Agenda Item 11.6
September 15, 2021

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 15, 2021

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. In 2020, many of these training opportunities were converted to online learning platforms during the pandemic. As we begin to welcome students back on campus, the onsite training will include best practices from the year spent virtual. The Workforce Assessment Center now offers FANUC Operator 1 and AutoDesk-Fusion 360 exams to support Automated Systems Training.

Best Practices by Category	Examples of Adherence
	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 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 continues the 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,

Best Practices by Category	Examples of Adherence
	robot load/unload and vision system, VFD training stations, AB and Siemens PLC training stations, and more. The College provides support for the following: • 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. • Continued the partnership 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	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.

Best Practices by Category	Examples of Adherence
consulting activities targeted toward small businesses.	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. Over 1,200 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

Best Practices by Category	Examples of Adherence
	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 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 2020-21 academic year, Macomb had 839 high school (on ground or online) dual enrolled students. The College currently has 176 high school articulation agreements. In the 2021-22 academic year of the Early College of Macomb, there are 723 high school students enrolled in grades 11 – 13. At the end of the 2019-20 academic year, the graduating cohort had 181 students and the 2020-21 academic year had 188 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 March 2021, Macomb hosted a month-long virtual *Discover Macomb* event that brought students from across Macomb County to several sessions online in regard to the different academic offerings, transfer opportunities, admissions information and virtual tours as well. In 2020, the annual Science Olympiad for high school students and the Robotics competitions for middle and high schools' students were cancelled due to COVID.

Best Practices by Category	Examples of Adherence
	However, 2021 dates have already been booked and Macomb looks forward to hosting these events again. 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 2020, the group decided that the topic and information were too important to cancel due to COVID. The summit was moved back to February and held virtually. There were again over 600 students who attended. 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 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. Services from the Reading and Writing studio continued during COVID in a virtual setting and the team at the RWS look forward to the 2021 academic year and expanding the relationships and services.

Best Practices by Category	Examples of Adherence
(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 the 2020-21 academic year, the admissions office conducted several virtual events for prospective students. These events included financial aid seminars, virtual tours, assistance with the admissions and registration process, ask an admissions recruiter, adult learner/returning learner focused, and many more sessions catered to prospective and new students to Macomb. Finally, our admissions & outreach coordinators completed virtual visits to local high schools and middle schools, as well as attending over 25 virtual 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: Participation in the Futures for Frontliners and Michigan Reconnect programs, 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 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 eleven university partners, offering bachelor's, master's, and doctoral degrees in over 50 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.

Best Practices by Category	Examples of Adherence
	2020 – NEW ARTICULATIONS Boise State University – BS in Respiratory Care/AAS in Respiratory Therapy (90 credits); Eastern Michigan University – Bachelor of Social Work/AA in Pre-Social Work (73 credits); University of Michigan Dearborn – BA in Children & Families/AAS in Early Childhood Studies (72 credits) **2020 – RENEWED ARTICULATIONS** Eastern Michigan University – BS in Technology Management/Various Macomb tech programs (94 credits); Eastern Michigan University – BS in Information Assurance & Cyber Defense/AAS in Information Technology-Cybersecurity (89 credits); Ferris State University – BS in Business Administration-Professional Track/Any Macomb degree (90 credits); Ferris State University – BS in Automotive Management/AAS Auto Degrees (84 credits); Madonna University – BS in Hospitality & Tourism Management/ABA in Hospitality Management (87 credits); Saginaw Valley State University – BS in Nursing/AAS in Nursing (93 credits); University of Michigan-Dearborn – BBA in Business Administration/ABA in General Business (66-68 credits); University of Michigan-Dearborn – BA in Children & Families/AAS in Education: Early Childhood Studies (72 credits); Wayne State University – BS in Computer Technology/Any Macomb degree (75 credits); Wayne State University – BS in Construction Management/AAS in Construction Management or any Macomb degree (75-78 credits); Wayne State University – BS in Electrical/Electronic Engineering Technology/AAS in Electronic Engineering Technology or any Macomb degree (77-86 credits); Wayne State University – BS in Electromechanical Engineering Technology/Any Macomb degree (77 credits); Wayne State University – BS in Mechanical Engineering Technology/AAS in Mechanical Engineering Technology or any Macomb degree (76-77 credits)

Best Practices by Category	Examples of Adherence
	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)	
(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.

Best Practices by Category	Examples of Adherence
	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 System (NIMS) courses that are FEMA mandated for municipalities. The college's Center for Health Careers offers over 100 online continuing education courses for health and education professionals, wellness courses for personal enrichment, and professional development recognized by industry-relevant partnerships.
(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.	Annually, the college co-produces a Musical Theatre Workshop for students in grades 7-12 with All the World's a Stage and provides summer workshops in music and drama for K-12. The college also offers show choirs for middle school (Garfield Singers), high school (Magic Company) and for the college students, the Macombers. These activities were unfortunately cancelled due to the COVID pandemic. All the World's a Stage returned to campus in 2021 and the show choir programming is planned for 2022. 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. These were suspended in March 2020 and for the 2020-21 season. They are scheduled to come back in 2021-22. 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

Best Practices by Category	Examples of Adherence
	other sensory challenges. The Page to Stage series the college hosts annually was taken to a virtual platform and reached a record number of students at 31,474 students participating. A new partnership with the Detroit Institute of Arts featured programming for Die de Los Metros as well as the exhibit American Spectacle. 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 2021-22, there are three presentations that focus on discovery, science and the role of women as scientific leaders that will include primatology, adventure, photography, space travel, 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 arts centers, museums, art galleries, or television or radio stations.	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. 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. Many of these programmatic opportunities were offered virtually throughout 2020 and into 2021. In 2020-21, through the Lorenzo Cultural Center, the college offered a broad array of enrichment, cultural and historical programs, including a virtual series on the culture of food, Day of the Dead Celebration; a virtual tour and programs of the exhibit "The 70s; Heavy, Hip and Happenin". There will be over 40 virtual presentations as part of this programmatic series. The Macomb Center for the Performing Arts typically offers 30+ professional main stage performances annually. Due to the pandemic, we offered 9 virtual events that included Japanese drumming, Spanish dance, Irish Culture and Broadway

Best Practices by Category	Examples of Adherence
	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 2021, the legacy project brought online privacy expert and Harvard professor Shoshanna Zuboff in two virtual sessions. She spent time talking with students about the collecting and merchandising of personal data 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. All of these events were continued in 2020 through a virtual platform or using social distancing guidelines allowing the students to stay connected to the college and its' missions even during the pandemic.

11.5 Macomb Center for the Performing Arts and Lorenzo Cultural Center Audio-Visual and Lighting Control Upgrade

MOTION by Viviano, supported by Flynn, that the Board of Trustees approve the budget for the Macomb Center for the Performing Arts and Lorenzo Cultural Center Audio-Visual and Lighting Control Upgrade project and authorize the award of contracts to Abel Electronics for the AV Equipment Upgrades in an amount not to exceed $2,213,000 and J & J Electric for the AV Systems infrastructure in an amount not to exceed $596,500, subject to the review and approval of General Counsel.

ROLL CALL VOTE:

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

NAYS:

MOTION CARRIED.

11.6 Local Strategic Value Best Practices

MOTION by DiMaria, supported by Vitale, that the Board of Trustees adopt the attached Resolution Regarding Best Practices.

ROLL CALL VOTE:

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

NAYS:

MOTION CARRIED.

12.0 POLICY ACTIONS (None)

13.0 ADJOURNMENT

MOTION by Cusumano, supported by DiMaria, to adjourn the meeting.

ALL IN FAVOR:

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

NAYS:

MOTION CARRIED.

The meeting adjourned at 8:00 p.m.

COMMUNITY COLLEGE DISTRICT OF THE COUNTY OF MACOMB BOARD OF TRUSTEES

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Secretary