**Vision**

Macomb Community College will continue to be a recognized leader of higher education and the community’s preferred choice for lifelong learning, cultural enrichment and community development opportunities.

**Mission**

As a publicly funded and community-based institution of higher education, Macomb Community College provides a comprehensive program of high-quality educational, enrichment and economic development experiences designed to promote student success, individual growth and social advancement.

**Mission Strands**

**Education**

Provide a learning environment that promotes program completion, graduation, transfer, advanced degree attainment and career success.

**Enrichment**

Provide personal enrichment experiences through cultural and arts programming.

**Economic Development**

Provide education, training and support in developing a skilled workforce and in fostering entrepreneurship to cultivate southeast Michigan’s economic vitality.
INSTITUTIONAL PRIORITIES

STUDENT SUCCESS
Provide learning opportunities and support services that enable students to achieve their educational goals.

EFFICIENCY AND EFFECTIVENESS
Evaluate and manage processes and resources to ensure sound fiscal stewardship of community investment while sustaining a relevant and comprehensive educational institution.

COMMUNITY ENGAGEMENT
Strengthen partnerships and increase collaboration to better anticipate and respond to community needs, playing a key role in driving dialogue and developing new approaches to address emerging needs.

Macomb Community College is accredited by the Higher Learning Commission.
Our Students

Enrollment Numbers

<table>
<thead>
<tr>
<th>Enrollment Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degree Credit Enrollment</td>
<td>21,946</td>
</tr>
<tr>
<td>Online Credit Enrollment</td>
<td>9,497</td>
</tr>
<tr>
<td>Workforce and Continuing Education (Non-Credit Annual)</td>
<td>14,265</td>
</tr>
<tr>
<td>Early College at Macomb</td>
<td>617</td>
</tr>
<tr>
<td>Dual Enrollment</td>
<td>533</td>
</tr>
<tr>
<td>Total Annual Enrollment</td>
<td>42,779</td>
</tr>
</tbody>
</table>

Student Profile (Degree Credit)

Gender

- Male: 46%
- Female: 51%
- Undisclosed: 3%

Ethnicity

- White, Non-Hispanic: 70%
- Black, Non-Hispanic: 11%
- Hispanic: 3%
- Asian: 5%
- American Indian/Alaskan Native/Pacific Isl.: 1%
- Two or More Races and Unknown: 10%
- Two or More Races and Unknown: 10%

Unless otherwise noted, this book uses Macomb Community College institutional data gathered from many areas of the college and captures 2017–2018 fiscal and academic years and the fall semester of the 2016–2017 academic years.
BY THE NUMBERS • 2018

DISTRICT

- Residents 85%
- Non-residents 13%
- Other (Affiliate, Veterans, etc.) 2%

FULL-TIME AND PART-TIME ATTENDANCE

- Full-time 30%
- Part-time 70%

TOP 10 FEEDER HIGH SCHOOLS

<table>
<thead>
<tr>
<th>HIGH SCHOOL</th>
<th>GRADUATES AT MACOMB</th>
<th>% OF GRADUATING CLASS AT MACOMB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dakota High School</td>
<td>226</td>
<td>35.2</td>
</tr>
<tr>
<td>Stevenson High School</td>
<td>195</td>
<td>33.9</td>
</tr>
<tr>
<td>Eisenhower High School</td>
<td>178</td>
<td>28.1</td>
</tr>
<tr>
<td>Chippewa Valley High School</td>
<td>160</td>
<td>29.3</td>
</tr>
<tr>
<td>Warren Mott High School</td>
<td>149</td>
<td>40.8</td>
</tr>
<tr>
<td>Henry Ford High School</td>
<td>146</td>
<td>31.9</td>
</tr>
<tr>
<td>Anchor Bay High School</td>
<td>142</td>
<td>32.1</td>
</tr>
<tr>
<td>L'Anse Creuse High School</td>
<td>129</td>
<td>37.3</td>
</tr>
<tr>
<td>L'Anse Creuse North High School</td>
<td>126</td>
<td>31.7</td>
</tr>
<tr>
<td>Utica High School</td>
<td>121</td>
<td>30.9</td>
</tr>
</tbody>
</table>
STUDENT GOALS
(DEGREE CREDIT)

STUDENT’S PRIMARY EDUCATIONAL GOAL

- Transfer: 53%
- Associate Degree: 29%
- Personal Interest: 12%
- Undecided: 3%
- Certificate: 3%

TRANSFERS TO SENIOR INSTITUTIONS

TOP TRANSFER COLLEGES AND UNIVERSITIES

<table>
<thead>
<tr>
<th></th>
<th>COUNT</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland University</td>
<td>1,691</td>
<td>21.3</td>
</tr>
<tr>
<td>Wayne State University</td>
<td>1,385</td>
<td>17.4</td>
</tr>
<tr>
<td>Michigan State University</td>
<td>557</td>
<td>7.0</td>
</tr>
<tr>
<td>Walsh College</td>
<td>420</td>
<td>5.3</td>
</tr>
<tr>
<td>Central Michigan University</td>
<td>356</td>
<td>4.5</td>
</tr>
<tr>
<td>Baker College—Flint</td>
<td>228</td>
<td>2.9</td>
</tr>
<tr>
<td>Ferris State University</td>
<td>226</td>
<td>2.8</td>
</tr>
<tr>
<td>University of Detroit Mercy</td>
<td>209</td>
<td>2.6</td>
</tr>
<tr>
<td>Western Michigan University</td>
<td>189</td>
<td>2.4</td>
</tr>
<tr>
<td>Grand Valley State University</td>
<td>153</td>
<td>1.9</td>
</tr>
</tbody>
</table>

Source: National Student Clearinghouse, based on 2015-16 students who enrolled in a four-year institution in 2016-17.
GRADUATES & FASTEST-GROWING INDUSTRIES

INDUSTRY SECTOR

- Retail 13%
- Health Care and Social Assistance 15%
- Professional and Technical Services 9%
- Accommodations and Food Service 4%
- Manufacturing 5%
- Other
- Construction 1%

Total Graduates in Growth Industries—47%

SUPPORT SERVICES

- 348 students connected with community and public benefit organizations to help them with living expenses while pursuing higher education
- 1,377 veterans, service members and their dependents served through the Office of Veteran and Military Services
- 1,439 students, resulting in 4,975 appointments, received assistance through the Reading & Writing Studios
- 92 students received 268 bags of food from Macomb’s Food Pantry
- 5,727 students received tutoring services

FINANCIAL AID

- Approximately 11,178 Macomb students received more than $38,235,081 in financial aid to pursue their educational goals
- 28% of Macomb students received Pell grants
- 389 students received $312,115 in scholarships
Our Community

MACOMB COUNTY DATA

POPULATION

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macomb County</td>
<td>867,730</td>
</tr>
<tr>
<td>Oakland County</td>
<td>1,243,970</td>
</tr>
<tr>
<td>St. Clair County</td>
<td>159,587</td>
</tr>
<tr>
<td>Wayne County</td>
<td>1,749,366</td>
</tr>
</tbody>
</table>

MACOMB COUNTY DATA

INCOME

- Average Household Income: $76,249
- Median Household Income: $60,143
- Per Capita Income: $30,576

HOUSEHOLD INCOME

- Less than $24,999: 19%
- $25,000–$74,999: 42%
- $75,000 or more: 39%

HOUSEHOLDS

- Total Households: 342,255
- Persons per Household: 2.5
- Households with Children: 29%

GENDER

- Male: 49%
- Female: 51%

Median Age—41

Source: U.S. Bureau of Labor Statistics
**EDUCATIONAL ATTAINMENT**
(25 years and over), Population and Percent

*All population estimates come from the most recently completed American Community Survey (ACS), 2016 estimate.*

**UNEMPLOYMENT**

12-month change in unemployment rates, not seasonally adjusted for Macomb County

| Source: U.S. Bureau of Labor Statistics |
|---|---|---|
| 4.8% | 4.1% | -0.7 |

**LABOR FORCE:**
Top 5 Private Sector Industries in Macomb County—
2nd Quarter 2017

*Source: Michigan Bureau of Labor Market Information and Strategic Initiatives*

- **Manufacturing**: 68,939 (23.4%)
- **Retail Trade**: 41,845 (14.2%)
- **Health Care and Social Assistance**: 40,045 (13.6%)
- **Professional and Technical Services**: 29,664 (10.1%)
- **Accommodation and Food Service**: 28,914 (9.8%)
Unless otherwise noted, this book uses Macomb Community College institutional data gathered from many areas of the college and captures 2017–2018 fiscal and academic years and the fall semester of the 2016–2017 academic years.

TOP 10 PROGRAM ENROLLMENT, FALL 2017

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>STUDENT COUNT</th>
<th>PERCENT ENROLLED</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Studies Degrees and General Education Transfers</td>
<td>4,749</td>
<td>22.5</td>
</tr>
<tr>
<td>Business Management/Administration Associate Degrees and Transfers</td>
<td>1,193</td>
<td>5.7</td>
</tr>
<tr>
<td>General Business Associate Degrees</td>
<td>754</td>
<td>3.6</td>
</tr>
<tr>
<td>Arts and Sciences Associate of Arts Degree</td>
<td>551</td>
<td>2.6</td>
</tr>
<tr>
<td>Nursing Associate Degree and Nursing Transfers</td>
<td>534</td>
<td>2.5</td>
</tr>
<tr>
<td>Media and Communication Arts Associate of Applied Science Degrees</td>
<td>504</td>
<td>2.4</td>
</tr>
<tr>
<td>Accounting Associate of Business Administration Degrees and Transfers</td>
<td>341</td>
<td>1.6</td>
</tr>
<tr>
<td>Product Development, CAM, CNC Degrees &amp; Certificates</td>
<td>290</td>
<td>1.4</td>
</tr>
<tr>
<td>Information Technology - Programming Associate of Applied Science Degrees</td>
<td>228</td>
<td>1.1</td>
</tr>
<tr>
<td>Law Enforcement and Homeland Security Degrees and Certificates</td>
<td>218</td>
<td>1.0</td>
</tr>
</tbody>
</table>
UNIVERSITY CENTER ENROLLMENT
The University Center allows students the opportunity to pursue bachelor’s, master’s or doctorate degrees at Macomb’s Center Campus. Total enrollment: 7,608

UNIVERSITY CENTER PARTNERS:
- Central Michigan University
- Davenport University
- Ferris State University
- Madonna University
- Michigan State University
- Northwood University
- Oakland University
- Rochester College
- University of Detroit Mercy
- Walsh College
- Wayne State University
- Western Michigan University
OUR COMMUNITY INVOLVEMENT

ENRICHMENT AND CULTURAL PROGRAMS

- 102,440 visited the Macomb Center for the Performing Arts (MCPA)
- 606 attended enrichment workshops at MCPA
- Approximately 16,700 attended Lorenzo Cultural Center programs
- 501 attended 101 classes through Society of Active Retirees (SOAR)
- 3,400 students aged 3–17 attended College4Kids

MACOMB EVENTS

- 1,902 events held through Conference and Event Services
- 178 high school students attended the 2017 Summer Career Academies
- 3,200 middle and high school students attended the Auto STEAM and Explore Careers in Manufacturing Technology events
- 1,200 attended job fair with 247 companies and 527 employers
- 925 attended People, Pets and Vets
- 1,700 participants from 12 schools attended the Water Festival
ECONOMIC IMPACT

Macomb Community College generates an impressive return on investment to its major stakeholder groups—students and taxpayers—and creates a significant positive impact on the business community.

- Every $1 invested by students returns $3.50 in future higher earnings
- Every $1 invested by taxpayers returns $5 in benefits
- Macomb and its students added $992.4 million in income to Macomb County’s economy in FY 2015–2016, approximately equal to 2.5 percent of the county’s total gross regional product
- One out of every 26 jobs in Macomb County is supported by the activities of the college and its students
- 101,000 alumni reside in Macomb County

PROCUREMENT TECHNICAL ASSISTANCE CENTER

- 2,300 local and state businesses secured $897 million in defense contracts through the Procurement Technical Assistance Center (PTAC)

EMPLOYER-SPONSORED TRAINING

- 2,074 students
- 300 companies
- 95 apprenticeship programs
Unless otherwise noted, this book uses Macomb Community College institutional data gathered from many areas of the college and captures 2017–2018 fiscal and academic years and the fall semester of the 2016–2017 academic years.
PERSONNEL PROFILE

STAFF TOTAL 1,817

- Full-time Faculty 232
- Adjunct Faculty 697
- Part-time Staff 440
- Supervisory & Technical 183
- Maintenance & Operations 57
- Administrative Support 104
- Administrators 75
- Police & Public Safety 29