



# PRESIDENT'S REPORT

NOVEMBER 2021



EVENTS | HISPANIC HERITAGE CELEBRATION GRAND FINALE

## Student Success and Quality Education

### HHS-EMS Alumni Awarded the Chicago Fire Department Paramedic of the Year

Christopher Oswald was among the 2005-2006 paramedic class at LCC. In April of this year, Chris was awarded the *Chicago Fire Department Paramedic Award for Valor* for his actions on a medical call. An individual opened fire on responding police and EMS. Refusing to move his ambulance and retreat, he used his ambulance as cover for himself, his partner, and on-scene police officers who successfully mitigated the incident, without casualties except for the suspect. Following that honor, Chris was just awarded the *Chicago Fire Department Paramedic of the year*. This is an incredibly positive testimonial to LCC's EMS Program.



## **WILX News 10 Highlights a Student Scholar and the LCC Fire/Paramedic Programs**

As part of the Schools Rule! series, WILX News 10 highlighted scholarship recipient Nael Hallack. Public Services Careers Director, Tim Baker, was also part of the interview and talked about the ongoing need for firefighters and paramedics.

### [LCC student receives scholarship to become firefighter/paramedic](#)



## **Lansing Community College Community Campus Crawl**

Along with the Adult Resource Center and other campus partners, Student Life co-hosted a “Campus Crawl” event. During this two-day activity, students were able to check out some new physical spaces to pick up some free giveaways and receive important information about services and resources these areas have to offer. Participating students were entered into a drawing for a \$250 scholarship and other awesome prizes!

## **The Lookout Student Newspaper Back in Print**

After going online-only in March of 2020 due to the recent COVID-19 pandemic, Lansing Community College’s student newspaper was able to publish the first printed edition of the Lookout for fall semester 2021. The newspaper will shift to producing quarterly printed issues as well as maintaining the current Lookout webpage to include daily written stories, columns, photos and editorials. Lookout student staff along with their advisor are excited to return to print and are looking forward to the next published issue.

# Academic and Workforce Development Excellence

## Meridian Township Fire Department Introduces New Paramedic/Firefighters

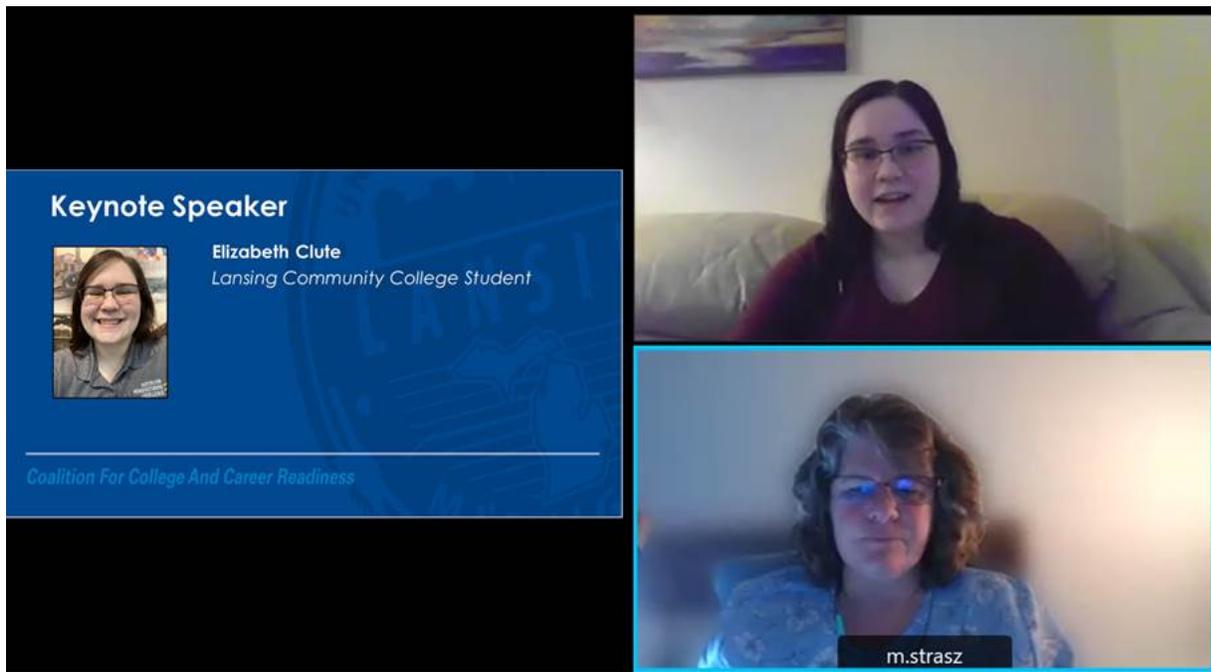
Chief Hamel introduced a new full-time paramedic/firefighter Joseph Harrison, who graduated from Dimondale and went through the paramedic program and fire academy at Lansing Community College. Chief Hamel stated, "We're really happy to have him onboard and he is already fitting in and motivated and what we're looking for as a long-term employee."

## NBAA Scholarships Support Industry Aspirations

NBAA has awarded a dozen scholarships ahead of its annual convention this week in Las Vegas. The awards include the William M. Fanning Maintenance Scholarship, presented this year to Remington Prentice, an aviation technology major at Lansing Community College, and Timothy Borden, a student at the School Missionary Aviation Technology.

## Technical Careers Student and Lab Tech, Elizabeth Clute, Delivers Keynote Speech at C3R Summit

On October 14, from 6:00 - 7:30 p.m. Lansing Community College hosted the C3R Summit. Technical Careers Division student and Lab Tech, Elizabeth Clute, delivered the keynote speech and spoke about her experience as a student at Lansing Community College and as a person with a disability.



## Aviation

On October 18, the Aviation program hosted 24 students from the Clinton County Regional Educational Service Agency automotive program for a tour of the facility and a presentation about LCC's aviation maintenance program.



## Utility Lineworker Program and Energy Careers Highlighted on WILX NBC News 10

WILX News 10 interviewed student Kate Craft and Director Rex Peckens from LCC's Electrical Utility Lineworker program. There is a discussion during the clip about demand and opportunities for workers in utility and energy careers.



[LCC Lineworker program highlighted](#)

WILX NBC News 10

LCC training students for the energy industry.

## Fire Academy Recruit Christina Hamel Recognized



Fire Academy recruit Christina Hamel has been recognized by the State Fire Marshall and Fire Fighter Training Council Board for her assistance at a car accident and a letter she wrote defining what and how important the training, she, and her fellow recruits are receiving.

Letter from Miss Hamel:

“I would like to share something that happened tonight that reminded me why we’re doing what we’re doing at academy...

What we’re going through at academy is so invaluable. The type of people we’re learning to become is invaluable in this world. The second I left the scene my first thought went to all of you, my fellow classmates. I thought of all the amazing people who are training to be firefighters right now, right alongside me. It’s so worth it, what we’re doing. I may never see Akash again, but I know we’re going to remember each other for a long time. You’re all going to be remembered by those you help, because you’re amazing and going to do amazing work.

I am so honored to be a part of the 73rd Fire Academy at LCC. This was meant to be.”  
Christina Hamel

### Success Coaches Engage in Interactive Team Building Experience at West Campus

On October 20, the Academic Success Coaches visited West Campus for an interactive team building experience. The coaches were provided an opportunity to see a live fire and use the MILO police academy training equipment. Next, they toured through the building and headed to the CAD (Computer Automated Design) classroom and Machine Lab. At the Machine Lab, the coaches had the opportunity to make their own bolts with a keyring. The final experience for the coaches was the Welding Lab, where they had the opportunity to use the virtual welders. The final stop on the tour was the Flex Lab where they were able to see active robots and learn about Mechatronics. The teambuilding experience concluded with a Kahoot on West Campus trivia.



## **The Equity Center**

The Equity Action Plan's website has been updated with a new website for the Equity Center in progress. During October's Campus Crawl, the Equity Center was one of the stops where students, faculty, and staff could stop by to learn about the Equity Action Plan. The DEI Dashboard is now operational and able to be utilized to fulfill data requests from appropriate concerned parties regarding employee demographics.

## **Stay Interviews**

In conjunction with Human Resources, the Equity Center will be conducting stay interviews with faculty and staff to determine why they remain committed, contributing members of the LCC community. An initial survey will be disseminated to staff the second week of November and returned by November 30. Following the survey, a third-party will lead the conversations via focus groups virtually and/or in-person. The 2 - 4 focus groups would be classified as stay interviews/conversations to determine why they stay and maintain a commitment to LCC, what they believe they bring to the campus and culture, and what reason would cause them to leave. The focus groups would then be facilitated by the third-party, while an LCC staff member would also be asked to transcribe the sessions. Final documents will be shared with them to generate recommendations for the upcoming 2022-2023 school year.

## **Let's Get Working/Equity Leaders for Inclusion (ELI)**

The Executive Leadership Team received an introduction video and email from the Equity & Inclusion Director who explained the Equity Leaders for Inclusion Program. From October 1 through October 29, the recruitment period for the Equity Leaders for Inclusion (ELI) program yielded seven nominations from various campus departments. As the Strategic Plan has been passed, the ELI Program will begin to move forward with the guidance of the DEI Advisory Committee. Additionally, ELT members will be nominating additional faculty and staff to serve as ELIs for the 2022-2023 academic year. By Spring 2022, ELIs will have been fully trained and serving the LCC community.

## **We're Better Than That**

With a campus-wide launch to commence in January 2022, the *We're Better Than That* campaign planning is in full-swing. In conjunction with LCC Public Safety and the Equity Center, *We're Better Than That* is a movement that will address bias behavior, bullying, and racism, to build safe, inclusive communities for all. Our efforts and activities, films, new media, and organizing are designed to help build a vibrant, diverse, and inclusive campus where everyone can participate and thrive. Beginning in January 2022, campus community members—in partnership with LCC PD—will be asked to sign a pledge vowing to speak up whenever they witness bullying and/or bigotry. The Equity & Inclusion Director presented to ALPACT in October 2021 to discuss *We're Better Than That* and advise of opportunities for collaboration between the Equity Center and community partners.

## **Gamma Iota Sigma LCC's Gamma Mu Recognized at International Conference**

The LCC Gamma Mu chapter was recognized at the Gamma Iota Sigma International conference in Columbus Ohio on September 23-25. This insurance business fraternity is comprised of 100 chapters throughout the country for risk management and actuarial insurance students. LCC is the only community college in the country involved in this organization.

LCC was awarded this special achievement award for growing our chapter during a pandemic, while still a new chapter chartering in fall of 2019.

LCC was also acknowledged as a well-rounded chapter.

Others on the list included:

- Central Michigan University
- Florida State University
- The Ohio State University
- University of Alabama
- University of Georgia
- University of Nebraska
- University of Southern California



### **LCC Insurance and Risk Management (IRM) Majors Will Start Receiving Scholarship Money from the Michigan Insurance Hall of Fame**

Mary Stucko was invited to attend the annual Michigan Insurance Hall of Fame banquet at the Crowne Plaza in Lansing on October 27. This organization recognizes people who have contributed to the industry, but also serves to raise scholarship money for IRM students. Traditionally, Olivet College students were the only beneficiaries of the scholarship money. At this event, it was announced that Lansing Community College IRM students will also be awarded scholarship money!

### **Cultural Awareness**

In conjunction with the Cesar Chavez Learning Center (CCLC) and in celebration of Hispanic Heritage Awareness, the Equity Center conducted a two-part discussion on African and Indigenous contributions to and influences upon Latin American cultures. Additionally, the Equity Center partnered with the CCLC to build an ofrenda for Dia de los Muertos.



## First Performing Arts Production of the Season a Success

The first production of our 2021-22 season was a great success. *Women Playing Hamlet*, directed by theatre faculty Blake Bowen, ran October 14-17 in the Black Box Theatre. Reviewers and audiences alike gave rave reviews to the all-female cast of five portraying 17 characters. The Sunday matinee welcomed a respondent from the American College Theatre Festival who gave feedback and nominated student actors, Laura Nguyen and Makalya Marrison to compete in the Irene Ryan Acting Competition at the annual festival, slated for January 2022.



## Community Impact and Engagement

### Lansing Community College Participates in Light the Night for Fallen Firefighters

On Sept 26 - Oct 3, Lansing Community College joined the **National Fallen Firefighters Foundation** tribute to firefighters who died in the line of duty. "Lighting campus landmarks red is our way of showing the firefighters and first responders in the Lansing community that we honor and remember their sacrifice," said Tim Baker, LCC Director of Public Service Careers.

### REV Group - Unlawful Harassment/Code of Ethics Training

The Business & Community Institute (BCI) created and delivered two training modules to the REV Group in Charlotte, MI. Our BCI trainer worked with the REV Group to produce animated PowerPoint presentations (with voice-over) for Unlawful Harassment and REV Group's Code of Ethics. Once the presentations were completed and approved, our BCI instructor went on-site to train four groups of employees in both areas.



As a result of the highly successful project, REV Group has contracted the BCI to produce nine more presentations, utilizing Articulate Storyline software.

### Westrock Leadership Training

Having heard about the very popular and effective Leadership training the Business & Community Institute of Lansing Community College offers, Westrock (Plymouth Packaging) of Battle Creek contacted the BCI to deliver a customized Leadership training, designed specifically for their team of leaders.



This customized, eight-hour program covered two vital leadership disciplines including: "Everything DiSC" (which provides participants with techniques to improve self-awareness and behavioral awareness of others, in order to be more effective in the workplace and contribute to positive attitudes in workplace culture). Another training entitled "Communicating with Impact" trained them to communicate more effectively with colleagues and customers and, in the process, build trust, improve attitudes, handle difficult conflict situations, and achieve desired results.

### The Business & Community Institute - Healthcare Training Solution



Through our long-standing business relationship with Dean Transportation, the BCI has delivered 132 training programs statewide in just the last 5 months. Dean Transportation employs over 2,200 workers and has relied on the BCI to provide scheduling, tracking, monitoring, and delivery of all healthcare related training. The BCI provides four separate training courses. Three of the courses include customized healthcare related training called School Bus Healthcare 1, 2, & 3. The fourth course is an American Heart Association (AHA) Certification course in CPR, First Aid, & AED. In addition, the BCI recertifies the employees in CPR, AED, First Aid, every 2 years. This ongoing relationship has been very rewarding, as the BCI plays a critical role in Dean Transportation's ability to equip those who transport so many children with severe multiple impairments, safely to school.

## Small Business Development Center (SBDC) activity and impact metrics for January 1 to October 27:

- Consulted with 496 business clients to start, grow, or rescue their businesses
- Delivered a total of 4,222 consulting hours
- Helped those clients secure \$12,138,939 of new capital to launch or grow their businesses
- Helped create 36 new businesses
- Helped create 180 new jobs
- Delivered 18 webinar trainings to 278 training participants

### SBDC Notable Activities:

- Cohort 4 of LEAP's One & All-inclusive entrepreneurship program concluded on October 7, 2021, with 19 participants graduating. Michigan Economic Development Corporation (MEDC) CEO Quentin Messer participated in the virtual event, telling participants, "We all have our super powers, and today, your super power is the reward of your willingness to take a risk on yourself." Each graduate received \$2,500 in seed grant funding to move their business forward. Small Business Development Center Inclusion Consultant Millie Chu assisted the entrepreneurs over the course of eight weeks, delivering a total of 280.5 hours of coaching, and entrepreneurs participated in 12 business trainings each.



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION



- On October 25, Small Business Development Center Regional Director Laurie Lonsdorf delivered the presentation "How to Perfect Your Pitch" to the Arts Council of Greater Lansing. Attendees were artists and non-profit organizations intending to pitch their ideas for the FY22 City of Lansing Arts Impact Project. This is an annual grant of \$75,000 for a permanent public work of art that enhances a neighborhood's appearance and kindles community engagement in the City of Lansing.



- On October 28, Small Business Development Center Senior Consultant Darryl Horton participated in the Delta Township Small Business Resource Open House to promote SBDC services and share the resources of our organization.



- LCC East Coordinator, Mark Khol, and advisor, Eva Menafee, participated in the Community, Curriculum, and Career (3C) Expo at MSU on October 18 & 19. The first day was virtual and the second, was in person at the new STEM Teaching and Learning Facility in the old power plant building. The purpose of the expo was to expose MSU freshmen and sophomores and potential transfer students to MSU majors, careers, and support services. Mark and Eva shared opportunities for guest students to attend LCC East. They also renewed relationships with MSU admissions, advising, and international student staff.
- LCC East and the Livingston Center conducted a Future Course Survey with their students to gather data about courses students plan to take at the extension centers in 2022. This is the seventh year the survey has been conducted. The information will be used to request new courses, request additional sections, and modify days and times of sections in future semesters.
- LCC East and the Livingston Center submitted requests for summer classes to the academic departments. Most classes were requested as online hybrids to give maximum flexibility depending on the state of the pandemic next summer.

- LCC East and the Livingston Center each received an Anatomage Table for use in Human Anatomy and Human Physiology classes. The tables are essentially computers with very large screens that display life-sized human bodies that can be explored by organ or by system.
- LCC East and the Livingston Center submitted input to the Academic Master Plan for their centers. Input was gathered from center staff and faculty who teach at the centers.



### **Livingston County Center Participates in Flex Tech’s College Fair**

On October 7, the Livingston County Center Coordinator participated in Flex Tech’s College Fair in Brighton. Students were engaged and interested in local course options. Programs of interest included graphic communications and nursing. The math teacher at Flex Tech commented that she attended LCC 30 years ago and her math instructor gave her the confidence and skills to finish her education and significantly influenced her career path.

### **Livingston County Center Meets with Hatch Stamping Plant**

On October 8, the Livingston County Center Coordinator and West Campus welding faculty met with representatives from Hatch Stamping Plant at the Livingston County Center to discuss future partnerships. Future meetings will include a Business Development Manager from the Business and Community Institute.

### **Livingston County Center Staff Volunteer at Tour de Livingston Bike Ride Fundraiser**

Several Livingston County staff volunteered at the Howell Rotary’s Annual Tour de Livingston bike ride on October 10. The event is the Rotary’s largest fundraiser, and all proceeds benefit the Livingston County United Way.



## **The Livingston County Early College Holds Cohort Five Meeting**

The Livingston County Early College cohort five meeting was held at the Livingston Educational Service Agency on October 20. Parents and students attended in-person and via Zoom. One of LCC's current students shared her tips for success in the program as well as excitement about her upcoming clinical rotation. There are currently twenty-seven students scheduled to begin their nursing prerequisites at the Livingston County Center in the Fall of 2022.

## **LCC Celebrates Indigenous Peoples' Day**

LCC celebrated Indigenous Peoples' Day on Oct. 11 with a land acknowledgement, prayer, smudging and tree dedication outside Dart Auditorium on the Downtown Campus.

The land acknowledgement is a formal statement that recognizes and respects Indigenous peoples as traditional stewards of a given geographic area, and the enduring relationship that exists between Indigenous peoples and their ancestral territories. It was approved in a resolution by the LCC Board of Trustees at their Sept. 20 meeting to acknowledge that the area comprising LCC's campuses was originally inhabited by the Anishinaabeg – Three Fires Confederacy of Ojibwe, Odawa and Potawatomi peoples.



## Academic and Workforce Development Excellence

### **Insurance and Risk Management (IRM) Program Given a WSIA Grant**

The Wholesale and Specialty Insurance Association (WSIA) has given LCC's IRM program a grant for travel to an upcoming Extreme Risk Takers Symposium in downtown Chicago. Hosted by Illinois State University, this symposium is geared towards risk management and insurance students. This two-day event offers educational sessions and networking opportunities with peers and industry professionals. The event generally attracts 175-200 students from more than 20 universities as well as 15-20 firms that participate in the career fair and networking reception.

This grant will pay all expenses for LCC faculty member Mary Stucko and four of the IRM students to attend. This symposium takes place March 25-26, 2022.

### **Davenport and LCC Annual Insurance Forum**

LCC and Davenport University collaborated for the fourth year in a row for the annual Insurance Forum. This is open to the public and gives everyone the chance to meet all the area insurance companies and learn more about working with them and the opportunities available to earn degrees to help advance careers. This was a virtual event on October 20 [https://youtu.be/1\\_9DdhwQEg4](https://youtu.be/1_9DdhwQEg4) - Link to Education Unfiltered podcast with LCC, Davenport, and a forum sponsor Farm Bureau Insurance.

### **LCC hosting Virtual Diverse Leaders in Health Insurance Panel**

This first virtual event will occur on November 10 from 1-2pm. LCC Gamma Iota Sigma student members will be the moderators to help educate our diverse community about the benefits of entering in the health insurance industry.

## Employee

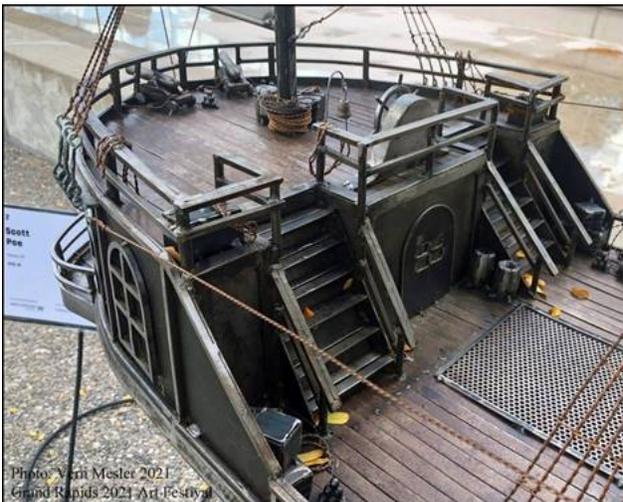
### Scott Poe Featured at Art Prize!



Wind, sails, pieces-of-eight, buried pirate treasure. Amy Jo, Scott Poe's pirate ship berthed at Grand Rapids 2021 Art Festival, its sails filled with wind, attracted an audience whose imaginations filled with high sea adventures. Poe fabricated the ship with steel. When asked why not wood, he replied, "I'm a metals guy." His career in steel began as an Iron Worker, and as he fabricated the ship's masts and rigging his years working High Iron reminded him of those sailors "climbing the rope ladders and maintaining their balance in the crow's nest." Every craftsman "wants people to see the workmanship, attention to detail," and Poe's

attentiveness to detail is clear in his crafting of his ship's gear. The "challenge of making each piece" and "how to make the cannons with limited tools in my garage or figuring out how the rigging should be run" – these are the challenges and the figuring-it-out that are a description for success.

Asked if he considered himself an artist, Poe answered, "no," an answer I've heard from many crafts men and women. But it is art that they create, and those who felt the wind fill the sails of Poe's pirate ship would find it hard not to see his work as art. N.C. Wyeth, illustrator of the book *Treasure Island*, wrote:



"Both illustrator and painter are artists who are in pictorial communication. Both should be measured by their competence -- not by artificial compartments contrived by critics." While Wyeth writes about illustrators and painters as artists, his reference to pictorial communication measured by competence can also be applied to craftsmen and artists. Scott Poe is Lead Welding Instructor at Lansing Community College who works with a staff of colleagues who continue to perfect their skills as craftsmen and artists for the benefit of their students to do their best. Article and Pictures by Vern Mesler



### **Dennis Therrian Writes and Composes for the Film, *Best Years Gone***

Music faculty, Dennis Therrian, wrote and composed the movie score, sound design, dialogue edit and mixed in 5.1 surround for the film, *Best Years Gone*. The film, directed by LCC alum Shane Hagedorn, premiered at Lansing's NCG Cinemas in late October.

### **Mary Stucko Invited to Mentor in LEAP's One and All Program.**

One and All is an inclusive entrepreneurship program designed to increase successful entrepreneurship and small business ownership among underrepresented populations including people of color, women, persons with disabilities, immigrants, military veterans, racial or ethnic minority groups and refugees and returning citizens across Clinton, Eaton, Ingham and Shiawassee counties who fall below the Asset Limited, Income Constrained, Employed (ALICE) threshold, commonly known as the working poor. ALICE households earn more than the Federal Poverty Level but less than the basic cost of living for the state.

One and All offers participants a unique combination of business and communication training, coaching and mentoring in a 2-month program, while also connecting participants with a professional network and business resources—all of which are common obstacles to success for entrepreneurs and small-business owners from underserved populations.

This fourth cohort mentorship ran from August - October 2021. [One and All Landing Webpage](#)

### **Mike Ingram Inducted into Basketball Coaches Hall of Fame**



LCC men's basketball coach Mike Ingram has been inducted into the Basketball Coaches Association of Michigan (BCAM) Hall of Fame. The ceremony was held Saturday, Oct. 2, in Pontiac, Michigan. Coach Ingram has more than 600 wins, 18 conference championships and four Top-Ten finishes at Nationals in 30 years of coaching the Stars.

Once a player at LCC, Ingram has fully cemented his legacy at the college. He has led LCC to 18 Western Conference Championships, and his teams have finished in the Top 8 four times at the NJCAA National Championship. Ingram has been named Western Conference Coach of the Year 18 times, and Regional Coach of the Year four times. In 2017, he was inducted into the NJCAA Hall of Fame.

A fierce community advocate, Ingram volunteers countless hours with area youth basketball programs, and is a frequent motivational speaker across Michigan.

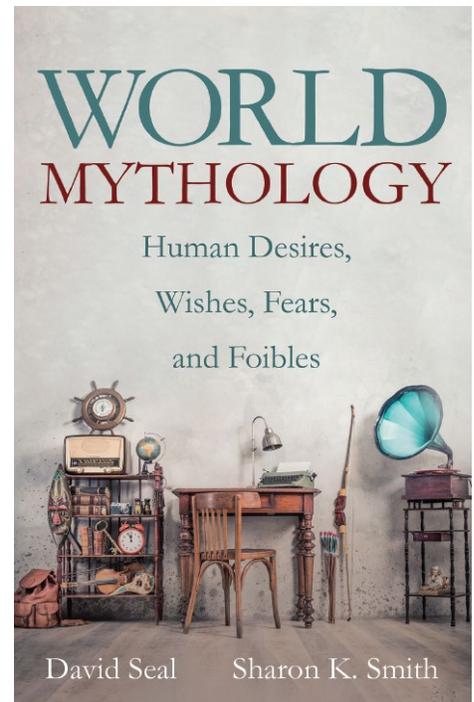
## Faculty Partner to Publish Book on World Mythology

Two LCC faculty members teamed up to write a new book that examines commonalities in myths from across time and cultures. David Seal, an adjunct instructor in the Humanities Department, and Sharon Smith, an adjunct associate professor in humanities and English, published “World Mythology: Human Desires, Wishes, Fears and Foibles” in August after a year and a half of work.

Most mythology books section off myths by geography or culture – such as Greek myths in one section, Norse in another, and so on – the pair said. Their new book takes a thematic approach instead.

“The book consists of summaries and analysis of myths from all over the world. Some are well known, such as the Odyssey, the Hebrew Bible creation accounts and Oedipus the King, but others are more obscure,” they said. “We have a variety of cultures represented from every continent, but the idea was to see how human desires, wishes, fears and foibles are similar across the globe.”

Each myth includes historical background information, a summary, commentary and discussion questions. It is designed for use in college courses as well as for any interested reader, and Seal and Smith said they hope to use it in LCC’s HUMS 160 after it goes through the departmental review process.



## Marketing and Communications

### Marketing Summary

Marketing received or initiated 34 total requests in October, 15 were Closed/Resolved or sent to Print Services, a completion percentage of 44%. Of the 17 requests listed as In Process in Marketing, 8 have tasks assigned.

### Marketing Promotes Intimate Apparel

In the month of November, Marketing created graphic for and promoted the LCC Performing Arts Production Intimate Apparel through social media postings, internal digital signage and external digital signage.



### Marketing Updates Medical Assistant Program Emblem



In the month of November, Marketing updated the emblem for the Medical Assistant Program by removing “apprenticeship” from the emblem for the new program.

### Marketing Creates Signage for Library

In the month of November, Marketing created new signage for the Library to designate mask use procedures for eating.

### Marketing Updates Writing Center Flyer

In the month of November, the Writing Center Flyer was updated by Marketing to reflect new hours of operation.

### Marketing Creates Mask Signage

In the month of November, Marketing created StarZone and WC Student Services Mask Signage. Table tents were also created for mask usage to post in these areas.

## Marketing Promotes LAND LCC Writing Contest

In the month of November, Marketing promotes the contest and deadline notification.

## Marketing Updates Transcript Key

In the month of November, Marketing updated the design and accessibility for the LCC transcript key.

## Marketing Submits Ads for Highschool Yearbook Advertising



In the month of November, Marketing created and submitted High School Yearbook Ads for the You Belong Here Enrollment Campaign.

Ads were submitted for the 2021-22 yearbooks at various local high schools to promote enrollment, focusing on transfer messaging.

## Marketing Promotes Free Math Refresher Courses

In the month of November, Marketing promoted the free courses offered in Fall 2021 to students and the community.

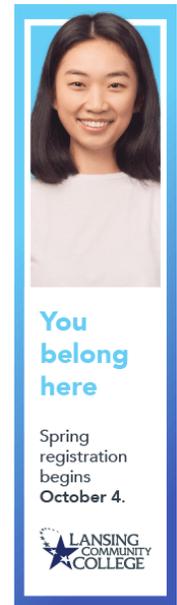


## Marketing Promotes FAFSA Direct Mail to Current Students

Marketing created and sent direct mail encouraging students to apply for FAFSA as the Financial Aid office has the ability to adjust based on individual needs and circumstances.

## Marketing Promotes You Belong Here Spring Semester Enrollment Push

In the month of November, Marketing utilized a multiplatform campaign to push for spring 2022 semester enrollment. They focused on returning adults (ages 25+) and highlighted the Michigan Reconnect Program. This is an ongoing marketing campaign.



## Marketing Promotes Women Playing Hamlet (LCC Performing Arts)

In the month of November, Marketing promoted the production through internal and external digital signage.



## Marketing Promotes Please Stay: A Call for Suicide and Depression Awareness



In the month of November, Marketing provides the services of website and promotional materials creation for the community-focused video premiere, a collaborative production from the LCC Performing Arts, Counseling Services, President's Office and Media Services departments.

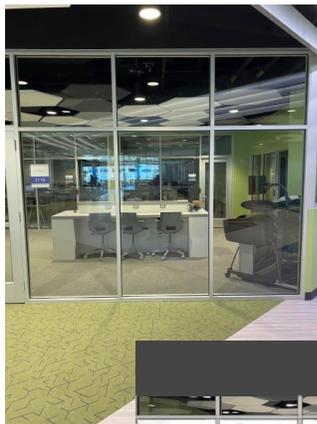
## Massage Therapy Clinic Gift Certificates and Promotion

In the month of November, Marketing promoted the massage therapy clinic services and gift certificates through social media postings.



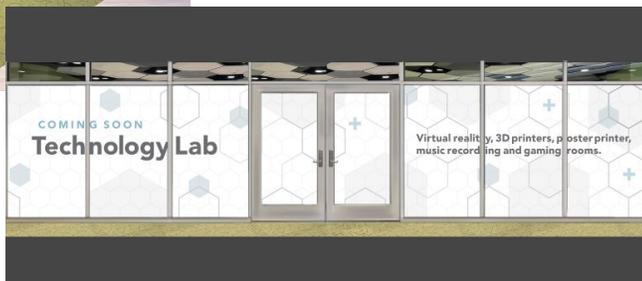
## Marketing Promotes LCC Fall Performing Arts

In the month of November, Marketing created LCC Fall Performing Arts General Promotional Materials. These materials included: roll-up banners, schedules, business card-sized performance info cards.



## Marketing Creates Library Window Decals for Technology Lab Construction

In the month of November, Marketing created library window decals for technology lab construction. The decals are to cover the glass windows to the technology lab that is currently under construction.



## Marketing Updates University Center Reference Sheet

In the month of November, Marketing updated reference sheets for the University Center.



## Marketing Promotes Historians at the Movies

In the month of November, Marketing continued to promote Historians at the Movie. The promotion is monthly and ongoing throughout the fall 2021 semester. Featured events are promoted monthly.

## **Past Events at the Downtown Campus Conference Center**

**October 21 COVID Vaccine Clinic** – LCC held its second dose vaccine clinic where people who received the first dose of the COVID vaccine could receive their second. This event was held downtown in the morning.

**October 28** – The LCC Foundation announced the Pung Scholarship winner in the Grand River Room.

**October 29** – The Provost's Cabinet met in the Grand River Room.

## **Past Events at the West Campus Conference Center**

**September 1 ERESA CRTEC Meeting** – ERESA hosted two evening sessions for parents of children attending the Capital Region Technical Early College in the Auditorium at West.

**October 1 ERESA Manufacturing Day** – ERESA hosted a Q&A session for students and parents about the manufacturing programs offered through LCC/ERESA in the Auditorium at West.

**October 1 Manufacturing Day Press Conference** – The Michigan Manufacturing Council held its annual press conference to kick off Manufacturing Day. It was held in the robotics lab and Mayor Schor gave a proclamation.

**October 15 ERESA NTHS Induction** – ERESA hosted their National Technical Honor Society Induction Ceremony in the Showroom at West Campus on October 15th, for 50 students and approximately 120 of their parents & family members.

**October 15 Michigan Construction Teachers Association** – The MCTA hosted their annual board meeting in a classroom at West on October 15th, with 10 attendees.

**October 19 Office of Diversity and Inclusion Brother 2 Brother Induction Ceremony** – ODI hosted the Brother 2 Brother Induction Ceremony and post-reception for approximately 60 guests in the West Campus Auditorium.

**October 20 Academic Success Coaches Retreat** – The Academic Success Coach department hosted a day-long retreat for 22 members of their team in conference rooms at West Campus.

**October 21** – LCC held its second dose vaccine clinic where people who received the first dose of the COVID vaccine could receive their second. This event was held at West Campus in the afternoon.

## **Number of Site Tours**

- Downtown Campus - 2
- West Campus – 3

## **Number of Booked Contracts**

- Downtown Campus - 2
- West Campus – 14

<b>Future Events</b>	<b>Campus</b>	<b>Event Date</b>	<b>Time</b>	<b>Attendees</b>	<b>Location</b>
Demonstration for LCC Online Merchandise Store RFP - KH	Downtown	11/1/2021	9:30am – 12:00pm	25 people	Grand River Room
H.O.P.E. Promise Scholar Seminar - KH	Downtown	11/04/2021	10:00am – 1:00pm	50 people	CCLC
Demonstration for LCC Online Merchandise Store RFP - KH	Downtown	11/04/2021	1:30pm – 4:00pm	25 people	Grand River Room
IT Speed Networking - EH	West	11/04/2021	8:00am – 5:00pm	100 people	Showroom, Atrium
LCC: Omni High School Visit - EH	West	11/09/2021	10:00am – 1:00pm	70 people	M119 (Cadillac) & M120 (Buick)
ERESA Fall Advisory Meeting - EH	West	11/11/2021	5:00pm – 8:00pm	100 people	Showroom, M124A, N190
Apprenticeship Event - EH	West	11/12/2021	8:00am – 5:00pm	100 people	M119-122
Tech Forward - EH	West	11/19/2021	9:00am – 1:00pm	50 people	Auditorium & Atrium
EMS Job Fair - KH	Downtown	11/23/2021	12:00pm – 1:00pm	50 people	HHS 005, 006, 007, 025, 026, 027
Turkey Trot - KH	Downtown	11/25/2021	6:00am – 11:00am	500 people	Gannon Commons

## Active Grants for Current Fiscal Year (7/1/2021 – 6/30/2022)

Grant Name	Start Date	End Date	Total Grant Award
16-21 TRIO Student Support Services	9/1/2016	8/31/2021	\$1,555,877
17-22 NSF ATE National Convergence Technology Center	7/1/2017	6/30/2022	\$80,000
19-21 MI Health Endowment Fund-MA	7/1/2019	2/28/2022	\$359,200
19-22 MSU AO Robotic System	11/1/2019	6/30/2022	\$45,000
20-21 Mental Health & Aging Project	10/1/2020	9/30/2021	\$156,000
20-21 Motorcycle Safety Training	10/1/2020	9/30/2021	\$68,800
20-21 Motorcycle Safety Motorcycle Equipment Purchase	10/1/2020	9/30/2021	\$27,500
20-21 Perkins MI Comm College Data & Evaluation Committee	10/1/2020	9/30/2021	\$28,350
20-21 Small Business Development Center	1/1/2021	12/31/2021	\$226,860
20-23 MDHS Independent Living Skills Coach	2/15/2020	9/30/2022	\$450,000
21-22 Perkins Regional Allocation	7/1/2021	6/30/2022	\$862,583
21-22 Mental Health & Aging Project	10/1/2021	9/30/2022	\$175,000
21-22 Motorcycle Safety Training	10/1/2021	9/30/2022	\$78,800
21-22 Perkins Local Leadership	7/1/2021	6/30/2022	\$9,200
21-25 DOL Building an Industry Infinity Supply Chain	2/1/2021	1/31/2025	\$179,885
21-25 DOL GRCC Strengthening CC Grant	2/1/2021	1/31/2025	\$928,800

**Grand Total: \$5,231,855**

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

### Submitted Grants as of 11/1/2021

Grant Name	DIV	Principal Investigator/ Grant Writer	Originating Funds/ Agency	Subcontracting Agency	Requested Amount	Status Date
None						
				<b>Grand Total:</b>		<b>n/a</b>

LCC Media Report for Period: 10.13.21 - 11.10.21

<b>Broadcast</b>					
<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Station</b>	<b>Value</b>	<b>Viewers</b>
10/15/2021	4:10 PM	LCC's "Women Playing Hamlet" highlighted	WILX	\$272.37	3,329
10/19/2021	5:07 PM	West Campus mentioned	WVPY	n/a	n/a
10/21/2021	6:07 AM	LCC alum mentioned	WILX	\$475.85	7,291
10/21/2021	8:27 AM	LCC alum mentioned	WILX	\$690.20	10,253
10/28/2021	5:08 PM	LCC Foundation presents scholarship	WILX	\$126.84	1,544
10/28/2021	5:30 AM	LCC Foundation presents scholarship	FOX47	\$199.71	2,657
10/28/2021	6:10 PM	LCC Foundation presents scholarship	WILX	\$1,732.22	18,764
10/28/2021	11:58 PM	LCC Foundation presents scholarship	FOX47	\$212.73	3,419
10/29/2021	6:16 AM	LCC Foundation presents scholarship	FOX47	\$24.33	335
10/29/2021	7:00 AM	LCC Foundation presents scholarship	FOX47	\$103.43	1,778
10/29/2021	5:32 PM	LCC Foundation presents scholarship	WLNS	\$952.14	15,327
10/31/2021	8:17 AM	LCC Foundation presents scholarship	FOX47	\$57.23	875
11/2/2021	11:20 PM	LCC athletics highlighted	WLNS	\$1,758.27	16,197
11/8/2021	11:33 PM	LCC athletics highlighted	WWTW	\$568.00	21,819
11/9/2021	6:34 AM	LCC event discussed	WLNS	\$502.95	8,807
				<b>\$7,676</b>	<b>112,395</b>

Lansing Community College Media Report for Period: 10.13.21 - 11.10.21

<b>Print and On-line</b>					
<b>Date</b>	<b>Publication</b>	<b>Headline</b>	<b>Positive</b>	<b>Neutral</b>	<b>Negative</b>
10/12/2021	<a href="#">AIN Online</a>	LCC student awarded scholarship	X		
10/12/2021	<a href="#">Bridge Michigan</a>	LCC mentioned in Secure Michigan vote article	X		
10/12/2021	<a href="#">Michigan Patch</a>	LCC student is Athlete of the Week	X		
10/12/2021	<a href="#">Michigan Patch</a>	LCC Participates in Light Up the Night	X		
10/15/2021	<a href="#">Education Unfiltered</a>	LCC lead faculty advisor shares her journey	X		
10/18/2021	<a href="#">WILX.com</a>	LCC Lineworker program highlighted	X		
10/26/2021	<a href="#">Patch.com</a>	C3R Summit preparing students for college	X		
10/26/2021	<a href="#">Patch.com</a>	LCC Celebrates Indigenous Peoples' Day	X		
10/26/2021	<a href="#">Patch.com</a>	LCC's Mike Ingram inducted into BCAM Hall of Fame	X		
11/1/2021	<a href="#">FOCUS Magazine</a>	LCC in FOCUS Magazine		X	
11/4/2021	<a href="#">City Pulse</a>	City Pulse talks with LCC theater director	X		
11/5/2021	<a href="#">The Argus Press</a>	LCC athletics mentioned		X	
11/5/2021	<a href="#">Spartan Newsroom</a>	LCC mentioned in article exploring college opportunities for Indigenous persons		X	
11/5/2021	<a href="#">The Collegiate</a>	LCC volleyball discussed		X	
11/7/2021	<a href="#">The Collegiate</a>	LCC cross country discussed		X	
11/8/2021	<a href="#">Manistee News Advocate</a>	LCC mentioned in skills article		X	
11/9/2021	<a href="#">The Sault News</a>	LCC athletics mentioned	X		