



MEETING MINUTES

**BOARD OF TRUSTEES
REGULAR MEETING**

**BAY de NOC COMMUNITY COLLEGE
Board Room CB 201D
Escanaba, MI**

June 17, 2026

- I CALL TO ORDER:** The meeting was called to order at 5 p.m. ET by Chair Wendy Middaugh.
- II PLEDGE OF ALLEGIANCE:** The Pledge of Allegiance was recited.
- III ROLL CALL:** Laura Johnson, Assistant Board Secretary, took roll call.
- Members present: Joy Hopkins, Nick Chenier, Katie VanEnkevort, Terri Mileski, Cory Kuchenberg, Wendy Middaugh
- Member absent: Steve Soderman
- Administration: Beth Berube, Caroline Carlson, Vicki DeGrand, Cindy Gallagher, Amy Gibbs, Nerita Hughes, Jonathan Lane, Renee Lundberg, Lynn Martinson, Penny Pavlat, Amy Reddinger
- Faculty: Molly Campbell
- Guest: Brandy Johnson, Michigan Community College Association President
- Recorder: Laura Johnson, Assistant Board Secretary
- IV CITIZEN INTRODUCTIONS AND COMMENTS:** None

V APPROVAL OF AGENDA:

The agenda was approved by unanimous consent.

VI DECLARATION OF INTEREST:

None

VII APPROVAL OF MEETING MINUTES:

The minutes from the Special Meeting, the Special Meeting Closed Session, and the Regular Meeting on May 20, 2026, were approved by unanimous consent.

VIII PRESENTATIONS:

A Workforce Innovation & Strategic Partnerships Update:

Cindy Gallagher introduced Workforce Innovation & Strategic Partnership team members Renee Lundberg, Business Development Manager; Amy Gibbs, Director of Career Services; and Caroline Carlson, Director of Marketing & Public Relations. The team reviewed the work of this newly formed division that now includes marketing and public relations. The presentation slides are attached.

Discussion was held about various messaging platforms in response to a question from Nick Chenier. Caroline Carlson affirmed that although social media is generally the best driver for students, different platforms are used for traditional and non-traditional students. In addition to social media, streaming video targeting is used as well as community collaborations (radio, newspapers) where people expect to see the College.

Student feedback is collected in multiple capacities besides analytics to gauge marketing effectiveness.

Cory Kuchenberg emphasized the value of partnering with local businesses to employ and keep students in the area. Providing opportunities for students to connect with local businesses allows them to picture their future in our community.

B MCCA Trustee Tour:

Chair Middaugh welcomed Brandy Johnson, the President of the Michigan Community College Association (MCCA) for the last four years. Brandy was on her second Trustee Tour visiting all 31 community and tribal colleges, and addressed trustees with information about MCCA, community college revenue sources and FY27 state budget comparisons, and legislative updates. The

presentation slides are attached.

IX PRESIDENT'S REPORT:

President Hughes shared an annual review of Institutional Strategic Plan accomplishments. The presentation slides are attached.

X ADMINISTRATIVE REPORTS:

The Administrative Reports were in the board report.

XI FINANCIAL REPORTS:

Lynn Martinson reviewed the Financial Analysis as of May 31, 2026:

- Total Assets of \$47 million and Total Current Assets of \$14.5 million.
- Total Liabilities and Net Assets were \$47 million with Total Current Liabilities of \$3.2 million.
 - o Current Ratio of 4.55
 - o Days Cash on Hand is 181. A day's cash equates to ~\$64,202.
- Total Operating Revenues of \$12.274 million, which is \$442 thousand more than recognized May 2025. The increase is primarily due to a 28% increase in federal grants and contracts, which includes the ADN to BSN grant and the Go Big grant, partially offset by decreases of \$248 thousand in MI Reconnect Expansion grant scholarships and other grants.
 - o Other Revenues increased \$341 thousand or 42%, which is attributable to increases in Indirect Cost Recoveries, contributions from the Foundation, and grant funded equipment from the ADN to BSN grant. Increases are partially offset by \$181 thousand or 2% decrease in Net Tuition and \$43 thousand or 15% decrease in Noncredit Tuition and Contracts and \$20 thousand or 6% decrease in State and Local Grants.
- Total Operating Expenses were \$23.437 million. Salaries and Wages are up 3% or \$296 thousand, while Benefit costs are down \$17 thousand compared to last year.
- Travel, Professional Development and Other costs are up \$496 thousand or 24%. The "Other" portion of this category is a larger umbrella that encompasses software licenses, sponsorships, dues and memberships, transportation, etc. Software licenses are up \$200 thousand over last year, Indirect administrative costs associated with grants are ahead \$147 thousand, EMS Workforce grants to students account for \$100 thousand of these increased costs, and Nursing Assessment

- fees are also \$80 thousand ahead of last year. These increases are partially offset by a reduction of \$40 thousand in Lodging costs, of which a majority had been grant funded.
- Contracted Services increased primarily due to \$367 thousand with Ellucian for the ERP conversion.
 - Advertising and Promotion expenses are ahead with \$55 thousand of the \$60 thousand increase attributed to the Dickinson County Millage.
 - Donations & Sponsorships decreased \$31 thousand primarily due to the Academic Catchup and USDA grants ending.
 - Rent, Utilities, and Insurance costs are \$59 thousand or 5% ahead of last year.
 - Non-operating Revenue (Expenses) decreased \$247 thousand or 2%.
 - State Appropriations revenue is down \$584 thousand or 9% compared to last year at this time.
 - Property tax revenues increased from Delta County by \$269 thousand or 6% and Dickinson County by \$47 thousand or 4%.
 - Year-to-date Net Assets increased \$1.022 million compared to \$1.654 million in the prior year, \$632 thousand less than May 2025.

XII BOARD COMMITTEE & REQUIRED ACTION: None

XIII BOARD ACTION: None

XIV UNFINISHED BUSINESS:
A BOT Policies
Second Reading:

Board policies 2026 Financial Reserve, 1005 Board of Trustees Conflict of Interest, 1011 Civic and Testimonial Functions, 1013 Community Service, and 1014 Public Information Marketing were presented for second reading approval.

It was moved by Joy Hopkins and seconded by Katie VanEnkevort to:

“Approve second reading of these policies as presented:

- **New Policy - 2026 Financial Reserve**
- **Policy Revisions to:**
 - **1005 Board of Trustees Conflict of Interest**
 - **1011 Civic & Testimonial Functions**
 - **1013 Community Service**
 - **1014 Public Information Marketing.”**

Motion carried unanimously.

XV NEW BUSINESS:

None

XVI MCCA UPDATE:

Dr. Hughes and Katie VanEnkevort will attend the MCCA Summer Conference held July 28-31. Trustees were encouraged to attend as registration is open until July 6.

XVII OTHER:

The filing deadline for the Board of Trustees election is July 21.

XVIII ADJOURNMENT:

It was moved by Cory Kuchenberg and seconded by Nick Chenier to:

“Adjourn the meeting.” No discussion. Motion carried unanimously. The meeting adjourned at 6:16 p.m. ET.

Laura L. Johnson
Assistant Board Secretary

Completion
Date

Approval Date

Wendy B. Middaugh
Chair

Approval Date



Workforce Innovation & Strategic Partnerships

Cindy Gallagher
Amy Gibbs
Renee Lundberg
Caroline Carlson



**New Department
Formed in July
2024**



Amy Gibbs
Director of Career &
Workforce Development



Renee Lundberg
Business Development
Manager



Shawn Curtin
Web Services & Design
Manager



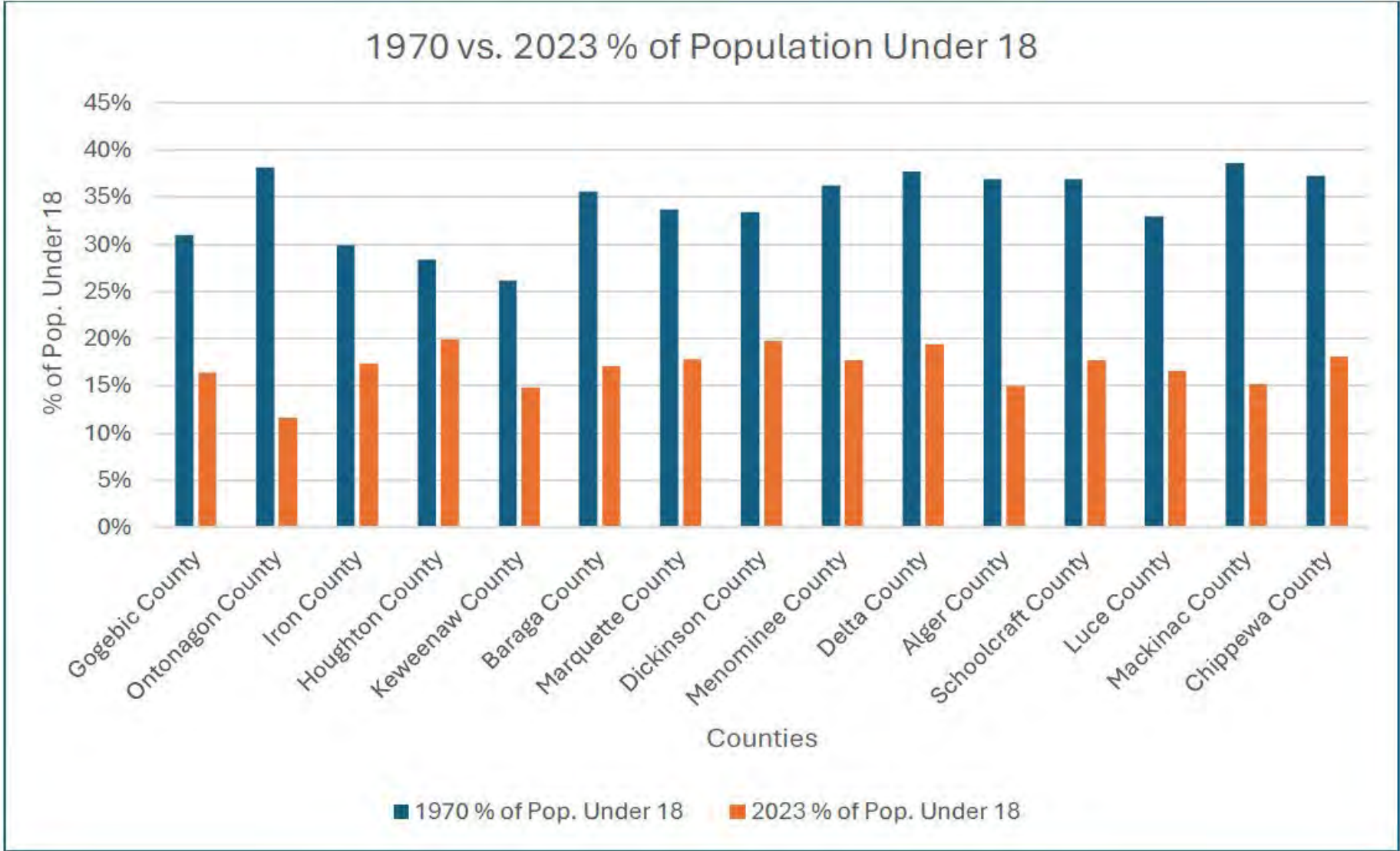
Caroline Carlson
Director of Marketing &
Public Relations

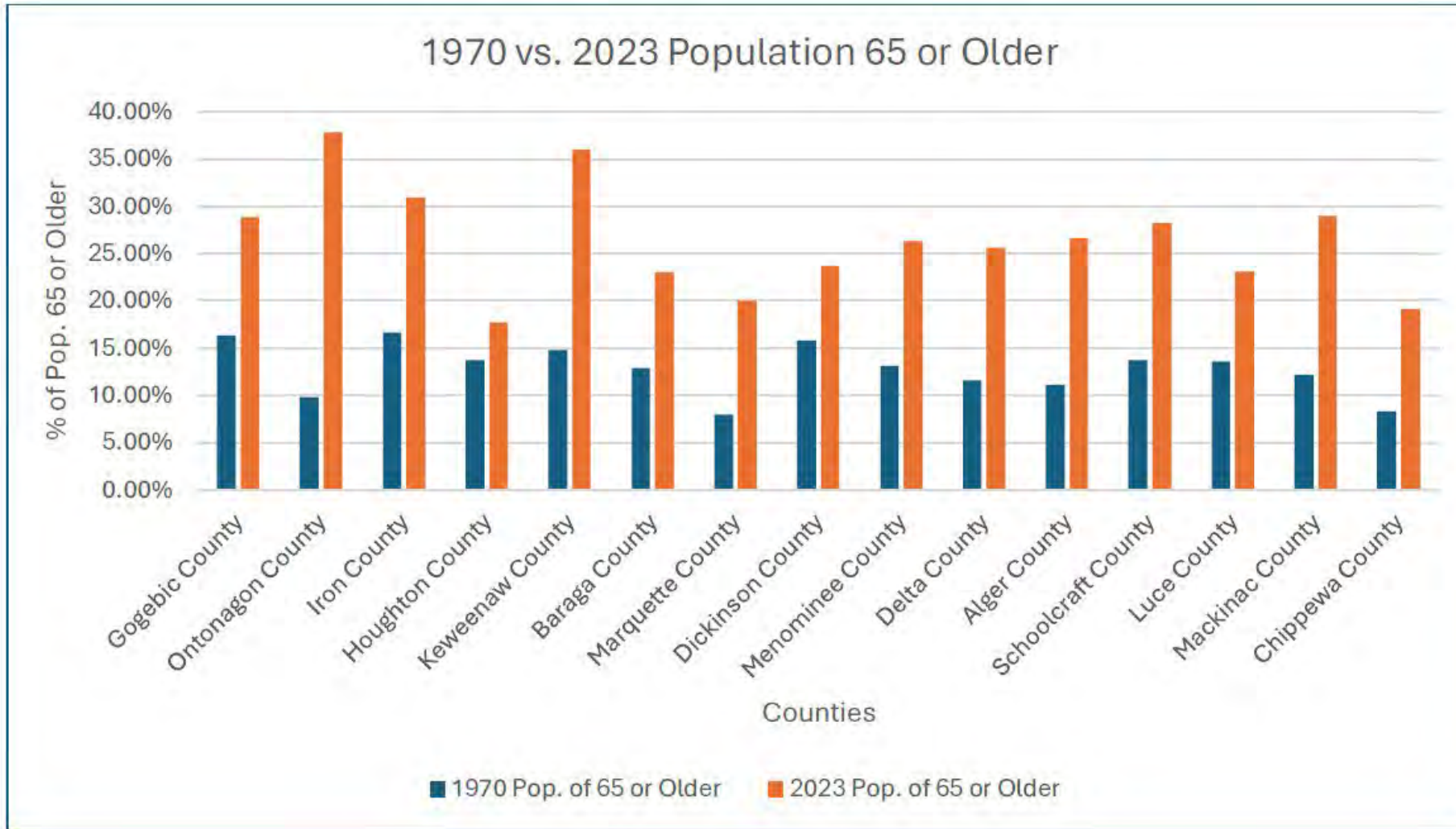


Dan Williams
Creative Services
Specialist



Cindy Gallagher
Vice President of
Workforce Innovation &
Strategic Partnerships





Build Industry-Responsive Partnerships

Bay College is dedicated to building strong, mutually beneficial local, regional and national partnerships with K-12, business sectors, community organizations and the community at large.

This initiative seeks to closely align the college's educational programs with the evolving needs of the local and regional economy, ensuring that graduates are well-prepared to fill existing and emerging job roles.

Through these strategic collaborations, Bay College aims to enhance practical training opportunities for students and directly contribute to addressing the skills gap in the region.



Key Objectives

Build robust collaborations with local businesses to tailor academic curricula and training programs, ensuring they meet the specific needs of current and emerging industries, enhancing student readiness and employer satisfaction.

Significantly increase opportunities for internships, apprenticeships, and hands-on project collaborations, giving students valuable real-world experience that directly complements their academic pursuits.

Regularly update and adapt academic offerings in response to evolving industry feedback and labor market trends, ensuring that programs remain relevant, and graduates are highly employable.

Expected Outcomes

Job-Ready Graduates: Students graduate with skills that meet current industry standards and demands.

Enhanced Economic Impact: The college's role in workforce development strengthens the regional economy.

Increased Industry Involvement: Greater engagement from local businesses in curricular design and student training.

Amplify Institutional Value & Brand Identity

This strategic pillar focuses on amplifying Bay College's unique brand identity and value proposition to transform the institution's perception at both local and regional levels, reinforcing its role as a pivotal driver of educational excellence and economic progress.

By effectively communicating its value and impact, Bay College will strengthen its influence and standing in the region as a leader in delivering quality education and driving economic development.

Tailored, strategic communications will increase engagement among all college partners, fostering a vibrant community committed to supporting the institution's goals.

Unify Brand Strategy

Develop Targeted Communication Strategy

Enhance Reputation for Inclusive Excellence



Key Objectives

Develop and implement an integrated brand strategy under the theme "One College" that clearly articulates Bay College's core values and strengths. Highlight distinctive aspects such as innovative programs, successful alumni, and significant community impacts. This approach will firmly position Bay College as a unique and vital entity within the higher education landscape.

Design a communication strategy tailored to meet the specific expectations and needs of all key partners, including current and prospective students, faculty, the board, industry partners, and the wider community. This strategy will ensure that all messages are relevant, engaging, and effectively convey the college's value to each audience segment.

Amplify Bay College's public image through marketing and public relations initiatives that spotlight the institution's commitment to inclusivity, innovation, and community involvement. By strategically highlighting real-world successes and outcomes, we will enhance the college's reputation, making it a top choice for prospective students and partners.

Expected Outcomes

Brand Identity : Foster a unique brand identity that resonates with a diverse audience base, attracting more students and partners while dispelling outdated perceptions .

Strengthened Regional Influence : By effectively communicating its value and impact, Bay College will strengthen its influence and standing in the region as a leader in delivering quality education and driving economic development .

Reputation as a Forward-Thinking Institution : Through active promotion of its innovative and inclusive initiatives, Bay College will be recognized as a forward-thinking institution that not only meets the current educational and economic needs but also anticipates future challenges and opportunities .

Strategic Partnerships



The Center for Youth Health & Wellness

[Learn More](#)



Delta County EDA

[Learn More](#)



Dickinson County EDA

[Learn More](#)



MichiganWorks!

[Learn More](#)



MiLEAP

[Learn More](#)



UPCC

[Learn More](#)



DSISD

[Learn More](#)



DIISD

[Learn More](#)



Michigan Labor & Economic Opportunity

[Learn More](#)



InvestUP

[Learn More](#)



Michigan Economic Development Corporation

[Learn More](#)



Michigan Community College Association

[Learn More](#)

+ Hundreds of business, industry, and community partners

MiLeap

- MILEAP – GO BIG Grant

- *Awarded in December 2024*

- \$1 million to transform the student experience with enhanced student support, credit for prior learning opportunities, flexible programming, strengthened career services and scaled employer partnerships to improve career pathways, retention and graduation rates for students.

- *Grant Lifecycle*

- *January 1, 2025 – November 30, 2027*

Guided by Steering Committee, Chairs and Co-Chairs

- Grant Project Navigator – McKenzie Fox-Potter
 - Reporting, oversight, and grant compliance
 - Building framework and standards to support all grants
- Adult Student Success Coach – Sam Frizzell
 - Adult Supports, Rural Guided Pathways, Completion Focus
- Credit for Prior Learning (CPL) – Jen McCann and Sam Frizzell
 - CAEL Consulting – Aligning Learning and Workforce, PD opportunities
 - Faculty/Staff and Student Surveys with incentives to respond
- Competency Based Education (CBE) – Nick Fox and Jim Cousino
 - CBEN Consulting – Understanding CBE and Establishing Standards of Practice
- Career Services – Amy Gibbs and Connie Nault
 - Focus 2 Career, Employer Connections, Career Assessments, Work-Based Learning, Post-Completion 3.0

On The Horizon

Career & Workforce Centers

- Escanaba Campus
- Iron Mountain Campus (M.J. Electric Partnership)
- MCCA Statewide Articulation Agreement to further support UP Labor Union Agreements
- Data driven decisions across the division
- Launch of Bay College Strategic Marketing Plan

Career & Workforce Development

Year 1: Building the Foundation for Career Services

Rebuilding Career Services to Align Talent to Opportunity

- **Launched core tools:**
 - Website
 - Bay College & Career Network (re-launch of labor exchange tool)
- **Purchased & Customized:**
 - Focus 2 Career & Focus 2 Apply (academic & career exploration + pathway alignment)
- **Business, Industry, and Partner engagement: 07/2025 – 05/2026**
 - 32 new businesses and 88 jobs posted to Bay College Career Network
 - 36 unique business partnerships developed and/or tours completed
 - DAEDA Talent & Education Task Force, Delta County Pathways Committee
- **Expanded student exposure:**
 - 1550+ students exposed to Career Services through 1:1 meetings, workshops, and events
- **Built cross-campus collaboration:**
 - Partnered with Student Affairs, Faculty, Academic Leadership, IR, Marketing, IT and others to integrate career development throughout the student experience.

Driving Impact Through Partnerships

From Exploration to Experience: Scaling Engagement

- **Next Up:**
 - Academic & Career Exploration: Train, launch, and promote use of Focus 2 Career & Apply
 - Work-Based Learning (internships, co-ops, applied learning experiences): Campus-wide task force launched. Policy, process & best practice review underway.
- **Data + Accountability:** Academic Year 25-26
 - 42% of degree seeking students introduced to Career Services.
 - 4% of degree seeking students completed a career assessment
 - 15% of occupational, degree seeking students participated in internship, co-op, or clinical.
- **Next Phase:** Academic Year 26-27
 - Increase student engagement in academic and career exploration
 - Enhance and expand work-based learning opportunities
 - Integrate career readiness support to students
 - Create Career & Workforce Centers on both campuses
 - Increase business engagement and partnership

Business Development

Empowering the workforce through customized training.

Accomplishments and Impact

- Nurse Aide completers achieving graduation recognition
- Expanded training in safety, trades, leadership, and online certification programs
- July 25 - May 26
 - 1,218 learners received training (+36% last year)
 - 26,350 total contact hours (+60% last year)
 - 43% increase online classes and certificate programs

• Pillar 4: Workforce & Economic Impact

- Building a workforce aligned to employer needs
- Nurse Aide program supporting pipeline and job placement
- Expanding contract training for incumbent workers
- Delivering flexible, short-term training to meet demand

What's Ahead

New Funding Model

- Workforce Pell Opportunities

Systems & Supports

- Journey Implementation
- Strengthen data tracking & outcomes
- Increased market exposure

Business Trainings

- Grow employer-sponsored training
- Increase hybrid/online offerings
- Continue growth in healthcare & trades

Marketing & Public Relations

New Department Focus with Marketing & Public Relations

- Implemented a new project management system and shared server.
- Strategic Marketing Plan in progress to align marketing efforts with Bay College mission and program enrollment growth.
- Centralized, shared file storage implemented to increase efficiency and facilitate collaboration.
- Added platforms for efficiency and data analysis of media releases.
- Crisis communication playbook created to help guide rapid PR response.

Project Management System

Marketing Tickets

In Portal

Auto reply Channels / 2 Automate / 11 Invite / 3

Main table Form Table Calendar Build Vibe view Table Table +

New project name Search Filter Group by

Open Tickets

Project name	Assign...	Due Date	Project Item(s)	Project Type	Creatio...	Status	Priority	Project Description
Photos for Archive Project				File Archive	Aug 20, ...	In progress	Standard	Hi Caroline and Dan, Dan an...
Student Videos/New Student Orientation/IM				Video	Sep 11, 2...	On Hold	Standard	Dan: Please remove backgr...
Highlight Video - Building Tomorrow Together				Video	Oct 24, ...	In progress	Standard	Hey Marketing Team, We're ...
Event Services Webpage				Website	Jul 31, 2...	New Reply	Standard	Per our discussion, hoping t...
Ad - June-D05282026_IMAdv-R				Print Ad	May 8, 9...	In progress	Standard	
Ellucian Branding - Urgent for Tuesday				Website	May 13, ...	In progress	Standard	Hello: Touching base on thi...
> Website UX Project 2				Website	May 16, ...	In progress	Standard	Updates to Bay College we...
> Business After Hours Table Centerpiece Promo Trian... 1		Jun 10	Graphics	Graphics	May 18, ...	In progress	Standard	Table top Triangle Tents for ...
> Foundation Office One-Way Vision Film 1		Jun 22	Graphics	Graphics		Not Yet Begun	Standard	Hey Shawn, Steve said star...
▼ Lunchtime Live! Escanaba 8		May 20	Bay To... +7	Multi-Item Project		New Reply	High	Hi-We need a poster for Lu...

Subitem	Agent	Request Type	Status	Priority
Besse Theater Marquee		Besse Theater Marquee	In-Progress	
Press Release		Press Release	Resolved	
Photography		Photography	Not Yet Begun	
Social Media		Social Media	Resolved	
Poster		Poster	Resolved	
REACH Screen		REACH Screen	In-Progress	
Outdoor Sign		Outdoor Digital Sign	In-Progress	
Internal News Post		Internal News Post	Resolved	
+ Add subitem				

> TORCH Award. CONFIDENTIAL. Post after June ... 1		Jun 14	Press Release	Press Release		Not Yet Begun	Standard	I was instructed to select *I...
> Strings on the Bay Collateral 2026 6		May 27	Besse T... +6	Unspecified		New Reply	Standard	Please create the String

Website Analytics

Most Visited Pages

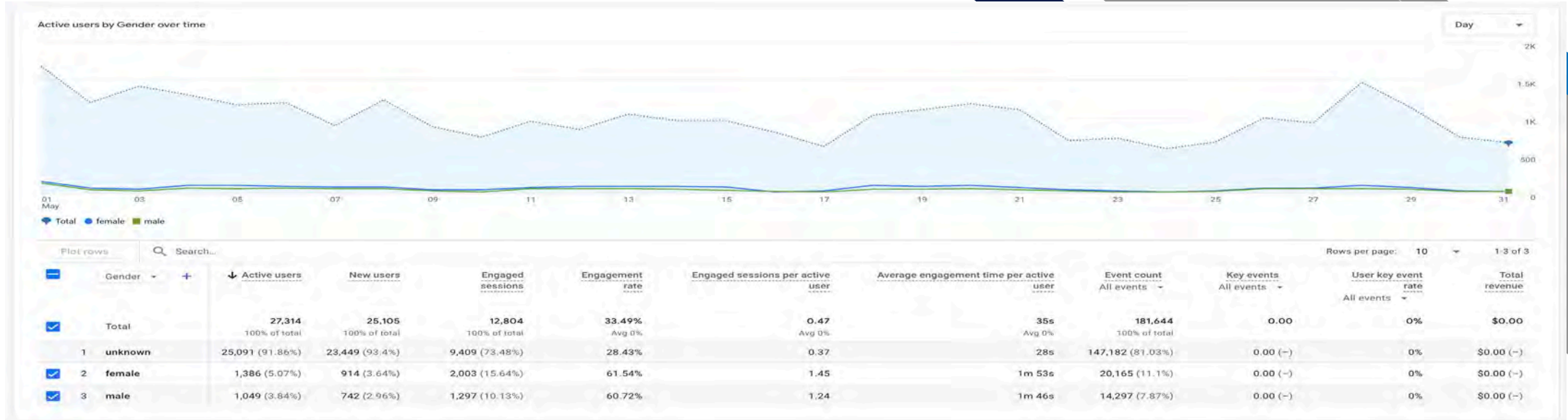


Usage by Device

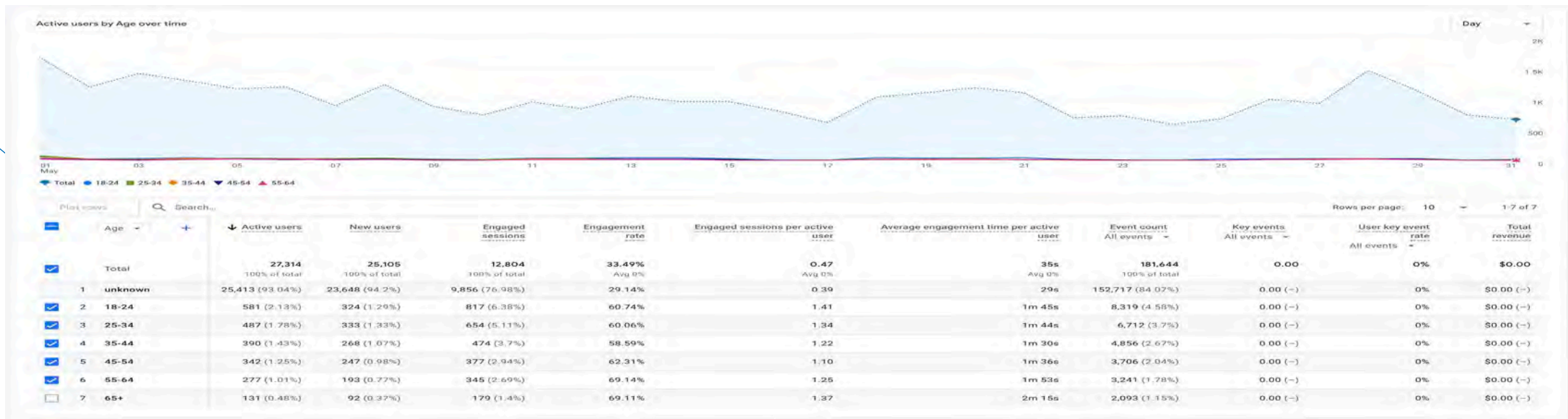


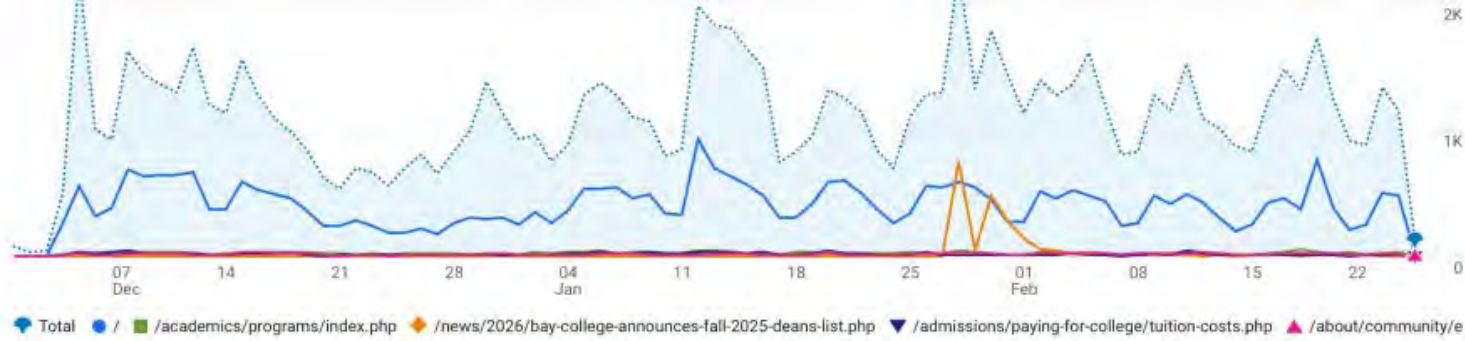
Website Analytics

By Gender



By Age





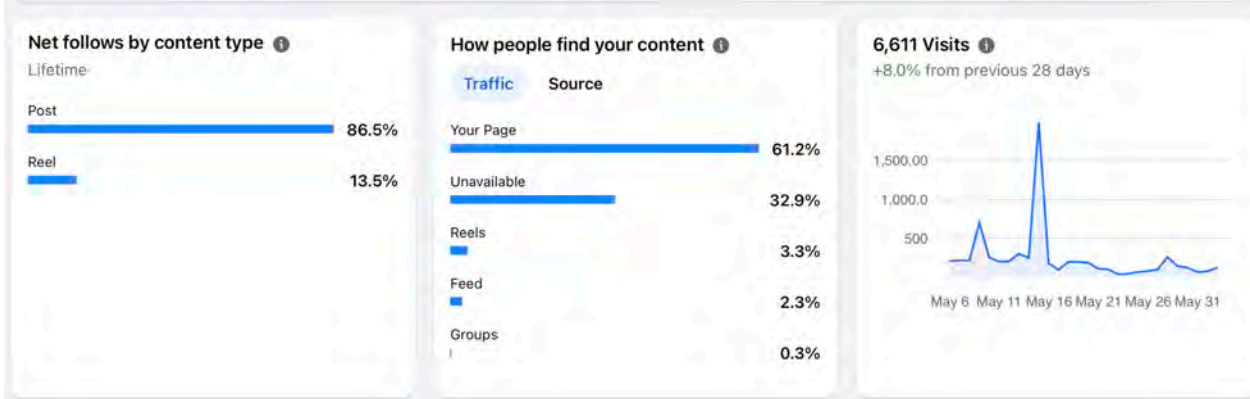
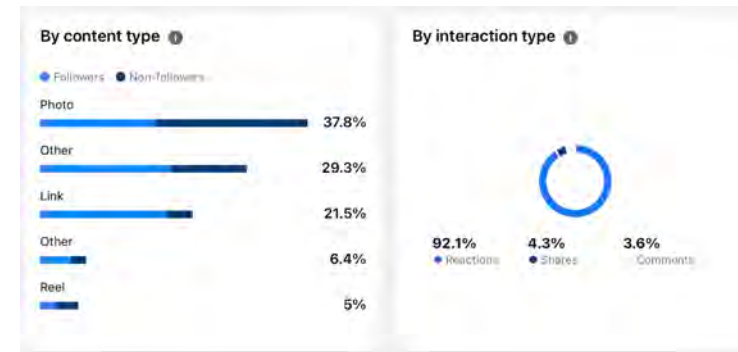
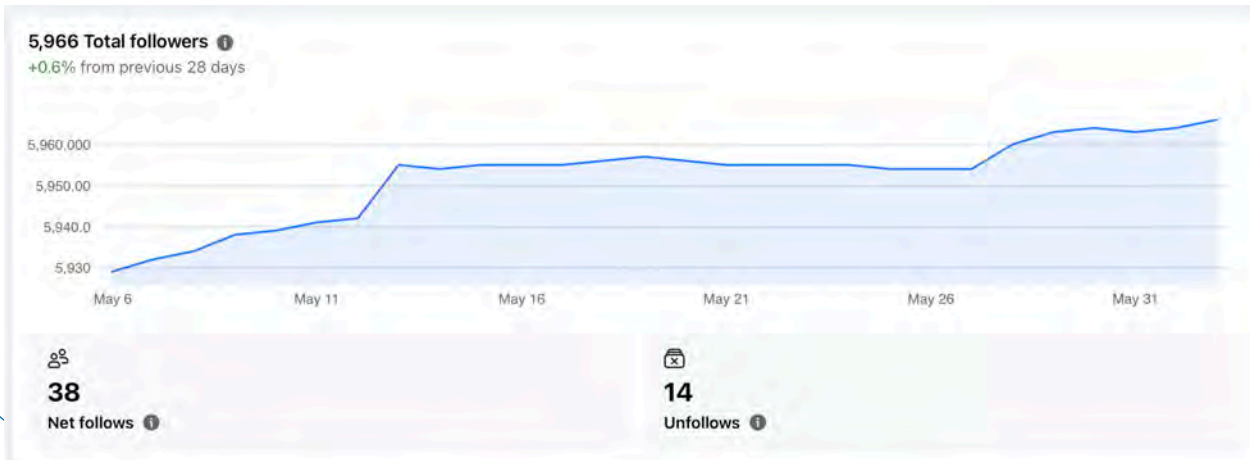
Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 3440

	Landing page	↓ Sessions	Active users	New users	Average engagement time per session	Key events All events	Total revenue
<input checked="" type="checkbox"/>	Total	95,179 100% of total	66,319 100% of total	64,771 100% of total	27s Avg 0%	0.00	\$0.00
<input checked="" type="checkbox"/>	1 /	35,571 (37.37%)	20,147 (30.38%)	19,071 (29.44%)	32s	0.00 (-)	\$0.00 (-)
	2 (not set)	4,926 (5.18%)	2,001 (3.02%)	9 (0.01%)	21s	0.00 (-)	\$0.00 (-)
<input checked="" type="checkbox"/>	3 /academics/programs/index.php	2,046 (2.15%)	1,748 (2.64%)	1,399 (2.16%)	1m 33s	0.00 (-)	\$0.00 (-)
<input checked="" type="checkbox"/>	4 /news/2026/bay-college-announces-fall-2025-deans-list.php	2,011 (2.11%)	1,736 (2.62%)	1,668 (2.58%)	16s	0.00 (-)	\$0.00 (-)
<input checked="" type="checkbox"/>	5 /admissions/paying-for-college/tuition-costs.php	1,425 (1.5%)	1,002 (1.51%)	646 (1%)	34s	0.00 (-)	\$0.00 (-)
<input checked="" type="checkbox"/>	6 /about/community/employment.php	1,377 (1.45%)	728 (1.1%)	644 (0.99%)	13s	0.00 (-)	\$0.00 (-)
<input type="checkbox"/>	7 /directory/index.php	1,028 (1.08%)	636 (0.96%)	456 (0.7%)	51s	0.00 (-)	\$0.00 (-)
<input type="checkbox"/>	8 /news/index.php	923 (0.97%)	891 (1.34%)	869 (1.34%)	5s	0.00 (-)	\$0.00 (-)
<input type="checkbox"/>	9 /about/events/bay-con.php	738 (0.78%)	496 (0.75%)	444 (0.69%)	43s	0.00 (-)	\$0.00 (-)
<input type="checkbox"/>	10 /admissions/paying-for-college/scholarships.php	719 (0.76%)	488 (0.74%)	312 (0.48%)	45s	0.00 (-)	\$0.00 (-)

Landing Page Website Analytics

How long on a page.

Social Media Analytics—Facebook



Social Media Analytics—Instagram & LinkedIn

Views ⓘ

16,937

Views

Followers 54.3%

Non-followers 45.7%

Accounts reached 13,226

By content type

All Followers Non-followers

Posts 90.3%

Reels 9.4%

Stories 0.3%

Followers Non-followers

Top content based on views

See all



2.2K

May 9



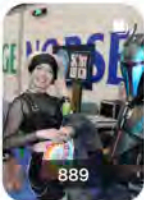
1.6K

May 15



1K

May 18



889

May 5



861

May 15

Interactions ⓘ

421

Interactions

Followers 73.6%

Non-followers 26.4%

By content interactions

Posts 93.2%

Reels 6.8%

Followers and non-followers



Bay de Noc Community College

Enhance your Page

6,706 followers

+ Create

View as member

Dashboard

Page posts

Analytics

Feed

Activity

Inbox

Edit Page

Jobs

Events

Upgrade your Page

Advertise today

Invite to follow

Analytics

Content Visitors Followers Search appearances Competitors Leads

May 3, 2026 - Jun 1, 2026

Export

Follower highlights ⓘ

6,706
Total followers

75
New followers in the last 30 days
▼10.7%

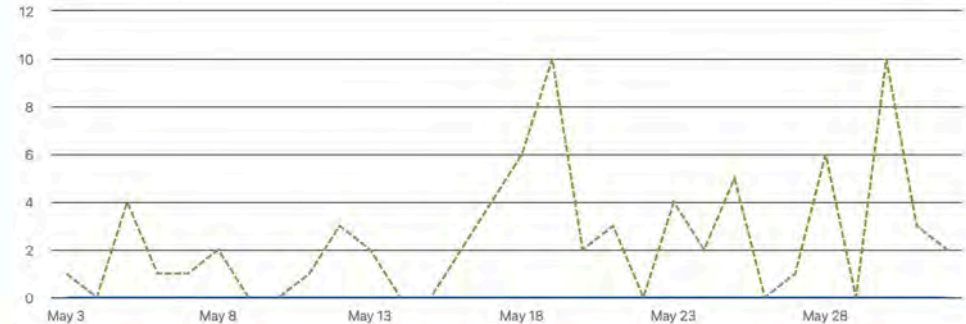


Grow your audience

Pages that post at least once a week see 5x more followers.

Start a post

Follower metrics ⓘ



The College's First Strategic Marketing Plan

Bay College's Strategic Marketing Plan will align every aspect of messaging and efforts around Bay College's 5 Strategic Pillars to reinforce institutional coherence, build trust in academic programming, operations, workforce training, and institutional identity.

This plan supports Bay College's mission to:

- **Increase Enrollment** across all student segments
- **Improve Student Retention** through stronger brand affinity and clearer value communication
- **Boost Completion Rates** by reinforcing support, belonging, and academic pathways
- **Strengthen Community and Employer Partnerships** by highlighting business, industry, and community partnerships
- **Elevate Post-Completion Success** by showcasing student outcomes and alumni stories

Strategic Marketing Funnel

Our need: Bring students into the College.
Where might students be coming from at this stage?

AWARENESS

Cold Leads & First Inquiries (They don't know/trust us yet)

Ways to make potential students aware of what Bay College offers.

Social posts (a day in the life)	Quizzes	Paid digital
Strategies (website/social)	Infographics	Newspapers
eBooks	Press releases	Streaming
Email (cold)	Direct mail	Billboards
Radio		

Potential Student need: To learn more about us.
List reasons we may lose potential students at this stage:

Our need: To keep potential students interested.
Some students jump into the funnel at this stage — where might they be coming from?

EVALUATION

Warm Leads (Deciding if we are a good fit - may include application)

Ways to engage potential students

Email nurture campaigns	Online chat sessions
Testimonial videos/stories	In-person workshops
Student journey maps	PDF guides/FAQs
Reviews on website and google business page	Case studies (in-depth before-after facts)
Explainer videos from advisers	Mailers
Streaming video (stories/inspiration)	

Potential Student need: To determine if we are the solution to their problem.
List reasons we may lose students at this stage:

Our need: To enroll students.
List reasons we may lose potential students at this stage:

CONVERSION

Enrollment (Incl. financial aid applications & registration)

Ways to arrive at enrollment

Pricing comparison infographics
Case studies (in-depth before-after facts)
Student advising - in-person meetings
Case studies (in-depth before/after)

Potential student need: To make commitment decision.
List reasons we may lose potential students at this stage:

Our need: To retain students through to completion.
List reasons we may lose potential students at this stage:

RETENTION

Re-enrollment & Completion

Ways to retain students

Stay in contact: updates/offers of guidance	Video testimonials
How-Tos and tips	Print testimonials
Surveys (we hear you)	News of student successes/PR

Student need: To succeed in life by gaining their education/training.
List reasons we may lose potential students at this stage:

Strategic Marketing Plan—Organic Social Media

	C	D	E	F	G	H	I
1	Campaign	Facebook	Instagram	LinkedIn	Headline	Copy	Image Ideas
2	Strings on the Bay	X	X	X	Strings on the Bay Presents: Piano Four H	Experience an evening of incredible music and artistry as Piano Four Hands takes the stage at Bay Coll	concert image
3	Fall Enrollment	X	X	X	Fall Enrollment is Open at Bay College!	Your future starts this fall at Bay College. Whether you're beginning your college journey, training for a n	student image
4	Career Services	X	X	X	Career Services at Bay College	Bay College Career Services is here to help students prepare for success beyond the classroom. From	Amy with student
5	Independence Day	X	X	X	Happy Independence Day!	Bay College wishes everyone a safe and happy Independence Day as we celebrate the spirit of freedom	flag image
6							
7							
8	Summer workforce promo	X	X	X	Summer Workforce Training at Bay College	Build new skills, advance your career, or explore a new opportunity this summer with Workforce Trainin	worker in hard hard
9	Career Services	X	X	X	Your Future Starts with Career Services	Bay College Career Services helps students connect their education to real-world opportunities. Whett	student interview
10	Alumni Story	X	X	X	Bay College Alumni Spotlight	"Alumni Bio Post"	Alumni image
11	Adult Learner video-Christy	X	X	X	Adult Learner Spotlight	"Adult Learner Bio Post"	Adult Learner Image
12	Fall Enrollment	X	X	X	Fall Classes Start Soon at Bay College	There's still time to enroll for fall semester at Bay College. Whether you're starting college for the first ti	student image
13							
14							
15	Continuing Ed promo	X	X	X	Keep learning close to home: Continuing Edu	Whether you're looking to build new skills, advance your career, or explore a new passion, Bay College'	adult student
16	Leadership Academy 2027-1	X	X	X	Lead with confidence at Bay College's Leader	Build the skills that set great leaders apart—from effective communication and project management to	conference room with lecturer
17	Fall Enrollment	X	X	X	Start Your Future This Fall at Bay College	Take the next step toward a career you'll love without leaving the Upper Peninsula—Bay College offers f	student image
18	Alumni Story	X	X	X	Bay College Alumni Spotlight	Alumni Spotlight Bio	Alumni Image
19	Lunchtime Live video	X	X	X	Feel the Rhythm at Lunchtime Live with Refle	Join us at Bay College's Besse Circle Drive for our second Lunchtime Live concert of the summer featur	band image
20	Strings on the Bay	X	X	X	Experience the Magic of Piano Four Hands at	Join us for the second concert in Bay College's Strings on the Bay chamber music series at the Besse C	concert image
21							
22							
23	Adult Recruitment video	X	X	X	Restart Your Future at Bay College	It's never too late to take the next step—Bay College offers flexible, career-focused programs designed	adult student
24	Professor testimonial				Instructor Spotlight	Instructor Spotlight Bio	Instructor
25	Alumni story - Vic	X	X	X	Alumni Spotlight	Alumni Spotlight Bio	Alumni Image
26	Leadership Academy 2027-2	X	X	X	Lead with Purpose at Bay College's Leadersh	Take your leadership to the next level by building real-world skills like clear communication, project ma	groups of people in conference room
27	Strings on the Bay	X	X	X	Celebrate the Season Finale with American E	Join us for a powerful evening with the True North String Quartet as they bring "American Echoes" to the	concert photo
28							
29							
30							
31	Lunchtime Live				Close Out Summer at Lunchtime Live with So	Join us for the final Lunchtime Live concert of the summer at Bay College featuring Socially Chemical, with great eats from Sugar Jets—bring	
32	Fall Enrollment	X	X	X	Get Ready—Fall Classes Begin August 24 at E	Your future starts now with flexible, hands-on programs designed to help you build a career right here in	student image
33	Adult Recruitment video	X	X	X	Adult Learner Spotlight	Adult Learner Bio	Adult Learner Image
34	Adult Recruitment video	X	X	X	Adult Learner Spotlight	Adult Learner Bio	Adult Learner Image
35	Mechatronics - Noah	X	X	X	Student Spotlight-Mechatronics	Student Spotlight Bio	Student Image
36							

Questions?

Cindy Gallagher
Vice President of Workforce Innovation
& Strategic Partnerships

Renee Lundberg
Business Development Manager

Amy Gibbs
Director of Career & Workforce Development

Caroline Carlson
Director of Marketing & Public Relations



Thank you.

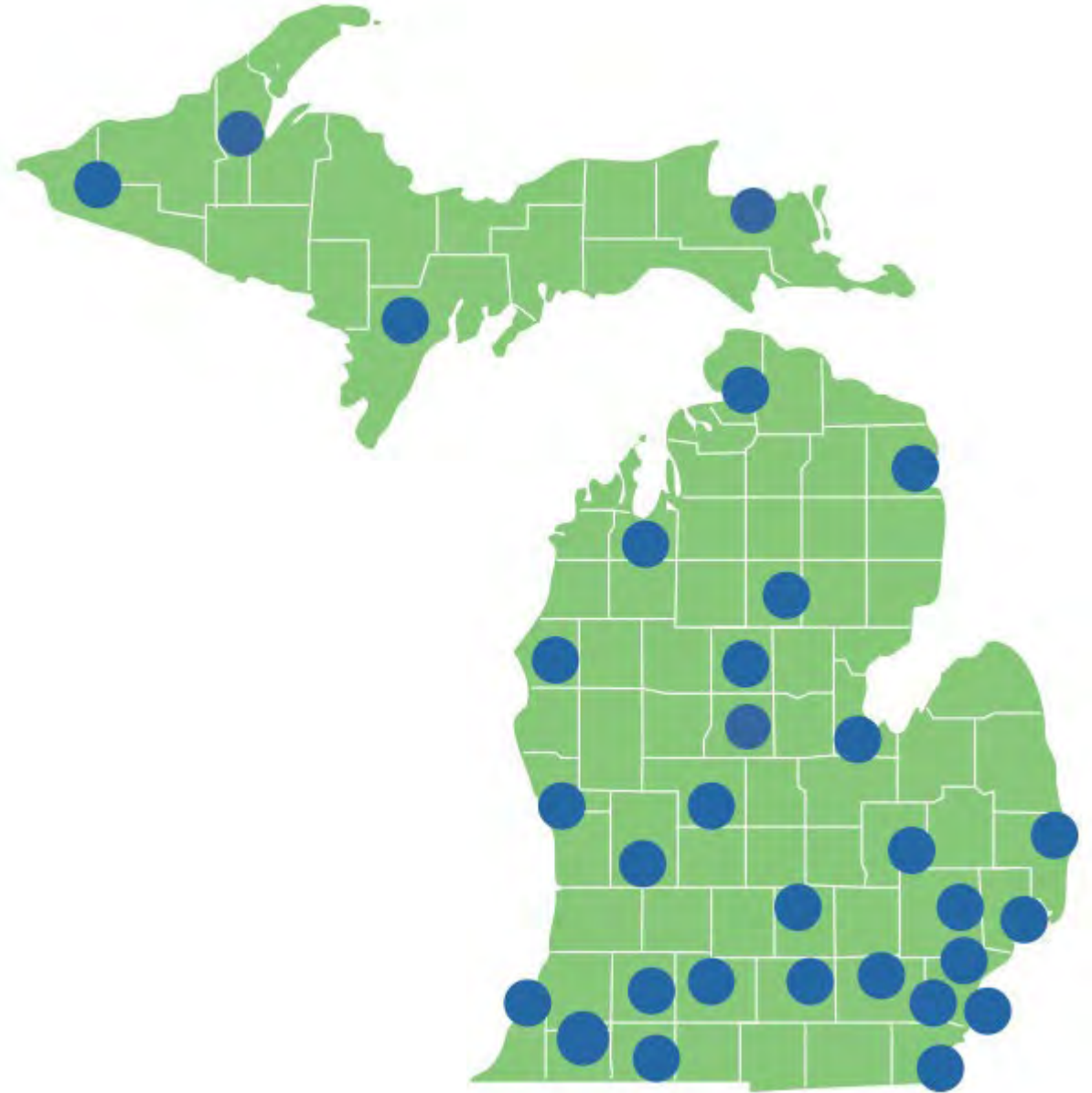


**MICHIGAN
COMMUNITY
COLLEGE
ASSOCIATION**

**Trustee Tour 2026
Brandy Johnson - President**

About MCCA

- **Mission:** The Michigan Community College Association is the **unified voice** for Michigan's community colleges, empowering members to lead in the areas of student success, talent development, and community vitality.



About MCCA

- **Vision:** We will be a nationally recognized state association providing effective leadership in talent, community, and economic development. MCCA will:
 - Be the state's leading advocate for postsecondary education and talent development.
 - Strengthen public awareness and recognition of the role of community colleges.
 - Support members in delivering education and training that is responsive to changing labor-market needs.
 - Champion the strategies necessary to achieve equitable student success, emphasizing linkages between policy, practice, and research.
 - Foster collaboration, connection, and partnerships among community colleges and stakeholders.

2025-2026 Executive Committee

Peter Provenzano
Immediate Past Chair
Chancellor
Oakland Community College

Sherry Wyman
MCCA Board Chair
Trustee
West Shore Community College

Marshall Washington
MCCA Board Vice-Chair
President
Kalamazoo Valley Community College

Tim Hood
Treasurer
President
Mid Michigan College

Steve Robinson
Presidents Vice Chair
President
Lansing Community College

Brett Gierak
Trustees Vice Chair
Trustee
Schoolcraft College

Steve Claywell
Trustee At-Large
Trustee
Kellogg Community College

Gary Roberts
President At-Large
President
Kirtland Community College

Don Crandall
Trustee At-Large
Trustee
Muskegon Community College

Nerita Hughes
President At-Large
President
Bay College

2025-2026 Student Success Committee

Paul Watson - Chairperson
President
Kellogg Community College

Glenn Cerny
President
Schoolcraft College

Maryanne Ferrigan
Trustee
Kirtland Community College

Jane Zdrojewski
Trustee
Mid Michigan College

Kojo Quartey
President
Monroe County Community College

Carol Dueling-Ravel
Trustee
Montcalm Community College

Chris Patritto
President
Gogebic Community College

Shaunda Richardson-Snell
President
Mott Community College

Curtis Ivery
Chancellor
Wayne County Community College

John Selmon
President
Muskegon Community College

2025-2026 Legislative Committee



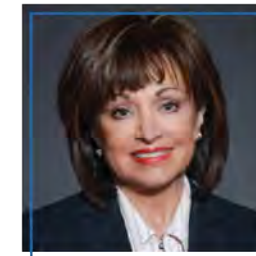
Kathleen Bruinsma
Legislative Committee Chair
Grand Rapids Community College



Don MacMaster
Legislative Committee Vice Chair
Alpena Community College



Duane Bedell
President
Bay Mills Community College



Rose Bellanca
President
Washtenaw Community College



David Finley
President
North Central Michigan College



Mike Rowley
Trustee
Delta College



Donna Lake
Trustee
Jackson College



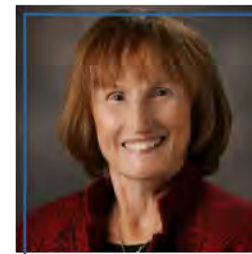
Bradley Barrick
President
Montcalm Community College



Angela Mathews
Trustee
Lansing Community College



Bryan Newton
President
Glen Oaks Community College



Mary Kay Thayer
Trustee
Monroe Community College

Legislative Priorities

Key Priorities for Advancing Student Success, Talent Development and Community Vitality

1. Increase **operations grants** to community colleges by 4% (\$15 million) over FY26 funding levels (ongoing and one-time).
2. Codify the **Michigan Achievement Scholarship** (MAS), including the Community College Guarantee and MAS Skills Scholarship, and continue building the Post Secondary Scholarship Fund to stay on track for full implementation as the program enters year four.
3. Expand **Michigan Reconnect** eligibility to age 21 and provide the necessary funding to sustain and grow the program, estimated at a total investment of \$67 million, while aligning with federal short-term Pell grants to maximize the use of federal funds in support of Michigan's workforce development efforts.

Legislative Priorities

4. Modernize **dual enrollment and Early Middle College** by establishing a new funding stream outside the K–12 foundation allowance to prevent districts from being unintentionally penalized for participating, and by enacting policy reforms that expand access and ensure equity.
5. Reduce the **capital outlay** institutional match requirement from 50% to 25% to create a common match level with universities and accelerate approvals of project planning and construction authorizations.
6. Invest \$33.3 million for **Infrastructure, Technology, Equipment, Maintenance, Safety, and Housing** (ITEMS) for all community and tribal colleges.

MCCA Capitol Day

2026 Legislative Priorities



Empowering Student Success Advancing Talent Development Strengthening Community Vitality

The Michigan Community College Association (MCCA) represents all 28 community colleges and three tribal colleges across the state. As the unified voice for Michigan's community colleges, MCCA empowers institutions to lead in student success, talent development, and community vitality. Community colleges are uniquely responsive to local needs, governed by elected boards of trustees that are accountable to the voters they serve. They partner with local employers, the state, and others to strengthen the local economies, expand opportunity, and train the workforce that drives our communities forward.

Priorities for Advancing Student Success, Talent Development and Community Vitality

- Increase community college **operations funding** by 4% (\$15 million) over FY26 funding levels (ongoing and one-time).
- Codify the **Michigan Achievement Scholarship (MAS)**, including the Community College Guarantee and MAS Skills Scholarship, and continue building the Postsecondary Scholarship Fund to stay on track for full implementation as the program enters year four.
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- Modernize **Dual Enrollment and Early Middle College** by establishing a new funding stream outside the K-12 foundation allowance to prevent districts from being unintentionally penalized for participating, and by enacting policy reforms that expand access and ensure equity.
- Reduce the **capital outlay** institutional match requirement from 50% to 25% to create a common match level with universities and accelerate approvals of project planning and construction authorizations.
- Invest \$55.3 million for **Infrastructure, Technology, Equipment, Maintenance, Safety, and Housing (ITEMS)** for all community and tribal colleges.

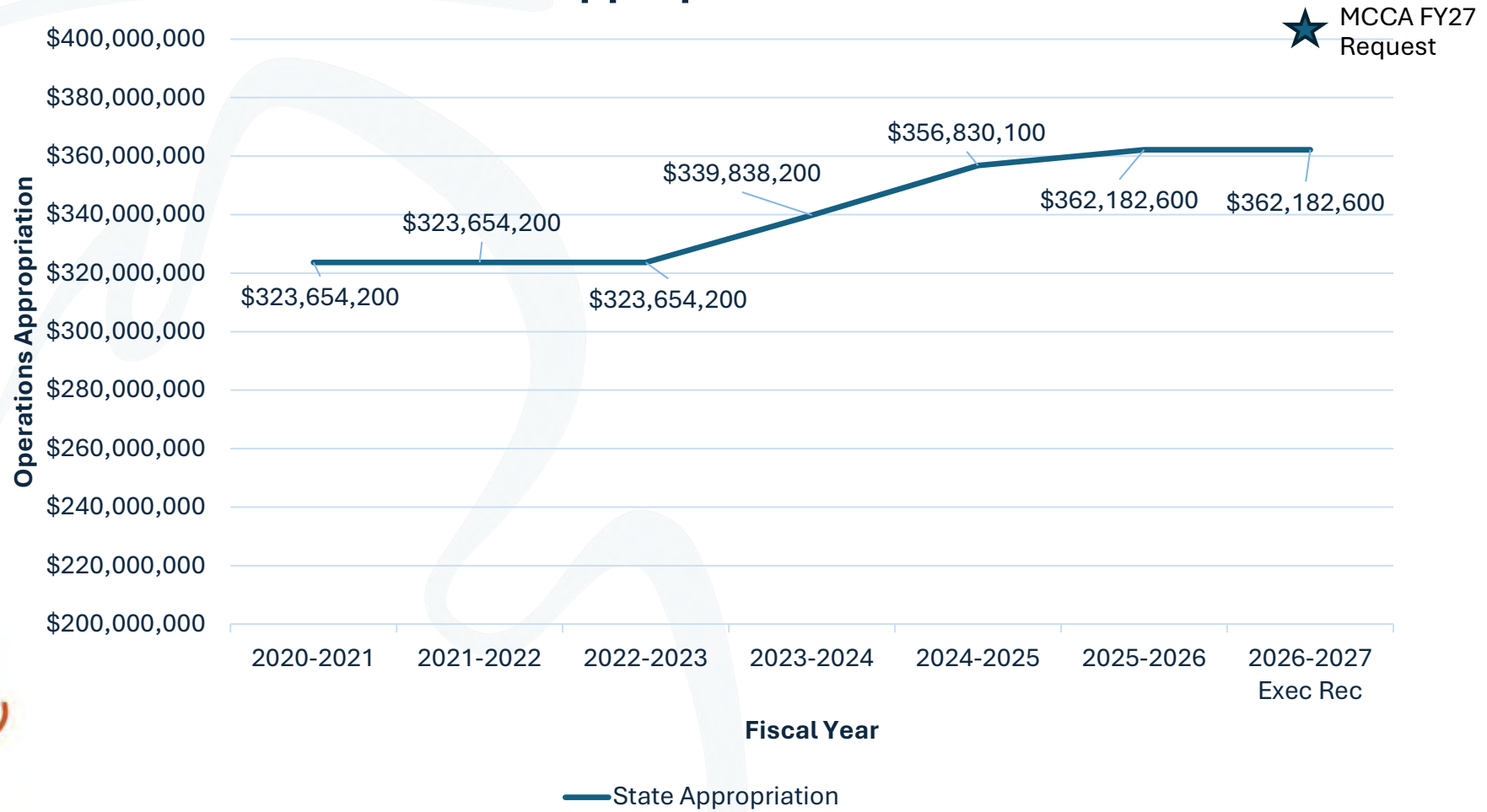
Contact Us

Brandy Johnson President
brandy@mcca.org

Katie Witkowski Senior Director of Government Relations
and Communications
katiwitkowski@mcca.org



Community College Ongoing Operations Appropriation

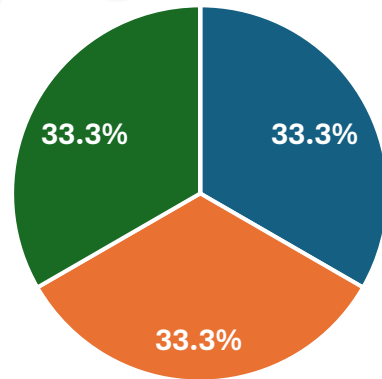


Source: [House Fiscal Agency](#)

Lansing Updates

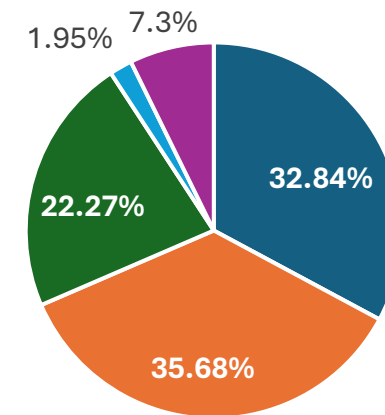
• Community College Revenue Sources

Concept



■ Tuition and Fees ■ Property Tax ■ State Operations
■ PPT Replacement ■ Other

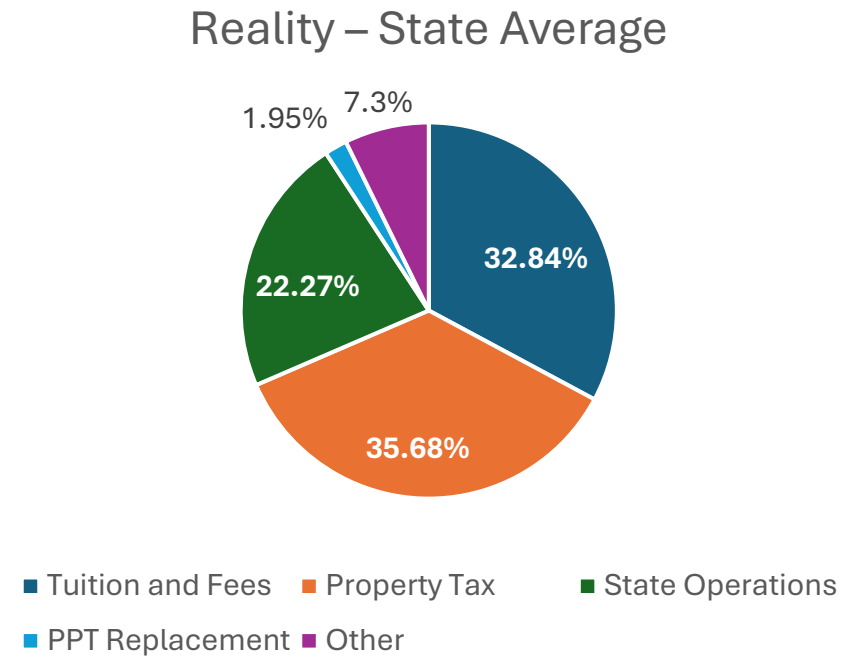
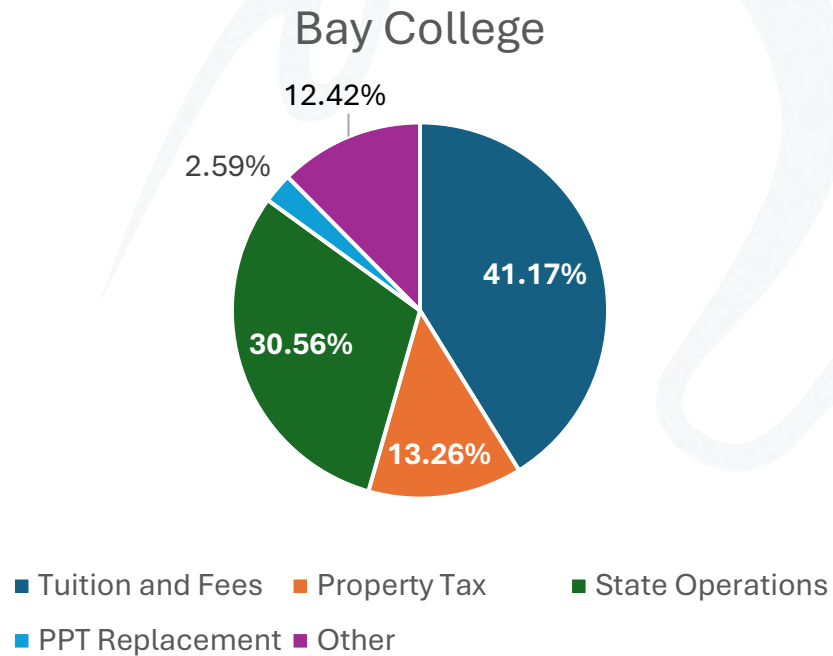
Reality – State Average



■ Tuition and Fees ■ Property Tax ■ State Operations
■ PPT Replacement ■ Other

Lansing Updates

• Community College Revenue Sources



Lansing Updates

- **February**

- Executive Budget Recommendation
- State of the State Address

- **March**

- MCCA testimony in appropriation subcommittees

- **April**

- House & Senate Budget Recommendations

- **May**

- Consensus Revenue Estimate Conference

- **July**

- Final Budget - *Tentative*



Initial FY27 Budgets Comparison



More budget resources at
<https://www.mcca.org/Appropriations-and-Reports>

Budget Area	Executive	House	Senate
Operations	\$362.2 million ongoing	\$362.2 million ongoing	\$362.2 million ongoing
Performance Funding	Removes \$11 million one-time Adds \$11 million one-time	Removes \$11 million one-time Adds no new funding	Removes \$11 million one-time Adds \$14.6 million one-time
Tuition Restraint	FY 27: 4% or \$199 FY 28: 5% or \$255	FY 27: 4% or \$199 FY 28: 3% or \$153	FY 27: 4% or \$199 FY 28: 3.5% or \$179
ITEMS (NEW)	\$33.3 million one-time \$1 million to each college Remainder by FYES	\$14.9 million ongoing; 4.1% of FY25-26 base operations <i>3.1% of base for Universities</i> Comply with tuition restraint	Not Included
Indian Tuition Waiver	\$1.4 million	\$1.4 million	\$1.4 million
MPSERS (UAAL + Normal)	\$110.3 million	\$110.3 million	\$110.3 million

Initial FY27 Budgets Comparison



More budget resources at
<https://www.mcca.org/Appropriations-and-Reports>

Budget Area	Executive	House	Senate
Ren Zone Reimburse	\$2.2 million		\$2.2 million
Dual Enrollment (NEW)	\$20 million Means tested	\$40 million Means tested Adds CTE & work-based learning	\$60 million Universal, prorated
MI Achievement	\$532 million	\$532 million Eligibility for “Reconnect Plus”	\$532 million Enroll within 24 months
MI Reconnect	\$67 million (\$25 million for 21+)	\$42 million (No increase)	\$67 million (\$25 million for 21+)
Tuition Incentive Program	\$148.8 million Phase 1 cap Phase 2 elimination	\$165.8 million No cap No elimination	\$156.1 million Phase 1 cap No elimination
Sec. 217f	Not Included	Removes “legislative intent”	Not Included

Lansing Updates

- **State Policy**

- Supreme Court: 9 “stranded” bills
- House Republican’s Property Tax Reform Plan
- Expand Michigan Reconnect to ages 21 and up
- Codify Michigan Achievement Scholarship (CCG)
- Dual Enrollment Task Force

Lansing Updates

- **2026 is an Election Year**
 - Governor
 - Secretary of State
 - Attorney General
 - State Supreme Court – 2
 - State Senate - All
 - State Representative – All
 - U.S. Senate - 1
 - U.S. Representative - All



Federal Advocacy

- **AACC & ACCT Joint National Legislative Summit (NLS)**
- **MCCA Activities at NLS**
 - Group meetings with Senator Gary Peters and Senator Elissa Slotkin
 - Networking reception
 - Tour of the Library of Congress



Workforce Pell

- **Effective Date**

- Begins July 1, 2026
- Expands Pell Grant eligibility to short-term workforce programs

- **State's Role**

- Led by Michigan Department of Labor and Economic Opportunity, MiLEAP, and Michigan Center for Data & Analytics, Michigan Workforce Development Board
- Establishing program approval process
- Setting quality, outcomes, and data requirements
- Timeline: Approval process ready ahead of July 2026 launch

- **What Colleges Need to Do**

- Identify eligible short-term programs (high-demand, workforce-aligned)
- Prepare to apply for state approval
- Align with data/reporting expectations
- Coordinate across academic + financial aid teams

Student Success Resources

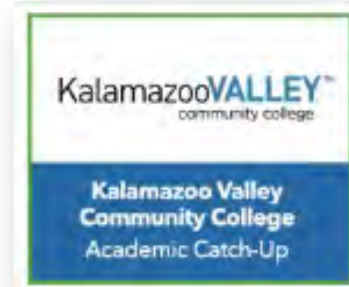
- Data Dashboards
- College Spotlights
- Student Spotlights
- Grant Planning
- Publications
- Other Tools

MEASURES OF EQUITABLE STUDENT SUCCESS FRAMEWORK

Access	★ Momentum	Completion	Employment
✓ College Enrollment by High School	Fall-to-Fall Retention	✓ Earned a Certificate	Employment Status
✓ Access to Dual Enrollment	Credit Accumulation	✓ Earned an Associate Degree	✓ Earning Above ALICE Threshold
✓ College Enrollment of Adult Learners (Reconnect)	Gateway Course Completion	✓ Transferred	
Program Enrollment and Completion			

MEASURES OF EQUITY

Race and Ethnicity | Gender | Age | Income | Enrollment Status | Disability | Homelessness



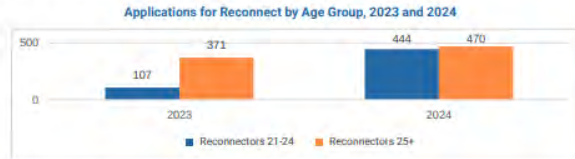
College Spotlight

- **Financial aid optimization.** To enhance the financial aid office's capacity, Mid used funding to expand professional development for financial aid staff, ensuring that staff can effectively implement financial aid programs. Mid also doubled participation in industry workshops, ensuring that more employees received essential updates on state financial aid policies. These investments reinforced Mid's commitment to supporting students through financial aid improvements.

Outreach and Enrollment Success

Following increased outreach efforts, Mid Michigan College administrators observed strong momentum in online engagement with Reconnect. The number of views on Mid's Reconnect web page in March and December 2024 was **more than double** the entirety of 2023. By the end of 2024, there were **over 12,000 active users** on Mid's Reconnect web page, nearly **three times** as many as in 2023. Online engagement not only improved program awareness but also directly translated to increased applications and enrollments for all age groups:

- Applications for Reconnectors ages 21 to 24 **more than quadrupled** from 2023 to 2024, increasing from 107 to 444 applicants.
- **57 percent** of the 561 applicants became enrollees in fall 2024.



A Sustainable Model for Future Success

Mid Michigan College strengthened its institutional capacity through Reconnect interventions and remains committed to sustaining and refining student support efforts. Administrators plan to continue using strategically timed pop-up messages and texts to engage students, while also expanding progressive advising and mentorship programs.

Looking ahead, the college is eager to measure long-term impacts on retention and completion rates. Administrators emphasized the importance of intentionality in these efforts, ensuring interventions are well timed and student centered rather than reactive to changing state policies. They also recognize the critical need for continued financial support through Reconnect or the Community College Guarantee to ensure that more students can access affordable education. By building on these interventions, Mid Michigan College is creating a lasting model for student success, engagement, and institutional innovation. Mid Michigan College's strategic approach offers a replicable model for other institutions—and reinforces the need for sustained investment in tuition-free programs like Reconnect to keep higher education accessible for all Michiganders.

Michigan Community College Association



College Spotlight

Success Strategies from Michigan Community Colleges

Student Success

Talent Development

Community Vitality

Expanding Access Through Michigan Reconnect

Michigan Reconnect is a program designed to make community college affordable for Michigan residents who have not yet earned their college degrees, providing last-dollar, tuition-free access for in-district students and substantial tuition support for out-of-district students. In fall 2023, the Michigan Legislature temporarily expanded Michigan Reconnect to include students ages 21 to 24. To maximize the impact of this expansion, the Michigan Department of Lifelong Education, Advancement, and Potential invested in a variety of interventions across campus offices to enhance direct outreach to eligible students.

At Mid Michigan College, administrators seized this opportunity to implement **IT, marketing, ReUp coaching, and financial aid** strategies, driving enrollment growth and increasing student engagement.

Reconnect-Driven Institutional Redesign

Mid Michigan College leveraged Reconnect expansion funding to enhance institutional capacity, streamline student outreach, refine support services, and expand staff professional development.

- **IT enhancements.** Reconnect funding enabled administrators to expand institutional capabilities using text messaging and learning management system (LMS) pop-ups. Mid discovered that LMS pop-ups could be customized without additional programming, allowing for a cost-effective, scalable communication tool. What administrators initially perceived as a complex process turned out to be an easy implementation and will now serve the college for future student communications. By using targeted, strategically timed messages, the college ensured that students received personalized and relevant information without feeling overwhelmed.
- **Marketing expansion.** Mid used marketing funding to broaden its outreach, launching billboards, radio ads, press releases, and digital and social media campaigns. A highlight of these efforts was Reconnect Rally Week, which generated excitement and increased engagement. A dedicated Reconnect landing page on [Mid's website](#) became the central hub for prospective students.
- **ReUp coaching support.** Mid also partnered with [ReUp](#), an organization that specializes in enrolling and aiding adult learners, to provide students who had paused their educations with personalized coaching and long-term support toward resuming their educational journeys. Sixty-eight students received customized assistance through ReUp, of which 24 percent enrolled at Mid Michigan College. Administrators credited the state's support for this initiative as particularly valuable for smaller schools, where investments in student outreach yield long-term benefits.

"The Reconnect expansion came at exactly the right time. It filled a gap for students in their early 20s who didn't have access to free college." — Vice President of Student Services & Advancement

Michigan Community College Association

MCCA Initiatives

- **Finish Forward Reverse Transfer**
 - Completed Final Deliverable (active with National Student Clearinghouse)
- **Finish Forward Automatic Degree Conferral**
 - Not participating
- **Local Heroes, Healthcare Pathways**
 - Active
- **MI College Credit for Apprenticeships Program**
 - Active- Signed MI-CCAP agreement, Next step is to map programs in MTN
- **2025-26 Leadership Academy**
 - Active
- **Open Educational Resources (OER) Reporting on MTN**
 - Prior year reporting complete

MI-CCAP

Michigan College Credit for Apprenticeship Pathways

Description: In partnership with LEO, MiLEAP, and labor partners, MCCA is aligning college credit for registered apprenticeship through ACE credit recommendations, documenting equivalencies in the Michigan Transfer Network, and helping colleges create clear, low-cost degree pathways that recognize apprenticeship learning.



**MICHIGAN
COLLEGE CREDIT
FOR APPRENTICESHIPS
PROGRAM**

Leadership Academy

The 2025-26 Leadership Academy cohort includes 44 members from 25 community colleges. These leaders represent roles throughout the community college including faculty, staff, administrators, and executive leaders.

Bay College 2025-26 Fellow:

- Matt Stewart, Director of TRIO-SSS
- John Lewandowski, Manager of Facilities Support Staff



**Jim Cousino and Jessica Van Slooten
2024-25 Fellows**

Affinity Groups

Chiefs of Staff – *New*

Government Relations

Marketing and Communications (MarCom)

Michigan Allied Health Education Committee (MAHEC)

Michigan Association of Collegiate Registrars and Admissions Officers (MACRAO)

Michigan Association of Continuing Education and Training (MACET)

Michigan Association of Regional Community College Centers (MARCCC)

Michigan Community College Accreditation Liaison Officers (MCCALO)

Michigan Community College Admissions Directors (MCCAD)

Michigan Community College Advancement and Foundation Executives (MCCAFE)

Michigan Community College Athletic Association (MCCAA)

Michigan Community College Business Officers Association (MCCBOA)

Michigan Community College Chief Academic Officers (MCCCAO)

Michigan Community College Collaborative for Accountability, Research, and Effectiveness (MCCCARE)

Michigan Community College Connections Committee (4Cs)

Michigan Community College Human Resources Association (MCCHRA)

Michigan Community College Safety, Security and Emergency Management Association (MCCSSEMA)

Michigan Community College Student Services Association (MCCSSA)

Michigan Liberal Arts Deans Officers (MLAD)

Michigan Occupational Deans Administrative Council (MODAC)

Michigan Student Financial Aid Association (MSFAA)

Stay Connected with MCCA



Inside Story - News: Monthly

Inside Story - Events: Monthly

Sign up at <https://www.mcca.org/Stay-Informed> or Email ashley@mcca.org



Trustee Talks+: Quarterly

All trustees

MCCA Events

July 29-31: Summer Conference (Mackinac Island)

September 24-25: Board of Directors (Northwestern Michigan College)

October 1-2: Student Success Summit and Leadership Academy Graduation (Muskegon)

October 21-24: ACCT Leadership Congress (Chicago, IL)

December 3-4: Trustee Institute (Lansing)




2025 Summer Conference



2025 Student Success Summit

Thank you!





Same North Star, Sharper Focus

**Presented by:
Dr. Nerita Hughes**

Strategic Plan

Accomplishments
2025-2026

- Amplify Institutional Value & Brand Identity
- Design a Holistic Student Experience
- Cultivate a Culture of Care & Wellbeing
- Building Industry-Responsive Partnerships
- Adopt Future-Ready Technology



Focus Word for 2026

Transformation

- **Student Experience**
- **Culture**
- **Systems**
- **Community Impact**





Reminder

**What does
transformation
look like?**

Team Effort



Amplify Institutional Value & Brand Identity



Design a Holistic Student Experience



Cultivate a Culture of Care & Wellbeing



Build Industry-Responsive Partnerships



Adopt Future-Ready Technology



Institutional Accomplishments

Amplify Institutional Value & Brand Identity

- Enhanced our brand presence through donor giving and other philanthropic efforts (i.e., Building Tomorrow Together). (2025, 2026)
- Partnered with Players de Noc during their time of crisis to provide facility use – as a direct result of being the “community’s college”. (2025, 2026)
- Increased our Dual Enrollment (DE) presence which now includes Mackinac and downstate. (2025, 2026)
- Secured Byrum & Fisk for crisis communication for our nursing program communication. (2025)
- Implemented a crisis communication playbook-created to help guide PR response. (2026)



Design a Holistic Student Experience

- Awarded 200 degrees this winter semester - highest number of degrees awarded in the past five years. (2026)
- Awarded \$762,000 in scholarships through the Bay College Foundation, largest dollar figure in Bay's history. (2025, 2026)
- Increased our overall credential completion percentage by approximately 3% in comparison to the statewide percentage and the institutional-level percentage for all cohorts (4 year, 6 year, and 8 year completion - https://public.tableau.com/app/profile/erica.orian/s/viz/CollegeCompletioninMichigan_17364410362370/Introduction). (2026)
- Created Institutional Learning Outcomes (ILOs) to outline what all students should learn upon completion of a certificate or degree at Bay. This has been part of our HLC Assessment Academy work and supports our guided pathways work. (2024, 2025, 2026)



Cultivate a Culture of Care & Wellbeing

- Increased employee retention rates to over 90%. (2024, 2025, 2026)
- Developed and revamped three councils for more cross-functional engagement across campus – cross-functional team – shared governance council, faculty council, and staff council. (2025, 2026).
- Each year, employees are selected to participate in two leadership opportunities (Delta Force, Iron Mountain Leadership Academy, and MCCA Leadership Academy). (2024, 2025, 2026)
- Strategic pillar team - Cultivate a Culture of Care & Wellbeing conducted an employee satisfaction survey. (2026)



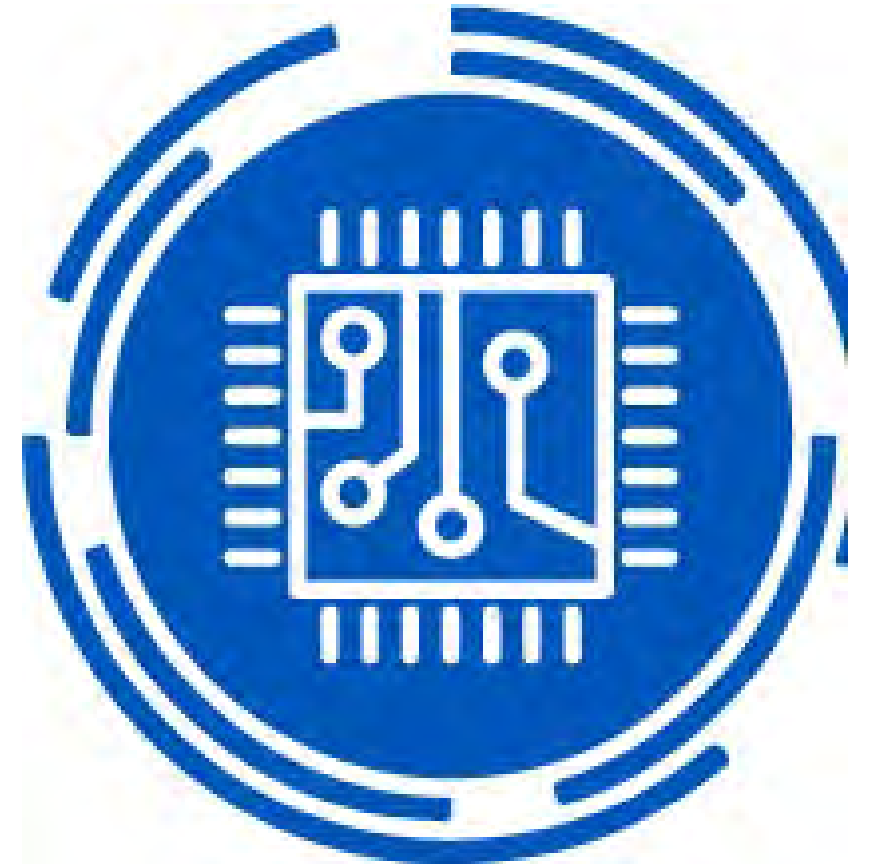
Building Industry-Responsive Partnerships

- Purchased a career tool (Focus2Career & Focus2Apply) to enhance the career and workforce engagement with students for their career choice. (2026)
- Signed 22 articulation agreements with 10 of the trades and Bay was the model used to begin statewide initiative apprenticeship with the trades. (2025)
- Partnering with MJ Electric to sponsor a career and workforce center on the Iron Mountain Campus. (2026)
- Partnered with PFM, Iron Shores Development, and DJR on a housing project for student housing. (2025, 2026)



Adopt Future-Ready Technology

- Contracted with Strata Information Group (SIG) to assist with project management of our ERP conversion. (2026)
- Implemented Award Spring to enhance the scholarship application and awarding process for students. (2026)
- Implemented the ILP module which introduces a real-time integration between Colleague and Blackboard, enabling seamless data synchronization and improved responsiveness across academic systems. (2026)
- Purchased a CRM tool (Element 451) to enhance communication, student recruitment, student retention, and information sharing with all customers. (2026)



Three – tiered Engagement Model

Inform – Ensure everyone knows what is changing and why

Involve – engage people in discussions and feedback loops

Empower – let employees own part of their implementation



The Difference We Continue to Make

For students: More will persist, complete, and enter careers that pay a sustainable living wage.

For Families: Education will lead to stability, opportunity, and long-term financial security.

For our Region: Employers will have a reliable pipeline of skilled talent, fueling economic growth in Delta and Dickinson Counties.

bay
is the
way!

The Bottom Line

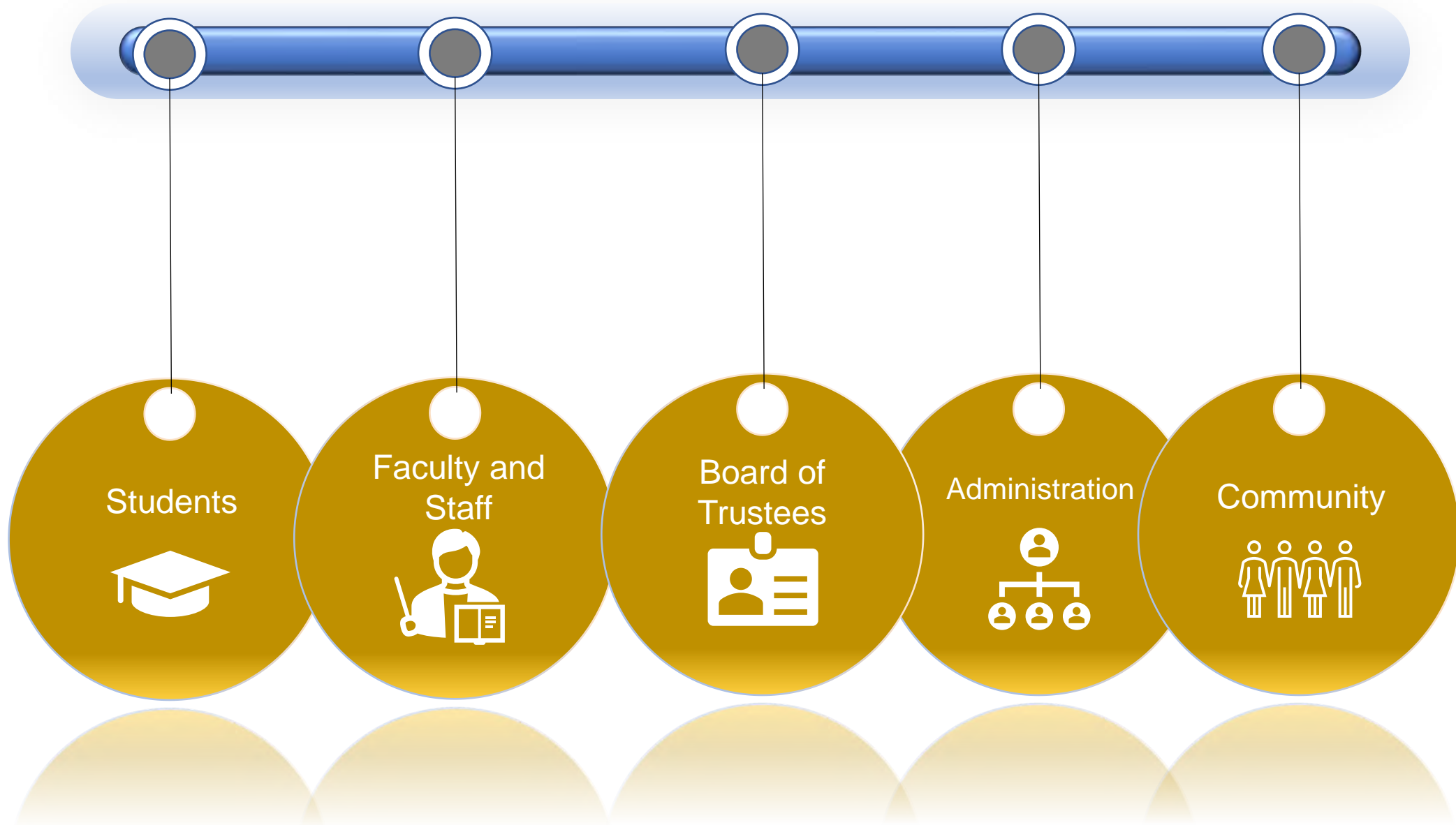


- This is more than reform – it is **transformation**.
- **With the changes implemented, Bay College will continue to deliver on its promise:**
 - To be a place where **every** student finds a clear path
 - Every **credential** has real value
 - Every **graduate** helps build a stronger community.



Collective Impact

We need our key stakeholders to make this happen



**“By changing nothing,
nothing changes.”
~Tony Robbins**

Thank you

