



Muskegon Community College

BOARD OF TRUSTEES

BOARD RETREAT MINUTES

March 2, 2020 – 9:00 a.m. – 1:00 p.m.

Bear Lake Room @ the Delta Marriott Muskegon Downtown

939 Third St., Muskegon, MI 49440

Present: Chair Osborn, Vice Chair Mullally, Trustee Crandall, Trustee Moore, Trustee Oakes and Trustee Portenga

Absent: Trustee Frye

Guests: Rachel Fawcett, Fitness Manager, Lakeshore Fitness Center (LFC)
Dr. John Severson, Superintendent, MAISD & Muskegon Promise
Megan Byard-Karaba, College Access Specialist, MAISD & Muskegon Promise
Jack Hendon, Operations Chair, Newaygo Promise
Dr. Steve Witter, Fundraising Chair, Newaygo Promise

Chair Osborn called the meeting to order at 9:09 a.m.

1. Updates on the Coronavirus were discussed as it relates to Muskegon Community College (MCC), the Michigan Community College Association (MCCA), and nationally. The Board inquired whether faculty are prepared to go online to continue courses if needed. Kelley Conrad reported that Linda Hood is preparing information for finishing courses online if needed.
2. Lakeshore Fitness Center Discussions.
 - Rachel Fawcett, Fitness Manager for the LFC, gave a review of the Next Steps program, an 8-week, physician referred, structured exercise program. The program has seen immense growth over the past three years – 2017, 89 participants; 2018, 156 participants; and 2019, 527 participants. It is too early to determine the number of participants who stay in the Next Steps program beyond the initial 8-weeks, but there are participants who have re-enrolled due to their success and the benefits of this program. Many have been able to discontinue medication for high blood pressure, diabetes, etc.
 - Rachel was asked how we can make the Next Steps program more sustainable to which she replied, “We need to review the cost.” Mercy Health is looking at joining the Next Steps program, working with BC/BS. Rachel also noted they are reaching people they have never reached before through this program, and it has the potential of having a significant impact on the community as a whole.

- Next Step Funding opportunities for 2020-2021 include BC/BS, Community Shores Bank, Lakeshore Dermatology Laser, Muskegon Area District Library, Muskegon Area First, Parmenter O'Toole, Radiology Muskegon, an increase in the Senior Millage grant funding; additional grant opportunities with the Muskegon Foundation, West MI Osteopathic Foundation; increased partnerships with Mercy Health and the Lifestyle Clinic.
- Over 1,000 people use the pool each week with the swim programs.
- LFC has over 30 corporate partners for their corporate partnership programs including Muskegon County, ADAC, GE Aviation, Mercy Health, Muskegon Chamber, Muskegon Jaycee's, Best Financial Credit Union, MAISD, Cannon, City of Muskegon, and others.
- Dr. Crandall met last week with Gary Allore and their primary care network (PCN). They are looking at engaging the PCN in referring to the Next Steps program and integrating it into the new Mercy System. This would automatically enter results directly into the patient record, automatically refer patients from the physician to the Next Steps program with the click of a button, and they are looking at billing insurance pre- and post-course directly. If membership increases, additional facilities would be needed. MCC could look at extending the program to our new Health and Wellness Center on the main campus.
- The Board also suggested contacting unions in the area to grow the Next Steps program.
- Looking at a model for a community based organization to run these programs. Dr. Crandall has had Jeff Lohman approach Power Wellness to see if they want to partner with us.
- Additional options include
 - If we could offload either a portion or the entire Next Steps program to Mercy and we would run the Fitness Center, or;
 - Can we make the program a moneymaker and keep it.
- MCC taking over management from Power Wellness was studied and it was determined that it would be a wash.

Ken Long presented his report on LFC financials:

- Repairing the whirlpool (estimated to cost \$500,000) and lakeshore restoration at the LFC property are the two largest issues to address currently.
- A \$400,000 loss is anticipated for 2020-2021 at the LFC.
- Ken asked whether there a way to limit the lower paying members (Silver Sneakers) to limited access.
- 3,000 to 3,500 full paying members would be needed to break even.
- One trustee stated the only way to stay in this would be to do an operational millage. We have many partners in the community and would need to let people know if we cannot get a millage, we cannot sustain this. Another trustee stated the entire college could use an operational millage with everything that has been built – for repairs, upkeep, etc. If we are thinking about an operational millage, we may want to think on a broader spectrum.
- Restoration of lost funds due to Headley rollback was also presented as an option.

3. Tuition – In-County and Out-of-County Rates will be presented at the April Board meeting.

4. Discuss and Strategize regarding the Muskegon Promise and Newaygo Promise

- Steve Witter and Jack Hendon presented a brief history of their promise zone, the Newaygo Promise.
 - They became a Promise Zone in January 2016, formally in April 2016, with their first cohort in 2017.
 - They estimated 80 students, had 101 students enroll, and it has been that way ever since with 25-30% more students enrolling – they cannot sustain this.
 - \$1.49M was raised with the Foundation and the community. Other financial assistance was estimated at 60-65%, but is only 40%.
 - After the first year, they raised the GPA from 2.5 to 3.0
 - They dropped Baker College as a partner.
 - The promise covers tuition and fees, but does not cover books or travel expenses.
 - Their goal is to get as many students in the pipeline as possible.
 - They asked MCC to consider giving Newaygo Promise Zone student's in-district rates and they would become immediately sustainable; otherwise, they will have to raise the GPA again, cut the number of students, or run out of money by 2021.
- Dr. Severson presented on the Muskegon Promise.
 - They have seen a 2-3% increase in GPA.
 - The Stated Education Tax (SET) is 6% and half stays within our counties.
 - They have asked MCC to consider funding assistance to sustain the program going forward.

The Board discussed whether part of what the Board of Trustees used to give in scholarships could go to the Promise and agree they need to have skin in the game. Funding options for both the Muskegon Promise and the Newaygo Promise will be analyzed with recommendations being brought back to the Board.

With no further business, the meeting was adjourned at 12:05 p.m.

Minutes submitted by Chair Osborn.

/csd