

LCC announces 2025 Distinguished Alumni



LANSING, Mich. – Lansing Community College is proud to announce it has named Kelli Ellsworth Etchison as its 2025 Distinguished Alumni. This award honors an outstanding alumnus who has excelled in their career and service to their community.

Kelli Ellsworth Etchison graduated *summa cum laude* from Lansing Community College in 2007 with an associate degree in general studies and received her bachelor's degree in business administration from Northwood University, graduating *magna cum laude*.

She has spent nearly 40 years of her career at LAFCU, advancing from a loan interviewer to chief marketing officer, and now serves in the dual role of chief marketing officer and chief diversity officer.

Chartered in 1936, LAFCU is a not-for-profit credit union with nearly 75,000 members. It is a treasured part of the Lansing community, renowned for its contributions, service, and positive impact.

In her current role at LAFCU, Ellsworth Etchison directs an award-winning marketing team and advances diversity, equity and inclusion by fostering open dialogue across the organization and community. She also oversees multiple education initiatives, including spearheading the college scholarship program that has provided tens of thousands of dollars to educate high school seniors, women entering or re-entering the workforce, and active and veteran military service members, and she has developed in-school credit union branches that help teach students financial literacy skills.

Supporting others in the community is where she truly shines. Ellsworth Etchison is a fervent supporter of the Dr. Martin Luther King Jr. Commission of Mid-Michigan, is an appointed commissioner of Governor Gretchen Whitmer's Black Leadership Advisory Council, and is a member of the Rotary Club of Lansing.

Ellsworth Etchison was the first African American female board chairperson of the YMCA of Metropolitan Lansing, and she has been affiliated with the LCC Foundation Board of Directors, Lansing Promise, Lansing Mayor's Drug-Free Youth Committee and several other organizations.

She has received numerous awards over the years, including the 2024 Top Chief Diversity Officer Award from COLOR Magazine; the 2024 Lansing Legend Award by Power 96.5, MacDonald Broadcasting; the 2023 Notable Leaders in Diversity, Equity and Inclusion and the 2023 Notable Leaders in Marketing, both by Crain's Detroit Business; the Community Service Award by the Lansing Regional Chamber of Commerce; and the National Sojourner Truth Meritorious Service Award by the National Association of Negro Business and Professional Women's Clubs, Inc. Greater Lansing Area Club chapter.

Ellsworth Etchison also won the Dancing with the Local Stars contest that benefited Care Free Medical and Dental, and once made a hole-in-one to win a new Chrysler 300.

A native of Pontiac, Michigan, Ellsworth Etchison and her husband Robin have three children and

four grandchildren. She is a tireless advocate for the Greater Lansing community with a sincere passion for life.

Kelli Ellsworth Etchison will address graduates and be presented with the Distinguished Alumni Award at 6 p.m. Friday, May 16, at LCC's 67th Commencement ceremony at the Jack Breslin Student Events Center of the campus of Michigan State University.

About Lansing Community College

Lansing Community College, founded in 1957, is one of the largest community colleges in Michigan, serving more than 14,500 students across a six-county area each year. LCC offers courses in general education for those interested in transferring to a four-year institution, career and workforce development, developmental education and personal enrichment. To meet the professional development and training needs of regional employees, the college offers customized programs for credit, non-credit and continuing education. The Transfer Center at LCC offers students the opportunity to earn bachelor's and master's degrees from five partner universities on the downtown LCC campus. For more information, visit lcc.edu.

LCC provides equal opportunity for all persons and prohibits discriminatory practices based on race, color, sex, age, religion, national origin, creed, ancestry, height, weight, sexual orientation, gender identity, gender expression, disability, familial status, marital status, pregnancy, pregnancy-related conditions, military status, veteran's status, or other status as protected by law, or genetic information that is unrelated to the person's ability to perform the duties of a particular job or position or participate in educational programs, courses, services or activities offered by the College.

The following individuals have been designated to handle inquiries regarding the nondiscrimination policies: Equal Opportunity Officer, Employee Title IX Coordinator, Washington Court Place, 309 N. Washington Square Lansing, MI 48933, 517-483-1730; HR Director of Total Compensation & Employment, 504/ADA, Administration Building, 610 N. Capitol Ave. Lansing, MI 48933, 517-483-1875; Associate Dean, Center for Student Support, 504/ADA, Gannon Building, 411 N. Grand Ave. Lansing, MI 48933, 517-483-1885; Director of Student Compliance, Student Title IX Coordinator, Gannon Building, 411 N. Grand Ave., Lansing, MI 48933, 517-483-9632, Director of Athletics, Deputy Title IX Coordinator, Gannon Building, 411 N. Grand Ave., Lansing, MI 48933, 517-483-1622, U.S. Department of Education's Office of Civil Rights, Michigan Department of Civil Rights.

The nondiscrimination policy and grievance procedures can be located at [LCC's Board Policies](#) website. To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to [Title IX and Sexual Misconduct Resources](#) website.