Agenda Item
September 16, 2020

Macomb Community College
14500 Twelve Mile Road, Warren, MI 48088

ACTION REPORT: Board Resolution – Local Strategic Value Best Practices

In accordance with the required state reporting per the omnibus public education bill that includes appropriations for Macomb Community College, one of the components is performance funding based on "local strategic value," which is defined further in the best practices grid shown below. There are three best practice categories: 1) economic development and business or industry partnerships; 2) educational partnerships and 3) community services. In each category, there are five standards of local strategic value, called "best practices." The law has required the Macomb Community College Board of Trustees to pass a resolution certifying that the college meets at least four out of five of the best practices listed under each of the three categories on the grid.

Macomb Community College not only meets but actually exceeds the best practice standards by meeting all five of the standards in each of the three categories. This is demonstrated in the grid that follows.

RECOMMENDATION OF ADMINISTRATION:

It is the recommendation of Administration that the Board of Trustees adopt the attached Resolution Regarding Best Practices.

Office of the President
Office of General Counsel
September 16, 2020

Community Colleges Local Strategic Value Template

Please use this table as a method to **briefly** detail what your community college is doing to meet the best practices in each category. Each category is worth one-third of the total amount available for your institution. Your institution must meet 4 out of 5 best practices in a category to receive funding associated with that category.

Best Practices by Category		Examples of Adherence
Category A: Economic Development and Business or Industry Partnerships (must meet 4 of 5)		
(i)	The community college has active partnerships with local employers including hospitals and health care providers.	Macomb is involved in many active partnerships with employers, including health care providers. These partnerships span from active advisory committees to ensure programs produce appropriately skilled graduates, to collaborative training engagements. Opportunities are: • Clinical placements at many different hospitals and health care providers for our eight health care programs, and police and fire municipalities for our Police and Fire Academies. • Providing GM Control Design Standards Education to GM staff and suppliers throughout the world, • Partnering with TACOM for Leadership training throughout the U.S. • Over 300 employers have been engaged with the Workforce Continuing Education – Engineering Advanced Technology (WCE-EAT) for multiple training opportunities, hired graduates from our grant programs.
(ii)	The community college provides customized on-site training for area companies, employees, or both.	Macomb provides customized training programs and assessment services offered onsite for employers. Each year, Macomb helps businesses from small start-ups to fortune 500 companies improve their performance and profitability through workforce solutions that encompass innovative industrial and technical training, health and safety training, and professional development. The Workforce Assessment Center now offers FANUC Operator 1 and AutoDesk-Fusion 360 exams to support Automated Systems Training. Millwrights Local 1102, located in Macomb County, began working with Macomb Community College in 2015 to use WorkKeys as the entrance exam into their apprenticeship program. In 2019 the combined Carpenters and Millwrights Joint Apprenticeship Training Fund contracted

Best Practices by Category	Examples of Adherence
	with Macomb Community College to conduct the WorkKeys assessment as entrance into their apprenticeship programs statewide (all of Michigan including the Upper Peninsula). The Workforce Assessment Center conducts various testing options for companies located in Macomb County. Some of the companies included: • L&L Products, Romeo MI: NOCTI Assessments, to validate job specific skills for purposes of hiring and promoting • Mitsubishi Chemical Performance Polymers, Warren, MI: WorkKeys assessments used for hiring and promoting • Tower International, Clinton Township, MI: Differential Aptitude Test (DAT) for current employees entrance into apprenticeship programs, Macomb Community College recently entered into an agreement with the Smart Automation Certification Alliance (SACA) and ATS Midwest, supporting the college's efforts in aligning its education and training to meet the realities of Industry 4.0. Considered the fourth major disruption in modern manufacturing, Industry 4.0 represents the convergence of technologies, such as robotics, big cloud data, artificial intelligence and cybersecurity, that is reshaping the way things are made. Students completing Macomb's advanced manufacturing programs will earn SACA certification, which is currently the only agency focused on comprehensive Industry 4.0 certifications. M-TEC offers training on the latest industry-specific equipment in body-shop, paint, general assembly, stamping and powertrain. In addition, the College offers automated systems training that includes FANUC and ABB robots, laser alignment, CMM, RFID, FANUC CNC Robodrill, robot load/unload and vision system, VFD training stations, AB and Siemens PLC training stations, and more. The College provides support for the following:

Best Practices by Category	Examples of Adherence
	• Ford's nationwide roll-out of their Industrial Readiness Certificate Program. Successful completion of three classes allows the employee to be placed on the eligibility list for apprenticeship program selection. Since the program's inception in 2016, 566 employees have completed the training program. • Facilitate the use of the Michigan New Jobs Training Program-MNJTP. Designed as an economic development tool, the Michigan New Jobs Training Program allows community colleges to provide free training for employers that are creating new jobs and/or expanding operations in Michigan. The training for the newly hired workers is paid by capturing the state income tax associated with the new employees' wages. This is a local program - individual community colleges work directly with employers and local economic development to support job creation. There are no restrictions by industry or employer size. Macomb has 10 approved applications and 1 waitlisted company. • Apprenticeship testing for local unions and companies. • Partnered with the Department of Defense to provide training and assistance to companies for the DOD Cybersecurity Maturity Model Certification (CMMC). An informational event was held virtually in March. • ESL classes to the Chaldean Community Foundation and CIE USA • Delivered Leadership Development Training to Oerlikon, JVIS, Stahls and TACOM • HAZWOPER Training for DTE, Fiat-Chrysler, Wayne State University and Mold Tech.
(iii) The community college supports entrepreneurship through a small business assistance center or other training or consulting activities targeted toward small businesses.	The college operates a Center for Innovation and Entrepreneurship (CIE), serving both students and community members, which is a one-stop resource for small business mentoring, education, and idea incubation. The CIE also recently launched the Faculty in Residence (FIR) program and continues to hire faculty to mentor students and assist in bridging the classroom experience with the entrepreneurial mindset.

Best Practices by Category	Examples of Adherence
	As of the end of 2019, over 1,000 students have participated in educational opportunities and paid internships with companies who were funded by the Macomb Community College Innovation Fund. Macomb also has very strong relationships with the county's Small Business Development Center, the Economic Development Department and regional entrepreneurial resources. An Entrepreneurship Certificate is offered through Continuing Education. Completion of the certificate leads to earning 3 elective credits toward a degree in general business. In addition, Macomb now offers an Entrepreneurship and Small Business Management Associate Degree.
(iii) The community college supports technological advancement through industry partnerships, incubation activities, or operation of a Michigan technical education center or other advanced technology center.	Macomb has a full service and well equipped Michigan Technical Education Center (M-TEC) which focuses on customized and standardized training programs and economic development support for area companies. The College has also forged a strong partnership with Haas (a major CNC equipment manufacturer) and is designated as a Haas Technical Education Center. This partnership provides the college with the new CNC machines on a rotating basis at no cost. With over 400,000 robots installed, FANUC is the largest supplier of robots worldwide and Macomb's M-TEC is scheduled for a FAST designation. In addition, the College provides the industry recognized FANUC CERT. Partnering with Siemens, FANUC, AWS, NIMS and MSSC for embedding their national credentials within our credit and non-credit programs.
(v) The community college has active partnerships with local or regional workforce and economic development agencies.	The College has developed numerous active partnerships with local agencies. Macomb is a member of the Workforce Intelligence Network (WIN) a consortium of 9 community colleges and 7 workforce agencies. Macomb is also a foundation member of Automation Alley and is actively engaged in the county's 4M group that includes Macomb County, Macomb Community College, MEDC and MiWorks working to attract, grow and retain business. The College is a member of SEMCOG (Southeast Michigan

Best Practices by Category	Examples of Adherence
	Council of Government) and is an active member of their regional economic development task force and the talent task force. Partnership with the Detroit Regional Chamber to collaborate on the Detroit Promise Path program for incoming students graduating from Detroit high schools.
Category B: Educational Partnerships (must meet 4 of 5)	
(i) The community college has active partnerships with regional high schools, intermediate school districts, and career-tech centers to provide instruction through dual enrollment, concurrent enrollment, direct credit, middle college, or academy programs.	In the 2018-19 academic year, Macomb had over 800 high school (on ground or online) dual enrolled students. The College currently has 176 high school articulation agreements. In the 9th year of the Early College of Macomb, there were 620 high school students enrolled in grades 11 – 13. At the end of the 2018-19 academic year, the graduating cohort had 192 students complete the program. As a consortium member in the Macomb Classroom to Career Talent Consortium, Macomb Community College has entered into a five-year agreement to participate in the Marshall Plan for Talent Grant with three Macomb County school districts; Armada, Center Line, and Fraser. Macomb will offer credit for prior learning opportunities to high school students with a clear pathway to an industry recognized certificate in Medical Assisting.
(ii) The community college hosts, sponsors, or participates in enrichment programs for area K-12 students, such as college days, summer or after-school programming, or science Olympiad.	In 2019, Macomb hosted on *Discover Macomb* event that brought students from across Macomb County to South Campus. This event allowed for students to learn about the programs offered at Macomb, tour the campus, interact with enrollment team and get questions regarding financial aid answered. Macomb also launched a new college preparation event for incoming students and their parents called *College 101.* This event included presentations on choosing a career, finding and applying for the right college and securing financial aid will be followed by an open discussion period in which attendees can ask specific questions and use available computers for further research on the topics

Best Practices by Category	Examples of Adherence
	covered. *College 101* was open to parents and students from middle school through the 12th grade. In 2019, the college again hosted the Science Olympiad for high school students and the Robotics competitions for middle and high schools' students. STEAM (Science, Technology, Engineering, Arts, Mathematics) Summer Camp was conducted targeting middle school girls to learn more about and participate in hands-on activities/careers related to the aforementioned fields of study. Middle school girls participated from 4 school districts (Anchor Bay, Warren Consolidated, L'Anse Cruse, Utica Community Schools) in Macomb County. Since 2015 the College has partnered with the County and all of the county's school districts to host a Macomb Diversity Summit inviting 8 – 11 graders to discuss embracing the cultures in their schools and how that is important for the future success of our county and state. In 2019, over 600 students attended the summit. The college presents an *Auto STEAM* event each year reaching over 2500 middle and high school students raising awareness of careers in technology and automotive areas. With support from the Community Foundation, The Macomb Reading and Writing Studios (RWS) partnered with area high school teachers from 2017-2019 to reinforce students' preparation for college-level reading and writing tasks. The RWS collaborated with lead teachers in the county to develop an annual conference that brings together high school ELA teachers and college writing instructors to share strategies, learn about advances in literacy education research, and promote improved learning transfer among those students most likely to face barriers when transitioning to college-level writing. Connections among teachers across the education pipeline like this are exceedingly rare. By participating in these conferences area high school teachers also earn continuing education clock hours that help them maintain their teaching licenses. In addition, during the three years

Best Practices by Category	Examples of Adherence
	of our Community Foundation-funded grant, we conducted college preparation writing workshops for 125 students in partnership with the AVID program. In 2019, we brought 40 students to campus to complete admissions and testing procedures and to learn more about our campus services. With recent private donations, we aim to expand our collaborations to include Eastpointe schools and were in the process of organizing that work when the pandemic emerged. Macomb offers a 4-day health career academy, *Camp Scrubs,* to middle school students funded by the Marshall Plan for Talent.
(iii) The community college provides, supports, or participates in programming to promote successful transitions to college for traditional age students, including grant programs such as talent search, upward bound, or other activities to promote college readiness in area high schools and community centers.	In 2019, the admissions office conducted over 60 campus tours and group tours for nearly 800 prospective students. In addition, prospective students visited campus for tours specific to Health careers. Growing in popularity each year, our Middle School days events brought many middle school students to campus. Finally, our admissions & outreach coordinators completed visits to local high schools and middle schools, as well as attending over 25 college and career fairs.
(iv) The community college provides, supports, or participates in programming to promote successful transitions to college for new or reentering adult students, such as adult basic education, GED preparation and testing, or recruiting, advising, or orientation activities specific to adults.	Macomb's efforts support successful transitions to college for new and reentering adult students. Examples include: Orientation that is designed to help students discover essential information, transition to Macomb campus life and prepare for a quality learning experience. Academic advising is designed to assist students who have identified an educational/career goal. Through walk-in and group contacts, academic advisors provide general college information to prospective, new and current students. In addition, Academic Advisors assist students with the registration process, transfer information, and interpretation of placement test scores that support taking appropriate courses based on results. Macomb also has an adult learner work team that looks at current processes and is working toward expanding awareness of the needs of Adult Learners. Macomb is identified as a partner by the Lumina Foundation as part of their Talent Hub for the

Best Practices by Category	Examples of Adherence
	Detroit metropolitan area and is working under the Detroit Drives Degrees initiative with its partners.
(v) The community college has active partnerships with regional 4-year colleges and universities to promote successful transfer, such as articulation, 2+2, or reverse transfer agreements or operation of a university center.	Macomb's University Center which houses twelve university partners, offering bachelor's, master's, and doctoral degrees in over 60 programs including the Michigan State University College of Osteopathic Medicine. The Macomb University Center services over 4,500 students each year. Macomb actively works to secure new and maintain articulation programs with the states many universities. Some of the new articulation agreements in 2019 are Baker College - in General Business (87 credits transfer); Central Michigan University – in Nursing (89-94 credits); Davenport University – in Nursing (90 credits); Eastern Michigan University – in Early Childhood Studies (93 credits); Eastern Michigan University – in Electrical & Computer Engineering (77 credits); Eastern Michigan University – in Exercise Science (76 credits); Eastern Michigan University – in Physical Therapist Assistant or Respiratory Therapy (86 credits); Franklin University – BS/Any Macomb degree (94 credits); Ferris State University – in Respiratory Therapy (90 credits); Oakland University – in Exercise Science (84 credits); Oakland University – in Human Resource Development (64 credits); Oakland University – in Health & Wellness Promotion (66 credits); Purdue University Fort Wayne – Applied Science (88 credits); Rochester University – in Computer Information Systems (90 credits); Macomb maintains hundreds of articulation agreements and transfer guides and currently has ten reverse transfer agreements in place with universities and colleges across Michigan. Macomb operates the Center for Advanced Automotive Technology (CAAT). This center facilitates industry and academia collaboration and is also a partnership with Wayne State University and the MISD to provide 2+2+2 articulation.
Category C: Community Services (must meet 4 of 5)	

Best Practices by Category	Examples of Adherence
(i) The community college provides continuing education programming for leisure, wellness, personal enrichment, or professional development.	Workforce and Continuing Education classes provide job skills, professional development and opportunities for personal growth to all community members. Macomb assists organizations with training needs that provide both standardized and customized training opportunities for businesses. The college has assisted small start-up Fortune 500 companies improve their performance and train their workforce in job skills. A catalog of offerings is distributed throughout the county three times per year and includes art, acting, English as a second language, foreign language, social media, administrative assistant, educator professional development, and wellness programs. WCE-EAT offers a series of open enrollment technical and quality related offerings focusing on the small to midsize employers in the county. Separate pathways have been developed for Automated Systems; Quality and CAD. The Society of Active Retirees (SOAR) is a college program offering sessions each fall, spring and summer for retirees. There are over 120 individual sessions with subjects ranging from history and culture to current events to finance and well-being. Public Service Institute (PSI) maintains constant contact with Law Enforcement, Fire Service Agencies, and Emergency Medical Service Agencies throughout the year to ensure the college is meeting the professional development needs to our community of interest. Public Service Institute (PSI) maintains an ongoing relationship with area police, fire and emergency medical service agencies. This includes membership in both the Macomb County Police Chiefs and Fire Chiefs associations. PSI provides online/virtual continuing education training to area police departments and area fire departments utilize our fire training facility for ongoing professional development. The PSI is currently in discussion with the Macomb County Fire Chiefs to explore hybrid advanced fire training combining online didactic coursework combined with hands on training at the PSI fire training center. The PSI conducts an annual police/fire leadership course designed to prepare police and fire personnel for promotion to command level ranks in their organizations. The PSI partners with Macomb County Emergency Management to host National Incident Management

Best Practices by Category	Examples of Adherence
	System (NIMS) courses that are FEMA mandated for municipalities.
(ii) The community college operates or sponsors opportunities for community members to engage in activities that promote leisure, wellness, cultural or personal enrichment such as community sports teams, theater or musical ensembles, or artist guilds.	In the summer of 2019, the college co-produced a Musical Theatre Workshop for students in grades 7-12 with All the World's a Stage. It provides summer workshops in music and drama for K-12; it offers show choirs for middle school (Garfield Singers), high school (Magic Company) and for the college students, the Macombers. Macomb routinely offers children's chorus for grades 2-9; annual poetry day; supports an art gallery dedicated to student work, along with that of the community. The Macomb Center offers a series of performances that promote learning and connect with curriculum. Each show has a study guide for educators to be able to extend the experience of the performance with activities and lessons in the classroom. This season there are shows that promote literature, science and history. One of the performances is also being presented as a sensory friendly event for individuals and families dealing with autism and other sensory challenges. A new partnership with the Anton Art Center featured programming for Die de Los Metros. The Macomb Center for the Performing Arts and the Lorenzo Cultural Center have partnerships with many local and regional organizations to host and co-produce events. These include the Michigan Opera Theatre, Detroit Symphony, Macomb Symphony, All the World's a Stage, Detroit Institute for the Arts, Macomb Ballet Company, PRISM Men's Chorus and the Warren Symphony. The Lorenzo Cultural Center has developed a partnership with the National Geographic Society to present a multi-media series. In 2019, there were three presentations that focused on wildlife, science and the role of women as historical leaders that will include adventure, photography, dinosaurs, natural resources and conservation.
(iii) The community college operates public facilities to promote cultural, educational, or personal enrichment for community members, such as libraries, computer labs, performing	The college has a library that is open to the public at both Center and South Campuses. Each library has over 45 computers open to the community.

have said they would do it on a quarterly basis, which is the norm for the State of Michigan. We were going above and beyond asking for monthly and they are providing the same service, just on a quarterly basis. VP Argiri added that our Purchasing Director did review the bids and the recommendation of the facilities group and did not raise any concerns that this was not in compliance with our purchasing policy. She continued, as Mr. Simonson said, it is not uncommon for vendors, especially in the construction side, to provide a voluntary alternate which we would consider if there is a better more efficient and cost-effective way to provide some other service. Trustee Cusumano asked if what we paid for the same period on the last cycle is in the write-up? Mr. Simonson said he can't say for sure, but roughly $68,000. Kone had our previous service contract, he believes it was a little less, but they did increase their amount this time.

ROLL CALL VOTE:

Ayes: Cusumano, Viviano, Dean, DiMaria, Flynn, Vitale, Lorenzo

Nays:

Motion carried.

11.4 Board Resolution – Local Strategic Value Best Practices

MOTION by Flynn, supported by Cusumano, that the Board of Trustees approve the attached examples of adherence to Local Strategic Value Best Practices.

DISCUSSION: Chair Lorenzo added her compliments to the other voices that were heard earlier and thanked everyone at the college for all the work they do that was demonstrated in this board report.

ROLL CALL VOTE:

Ayes: Flynn, Cusumano, Dean, DiMaria, Vitale, Viviano, Lorenzo

Nays:

Motion carried.

11.5 Publicly Funded Health Insurance Contribution Act

MOTION by Flynn, supported by Viviano, that the Board of Trustees vote to elect to comply with Section 3 of Act No. 152 of the Public Acts of 2011.

DISCUSSION: Trustee Cusumano asked if this is the same contribution act adoption that we had in the last cycle's resolution? Ms. Williams said yes this is the same adoption that we have done the past several years.

ROLL CALL VOTE:

Ayes: Flynn, Viviano, Cusumano, Dean, DiMaria, Vitale, Lorenzo

Nays:

Motion carried.

DRAFT

Best Practices by Category	Examples of Adherence
arts centers, museums, art galleries, or television or radio stations.	The Macomb Multicultural International Initiative (MMII) offers over 50 cultural programs to students and the public a year. MMII participants are awarded certificates based on the number of program hours completed. In 2019, through the Lorenzo Cultural Center, the college offered a broad array of enrichment, cultural and historical programs annually, including a film series; Day of the Dead Celebration; excursions to cultural or historical destinations in the region; and is host to the Scholastic Art and Literary Awards. The Macomb Center for the Performing Arts typically offers 30+ professional main stage performances annually. This past year, Macomb Community College continued the Jim Jacobs Legacy Project to bring nationally prominent speakers to Macomb County to stimulate discourse on contemporary issues and promote civic engagement. In 2019, the legacy project brought former Chair of the Federal Reserve, Janet Yellen to campus. She spent time talking with students about the economy today and then spoke at a second event in the evening that was open to the entire community.
(iv) The community college operates public facilities to promote leisure or wellness activities for community members, including gymnasiums, athletic fields, tennis courts, fitness centers, hiking or biking trails, or natural areas.	Macomb has athletic fields, tennis courts and a nature center at each campus. The Center Campus nature center offers hiking trails.
(v) The community college promotes, sponsors, or hosts community service activities for students, staff, or community members.	Macomb sponsors events such as MLK Day of Service, the Veterans Day celebration, as well as numerous service learning/volunteer opportunities through the Student Life and Leadership office as well as through the service learning coordinator. Additionally, the College has hosted elected officials for town hall meetings, rallies and community events.