The Time is Now: Seizing Michigan's Moment

July 27-29
2022

Grand Traverse Resort
TRAVERSE CITY, MICHIGAN
Welcome Message
from Brandy Johnson

On behalf of the MCCA Executive Committee and entire MCCA team, we would like to welcome you back to the beautiful Grand Traverse Resort and Spa in Traverse City. This is my first MCCA Summer Conference and I am honored to be the new President of the MCCA!

We believe we have assembled an outstanding group of presenters to shape the conversation for this year’s theme, The Time is Now: Seizing Michigan’s Moment. We begin on Wednesday with a “Politics and Policy” focus, with a federal update from Terry Hartle of the American Council on Education, political commentary from Tim Skubick, and a discussion of Michigan’s community college policy priorities with a panel of State legislators. Please join us for the reception at the end.

On Thursday, we have planned a great day of professional development with sessions on building a connected culture, innovation, storytelling, advancing student success, Michigan’s economic development strategy, and TED-like talks from our own presidents on Our Community College Story. The Awards Dinner will cap the day with a celebration of trustee and president service, the graduation of the MCCA Leadership Academy, and the recognition of the annual MCCA awards.

The last day of the conference on Friday includes my first State of the Association address, and an overview of the new strategic plan.

As always, we really hope you’ll use your time at the conference to not only learn, but also 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 let us know if there is anything we can do to assist you during your stay.

Sincerely,

Brandy Johnson
President
Michigan Community College Association
Wednesday, July 27, 2022
GRAND TRAVERSE RESORT

12:00 pm – 12:30 pm  Welcome & Lunch

Tower Ballroom
Brandy Johnson, President, MCCA
Chris Bott, Outgoing MCCA Board Chair,
Trustee, Northwestern Michigan College

12:30 pm – 1:15 pm  Michigan Political Update

Tim Skubick, Anchor and Producer of Off the Record

“Really Off the Record: Who’s on First This Election Year.” Skubick takes you on a deep dive into the convoluted race for governor and other statewide offices and the impact of Mr. Trump on Michigan’s election. Quiz to follow.

1:15 pm – 2:00 pm  Federal Policy Update

Terry Hartle, Senior Vice President, Government Relations and Public Affairs American Council on Education

ACE’s senior vice president of government relations and public affairs will analyze key federal policy developments impacting higher education. Topics will reflect the latest current events and will include federal funding for higher education, issues affecting Dreamers and international students, the potential ramifications of the 2022 election year and much more.

2:00 pm – 2:15 pm  Our Community College Story

Successful Annexation: A Journey of Trial and Error.
Tim Hood, President, Mid Michigan College

Mid Michigan College was the first community college in the state to launch a successful annexation campaign since the Mid 1990s. The Mt. Pleasant School District was officially added into Mid’s college district in May, 2021. President Tim Hood will summarize the progression of efforts and challenges involved with their history of annexation efforts. The campaign was primarily orchestrated by Vice President of Academic Affairs and Community Outreach, Scott Mertes. This community college story reflects a roller coaster ride of highs and lows, along with highlights of what we learned throughout the journey.

2:15 pm – 3:30 pm  State Legislator Panel

Facilitated by
Monica Martinez,
Michigan Legislative Consultants
Representative Sarah Anthony
Representative Benjamin Frederick
Senator Kenneth Horn
Senator Wayne Schmidt

This bi-partisan, bi-cameral panel of experienced legislators will provide updates from Lansing and offer insights into emerging policy opportunities for Michigan’s community colleges as we finish out this legislative session, and enter a new one filled with new faces. Legislators will reflect on recent accomplishments and provide candid advice to Presidents and Trustees on how to best engage their policymakers on MCCA’s top legislative priorities. The panel will be facilitated by Monica Martinez, who is with Michigan Legislative Consultants, a firm that works closely with MCCA.

3:30 pm – 4:30 pm  Reception

Tower Ballroom Pre-Function Area
Thursday, July 28, 2022
GRAND TRAVERSE RESORT

8:00 am – 8:30 am  Breakfast
Michigan Ballroom

8:30 am – 9:00 am  Welcome & Context Setting
Brandy Johnson, President, Michigan Community College Association

9:00 am – 10:00 am  Creating a Limitless Culture
Ben Whiting, Speaker and Leadership Consultant

When people have a mindset that begins with imagining the impossible; when they feel connected and cared about; and when they can communicate effectively—there are no limits to what they can achieve. No death by Powerpoint here. Creating a Limitless Culture™ is a high-energy, high-amazement, and high-impact presentation that will leave your jaw on the floor and your association inspired. Ben Whiting achieved international success as a magician and mind-reader by creating an atmosphere on stage where the impossible was possible and where human connection had no limits. In this keynote, he will share how you can take that atmosphere from the stage and bring it into your everyday culture.

10:00 am – 10:15 am  Our Community College Story
The 10-Year Journey of Cultural Change at Jackson College.
Daniel Phelan, President, Jackson College

Every organization has a culture and many sub-cultures. Left unattended, the principal culture(s) can move in a less-than-preferred direction, perhaps even in a way antithetical to organizational espoused values and goals. This session will review the work of the Board of Trustees, the President, and the Leadership Council as they undertook an intentional, long-term journey toward distinctiveness. Consideration will also be given to the prospects of culture reliability and sustainability in a disrupted future.

10:15 am – 10:45 am  Networking Break

10:45 am – 11:45 am  Advancing State and Federal Policy Change to Support Student Success.
Bryce McKibben (This session sponsored by LiUna)
Senior Director of Policy and Advocacy, The Hope Center

This session will discuss state and federal policies and programs that impact the success and wellbeing of community college students, and in particular students’ ability to access financial aid and meet their basic needs for food, housing, child care, mental health, technology, and more. We will also review current and upcoming opportunities to shape and influence these state and federal policies and programs through effective advocacy.

11:45 am – 12:00 pm  Our Community College Story
Providing Hope for a Changing World.
Beverly Walker-Griffea, President, Mott Community College

From a crumbling auto industry to a pandemic, MCC has been a leader in positively transforming the lives of its students and providing economic sustainability for the community it serves. Three stories from students share the importance of serving as an anchor institution that provides hope no matter what the world is going through.

12:00 pm – 1:00 pm  Lunch
Thursday, July 28, 2022
GRAND TRAVERSE RESORT

1:00 pm – 2:00 pm
**Building a Championship Economy: A Quest for Greatness.**
Quentin L. Messer *(This session sponsored by Diamond Assets, LLC)*
CEO, Michigan Economic Development Corporation

At the Michigan Economic Development Corporation (MEDC), Quentin Messer, Jr. leads a team committed to providing the resources, solutions and opportunities needed to help talent and companies of all sizes grow and thrive in the state. Throughout the success and impact the MEDC has achieved over the past year, Messer and his team also know that their work to build a championship economy is just getting started. Hear how MEDC is building on the state’s economic momentum by partnering with members of the Michigan Community College Association to make sure – whether it’s talent, site readiness or economic competitiveness – the MEDC is putting Michiganders first and creating opportunities for everyone to participate and thrive in Michigan’s economy.

2:00 pm – 2:15 pm
**Our Community College Story**
*Workforce Training Transforms Lives*
James O. Sawyer, President, Macomb Community College

Workforce Development is a vital aspect of a community college’s mission. By developing robust partnerships with employers, community partners and agencies such as the MEDC, we can prepare a highly skilled workforce through academic, as well as shorter-term workforce and continuing education programs. Jim Sawyer, president of Macomb Community College, will share how these workforce-focused programs not only support local employers but transform the lives of our students.

2:15 pm – 3:30 pm
**Zennovation: The Art of Breaking and Re-Making**
Bob Allen, Chief Storytelling Officer, IDEAS
Kelly Pounds

Innovation has been pigeonholed as the province of technologists, designers, leaders and organizational gurus. But through a collection of stories, real cases and interaction with the audience, Bob Allen, a 25-year Disney veteran, Zen teacher, Founder and Chief Storytelling Officer of an innovative company called IDEAS, demonstrates that innovation needs to be owned by every person in an organization. Using ten simple guidelines in the tradition of classic Zen precepts, Bob explores how education leaders can transform their work.

3:30 pm
**End of Sessions Wrap-Up**
Brandy Johnson, President, Michigan Community College Association

3:30 pm – 5:30 pm
**Time On Your Own**

5:30 pm – 6:30 pm
**Cocktails/Networking Hour**
Pavilion

6:30 pm
**Awards Dinner & Leadership Academy Graduation**
*Michigan Ballroom*
Jee Hang Lee Remarks and Assisting with Trustee Service Awards
President/CEO, Association of Community College Trustees
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 8:30 am</td>
<td>Breakfast</td>
<td>Michigan Ballroom</td>
<td></td>
</tr>
<tr>
<td>8:30 am – 9:30 am</td>
<td>State of the Association</td>
<td></td>
<td>Brandy Johnson, President, Michigan Community College Association</td>
</tr>
<tr>
<td>9:30 AM – 10:30 am</td>
<td>Strategic Plan Presentation</td>
<td></td>
<td>Rob Fowler &amp; Sam Singh, Public Policy Associates</td>
</tr>
<tr>
<td>10:30 am – 11:00 am</td>
<td>Concluding Thoughts: Seizing Michigan’s Moment</td>
<td></td>
<td>Brandy Johnson, President, Michigan Community College Association</td>
</tr>
<tr>
<td>11:00 am</td>
<td>End of Conference Wrap-Up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>MCCA Board of Directors Meeting</td>
<td>Peninsula Ballroom</td>
<td>Brandy Johnson &amp; Beverly Walker-Griffea</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
We are Proud to Support the Michigan Community College Association

Helping Higher Education Institutions
ACHIEVE OPTIMAL RESULTS

- Finance
- Public-Private Partnerships
- Michigan New Jobs Training Agreements
- Collective Bargaining
- Labor and Employment
- Corporate and Transactions
- Intellectual Property and Trademarks
- Free Speech

Miller Canfield
millercanfield.com

The Time is Now: Seizing Michigan's Moment

D2L
Looks like an LMS. Feels like potential.

Meet your students where they are

No matter where education takes place, Zoom can help engage students, faculty, and staff for learning, collaboration, and administration.

zoom.us/education
The Michigan Laborers District Council and affiliated Local Unions represent the construction craft laborers hard at work building Michigan’s infrastructure and investing in the our futures.

CONSTRUCTION LABORERS BUILD OUR INFRASTRUCTURE

Our members earn family supporting wages, employer paid healthcare, no-cost nationally recognized training certifications, and one of the best pensions of any trade.

Plus, we get the pride of building up our own communities.

www.LIUNAcareers.com

LiUNA! Michigan Laborers District Council
Feel the Power


Local 355 - Battle Creek
Local 499 - Ann Arbor
Local 1075 - Flint
Local 1076 - Pontiac
Local 1098 - Saginaw
Local 1191 - Detroit
Local 1329 - Iron Mountain
TRADE IN, TRADE UP
TECHNOLOGY LIFECYCLE THROUGH STUDENT CYCLE

Sell Your Current Devices to Fund Upgrades!

DIAMOND ASSETS
Make the mark.

A long history and proven record of serving higher education institutions.
We are prepared to help you address any challenge and leverage every opportunity.
Discover the personal touch, seamless service, and the expertise of our higher education professionals.

Vicki VanDenBerg
vicki.vandenberg@plantemoran.com

The Leading Video Platform for Education

- Simple video management, storage, and streaming
- Flexible lecture capture, flipped classrooms, and more
- The industry’s top-rated customer service and support

Learn more at panopto.com
Inside Back
Blank