

FISCAL YEAR 2020  
CAPITAL OUTLAY PROJECT REQUEST

Institution Name: Delta College  
Capital Outlay Code: Request Code:  
Project Title: Public Media Center  
Project Focus: Academic and Administrative/Support  
Type of Project: Renovation  
Approximate Square Footage: 11,300  
Total Estimated Cost: \$5,990,850, State of MI share = \$1,405,000  
Estimated Duration of Project: April 2022 / August 2023

Program Focus of Occupants: General Studies and Career Programs  
Is the Five-Year Plan posted on the department/institution's public internet site? Yes  
Is the requested project included in the Five-Year Capital Outlay Plan? Yes

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## Describe the Project Purpose

Delta College's proposes to renovate the classroom, academic support and administrative areas of its Public Media Center, located within its main campus building. This area serves as the academic hub of educating students in broadcasting, electronic media and journalism. It also serves the needs of Delta College's public broadcasting stations.

The current facilities were constructed in 1961, with only minor updates since. The area proposed for renovation is approximately 11,300 square feet, located in the Lower Courtyard Level of our main campus directly below the library. Many of the architectural finishes, mechanical and electrical systems are at or nearing the end of their useful life.

Replacement of these key structural elements is critical to meeting the needs of current programs, learning environments, and identified business and community needs. When upgraded and revitalized, this area will be the platform for state-of-the-art learning and creation of a wide variety of digital media productions for students and producers.

Nationwide, media and public information resources have been under attack and the careers have changed drastically. It is important to provide the educational opportunities for students, to give them the best possible launch into the new media workforce environment. Delta College has remained current in its curriculum in this area, and works hard to ensure what employers need matches what prospective employees are prepared to do, following their educational experience.

However, upgrades of the facilities are required to remain relevant. Delta College embraces digital technology through its stations, as well as the associated curriculum housed in the area to be renovated. We will ensure that the programmatic requirements for this facility provide a more adequate infrastructure and an environment conducive to learning.

Delta College also proposes to combine a renovation of its academic area with an upgrade of its two public broadcasting stations, WDCQ-TV and WUCX-FM. Rather than affect this area twice with renovations and infrastructure interruptions, we are proposing to upgrade needed broadcasting equipment – at Delta College's cost – at the same time. Further information on the cost breakdown can be found later in this document on page 10.

Both broadcasting stations are commercial free, and an integral part of the educational mission of Delta College. In 2003, WDCQ-TV became the first public TV station in Michigan to transmit a 100% digital signal, allowing it to offer multiple channels. Now, some of that equipment is over 15 years old, which is nearing end of life for digital equipment.

Delivering programming to 99 percent of all area homes and offering free and open access to knowledge, the stations educate, inform and inspire. They are also the leading public TV and radio stations in the Great Lakes Bay Region, preferred by the most viewers and listeners.

## **Describe the Scope of the Project**

Delta College's Public Media Center, built in 1961, is located in the lower Courtyard Level of our main campus building, directly below the library. Due to age, renovations of the current facility are needed to accommodate new technology infrastructure.

This project is estimated to cost \$5.99 million and would renovate approximately 11,300 square feet. In 2003, an adjacent portion of the building was upgraded to digital equipment, however at the time, there was a lack of funding to address the areas which are now included in this project proposal.

A flexible design will allow for instruction in general education and media related technical classes. It will include high level technology, editing facilities, academic faculty and staff offices, restrooms and classrooms, to strengthen Delta's ability to deliver the highest caliber of college education and career training. When upgraded and revitalized, this area will be the platform for state-of-the-art learning and creation of a wide variety of digital media productions.

Media jobs require post-secondary training due to sophisticated equipment, required quality processes, critical thinking, writing and editing skills. Employment opportunities are with local TV or radio broadcast stations, but also with newspapers which now require employees to also shoot and post videos online, as well as to write stories.

Administrative areas were designed before the wide use of computers, so seating and lighting for ergonomics is an issue. Also office sizes and configurations limit flexibility. The Electronic Media academic production facility will be redesigned to allow Delta College students the opportunity to access the needed technology and prepare for the workplace. Additional aspects include:

- Enhance adjacencies and production workflow
- Provide student proximity to the broadcast stations, which enhances the learning experience
- Ensures faculty and academic coordinator office space is adjacent to the student teaching area
- Upgrades to power, data and communications, as well as HVAC

Total Overall Project:

|                    |  |
|--------------------|--|
| \$3,180,850        | broadcast station equipment (to be paid 100% by Delta College) |
| <u>\$2,810,000</u> | renovations in academic and office areas                       |
| <b>\$5,990,850</b> |  |

## **Program Focus of Occupants**

Delta College's Program Focus of Occupants for the proposed Public Media Center would be: General Studies, Career Programs and Administrative/Office Support.

*Please provide detailed, yet appropriately concise responses to the following questions that will enhance our understanding of the requested project:*

## **1. How does the project support Michigan's talent enhancement, job creation, and economic growth initiatives on a local, regional and/or statewide basis?**

Delta College's Electronic Media programs provide students with hands-on learning opportunities, utilizing current technology in the fields of broadcasting, film and multimedia production, and journalism.

Delta College provides students with a strong educational foundation with information and experience necessary for entry level positions in broadcast, multimedia production, communications and information industries. Students develop an understanding of the specialized visual literacy, aesthetic components and creation process of broadcast and multimedia productions. They gain the ability to – both independently and as part of a team – produce audio, video and multimedia productions, from visualization, planning, pre-production and production stages to the final product.

Nationally, media and communications rank in the top 10 career clusters that offer strong career potential. For community colleges to provide students pathways to marketable jobs, they must embed marketable skills into curricula of an Associate of Applied Arts degree program. Providing distinct pathways for students to gain skills relevant in the digital age, will ensure continued success in job placement in the Great Lakes Bay Region and beyond.

In addition, the Bureau of Labor Statistics indicates that the employment of audio and visual equipment technicians is projected to grow 13 percent from 2016 to 2026, faster than the average for all occupations. More audio and video technicians should be needed to set up new equipment or upgrade and maintain old, complex systems for a variety of organizations.

Data for news reporters, correspondents, photojournalist, writers and editors indicate long-term growth rate for jobs estimated at 4% in the region with job fulfillment of men and women in these roles evenly distributed. Current graduation rates from area educational institutions are meeting demand, however over 26% of people currently working in this field are ages 55 and older. This indicates a future need to provide a workforce talent pipeline that can replace these positions as boomers retire.

Median hourly wage for positions ranges \$13.52 to \$17.00, with photo journalist role paying the higher wage and news reporter the lower wage. Data was provided by the Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives, national IPEDS data published by the U.S. Department of Education's National Centers for Education and Statistics, Burning Glass Technologies and EMSI.

Likely career options available with an Electronic Media degree include: Producer, Program Director, Radio and Television Announcers and Film and Video Editors. And, the estimated earning potential is \$50,717 per year. Those looking for work in this industry will have the most job opportunities in smaller markets or stations. Those with hands-on experience with complex electronics and software or with work experience at a radio or television station – as is offered at Delta College - will have the best job prospects.

Likely career options available with a Journalism & Integrated Media degree include: Reporter, Copy Editor, Assignment Editor, Public Relations Officer, Multimedia journalist and Social Media Specialist. And, the estimated earning potential is \$31,408.

The Bureau of Labor Statistics also indicates that journalism graduates with multimedia experience, including recording and editing video or audio pieces, should see improved job prospects. Because stations and media outlets are increasingly publishing content on multiple media platforms, particularly the web, employers may prefer applicants who have experience in website design and coding.

Additional jobs are within business and corporate ranks, in the public relations or media departments. Employers search for individuals with the talent necessary to operate production equipment and

technology. Delta College has decades of experience in remaining relevant and a leader in the media educational realm, meeting the essential educational and training needs of the Great Lakes Bay Region.

Again, Delta College will be paying for 100% of the broadcasting equipment upgrades, which are timed to be done concurrently with this academic renovation. And, although not directly tied to economic development, this portion of this project is focused on a State of Michigan priority for public safety. In addition to the academic and community service aspects of this proposed project, Delta College is preparing its public broadcasting stations to be ready to meet first responder needs. In 2017, the state of Michigan “opted in” to the First Responder Network Authority, known as FirstNet, to bring an advanced wireless broadband network to the state’s public safety community.

FirstNet will provide a single interoperable platform for public safety communications. It will improve citizen and responder safety and increase the efficiency and effectiveness of emergency response through cutting edge broadband communications. Delta’s WDCQ-TV has joined with all of the other public broadcasting stations in the state, and across the nation, to offer a portion of our broadcast signal to support this initiative.

Delta College must convert some of its equipment from the current digital standard, to an IP (Internet Protocol) standard, to be able to be ready for this change. FirstNet will build, operate and maintain a highly secure wireless broadband communications network for Michigan’s public safety community, offering the ability for public safety agencies to communicate in critical emergencies.

## **2. How does the project enhance the core academic, development of critical skill degrees, and/or the research mission of the institution?**

Community colleges – and Delta College in particular – are flexible and responsive to our community’s needs, while educating students in the local area. Our proximity to both the students and the business community allow us to develop good job placement relationships.

Delta College was a pioneer in 1964 when it started WDCQ-TV to provide educational programming to the mid-Michigan region, years before the formation of the national public broadcasting system (PBS). Today, it remains one of only a dozen community colleges nationwide to operate a full public TV station and also complements that with a public radio service, which launched in 1989. Employers count on Delta College to offer ever-changing skills, to keep pace with technology changes. This has put demands on the College to remain current.

Through the renovation and improvement of this technological area of main campus, the College will ensure it can more fully realize the full potential of its public service mission. It will also improve the academic curriculum, since students utilize broadcast station equipment in their teaching environment. This renovation will improve production capabilities and provide hands-on experiences, allowing students access to the very same equipment they’ll find when they graduate and enter the job market.

The curricular focus areas would be:

- Electronic Media (Associate of Applied Arts; Program Code #15340)
  - Broadcasting Track
  - Digital Film Track
- Journalism & Integrated Media (Associate of Applied Arts; Program Code #15342)
  - News and Information
  - Visual Journalism
  - Public Relations

Annually, over the past 5 years, there have been an average of 125-150 students who have declared Electronic Media as their major. Courses toward this associates degree emphasize computer technologies. Delta College offers students an opportunity to earn an associate of applied arts degree in Electronic Media in one of two tracks.

- **Broadcasting Track** teaches students: history of radio and television; the technical skills of audio/visual production and editing; nonlinear editing; reporting, writing and editing.
- **Digital Film Track** is for those who would like to be independent filmmakers. It's also suited for those who intend to continue course work in film after their time at Delta College.

Enrollment figures in Journalism were never tracked separately until recently, as the courses were defined with the associates of arts degree. However, we estimate by the number of course enrollments that there are anywhere from 75-100 students annually in this program.

While studying journalism at Delta, students learn a mix of traditional tools like writing and photography, along with the latest technology in the areas of virtual reality, mobile apps, 360 degree photography and social media. Delta College offers students an opportunity to earn an Associate of Applied Arts degree in Journalism & Integrated Media in one of three tracks.

- **News and Information Track** provides students with reporting and news writing and editing skills for the digital age.
- **Visual Journalism Track** provides students with a chance to focus on photojournalism, web and print design and multi-media content.
- **Public Relations**, which is a fast-growing sector, specializing in traditional, digital and social media to promote companies, candidates, organizations and individuals.

Delta has signed transfer agreements to assist students' who wish to pursue a bachelor's degree after leaving the College. Those agreements are with:

- Ferris State University - Television and Digital Media Production
- Northern Michigan University - Media Production and New Technology
- Saginaw Valley State University – Journalism
- Central Michigan University - Journalism

An additional point of pride, available as a hands-on experience for students, is Delta's student newspaper – The Collegiate. The Collegiate hires students for writing, editing, web maintenance, social media, photography, videography, illustrations, designing pages and creating ads. Many journalism students have found employment at the award-winning Delta Collegiate student news organization since Delta opened in 1961.

The student-run Delta Collegiate student newspaper was honored by the Michigan Community College Press Association as best online newspaper, and it received 32 other awards in photography, writing, page design, video and web design. Many of our students earn a journalism credential transfer to pursue a bachelor's degree. Increasingly, our graduates are moving from Delta College directly to the workforce.

Over the past year, Delta College had an annual enrollment of 11,912 unduplicated students in academic programs, as well as community education and corporate services offerings. Renovating our facility will enhance the access to higher education and the learning opportunities for the community.

As far as the 100% Delta College funded portion of this project, it addresses the needs of its Public Broadcasting stations, which reach nearly 1 million residents of the mid-Michigan area in a 30 county area. Within that area, WDCQ is the major PBS service in Bay, Midland and Saginaw counties (Delta College's service area), and remains unduplicated in Arenac, Gladwin, Huron, Ogemaw and Tuscola counties. And WUCX-FM is the number one public radio choice among listeners.

Both stations work closely with students on a daily basis. They utilize station equipment in their teaching environment, and work as production crew members on many of our local programs. The curriculum offers a computer-based training environment, allowing students access to the latest communications technology.

**3. Is the requested project focused on a single, stand-alone facility? If no, please explain.**

Yes.

**4. How does the project support investment in or adaptive re-purposing of existing facilities or infrastructure?**

The facilities for WDCQ-TV were built within the first few years of Delta College opening its doors – in the early 1960s. At the time, the studios were intended to be used as a closed circuit broadcast facility, and weren't revamped to a great extent over the following 40 years.

The College addressed a number of technical issues in the Master Control, Transmission and Studio areas, bringing them up to current standards. However, the administrative and academic areas surrounding the technical portion of the department have gone unaddressed. They remain part of the 1960s infrastructure.

Some of remaining the issues within this area are: lack of proper ventilation, inability to separate personnel and equipment areas, and a need to upgrade the centralized computer video storage capabilities. There is also an issue of asbestos removal to contend with whenever any changes are made to the area.

**5. Does the project address or mitigate any current health/safety deficiencies relative to existing facilities? If yes, please explain.**

Renovation of this space would bring it up to code compliance for life safety. This is one small area of the College that doesn't have a fire suppression system within the office areas, which are heavily used by staff. Additionally, it would include ADA accessibility for students, faculty, staff, and the general public. Problems that impact the usability of this facility include asbestos within the ceiling and floor tiles and lack of fire suppression.

Finally, there is a set of toilet rooms, including 4 stalls each for men/women. Currently, that facility is not handicap accessible, which doesn't allow for full ADA compliance. Although there are other restrooms within the building, those most conveniently placed for students in the Broadcasting area, are still those built in 1961.

**6. How does the institution measure utilization of its existing facilities, and how does it compare relative to established benchmarks for educational facilities? How does the project help to improve the utilization of existing space and infrastructure, or conversely, how does current utilization support the need for additional space and infrastructure?**

Delta College measures utilization of existing facilities by continuously adding, changing and removing course offerings based upon student demand and available physical space. The college targets a minimum 60% fill ratio on all sections. Each semester, close attention is paid to using the existing facilities as efficiently as possible by following a College-wide block schedule that allows classrooms to be utilized to the highest efficiency as possible.

In Fall 2017, 84 courses were scheduled out-of-block. The College will continue to use the measure of out-of block courses as one way to monitor and improve facility utilization. The goal is to only schedule courses out-of-block when it is essential to do so, for example in healthcare and science courses that meet for a greater number of hours.

Delta College plans to improve the utilization of space and infrastructure in educational spaces, including classroom, editing, restrooms, office and study space. Within the faculty and staff spaces, we will accommodate the need to allow for maximum interaction with students, but also retaining flexibility in the design of those office areas.

We have reviewed the changing trends in technology and educational space design from a national perspective, allowing us to plan spaces that are not only of high quality, but will also allow for flexible repurposing over time, as needed.

## **7. How does the institution intend to integrate sustainable design principles to enhance the efficiency and operations of the facility?**

Delta College is committed to promoting learning, actions, and practices that incorporate social, environmental, and economic sustainability in our communities. As an educational institution, we have the opportunity to share our knowledge that the choices we make as citizens have an impact on the environment, our own health and our quality of life.

Delta College has established itself as a leader in environmental responsibility by engaging in and demonstrating sustainability practices that enhance the life-cycle of its infrastructure, materials, and equipment. The College is committed to designing and constructing all buildings to LEED certified standards whenever possible with consideration to program needs and budget parameters. Sustainable principles include those elements of planning, design, and construction that promote the efficient use of energy and material resources, water conservation, and the protection of land and water environments. Projects utilizing this approach will use the LEED process and rating system to the greatest degree possible within principles of efficient use of financial resources.

In 2012, Delta College finished a complete renovation of its Health Professions Building. This required a revamp of the entire interior, prompting the demolition of nearly all of the building's interior walls, minus the circulation corridors. Delta was able to achieve maximum points in recycled content and in regional materials on its LEED application. After completion, the project was designated as a LEED Gold standard building.

Currently, Delta College is constructing its Saginaw Center building and we are again pursuing the highest LEED certification possible. Over the past decade, energy improvements made at Delta have led to a reduction of nearly one-third in our annual electricity and gas usage. Clearly Delta College knows how to integrate sustainability to enhance the efficiency and operations of our facilities.

## **8. Are match resources currently available for the project? If yes, what is the source of the match resources? If no, identify the intended source and the estimated timeline for securing said resources.**

The general philosophy of the College has been to issue debt only when a very compelling case to do so can be made. Delta carries no current outstanding debt, which provides flexibility in the event that funds are needed to provide the cash flow requirements of this project.

The Community College Act establishes debt capacity as 1.5% of the first \$250,000,000 of taxable valuation, plus 1% of the excess over \$250,000,000 of taxable valuation. Delta College has a current

taxable valuation of \$11,078,084,466, therefore it has the legal capacity to carry debt of up to \$112,030,845; with no current outstanding debt falling under this debt limitation.

The College has a portion of the match share dollars designated within current Plant Fund reserves. The College will be able to provide the matching funds for this project immediately. This pool of available dollars is the result of judiciously transferring \$1 million annually from our General Fund operating budget, to use for State of Michigan capital matches on projects.

**9. If authorized for construction, the state typically provides a maximum of 75% of the total cost for university projects and 50% of the total cost for community college projects. Does the institution intend to commit additional resources that would reduce the state share from the amounts indicated? If so, by what amount?**

Delta College's electronic media and journalism academic project is estimated to cost **\$2,810,000**. Based upon that figure, the required 50% community college match would be approximately \$1,405,000, with the State of Michigan share being another \$1,405,000.

Replacement of broadcasting equipment is being proposed within the area at an additional cost of \$3,180,850, to be paid 100% by Delta College. These projects will be done concurrently, to gain the efficiencies of renovation and infrastructure upgrades and also to minimize disruptions within the area. When combined, the College would be paying 76.55% of the renovations in this area of the facility.

Delta College's Trustees have operated under the philosophy that we shouldn't build or obligate the taxpayers to a debt, which is why we hold no bonding and are debt free. By strategically planning and reviewing our annual maintenance project requirements, we are able to provide the 50% share required.

**10. Will the completed project increase operating costs to the institution? If yes, please provide an estimated cost (annually and over a 5 year time period) and indicate whether the institution has identified available funds to support the additional cost.**

It is anticipated that there would be no additional cost of occupancy for this area. The renovated space is approximately 11,300 square feet, but that is an area that already exists at Delta College. It is not an expanded area that would entail additional annual financial needs. The cost to operate the renovated area will continue to be included in our annual General Fund operating budget, as it is currently.

**11. What impact, if any, will the project have on tuition costs?**

Delta College strives to provide high quality instruction and education services at a reasonable cost and our tuition remains the lowest of any higher education institution in the Great Lakes Bay Region. Since the College does not have any debt, there are no bond payments, which would require annual funding from our operating budget to maintain fiscal obligations.

At Delta College, budget decisions are made using a holistic approach, without using tuition increases to fund individual projects, as evidenced by Delta's tuition rate being currently below the state average for community colleges. We are confident we could sustain this renovated portion of our facility without new fiscal burdens being added, and without a negative impact on student tuition.

## **12. If the project is not authorized, what are the impacts to the institution and its students?**

Delta College's Public Media Center project meets the state's capital outlay evaluation criteria. It will help Delta College meet its mission of preparing students for an ever changing job and educational future and is an essential part of our region's employment and community service mission.

Delta students' learning in the key fields of electronic media are challenged in sub-optimal and nearly obsolete lab classroom facilities. Delta College is dedicated to educational excellence by mission and strategic vision and can only enact the very best practices if contemporary facilities exist to support pedagogical innovation and need.

The current condition of the facility is significantly impacting our ability to grow and expand programs due to lack of quality instructional and administrative space. If this project is not authorized, we will be severely limited in our ability to develop necessary classes that are in demand and necessary for students.

Without proper facilities and the technological capacity to meet the emerging educational demands of residents in a cost-effective manner, Delta College will not be able to excel in meeting its educational mission.

## **13. What alternatives to this project were considered? Why is the requested project preferable to those alternatives?**

The Lower Courtyard Level of Delta College, which houses the Public Media facility, is one of the oldest portions of a building constructed in 1961. The curriculum and programs in this area fully utilize the space. In order to expand programs, and better service our students with more functional spaces, this is the project that needs to be addressed.

College facilities and infrastructure are key to providing students with the competitive edge they need to be successful now and in the future. We believe it is critical that we offer college students the opportunity to achieve state-of-the-art training and credentials (certificates and degrees) in a facility designed for this purpose.

Without proper facilities and the technological capacity to meet the emerging educational demands of residents and employers, in a cost-effective manner, Delta College will not be able to excel in meeting our educational mission. This renovation project will provide vastly improved capabilities to meet increasing demands for post-secondary educational training and student success.

Delta College has kept tuition low, offers outstanding programs and services, and has impacted thousands of students and graduates over the decades. We realize that Capital Outlay dollars are competitive and the process you have wisely put in place will ensure that the very best, most productive colleges will receive high rankings. We believe that Delta College should be one of the projects that receive funding.

# Delta College

## Electronic Media Broadcasting - A Wing

### Project Definition: Summary

Original Date: 29-Oct-09

Revised Date: 21-Sep-18

Printout Date: 29-Oct-18

| Priority # 4, Project Summary                         | Total Construction GSF | Total Project Cost      | Cost per GSF     |
|---|------------------------|-------------------------|------------------|
| <b>Electronic Media Broadcasting - A Wing</b>         | <b>11,300</b>          | <b>\$ 5,990,850</b>     | <b>\$ 530.16</b> |
| <b>Area / Program Summary</b>                         |                        |                         |                  |
| Area / Program Titles                                 | GSF/ Area              | Construction Cost/ Area | Cost/ GSF        |
| <b>Electronic Media Broadcasting - A Wing</b>         | <b>11,300</b>          | <b>\$ 2,058,000</b>     | <b>\$ 182.12</b> |
| Media Production                                      | 800                    | \$ 182,000              | \$ 227.50        |
| Offices   | 2,900                  | \$ 626,000              | \$ 215.86        |
| Conference & Classrooms                               | 1,400                  | \$ 297,000              | \$ 212.14        |
| Building Service                                      | 6,200                  | \$ 953,000              | \$ 153.71        |
| <b>CONSTRUCTION COST</b>                              |                        |                         |                  |
|   | 11,300                 | \$ 2,058,000            | \$ 182.12        |
| <b>ASBESTOS ABATEMENT</b>                             |                        |                         |                  |
|   | 11,300                 | \$ 111,000              | \$ 9.82          |
| <b>TELECOMMUNICATIONS</b>                             |                        |                         |                  |
|   | 11,300                 | \$ 41,000               | \$ 3.63          |
| <b>SITE IMPROVEMENTS &amp; SERVICES</b>               |                        |                         |                  |
|   | 11,300                 | \$ 31,000               | \$ 2.74          |
| <b>FURNISHINGS &amp; MOVEABLE EQUIPMENT</b>           |                        |                         |                  |
|   | 11,300                 | \$ 154,000              | \$ 13.63         |
| <b>BROADCASTING EQUIPMENT</b>                         |                        |                         |                  |
|   | 11,300                 | \$ 3,180,850            | \$ 281.49        |
| <b>PROFESSIONAL FEES, PERMITS, OWNERS COSTS, ETC.</b> |                        |                         |                  |
|   | 11,300                 | \$ 415,000              | \$ 36.73         |
| <b>TOTAL PROJECT COSTS</b>                            |                        |                         |                  |
|   | 11,300                 | \$ 5,990,850            | \$ 530.16        |