

**DELTA COLLEGE
BOARD OF TRUSTEES
DINNER MEETING
December 10, 2013
Delta College Main Campus Room N7**

Board Present: R. Emrich, K. Houston-Philpot, K. Lawrence-Webster, J. MacKenzie, M. Nash, M. Rowley, E. Selby, R. Stafford D. Wacksman

Board Absent: None

Others Present: J. Badour, B. Baker, S. Barbier, T. Betancourt, V. Bledsoe, T. Brown, R. Castanon, P. Clark, E. Crane, C. Curtis, L. Dull, B. Ernat, D. Freed, A. French, M. Gmeiner, J. Goodnow, J. Gougeon, L. Govitz, M. Kelley, T. Khalil, D. Kozma, D. Lutz, F. Markley, C. McNair, M. McCray, C. Merrill, J. Miller, K. Millitan, M. Moore, C. Morley, M. Mosqueda, R. Owens, D. Peruski, G. Przygocki, L. Ramseyer, K. Rees, A. Riggs, D. Salinas, K. Schuler, J. Seals, S. Smith, J. Stahl, T. Stitt, M. Sullivan, J. Tullos, A. Ursuy, D. Walke, T. Wang, B. Webb, S. Whitney, S. Witzke, M. Wood

Press Present: J. Becker, Midland Daily News; H. Durham, Delta Collegiate; J. Hall, WSGW; L. Knake, MLive

Board Chair, R. Stafford called the meeting to order at 5:47 p.m.

L. Ramseyer introduced Doug Kozma and Tengteng Wang from SmithGroup JJR and Frank Markley from Paulien & Associates, Inc. who gave a detailed presentation on the Strategic Evaluation of Centers.

D. Kozma and F. Markley provided information on the following:

- asset alignment with the college's mission, vision, values and focus areas
- community college site definitions and comparisons to other League of Innovation institutions
- capture rates and population trends along with metrics for each center
- visuals on current student address mapping, transportation availability and routes along with demographics
- visuals on housing distribution, unemployment and poverty
- visuals on education and age in the following categories: high school students, 18-24 year olds without College, 25-44 year olds without College, and 45-64 year olds without College

- industry concentrations for Saginaw County which include: Advanced Manufacturing, Medical Technology, Renewable Energy, Professional Services & Technology and Agribusiness along with the occupational projects

The presentation then provided zoning information, community assets, site analysis, building analysis, enrollment and programs for each of the centers located in Bay City, Midland and Saginaw. A summary of the existing conditions include the following:

Classification Hierarchy

- Main Campus and Off-Campus vs.
- One College – Many Sites

Dichotomy in Quality of Facilities

Improved Centers Would Strengthen Individual Identity and Image

- Services
- Education Opportunities
- Non-Credit/Workforce Development

Opportunities to Enhance Center's Presence on Website and Recruitment Materials

Variety of Policies regarding Faculty Staffing

Minimal Use of Technology for Multi-site Delivery

Varying Time and Space Utilization

- Planetarium: High Evening Use
- Midland Center: Low Time Utilization, Low Afternoon Use
- Ricker Center: Low Seat Utilization

Program Opportunities/Observations for Midland and Bay City Centers include:

Each Location Should Offer:

- College Readiness/Dual Enrollment
- Associates of Art (via Place-Bound and Distance Delivery)
- Lifelong Learning (Community Education)
- Corporate Training/Development (as needed)

Midland Center Focus:

- STEM Focus (Science, Technology, Engineering and Math)
- Pre-Nursing/Health and Certified Nursing Assistant
- Potential Certificates: Lean Resources and Quality Management

Bay City Focus:

- Pre-Business
- Retail Management/Entrepreneurship

Saginaw Focus:

- Potential Certificate or Certificates of Achievement:

- Healthcare: Medical Office Professions and Certified Nursing Assistant
- Child Development
- Communication
- Management (Office Services, Retail)

The presentation concluded with a list of recommended criteria that the Administration would use to evaluate the zone areas (Buena Vista, Downtown, Michigan Avenue, and Old Town) for the Saginaw Center location with approval of the Board of Trustees. Proposed criteria are listed below.

Demographic and Workforce Alignment

- The current population composition (by age, education level, income, and employment levels) provides a sufficient base for potential enrollment
- Employer and workforce trends, with job concentrations within industry clusters, indicate potential opportunities for Delta College to meet education and training needs
- Current demographics and workforce information indicate potential to achieve sufficient enrollment numbers
- Future demographics (over the next 10 to 20 years) indicate potential to continually achieve sufficient enrollment numbers
- Projected future population migration patterns indicate there is (will be) potential for a high number of student enrollments

Pedestrian, Vehicular, Transportation Access

- Vehicular traffic counts on current roads indicate the ability to provide sufficient driving access within this zone
- Other locations within this zone appear to be easily accessed through a well-traveled system of streets and roads
- Routes within this zone are well interconnected for access via individual cars/trucks
- Bus routes provide sufficient public transportation opportunities, with sufficient hubs and transfer points
- Students could easily access the site by walking or bike riding within this zone
- Placement of a Delta College facility within this zone would provide sufficient access to other needed amenities
- Students would be able to easily walk/bike ride to other important points (i.e. restaurants) within this zone

Image, Identity, Perception

- A new Delta College facility in this zone will create a positive identity and image for both the College and the community
- A new Delta College facility in this zone has the potential to improve the entire zone's image and identity
- A new Delta College facility in this zone has the potential to foster a more livable and healthy community

- Delta College’s new facility will be viewed by current/future students as a destination of choice for higher education, when located within this zone
- This zone reinforces Delta College’s image for integrity, sustainability, and leadership
- This zone reinforces Delta College’s image for excellence by supporting outstanding achievement in our students, employees, and communities
- This zone reinforces Delta College’s image for innovation by supporting creative change and risk-taking

Proximity to Community Assets

- Delta College will be viewed as a community asset by locating in this zone
- The overall concentration of other community assets within this zone would strengthen Delta College’s “Saginaw Center”
- There are sufficient middle and high schools (and their students) within this zone to provide future enrollment potential
- There is close access to important student support assets (i.e. libraries, restaurants, shopping, health care) within this zone
- Due to the proximity of business and industry, a site within this zone would provide close access for working adults, and enrollment potential
- Access to cultural entities (i.e. museums, theaters) will allow Delta College to expand its collaboration with other community partners
- There are vital community assets which are missing from the zone or which are projected to reduce/close in the future

Community Contribution

- A location within this community zone will provide a high potential for enrollment growth
- Delta College will enjoy high visibility within the community by locating in this zone
- Delta College will be able to maintain/increase its level of community engagement with residents
- Delta College will be able to contribute to other community activities already present in this zone
- Proximity to business/industry in this zone has the potential to provide additional resources and expertise
- Current academic programs will be strengthened by locating in this zone
- Delta College will have potential to develop new academic programs or services by locating near the assets in this community zone

Local Economic and Political Feasibility

- Delta College will be able to generate measurable economic development by locating within this zone
- Delta College will have an economic impact on local residents and local businesses by building in, or moving to, this zone
- There are sufficient parcels of land/buildings within this zone for consideration

- Locating within this zone will help Delta College create more goodwill ambassadors and supporters
- There will be a strong level of support for locating in this zone from local residents and local businesses

(Multi) institutional Collaboration and Partnerships

- There are a broad number of businesses, of varying types, in the area to provide a stable economic environment
- The types of businesses/institutions in this zone will assist Delta College in its goal of building partnerships/collaborations with others
- The environment in this zone offers Delta College's Corporate Services division the potential to increase business partnerships and job training
- Location within this zone places Delta College closer to needed educational (school districts, ISDs, etc.) and business (Michigan Works!) partners
- There are minimal barriers for accessing or building partnerships with business and industry

There being no further business, the dinner meeting was adjourned at 6:42 p.m.

Talisa Brown, Board Assistant Secretary

Andrea Ursuy, Board Secretary