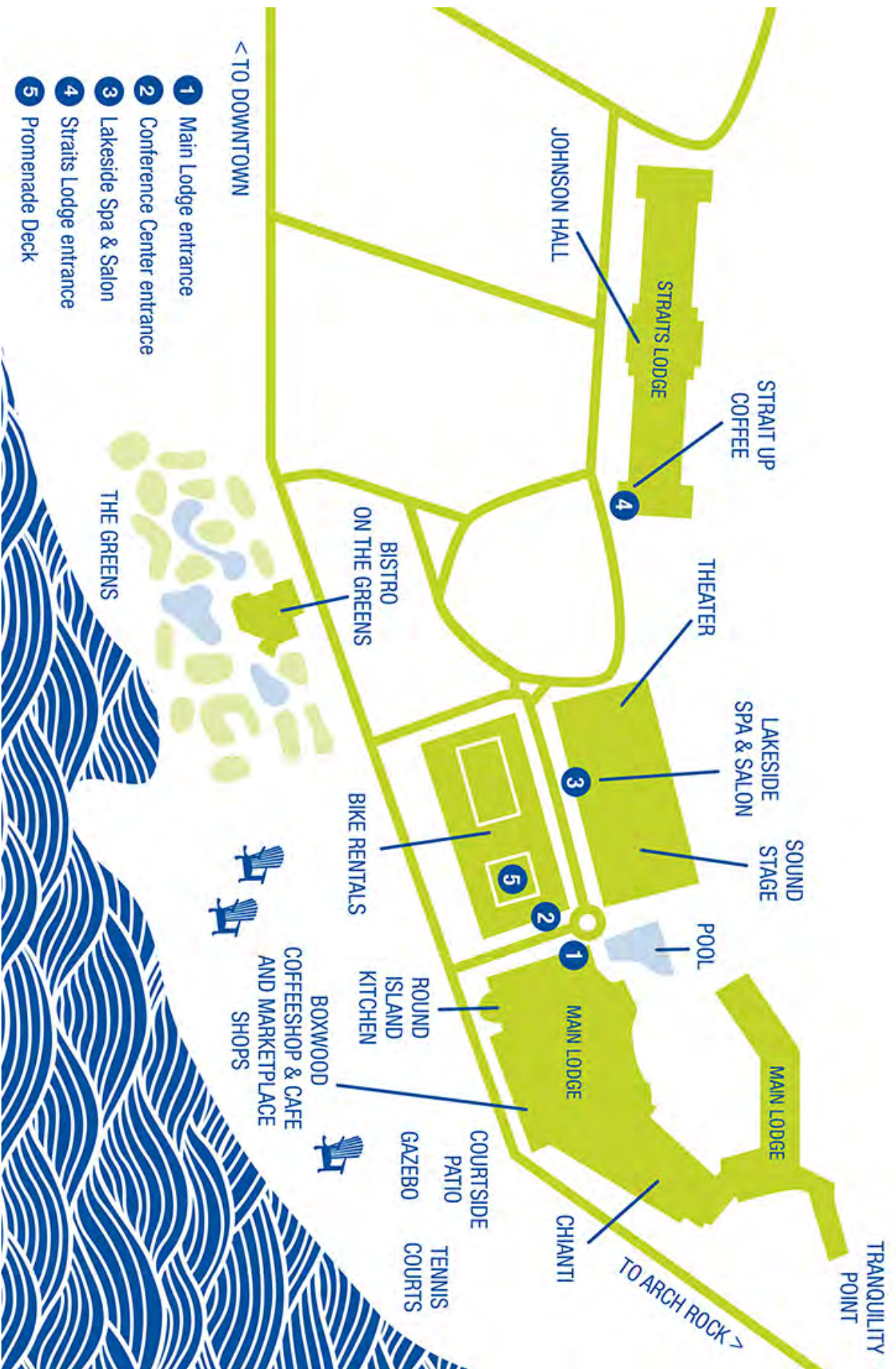


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