



## PRESIDENT'S REPORT

JANUARY 2021



PROGRAMS | MEDICAL ASSISTANT APPRENTICESHIP

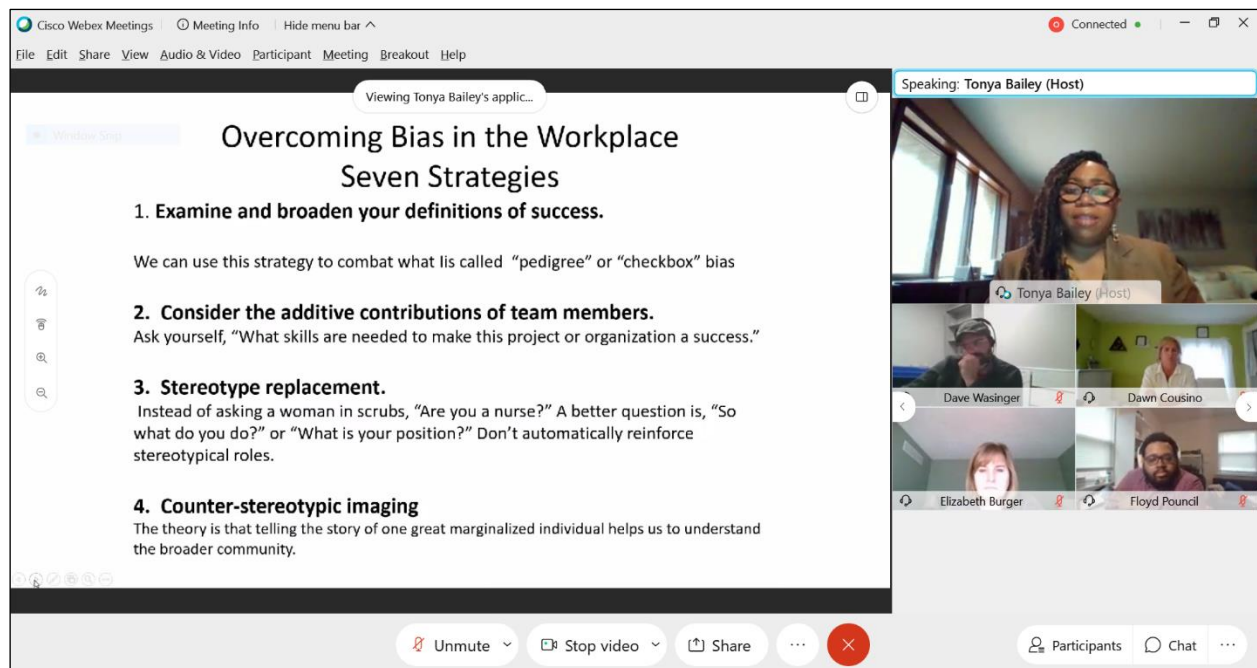
## Student Success and Quality Education

### LCC's Nursing Program Honors Graduates with Virtual Pinning Ceremony

The LCC Career Ladder Nursing Program had 54 students completing the 2-Year Traditional track and 23 students finishing the Advanced Standing track at the end of the Fall 2020 semester. Students were encouraged to upload a short video clip with a family member pinning them, which were compiled by LCC's Media for the virtual pinning ceremony. Congratulations to these students, and thank you to all faculty and staff who helped in these students' success.

### RISE (Reframing Inclusion through Scholarship and Equity) Institute

On December 17, the Office of Diversity and Inclusion held the second RISE Institute training for faculty and staff through WebEx. The RISE Institute offers an opportunity to work with interdisciplinary peer-groups to explore how to create and support an inclusive learning environment. The primary goal of the RISE Institute is to improve teaching and therefore enhance success for all students through Critical Pedagogy and Universal Design for Learning. Secondly, the RISE Institute designed to engage staff and administrators of the college in deep-divive conversations, serve as a think-lab and strategy builder for creating an inclusive campus. The focus of this session was to establish what equity is in order to conduct equity work and the importance of identifying students that need services when they feel invincible.



The screenshot displays a Cisco Webex Meetings window. The main content area shows a presentation slide titled "Overcoming Bias in the Workplace: Seven Strategies". The slide lists four strategies:

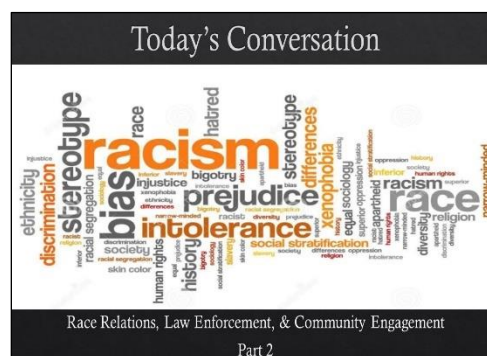
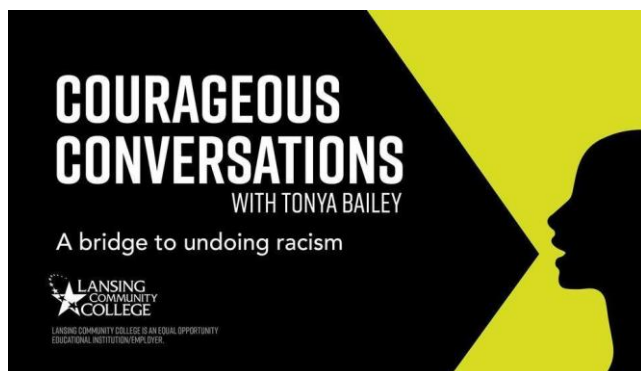
- 1. Examine and broaden your definitions of success.**  
We can use this strategy to combat what is called "pedigree" or "checkbox" bias
- 2. Consider the additive contributions of team members.**  
Ask yourself, "What skills are needed to make this project or organization a success."
- 3. Stereotype replacement.**  
Instead of asking a woman in scrubs, "Are you a nurse?" A better question is, "So what do you do?" or "What is your position?" Don't automatically reinforce stereotypical roles.
- 4. Counter-stereotypic imaging**  
The theory is that telling the story of one great marginalized individual helps us to understand the broader community.

On the right side of the window, there is a video gallery showing several participants. The top participant is labeled "Speaking: Tonya Bailey (Host)". Other visible participants include Dave Wasinger, Dawn Cousino, Elizabeth Burger, and Floyd Pouncil. The bottom of the window features a toolbar with buttons for Unmute, Stop video, Share, and a red X button, along with links to Participants and Chat.

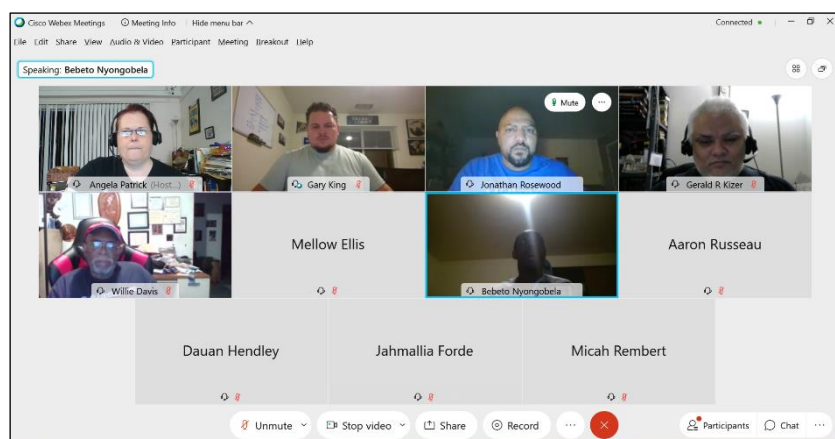
### Courageous Conversations

On December 10, the Office of Diversity and Inclusion and fellows from the RISE (Reframing Inclusion through Scholarship and Equity) Institute facilitated the third courageous conversation of the series. Dr. Tonya Bailey facilitated the discussion and this conversation featured a Q&A session with City of Lansing Police Chief Daryl Green, and LCC's Sergeant Timothy Davis, Lieutenant Rodney Bahl, Tamara McDiarmid, and James Campbell. Topics for this online

conversation included: Race Relations, Law Enforcement, and Community Conversations. There were approximately 160 employees, students, and community members in attendance. These courageous conversations are in response to the violence and systemic inequities faced by the African American community in the US. The purpose of the discussions is to create a space of inclusion to let every member of our community know they are valued, they belong here, and that we celebrate the rich diversity they bring to LCC.



## Men About Progress (MAP) Program



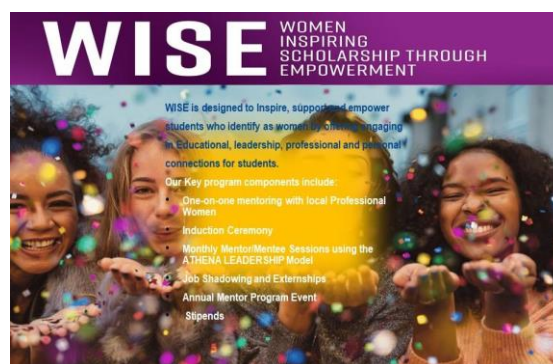
On December 7, Men About Progress (MAP) members discussed how they were doing, what they were thankful for and what were their biggest challenges this semester, year, month or all. This session allowed for all participants to open up and be vulnerable with each other and allowed for each member to know that they had someone in their corner. The MAP group continued to plan

programming for the spring semester. Key topics included stress management, LCC resources available to students, and inviting someone from the Kinesiology department to talk about and demonstrate appropriate exercise. The group also talked about what they wanted to do better in their lives in the new year. The MAP initiative established by the Office of Diversity and Inclusion at LCC is intended to increase, encourage, and support the inclusion and educational success of male students of color, particularly African-Americans. MAP meetings are held every other Monday at 5pm.

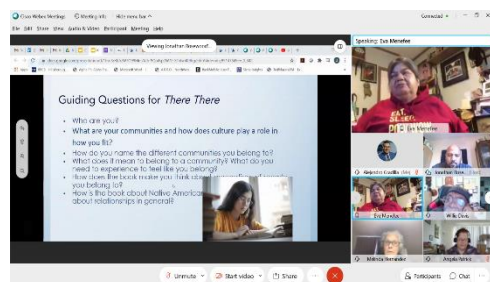
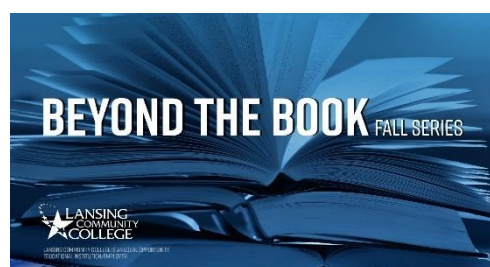
## Women Inspiring Scholarship through Empowerment (WISE)

On December 2, Dr. Tonya Bailey, Chief Diversity Officer, held the second information session for the Women Inspiring Scholarship through Empowerment (WISE) initiative to recruit students and mentors. The WISE initiative is dedicated to the education and support of the professional career interests of women students at Lansing Community College. It seeks to inspire, support

and empower women by offering educational opportunities for development of knowledge and leadership skills, building of professional and personal connections, promoting the presence of professional women, and fostering mentoring relationships. The WISE initiative is set to begin in spring 2021.



## Beyond the Book Circle Discussions



With the guidance of the Office of Diversity and Inclusion, the Beyond the Book initiative is to expand the dialogues, learning, and engagement around diversity, equity, and inclusion themed books to foster a greater sense of community all while celebrating difference. This year four books were selected for each of the following themes: Accountability & Advocacy, Diversity & Racial Equity, Gender & Self-Identity, and Global & Cultural Perspectives. In February there will be more opportunities to participate in the circle discussions for these books.

On December 1, a circle discussion on identity, culture, and celebration was led by the group of the book, *From Here to Eternity: Traveling the World to Find the Good Death* by Caitlin Doughty. This book is used as a discussion guide for the larger theme of Global & Cultural Perspectives. The facilitators for this discussion

circle are Alejandro Gradilla, Melissa Kaplan and Angela Patrick.

On December 2, a circle discussion on gender role expectations was led by the group of the book, *We Should All Be Feminists* by Chimamanda Ngozi Adichie. This book is used as a guide for the larger theme of Gender and Self-Identity within the Beyond the Book series. The facilitators for this discussion circle are Ana Woehr, Sarah Garcia-Linz, Eric Pouncil, Christopher Manning and Barbara Clauer.

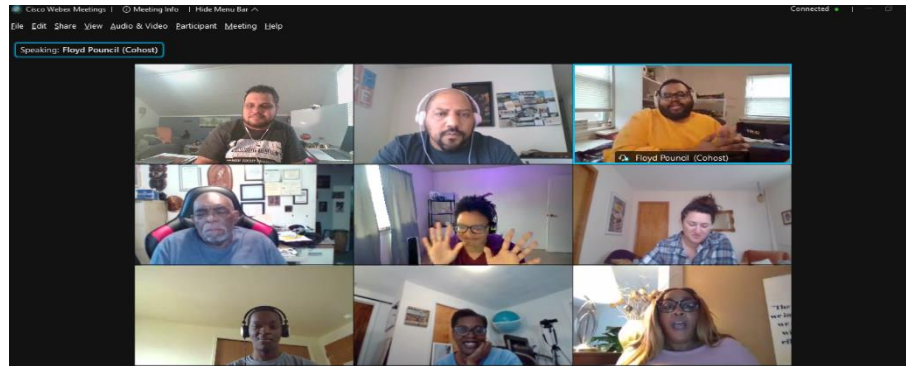
On December 16, a circle discussion on identity, community, and environment was led by the group of the book, *There There* by Tommy Orange. This book is used as a discussion guide for the larger theme of Diversity & Racial Equity. The facilitators for this discussion circle are Eva Menefee, Jonathan Rosewood, Tim Deines and Melinda Hernandez.

On December 18, a circle discussion on the prison system, support networks, and forgiveness was led by the group of the book, *The Sun Does Shine* by Anthony Ray Hinton. This book is used as a discussion guide for the larger theme of Accountability & Advocacy within the Beyond the Book series. The facilitators for this book are Tamara McDiarmid, Mark Kelland, and Judy Allen. The next discussion circle on January 19 at 1:45pm.

### **Black History Awareness – Soul Food Fridays**

Soul Food Fridays (SFF) is a communal space for discussion, networking, mentorship, and the sharing of experiences of Black faculty, students, and staff. On December 4, SFF revealed the first look of the “Fall 2020 Soul Food Fridays Recipe Book”.

Participants shared stories of what the recipes meant to them and reminisced on what 2020 had been for the community.



### **Dental Hygiene Students Awarded Scholarships**

Two LCC Dental Hygiene students, Michaela Ward and Salena Brown, won the American Dental Hygiene Association’s Dorothy B. Leshner Scholarship on January 6. Congratulations!

### **Massage Clinical Re-opens in Spring semester**

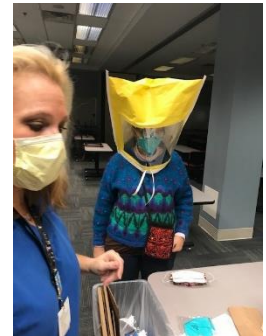
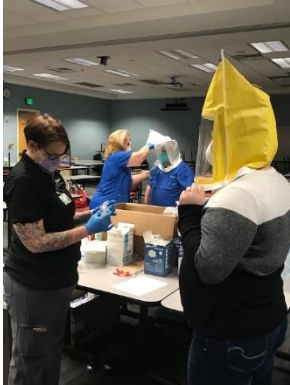
The LCC Massage Clinic continues to offer free Massages to current LCC employees and students this Spring 2021 semester. There is no limit on how many appointments an individual can have and Tuesday and Wednesday evening appointments can be made at [www.lcc.edu/massage](http://www.lcc.edu/massage).

### **Physical Fitness Student Sets New Records in Exit Exam**

The Police Academy Fitness course PFFT 114, recently had a student break two MCOLES (Michigan Coalition of Law Enforcement Standards) records in the Physical Fitness exit exam in the Fall 2020 academy. Student in the program complete an entrance and exit physical fitness exam in the following events: Vertical Jump, Push-ups, sit ups, and a ½ mile shuttle run. Student Tracy Rapoza set new records for her age and gender with 55 sit ups and a Shuttle Run time of 3:54.1. Congratulations!

## HHS Students Participate in N95 Mask Fittings

In December 2020, N95 mask fittings were held at LCC. Sparrow Health System fit nearly 100 HHS students in N95s for clinics.



## Academic and Workforce Development Excellence

### Continuing Education Department Updates

The Continuing Education department has been busy during Fall 2020. 161 non-credit students were taught in a face-to-face format using approved Safety Plans, and 69 students took online classes. Additionally, seven new D2L Brightspaces classes were developed by adjunct faculty and are ready for students to enroll in.

### The Business & Community Institute Pushes Hard to Help Companies with Going Pro Talent Fund (GPTF)

During 2 short months the BCI team worked directly with 168 companies to develop training plans for GPTF applications, and developed training proposals valued at \$2.9 million for companies to include on their applications. It is estimated that approximately \$1.5 million in training will actually be submitted in applications.

### BCI Delivers Training to Michigan Credit Union League and Affiliates (MCULA)

Through their new online training platform, D2L Brightspace for Corporate Learning platform, BCI was pleased to train a new client, the Michigan Credit Union League and Affiliates. In order to help support its members, the MCULA offered eight hours of training to its leaders. The training kicked off with DiSC, helping folks to understand their own behavior styles and then applying that knowledge in the workplace. The second topic was timely—HR Fundamentals: Managing Crisis and Conflict Resiliency. This high-output session covered COVID-19, along with the types of crises organizations face and how to address them from a human resources perspective. Participants obtained practical applications for using the six most generally accepted attributes of individual and group resiliency. In addition, this training offered employees and managers strategies for facing unforeseen challenges and reigniting teams after experiencing setbacks.



### Health & Human Services (HHS) Division and Business & Community Institute (BCI) partner to complete 3<sup>rd</sup> cohort of MA Apprenticeship Program

On November 9, Lansing Community College's Medical Assistant (MA) Apprenticeship program graduated 16 students, all employees of Sparrow Health Systems. Covid-19 brought unique challenges to this year's program, with students experiencing front-line medical care in a pandemic, and forcing classroom training to be virtual for a time. The MA Apprenticeship program consists of 736 hours over 31 weeks delivered through the HHS. That includes 208 hours of lecture and 368 lab hours. Apprentices also completed 160 hours of practicum at the employer's site. The program is consistent with the appropriate industry review boards, and covered 239 core competencies. This was LCC's third MA apprenticeship program in health care, and joins the mix of registered apprenticeship programs coordinated with the U.S. Department of Labor. The program was administered through LCC's Business & Community Institute and Health and Human Services (HHS) Division.



### Small Business Development Center (SBDC) Metrics

SBDC activity and impact metrics for January 1 through December 31, 2020:

Consulted with 593 business owners or individuals hoping to start, grow or rescue a business, delivering a total of 4,142 consulting hours.

Helped those clients secure \$14,021,317 of new capital, to launch or grow their businesses.

### Senior Consultant Delivers Applying for PPP Loan Forgiveness Webinar

On December 8, new Senior Consultant Dale Horton delivered a webinar entitled "Applying for PPP Loan Forgiveness."

Eighty-five participants, both locally and from around the state, participated in this online event.

Payroll Cost Applicable Caps			
	Loan Date	8-Week Period	24-Week Period
All Business Structures	Before 6/5/2020	8/52 or \$15,385	--
Self-Employed – Schedule C (20% or more), Independent Contractors	After 6/5/ 2020	--	2.5/12 2019 Net Profit – or \$20,833/per
Not Owners (LLC's, Partnerships, S-Corps, C-Corp)	After 6/5/ 2020	--	24/52 or \$46,154

### Extension Centers – East Updates

Two PT Support will be helping the Registrar's office log incoming transcripts and degree applications.

The LCC East Coordinator presented a proposal to the Strategic Enrollment Management team for an evening cohort business program to be held at LCC East, starting fall, 2021. The proposal was well received by the team and the non-traditional student sub-committee will discuss how to implement the plan.

The LCC East Coordinator was interviewed by a graduate intern from Sinclair College in Dayton Ohio for information on challenges and tips for running a branch campus.

Extension center support staff participated in a calling campaign on behalf of Technical Careers to reach students before the December 15 drop deadline who had registered for classes, but who had not set up a payment plan.

Extension center support staff participated in a calling campaign on behalf of Technical Careers to reach students who were in a Technical Careers class or major during fall 2020, but who had not yet registered for a spring 2021 class. Staff called 900 students by the close of business on December 22.

### **Livingston County Center Staff Serve Early College Nursing Students**

The Livingston County Center Coordinator and Support Staff, along with the Livingston Educational Service Agency Early College Coordinator, safely served 41 Early College nursing students on December 15. Students picked up spring textbooks and dropped off fall textbooks in front of the Parker building. Students were happy for the short visit and are looking forward to spring semester.



## Community Impact and Engagement

### Nursing Program Direct Patient Care Workers Receiving COVID Vaccinations

The Ingham County Health Department has offered COVID vaccinations to all healthcare students and faculty providing direct patient care. The nursing program has implemented into ACEMAPP the COVID vaccination capability for students and faculty to upload their documentation, and is seeing a positive response with immunization rates among LCC students and clinical faculty at this time.

### The Livingston County Center Coordinator Participates in Salvation Army Bell Ringing

The Livingston County Center Coordinator participated in the Howell Rotary Club's Salvation Army bell ringing on 12/12/20. People passing by were generous with their donations and offerings for hot chocolate!



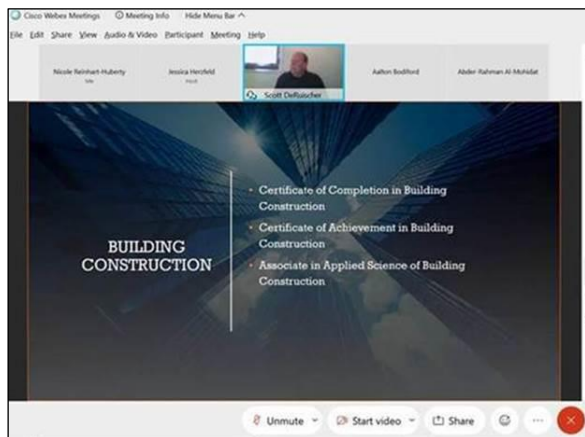
### Futures for Frontliners and Technical Careers Highlighted on Morning Blend



On December 15, The Morning Blend released an interview with Nicole Reinhart-Huberty (Technical Careers Program Improvement Manager). The interview highlighted the Future's for Frontliners program, discussed the basic eligibility requirements, and reminded viewers of the opportunities available within the Technical Careers Division at Lansing Community College.

## Technical Careers Presented to Early College Students

On December 15, Jessica Herzfeld (Program Coordinator for the Early College at LCC), Sheri Alexis, and Nicole Reinhart-Huberty partnered with Technical Careers faculty to offer a half day virtual event to students from LCC's Early College. Faculty took turns presenting about their programs, discussed career opportunities, showcased the software and hardware they use, and



provided simulations! Faculty members also discussed the various academic pathways and transfer options for students. The half day event included presentations from: Robotics, Aviation, HVAC, Paralegal, Geospatial Science, Architecture, Networking, CITA, Machining, Building Construction, and Welding. This event was a great collaboration and offered 46 students a chance to see our campuses and hear directly from our amazing faculty.

## Fire Academy Recruits Complete Training Successfully

All of the 71<sup>st</sup> Fire Academy recruits completed training with 4.0's and passed the State of Michigan testing. Congratulations to all!

## Police Academy Starts

107<sup>th</sup> Mid-Michigan Police Academy has started with 21 recruits, including 12 female recruits.

## Capital Region Collaborates With The Block Market Pop-Up Market

Capital Region collaborated with The Block Market, an inclusive organization that supports minority-owned businesses in Downtown Lansing. On December 19th, Regional Director Laurie Lonsdorf, Senior Consultant Darryl Horton, and Intake Consultant Seth Murphy attended and shopped the Block Market's pop-up market held in the former Gibson's Books & Beans Space.



## Lifelong Learning – Youth Program

SeriousFun Free Video Series received 696 views on [LCC Lifelong Learning Facebook Page](#)! This popular Facebook series resumed in December, with STEAM-related short video lessons released weekly.

Website with Fresh New Look Thanks to the LCC Marketing Department, the Lifelong Learning - Youth Program has a fresh new look to its website [LCC Youth Program Website](#) landing page. It is fresh, inviting and, most importantly, easy to use! This new look was launched on December 22, 2020.



## Employee

### **Child Development Program Director Appointed as Peer Reviewer**

Tricia McKay, Program Director for Child Development and Early Education, has been appointed by the Commission on Early Childhood Higher Education Programs of the National Association for the Education of Young Children to serve as a Higher Education Peer Reviewer. Tricia will participate as a member of a Peer Review Team in March 2021 to evaluate an early childhood associate, baccalaureate, or master's degree program's self-study report, participate in a virtual site visit, and assist in drafting a report to the Commission for their use in making the final accreditation decision.

### **American Association for Paralegal Education Elects Professor Tracy Nothnagel**

Professor Tracy Nothnagel was recently elected as the Director, Central Region of the American Association for Paralegal Education (AAfPE). The AAfPE recognizes the need to increase and improve access to the legal system, promote quality paralegal education, develop educational standards and encourage professional growth, in order to prepare graduates to perform a significant role in the delivery of legal services.

### **Regional Director Is Interviewed by MLive**

Regional Director Laurie Lonsdorf was interviewed by MLive about the constant innovation taking place at the brick-and-mortar businesses.

See article: ["Constant innovation' helps local Michigan businesses survive pandemic](#)

Also interviewed were two SBDC clients, Jeremy Sprague of Sleepwalker Spirits & Ale in Lansing's REO Town and Angel Fulkerson of Bella Grande in Charlotte.

## Marketing and Communications

### Marketing Summary

Marketing received or initiated 20 total requests in December, 10 were Closed/Resolved or sent to Print Services, a completion percentage of 50%. Of the 10 requests listed as In Process in Marketing, all have tasks assigned to designers.

Additionally, 21 requests created in previous months were completed.

Marketing created 67 tasks in December; 43 were completed, a completion percentage of 64%; and 22 are currently in process with the designers.

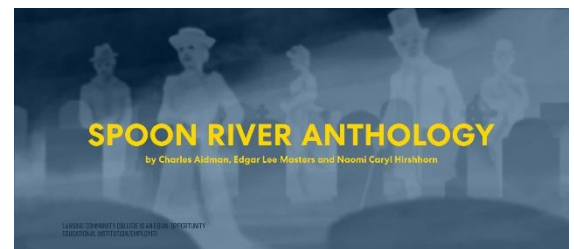
### Marketing Promotes Virtual Choir

Marketing promoted the virtual community choir through promotion in social media. This virtual community choir was organized by LCC Music Department and consisted of LCC faculty, staff, students and community members singing “We Shall Overcome”.



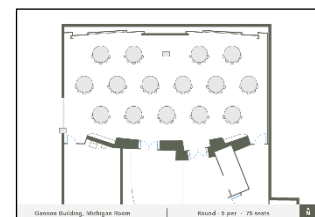
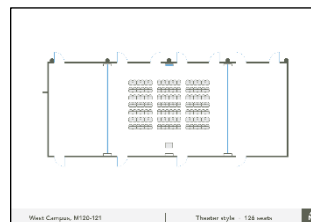
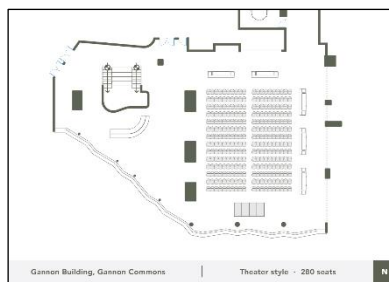
### Marketing Promotes LCC Performing Arts Spoon River Anthology

Marketing promoted the Spring performing arts event in the Star and created a graphic for the Facebook event.



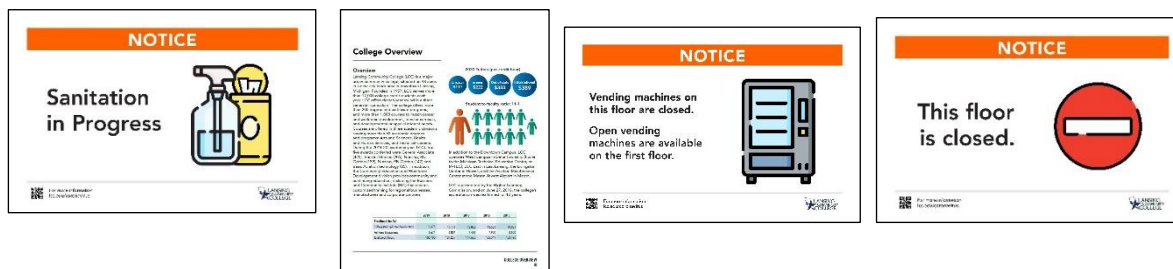
### Marketing Creates Conference Room Diagrams

Marketing’s graphic designers created 76 diagrams for conference services spaces featuring the various room set ups – such as classroom, theater, rounds, Ushape and vendors. Next steps will be to add to the conference services webpage.



## Marketing Creates COVID Signage

Marketing created additional signage created to help keep those on campus safe.



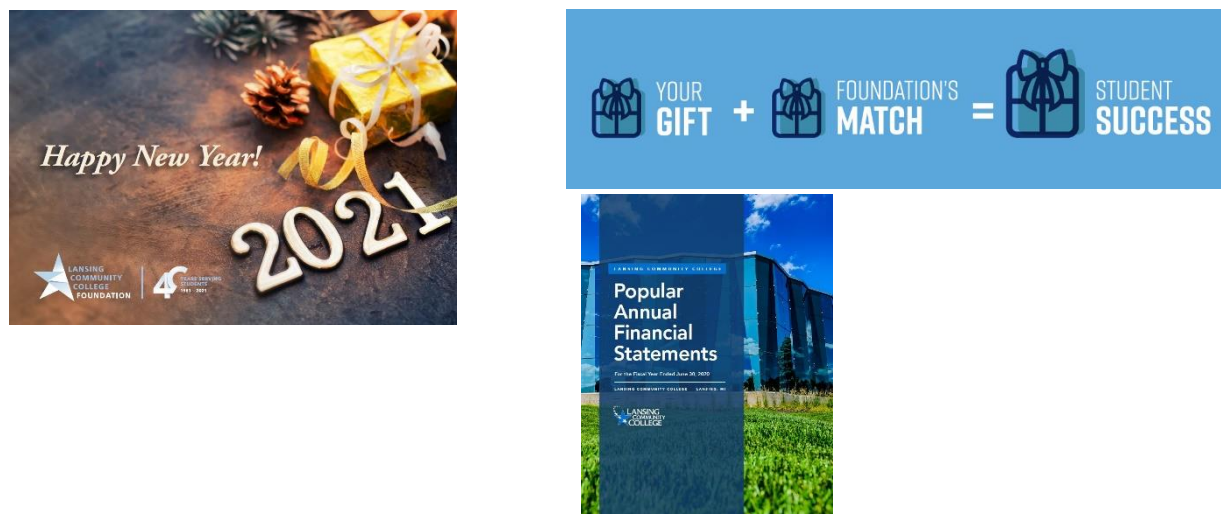
## Marketing Writes Advertorial for 517 Magazine

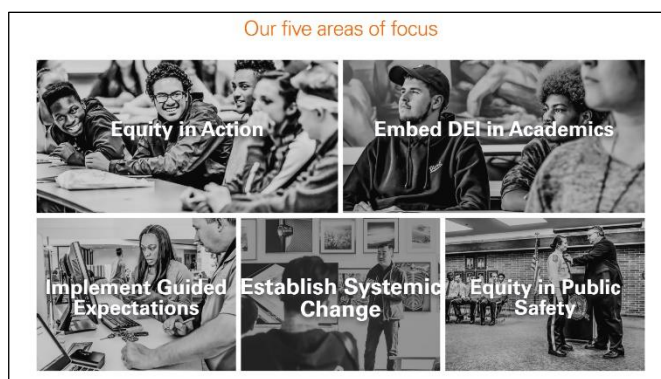
Marketing wrote a two-page advertorial for 517 Magazine (an M3 publication) in support of Diversity and Inclusion efforts at LCC, with a full-page You Belong Here ad. [The article can be read here](#), pages 26-27; also, the article and ad appear below:



## Marketing Creates Postcard and Coordinates 2020 Year-End Popular Financial Services Report

Marketing creates a postcard and giving graphics for the LCC Foundation. In addition, Marketing coordinated the 2020 year-end Popular Financial Services Report.



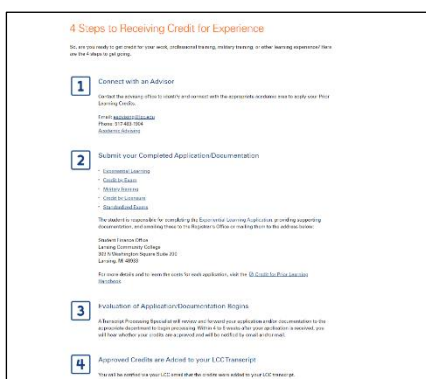


## Marketing Creates Equity Action Plan Landing Web Page

A dedicated equity action plan was developed that covers the goals and objectives of the plan and various resources. The site will be released this month of January.

## Marketing Promotes Prior Learning Campaign

The prior learning campaign was launched in December and included social and digital ads, direct mail and email, digital one-sheet, and a website [www.lcc.edu/ple](http://www.lcc.edu/ple) and upcoming commercials.



## Active Grants for Current Fiscal Year (7/1/2020 – 12/31/2020)

Grant Name	Start Date	End Date	Total Grant Award
16-21 TRIO Student Support Services	9/1/2016	8/31/2021	\$1,555,877
17-20 DOL Advance MI Apprenticeship	1/1/2017	3/30/2021	\$240,000
17-22 NSF ATE National Convergence Technology Center	7/1/2017	6/30/2022	\$80,000
19-20 Early College State Foundation	8/1/2019	7/31/2020	\$1,416,429
19-20 HSDCI State Foundation	8/13/2019	8/12/2020	\$306,816
19-20 Mental Health & Aging Project	10/1/2019	9/30/2020	\$134,000
19-20 Motorcycle Safety Training	10/1/2019	9/30/2020	\$68,800
19-21 MI Health Endowment Fund-MA	7/1/2019	6/30/2021	\$359,200
19-22 MSU AO Robotic System	11/1/2019	6/30/2022	\$45,000
20-20 Small Business Development Center	1/1/2020	12/31/2020	\$226,860
20-21 HSDCI State Foundation	7/1/2020	8/14/2021	\$232,900
20-21 Mental Health & Aging Project	10/1/2020	9/30/2021	\$100,000
20-21 Perkins Local Leadership	7/1/2020	6/30/2021	\$9,200
20-21 Perkins Regional Allocation	7/1/2020	6/30/2021	\$805,576
20-21 TEC State Foundation	8/17/2020	7/31/2021	\$1,334,000
20-23 MDHS Independent Living Skills Coach	2/15/2020	9/30/2022	\$450,000

**Grand Total:** \$7,364,658

**NOTE:** 16-21 TRIO award is dependent upon the federally approved funding level for each of the five years, and may differ each year.

**NOTE:** The end date of the 17-20 DOL Advance MI Apprenticeships grant has been extended until March 31, 2021.

**NOTE:** The 20-21 HSDCI and The Early College award amounts are subject to change based on the number of participating students.

**NOTE:** The 20-21 Mental Health & Aging Project has been increased by \$56,000.

## Submitted Grants as of 12/31/2020

Grant Name	DIV	Principal Investigator/ Grant Writer	Originating Funds/ Agency	Subcontracting Agency	Requested Amount	Status Date
20-24 DOL Strengthening Community College Training	HHS	Clark, M.	Dept. of Labor	Grand Rapids Community College	\$1,163,600.00	10/8/2020
20-21 SBDC	CEWD	Lonsdorf, L.	Dept. of Commerce	Grand Valley State University	\$226,860	10/20/2020
20-21 Motorcycle Safety Training	CEWD	Lawrence, C.	State of Michigan		\$68,800	11/2/2020
				<b>Grand Total:</b>	<b>\$1,459,260</b>	

## LCC Media Report for Period: 11.23.20 - 12.23.20

Broadcast					
Date	Time	Topic	Station	Value	Viewers
11/23/2020	2:30 PM	LCC Economics professor talks about toilet paper supply chain.	WRKO-AM	N/A	N/A
11/26/2020	4:25 PM	LCC student overcomes painful past, shares her journey.	WWTW	\$593.85	18,920
11/27/2020	5:31 AM	Students visit "Fab Lab" and learn what programs LCC has to offer.	WILX	\$174.72	3,094
11/27/2020	6:32 AM	Students visit "Fab Lab" and learn what programs LCC has to offer.	WILX	\$293.44	5,096
11/27/2020	4:36 PM	Students visit "Fab Lab" and learn what programs LCC has to offer.	WILX	\$227.52	342j9
11/27/2020	5:14 PM	Students visit "Fab Lab" and learn what programs LCC has to offer.	WILX	\$554.94	8,063
11/28/2020	12:53 PM	LCC Economics professor talks about toilet paper supply chain.	WTAG-AM	N/A	10,700
11/28/2020	10:57 PM	LCC Economics professor talks about toilet paper supply chain.	WOAI-AM	N/A	111,600
11/29/2020	3:23 AM	LCC Economics professor talks about toilet paper supply chain.	WBZ-FM	N/A	N/A
11/29/2020	6:52 AM	LCC Economics professor talks about toilet paper supply chain.	KOA-AM	N/A	237,000
11/29/2020	7:28 AM	LCC Economics professor talks about toilet paper supply chain.	WIOD	N/A	63,200
11/29/2020	9:24 AM	LCC Economics professor talks about toilet paper supply chain.	KOGO-AM	N/A	113,400
11/29/2020	1:13 PM	LCC Economics professor talks about toilet paper supply chain.	KOGO-AM	N/A	113,400
11/29/2020	8:54 PM	LCC Economics professor talks about toilet paper supply chain.	WLW-AM	N/A	271,500
11/29/2020	11:53 PM	LCC Economics professor talks about toilet paper supply chain.	WBZ-FM	N/A	576,600
11/30/2020	6:13 PM	LCC student, with help of Futures for Frontliners scholarship is ready to achieve academic goals.	WILX	\$2,455.75	26,497
11/30/2021	10:34 PM	LCC student, with help of Futures for Frontliners scholarship is ready to achieve academic goals.	WSYM	\$839.18	7,717
12/1/2020	5:35 AM	LCC student, with help of Futures for Frontliners scholarship is ready to achieve academic goals.	WILX	\$220.08	3,758
12/1/2020	6:33 AM	LCC student, with help of Futures for Frontliners scholarship is ready to achieve academic goals.	WILX	\$380.24	6,053
12/1/2020	7:45 AM	LCC student, with help of Futures for Frontliners scholarship is ready to achieve academic goals.	WSYM	\$70.84	1,852
12/5/2020	11:01 PM	Family and friends of LCC student who passed away this summer, give back to community in his memory.	WLAJ	\$140.98	3,398
12/5/2020	11:47 PM	Family and friends of LCC student who passed away this summer, give back to community in his memory.	WLNS	\$443.62	5,231

Broadcast					
Date	Time	Topic	Station	Value	Viewers
12/6/2020	6:34 AM	Family and friends of LCC student who passed away this summer, give back to community in his memory.	WLNS	\$154.98	2,763
12/6/2020	8:34 AM	Family and friends of LCC student who passed away this summer, give back to community in his memory.	WLNS	\$224.42	4,051
12/7/2020	6:28 AM	Professor Sid Mosley at LCC's West Campus at the Technology Center, learning about robotics and automation systems.	KOAB (PBS)	\$89.10	1,919
12/8/2020	4:49 PM	Trustee Abood discusses his personal and professional involvement in the community.	WILX	\$271.26	3,792
12/10/2020	11:09 PM	Mention of Mid-Michigan Policy Adademy, located at Lansing Community College. Link provided to apply.	WILX	\$775.13	9,485
12/11/2020	4:38 AM	Mention of Mid-Michigan Policy Adademy, located at Lansing Community College. Link provided to apply.	WILX	\$78.82	1,685
12/11/2020	5:08 AM	Mention of Mid-Michigan Policy Adademy, located at Lansing Community College. Link provided to apply.	WILX	\$127.12	2,091
12/11/2020	6:07 AM	Mention of Mid-Michigan Policy Adademy, located at Lansing Community College. Link provided to apply.	WILX	\$293.44	5,096
12/11/2020	7:09 AM	Mention of Mid-Michigan Policy Adademy, located at Lansing Community College. Link provided to apply.	WSYM	\$70.56	2,007
12/11/2020	8:09 AM	Mention of Mid-Michigan Policy Adademy, located at Lansing Community College. Link provided to apply.	WSYM	\$105.84	2,474
12/11/2020	5:33 PM	LCC students, faculty and staff participate in a virtual choir "We Shall Overcome."	WLNS	\$792.72	12,870
12/15/2020	4:51 PM	Professor Sid Mosley at LCC's West Campus at the Technology Center, learning about robotics and automation systems.	WVPY (PBS)	N/A	N/A
12/16/2020	5:35 PM	Sparrow Intensive Care nurse who graduated from LCC's nursing program 6 years ago, talks about working with COVID patients.	WILX	\$845.64	13,892
12/16/2020	6:13 PM	Sparrow Intensive Care nurse who graduated from LCC's nursing program 6 years ago, talks about working with COVID patients.	WILX	\$2,416.98	27,626
12/16/2020	10:30 PM	Sparrow Intensive Care nurse who graduated from LCC's nursing program 6 years ago, talks about working with COVID patients.	WSYM	\$971.84	8,488
12/19/2020	9:21 AM	Professor Sid Mosley at LCC's West Campus at the Technology Center, learning about robotics and automation systems.	WSWP (PBS)	\$30.24	686
12/21/2020	5:07 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WILX	\$673.02	10,600
12/21/2020	6:04 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WILX	\$2,455.75	26,497
12/21/2020	6:17 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WLNS	\$2,165.90	24,508

<b>Broadcast</b>					
<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Station</b>	<b>Value</b>	<b>Viewers</b>
12/21/2020	6:20 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WLAJ	\$396.55	5,364
12/21/2020	6:34 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WSYM	\$1,109.63	14,479
12/21/2020	10:05 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WSYM	\$752.75	6,070
12/21/2020	11:24 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WLNS	\$1,339.05	14,507
12/21/2020	10:05 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WLAJ	\$87.72	1,295
12/22/2020	4:40 AM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WLNS	\$286.02	4,128
12/22/2020	5:23 AM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WILX	\$156.66	2,678
12/22/2020	5:40 AM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WLNS	\$258.16	4,076
12/22/2020	5:40 AM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WLAJ	\$22.96	429
12/22/2020	6:23 AM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WILX	\$380.24	6,053
12/22/2020	7:39 AM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WSYM	\$70.84	1,852
12/22/2020	8:40 AM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WSYM	\$152.46	3,468
12/22/2020	5:37 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WILX	\$957.06	13,884
12/22/2020	10:28 PM	Lansing Community College cancels it's 2020-21 basketball and volleyball seasons due to COVID.	WSYM	\$851.91	7,744
				<b>\$25,760</b>	<b>1,833,636</b>

## Lansing Community College Media Report for Period: 11.24.20 - 12.23.20

Print and On-line					
Date	Publication	Headline	Positive	Neutral	Negative
11/25/2020	<a href="#">Sentinel-Standard</a>	Ionia High School to partner with Lansing Community College for credit program	x		
11/26/2020	<a href="#">Lansing State Journal</a>	Futures for Frontliners: Giving back to essential workers	x		
11/30/2020	<a href="#">The Daily News</a>	Ionia school board approves Lansing Community College dual enrollment	x		
12/2/2020	<a href="#">FOX 47 News</a>	Capital Area Manufacturing Council hosts virtual job fair with more than 40 manufacturing employers	x		
12/2/2020	<a href="#">Sentinel-Tribune</a>	Owens moves forward with president search	x		
12/2/2020	<a href="#">The Daily News</a>	Remarkable journey'	x		
12/3/2020	<a href="#">Livingston Daily</a>	Manufacturers hosting virtual job fair to fill more than 500 jobs	x		
12/4/2020	<a href="#">Lansing State Journal</a>	Connecting job seekers to in-demand jobs across the state	x		
12/4/2020	<a href="#">FOX 47 News</a>	LCC's RISE Institute receives Equity in Education Award	x		
12/4/2020	<a href="#">Brazilian Times</a>	Former LCC student received new car on Good Morning America.	x		
12/7/2020	<a href="#">The Argus-Press</a>	Morrice senior hopes to launch engineering career	x		
12/7/2020	<a href="#">FOX 47 News</a>	LCC Receives Equity in Education Award	x		
12/9/2020	<a href="#">WLNS.com</a>	MSU alum combines business & horticulture at Van Atta's Greenhouse and Flower Shop	x		
12/8/2020	<a href="#">FOX 47 News</a>	A mysterious monolith moves to Michigan, emerges in Old Town	x		
12/8/2020	<a href="#">Spartan Newsroom</a>	Finding peace at LCC's Shigematsu Memorial Garden	x		
12/10/2020	<a href="#">FOX 47 News</a>	LCC comes together for a virtual choir	x		
12/11/2020	<a href="#">Lansing State Journal</a>	Conversation, cabarets and Christmas music fill the weekend			
12/14/2020	<a href="#">FOX 47 News</a>	LCC helping mid-Michigan students jump-start their future	x		
12/17/2020	<a href="#">Times Union</a>	Heart to Heart Hospice Foundation Endows Five Separate Nursing Scholarships Totaling \$125,000	x		
12/16/2020	<a href="#">FOX 47 News</a>	Software company TechSmith establishing new international headquarters in East Lansing	x		
12/17/2020	<a href="#">Noble Profit Pnewswire</a>	Heart to Heart Hospice Foundation Endows Nursing Scholarship at University of Saint Francis	x		
12/20/2020	<a href="#">Lansing State Journal</a>	LSJ staff members look ahead to 2021 hot topics and trends, focus on balanced coverage	x		
12/20/2020	<a href="#">Lansing State Journal</a>	CAMW! staff adapting to serve region's employers throughout the year	x		
12/17/2020	Targeted News Service (print edition)	High-Tech Software Company TechSmith Establishing New International Headquarters in East Lansing	x		

Print and On-line					
Date	Publication	Headline	Positive	Neutral	Negative
12/21/2020	<a href="#">Lansing State Journal</a>	Lansing Community College cancels basketball, volleyball seasons		x	
12/21/2020	<a href="#">WLNS.com</a>	LCC cancels basketball and volleyball seasons		x	
12/21/2020	<a href="#">FOX 47 News</a>	Lansing Community College bids 2020 farewell			
12/21/2020	<a href="#">The Argus-Press</a>	Perry senior Beardslee dives into reading, writing	x		
12/22/2020	<a href="#">WILX-TV</a>	Lansing Community College cancels indoor winter sports		x	