



# PRESIDENT'S REPORT

JANUARY 2025





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### Nursing Program re-boot skills camp

This past October many of the nursing program faculty attended the TRENDS conference and had the opportunity to listen to another nursing program group discuss a skills lab “boot camp” program they held for their nursing students. The purpose of the bootcamp is to help students refresh on lab skills prior to starting back for the semester. The nursing program at LCC identified similar needs for our students and in communication with our community partners began to plan.

The full-time faculty created a list of what skills we felt would be most beneficial



for students to refresh on and created patient scenarios to go with the skills. We sent out an RSVP and had 40 students respond within 2 days with a yes, they wanted to attend. Faculty decided that the boot camp theme was fitting and we got to work. The invitation to students and faculty was “boot camp military” like. Students were given a t-shirt (made by the full-time faculty) saying Re-boot camp LCC Nursing. Faculty also had the same shirt, but also had “skills sergeant, faculty last name” on the back.

On the day of Re-Boot camp, January 7th, students checked in, completed a pre-skill survey, and were given the checklist for the re-boot camp. Each room contained a patient scenario for the student to review (similar to a patient chart), complete a patient assessment, as well as a set of lab skills that they have done in the past. We included medication math, critical thinking scenarios, actual patient care concerns they see in clinical, and even included a “mess hall” where we provided lunch.

The overall day was a success! The feedback from the faculty in attendance and students were overwhelmingly positive. You could see the confidence building in the students as they went through the stations and remembered many of the steps for each skill and connected critical points for patient safety.



We would like to give a special thank you to the Nursing program and faculty that made this day possible and run smoothly. With a special thank you to: Tami Tasker, Dana LaMacchia, Kris Emery, Lori Conn, Kris Bender, Allison Green, Susan Cook, Randi Tollison, Lou Douglas, Tami Vanwashnova, Dawn Lambert, and Autumn Brown. The dedication to our student’s success and the love of our jobs made this possible. We are already looking forward to next semesters re-boot camp.

### Students Engage in Library’s Information Literacy Instruction and Laptop Lending

During fall 2024, 108 classes attended information literacy instruction sessions taught by faculty librarians. These sessions teach students lifelong skills in finding and evaluating information. In this age of misinformation, disinformation and artificial intelligence, information literacy skills are more important than ever and can be applied to any subject area.

Multiple subject areas engaged in instruction, including English, Communications, Nursing and Criminal Justice. This is the highest number of students to attend library instruction since fall 2019, and an increase of nearly 500 additional students from fall 2023.

In addition, students visited the library to check out more than 1,000 lending laptops, surpassing all previous records for the service. Increased laptop lending allows more students to complete coursework and succeed in their educational goals at LCC.

Student use of the West Campus Technology and Learning Center was also up, increasing by 250% from fall 2023. The West Campus TLC offers tutoring

services, laptop checkout, desktop computers and study space. Additional services in fall 2024, including research help from librarians and increased laptop lending, drove the increase in usage.

### Academic Success Coach Team Joins in Finals Frenzy

On Dec. 9-10, the Academic Success Coach team walked around Downtown and West campuses to hand out individual bags of chips, accompanied by a list of study tips, to about 400 students. This “Chips and Tips” event has become a semesterly tradition that engages students in a low-pressure way and offers some support during a time of stress. Featured tips included preparing for different types of test formats and remembering to take breaks.



On Dec. 10, the Academic Success Coach team also provided space for students to relax over board games and pizza. About 20 students participated, with some stopping by briefly to chat and others staying for an hour or more to play games and eat.



### Pop-Up Food Pantry Food

Food insecurity among college students is a growing concern nationwide, with one in three students regularly experiencing food insecurity. Students who struggle to access nutritious food are more likely to experience difficulty concentrating in class, miss assignments and/or drop out of college. LCC’s Pop-Up Food Pantry was established in February 2023 to address the immediate needs of food-insecure students, as part of LCC’s commitment to student success.

The pantry aims to provide students with free, shelf-stable, nutritious food to ensure that hunger does not become a barrier to their education while on campus. To preserve dignity, students are not asked to prove hardship and are not asked to provide their names. Food is available at all campus locations.

**Dates of service – Dec. 1-16**

**Students served – 298**

### Holiday Family Sponsorship

The Adult Resource Center organized its annual Holiday Family Sponsorship. Five LCC families were selected and departments and individuals across the campus purchased more than 100 gifts that included wish list items for each family as well as essential items like winter gear and food assistance. We thank our generous community for their support in helping spread holiday cheer!



### LCC Programs at Mi Career Quest

On Tuesday, December 3, faculty and staff from the Health and Human Services (HHS) and Tech Careers Divisions attended the annual Capital Area Michigan Works! Mi Career Quest, held at the Lansing Center. More than 2,400 high school students and community members from the Greater Lansing area participated in hands-on activities and demonstrations designed to create interest in future career opportunities. Employers and community businesses from the following industries were represented at the event:

- + Health and Human Services
- + Engineering, Manufacturing and Industrial Technology
- + Business, Information Technology, Arts and Communication
- + Natural Science and Agriscience

HHS faculty, staff and students from child development and early education, CHSE, dental hygiene, EMS, human services and nursing programs participated in the day-long event.



Above photo: Nursing faculty Dana LaMacchia shows a student how to use a stethoscope



Above photo: EMS Program Director, Jacob Callahan, helps a student assess a virtual patient during Mi Career Quest.

**Wilson Talent Center Visit to HHS**

On November 12 and 22, students from Wilson Talent Center’s Health Foundations classes visited the Health and Human Services (HHS) Division. Students participated in hands-on demonstrations and heard from faculty about career opportunities in surgical technology, massage therapy, ultrasound: diagnostic medical sonography, and emergency medical services.



Above photo: Surgical Technology lead faculty, Chris Smelker, helps a student put on a surgical gown during a demonstration.

**Conference Services report of November events**

**Downtown Campus**

**Dec. 2**

**Sam’s Club**

GB Highway · 2 people

**Envision Green**

Michigan and Grand River Room · 75 people

**Dec. 4**

**StarScapes**

GB 2214 · 100 people

**Cleary University Basketball Game**

Gym and GB 3238 · 100 people

**Dec. 5**

**Choice Schools**

Michigan Room · 75 people

**StarScapes**

GB 2214 · 100 people

**New Student Orientation**

GB 2214 · 50 people

**Dec. 6**

**Rotary**

Michigan Room · 90 people

**Dec. 6**

**Help Portrait**

Grand River and Michigan Room

**Dec. 7**

**Help Portrait**

Commons, Michigan and Grand River Room · 100 people

**Cleary University Basketball Game**

GB Gym, GB 3229, GB 3230, GB 3234 and GB 3251 · 100 people

**Dec. 9**

**Finals Frenzy**

TLC Floor 1,2 and 3, The Mall, The President’s Dining Room and StarZone

**ELT Meeting**

Administration Boardroom · 18 people

**Dec. 10**

**Finals Frenzy**

TLC Floor 1,2 and 3, The Mall, The President’s Dining Room, Gannon Building and StarZone

**Dec. 11**

**Finals Frenzy**

TLC Floor 1,2 and 3, The Mall, The President’s Dining Room and StarZone

**Dec. 11**

**Tri County Meeting**

Michigan Room · 35 people

**Cleary University Basketball Game**

GB Gym, GB 3234 and GB 3238 · 100 people

**Dec. 12**

**Finals Frenzy**

TLC Floor 1,2 and 3, The Mall and StarZone

**78th Fire Academy Graduation**

Dart Auditorium and GB Commons · 150 people

**Dec. 12**

**Finals Frenzy**

TLC Floors 1 and 2

**Rotary**

Commons · 150 people

**114th Police Academy Graduation**

Dart Auditorium and Commons · 450 people

**Dec. 14**

**Finals Frenzy**

TLC Floors 1, 2 and 3

**One Day Film Skool**

A&S 1304 and 1310 · 30 people

Dec. 15

Finals Frenzy

TLC Floors 1, 2 and 3

Dec. 16

Finals Frenzy

TLC Floors 1, 2 and 3

LCC Board Meeting

Administration Boardroom · 60 people

Dec. 17

Nurse Pinning

Dart Auditorium · 250 people

Dec. 18

Cleary University Basketball Game

GB Gym, GB 3229, GB 3230, GB 3234 and GB 3251 · 100 people

West Campus

Dec. 3

Grand Valley State (Start Project)

M119-M1221 · 86 people

ERSA OSHA

Auditorium · 50 people

Dec. 3

Sam's Club

Lobby · 2 people

Dec. 4

MI Department of Technology, Management and Budget (DTMB)

M119-122 · 200 people

Dec. 5

Foguth Financial

M124 · 20 people

ERSA OSHA

Auditorium · 50 people

Dec. 8

American Motocross: District 14

Showroom · 125 people

Dec. 9

Finals Frenzy

Main Lobby and Outside Main Entrance

Michigan Advocacy Program

Showroom · 210 people

Dec. 10

Finals Frenzy

Main Lobby and Outside Main Entrance

Dec. 11

Finals Frenzy

Main Lobby and Outside Main Entrance

Michigan Townships Association

M119-122 and Atrium · 120 people

Dec. 12

Finals Frenzy

Main Lobby and Outside Main Entrance

MI Department of Natural Resources (DNR)

Showroom · 80 people (meeting) and 25 people (meals)

Foguth Financial

M124 · 20 people

Dec. 13

Finals Frenzy

Main Lobby and Outside Main Entrance

ERESA

M119-121 · 100 people

Dec. 16

Finals Frenzy

Main Lobby and Outside Main Entrance

Dec. 17

ESA 10th Grade Visit

Atrium, Auditorium, M119, M120, M121, M122, M124, M124B, M124A, W157, W161 (machine shop), W165 (robotics lab), W166, W167, W168, W169 (welding lab), E137 (auto lab), E139, E138, E140 (construction lab), West Campus Computer Lab, U236, U237 and U238 · 200 people

Dec. 18

Auto Owners

M119-M120 · 40 people

Number of Site Tours

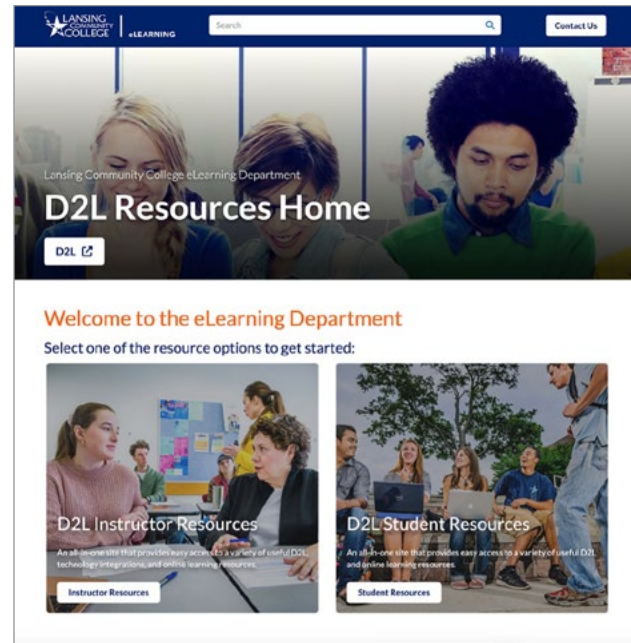
+ Downtown Campus: 1

+ West Campus: 0

Number of Booked External Event Contracts

+ Downtown Campus: 3

+ West Campus: 4



### New eLearning Website

This year-long project completely revamped the eLearning Department's outdated WordPress website by transitioning it to the new Modern Campus OMNI CMS platform, which also supports the main lcc.edu website. The LCC Web Team in Marketing developed this new instance using internal resources, which saved the college significant costs that would have otherwise gone to expensive external contracts. Previously, the eLearning department faced challenges with a fragmented approach, relying on third-party products that would often malfunction. This new solution has centralized all functionalities onto one reliable platform and provides enhanced support from both the LCC Web Team and the Modern Campus Team.

[elearning.lcc.edu](http://elearning.lcc.edu)

### Marketing Department

Selected promotional materials for LCC events and programing.

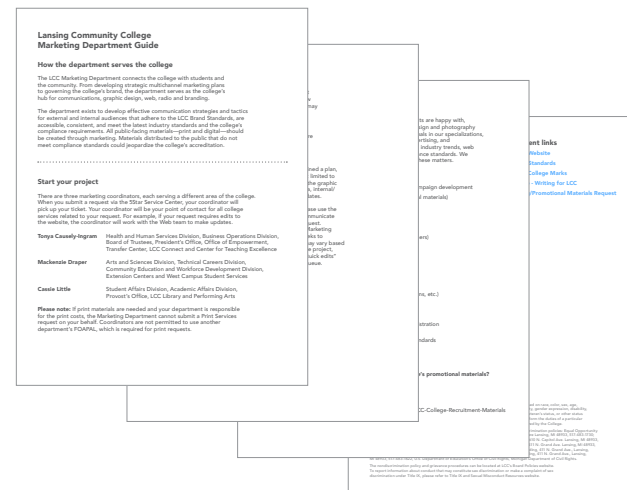


### Police and Fire Academy Graduation Programs

The Marketing Department designed and created the graduation ceremony programs for the fall 2024 academies.

### Marketing Department Guide

To better serve the college, Marketing developed a guide to our services and expectations. The guide is available via PDF, and the content is also updated on the Marketing Department website.



### New Year, New Transfer Goals Spring Event

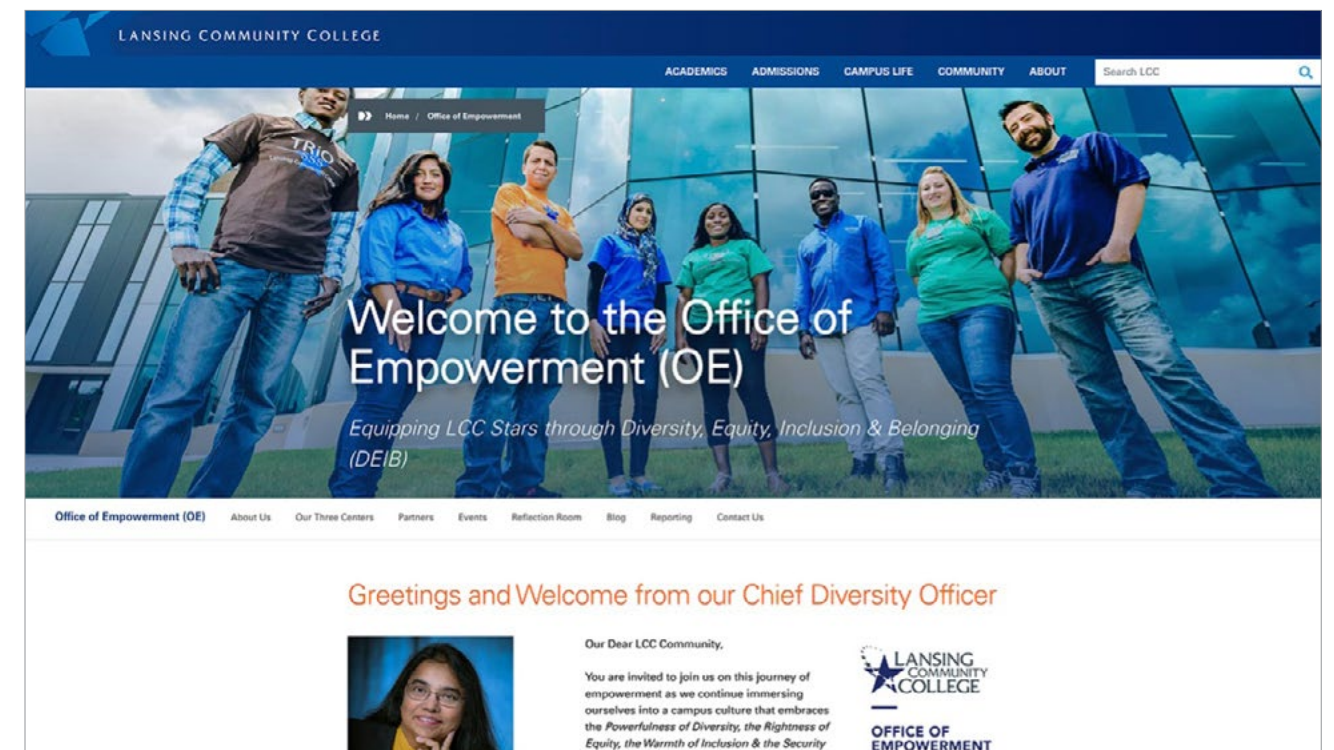
The Transfer Center hosted a welcome-back spring event. The event invited students to come into the Transfer Center and discuss their transfer goals for the New Year. It was promoted via the website, social media, and digital signage across campus.



### Office of Empowerment New Website Launch

The new Office of Empowerment (OE) website launched in December. The site provides students, faculty, staff, and the community with resources available including events and training. The website features the three centers within OE including Cesar Chavez Learning Center (CCMC), Maya Angelou Training Center (MATC), and Martin Luther King Jr. Equity Center (MLKEC).

[lcc.edu/empowerment](http://lcc.edu/empowerment)



### One Day Film Skool

Marketing partnered with The Chronicle News to host The One Day Film Skool workshop, combining hands-on videography skills and deep life mentorship for several local HS students... many of whom plan on taking the next step: enrolling in LCC's insanely cool and career-relevant Digital Media, Audio and Cinematography Program.



### Welcome Back Week Spring 2025

A new semester brings a new round of welcome activities. Spring semester hosts Welcome Back Week for students and marketing promotes events and activities throughout the week.



### New Student Kick-Off

This is the second year that New Student Kick-Off has been held for new spring students and marketing supported the events by reaching out to newly enrolled students through email and promoting the event through social media, digital signage, and the college webpage.



### Podcast Powerup

LCC Connect wrapped up its third annual Podcast Powerup contest at the end of 2024. The Podcast Powerup is an open call to LCC students, inviting them to pitch their own program concept. Winners of the contest are given the opportunity to develop and record their podcasts on the LCC Connect platform. Four finalists were selected from an initial pool of 17 submissions and will be offered the chance to create their podcasts.



### Public Relations Department

**Media Report:**  
Dec. 2024

**Earned media viewership:**  
646,579

**Earned media value:**  
\$53,417

**Total media press clips:**  
44

### Selected media highlights:

#### Stars to Spartan story promo

WILX NBC News 10

Stars to Spartan story promo.

#### Stars to Spartan event

WILX NBC News 10

LCC hosted an informational event for students transferring to MSU.

#### Stars to Spartan event

WSYM FOX 47 News

LCC hosted an informational event for students transferring to MSU.

#### LCC hosted Stars to Spartans event

WILX NBC News 10

LCC and MSU signed an MOU for Envision Green, cementing a seamless pathway for transfer students.

#### LCC player leads nation in scoring

WILX NBC News 10

Zander Woodruff leads the nation in scoring at the JUCO level.

#### LCC in 517 Magazine

517 Magazine

LCC's Laurie Lonsdorf pens an article for 517 Magazine.

#### LCC in FOCUS Magazine

FOCUS Magazine – December 2024

LCC Foundation's Scott Skowronek is the latest cohort in Leadership Lansing pg. 13.



**Men’s Basketball wins**

WILX NBC News 10

Stars defeat Muskegon CC Jayhawks, 100-76.

**LCC player leading the nation**

Lansing State Journal

Zander Woodruff is leading all three divisions of the NJCAA in scoring with 32.5 points per game.

**Legendary coach still loves the job**

WILX News 10

Coach Ingram is still making it happen in his 35th season with the Stars.

**Duncan Aviation has established a new scholarship at LCC**

WILX NBC News 10

Duncan Aviation has established a scholarship in honor of LCC graduate Denzel Hodge.

**LCC athlete shining bright**

WILX NBC 10 – Of Heumann Interest

Zander Woodruff is leading all three divisions of the NJCAA in scoring with 32.5 points per game and making coaches regret disregarding his talent.

**Former LCC instructor appointed to district bench**

WILX NBC News 10

Gov. Whitmer has appointed Reid Felsing to the 56A District Court.

**LCC celebrates its graduates**

WILX NBC News 10

A graduation ceremony was held for the 79th class of the Fire Academy.

**LCC unveils Mobile Health vehicle**

WILX NBC News 10

HHS unveiled its new Mobile Health Education vehicle. Senator-elect Elissa Slotkin attended the demonstration.

**Ingham County discusses LCC boot camp program**

WILX NBC Mid-Michigan Matters

Samuel Krease discusses the Ingham County boot camp program through LCC that is helping inmates prepare for employment after incarceration.

**MSU president details Envision Green**

Lansing State Journal

President Guskiewicz details the Envision Green pathway.

**Rep. Slotkin at LCC**

WILX NBC News 10

Senator-elect Elissa Slotkin was at LCC as the college unveiled its new mobile health education vehicle.

**LCC on Morning Blend**

WSYM FOX 47 Morning Blend

LCC’s Lee Gardner and MEDC’s Spencer Lucker discuss new programs coming to LCC in January.

**Nursing pinning ceremony at LCC**

WLAJ ABC 6 News; WLNS CBS 6 News

Pinning ceremony to celebrate 37 nursing grads.

**Pinning ceremony at LCC**

CBS Mornings – WLNS CBS 6 News

LCC to hold a pinning ceremony for 37 nursing grads.

**LCC holding pinning ceremony**

WILX NBC News 10

LCC to hold a pinning ceremony for 37 nursing grads.

**Nurse pinning story promo**

WLAJ ABC 6 News; WLNS CBS 6 News

Nurse pinning story promo.

**LCC holds a nurse pinning ceremony**

WLAJ ABC 6 News; WLNS CBS 6 News – clip aired three times on each network

LCC held a nurse pinning ceremony and News 6 talks with nurses regarding staffing shortages.

**LCC Jazz Band featured**

WILX NBC News 10

LCC Jazz Band featured for promo of upcoming Mid-Michigan Christmas Celebration show.

**LCC featured on PBS**

Empowered on PBS – hosted by Meg Ryan

LCC’s Anthony Kruckeberg discusses the college’s aviation program.

**LCC women’s basketball coming into their own**

Lansing State Journal

Lady Stars looking for a win against St. Clair CC.

**LCC women’s basketball photo gallery**

Lansing State Journal

Lady Stars photo gallery.

**LCC student awarded scholarship**

coverage.com

Samantha Snider is the first scholarship recipient of the Invest Program.

**SBDC mentioned in FOCUS Magazine**

FOCUS Magazine

ATHENA Leadership Award recipient mentions support from SBDC – pg. 14 & 18

**Public Relations Department Year-in-Review**

Totals are through Dec. 20, 2024

Press clips: 650

Earned media viewership: 8,154, 710

Earned media value: \$692,953

More than 900 articles published in The Star – (through Nov. 30)

## Social Media Analytics for December 2024

### Social Media Analytics Key

#### Total Posts

How many times a video, image, tweet, article, etc., was sent out on a given social media platform that month.

#### Follower +/-

How many users that decided to follow or unfollow a social media page in a given month for each platform.

#### Reach

A metric that refers to the number of users who have encountered a particular content on a social media platform.

#### Total Monthly Reach

This metric is estimated by each platform. It is a give-or-take of how many users in total viewed any content from a social media page that month. It shows roughly how big of a net is being cast.

#### Average Reach per Post

This is not an estimate like the "Total Monthly Reach" stat. This is calculated by taking the reach for each post that month and then dividing it by the total number of posts that month. It gives an idea of how many users, on average, came across a post from a given platform that month.

#### Engagements

Engagements are generally defined as when someone interacts with a post. What constitutes an engagement varies by platform. Examples of engagements include liking a post, commenting, sharing, saving, clicking on a link, clicking on an image, or re-sharing a post.

#### Total Engagements

The total sum of engagements for each post from each platform in a given month.

#### Average Engagements

'Total Engagements' divided by 'Total Posts' for each platform. Gives an idea of how many interactions from users/followers one could expect for an average post during the month for the specified platform.

#### Engagement Rate

Also referred to as Engagement Rate by Reach (ERR). This divides the 'Average Engagements' metric by the 'Average Reach per Post' metric. Essentially, this measures the percentage of users who chose to interact with a post after seeing it on the specified platform.

## The following are the top posts for LCC Social Media during the month of December.

 LinkedIn  
1,467 Reach · 62 Engagements



 Facebook  
4,235 Reach · 1,308 Engagements



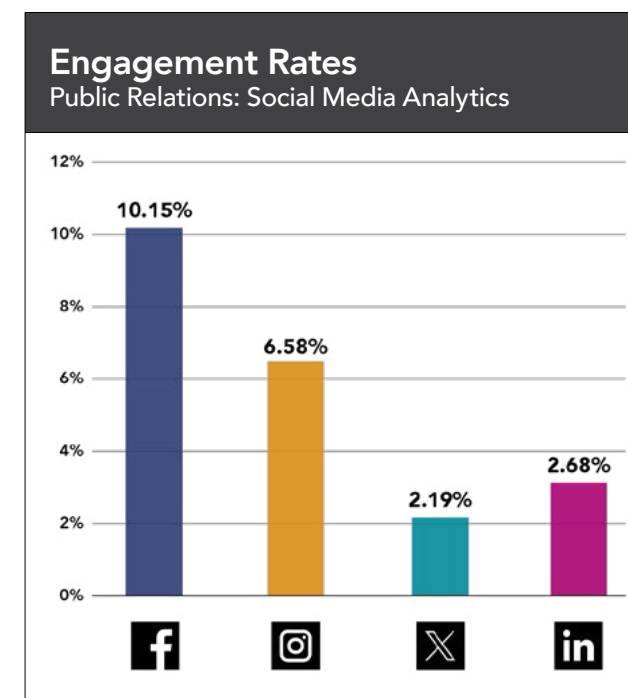
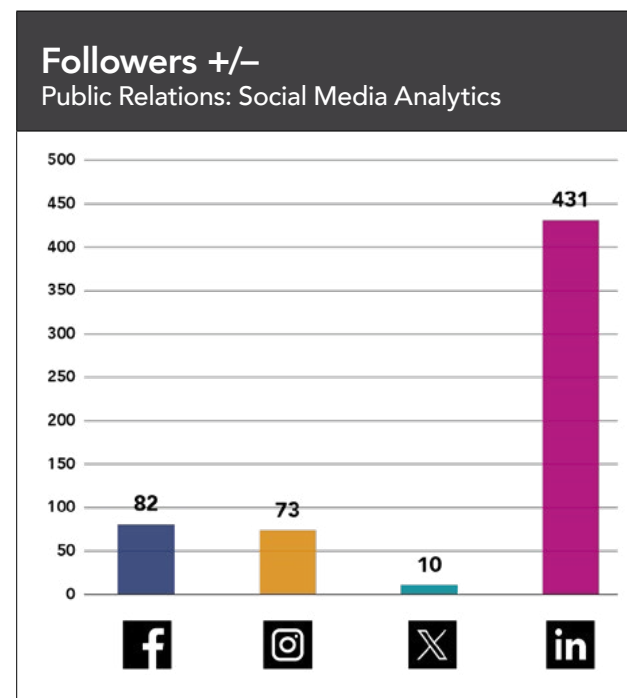
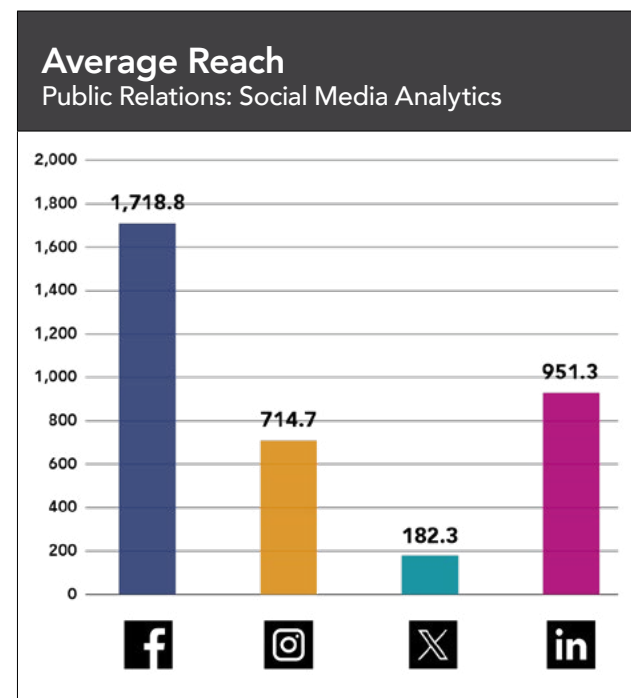
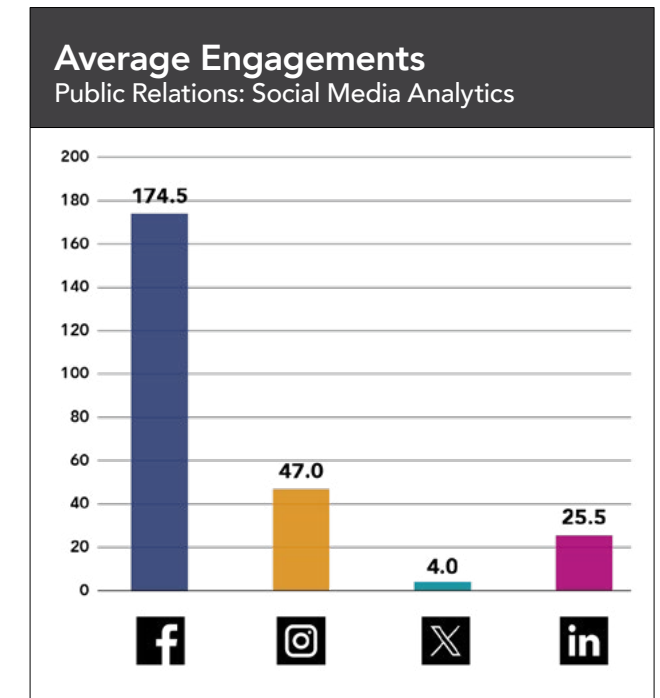
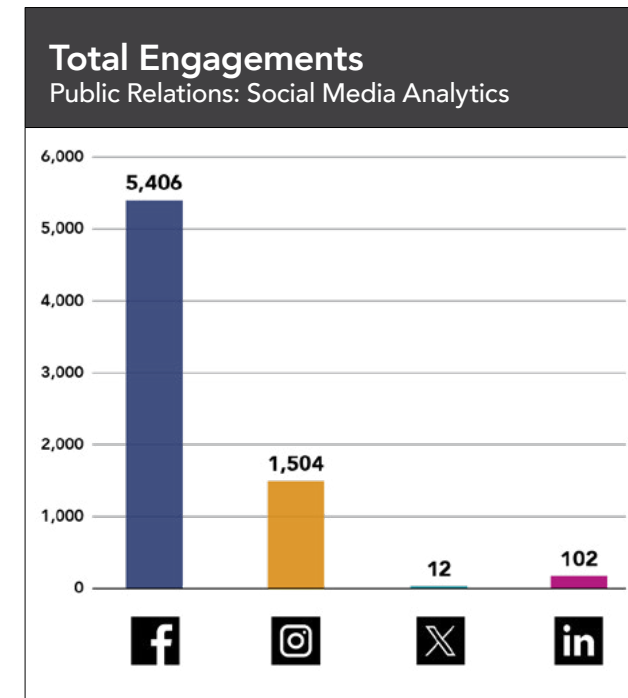
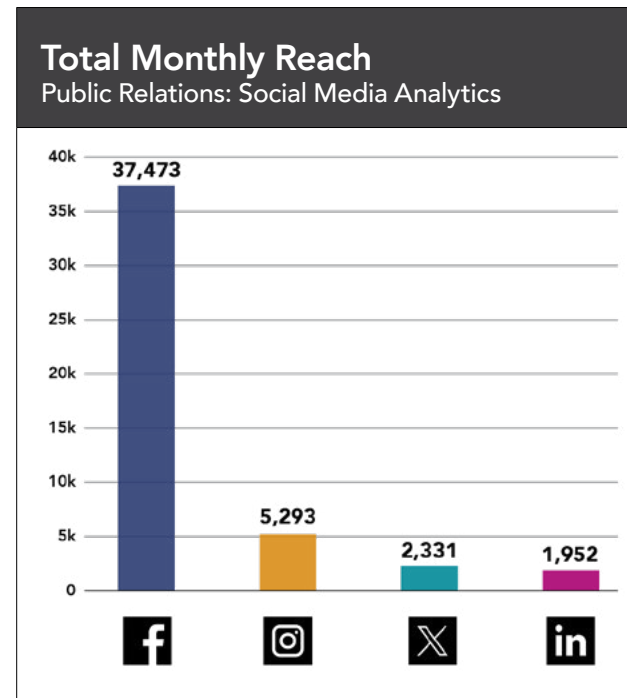
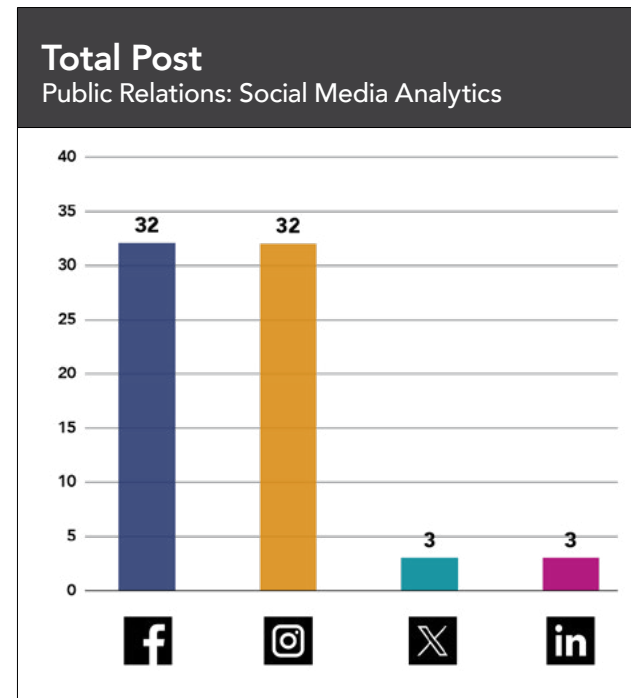
 X (Twitter)  
169 Reach · 6 Engagements



 Instagram  
1,777 Reach · 133 Engagements



The following is a breakdown of how LCC performed on our social media channels in November.



## Case Study – Elf on the Shelf Social Media Contest 2024

### The challenge

Connecting with students at Lansing Community College via social media.

### The plan

Conduct an end-of-semester social media giveaway contest with a fun holiday theme. Having done some demographic research, Public Relations determined that Instagram would be the most effective channel to reach current students through a contest. The contest entailed students guessing which part of LCC’s campus an elf on the shelf doll was “visiting.” The incentive for student participation was a prize pack with various gift cards and LCC merchandise.

### Execution

The Digital Media Strategist collaborated with the Marketing department to prepare a graphic to go along with the contest. The DMS then traveled around LCC’s campuses and captured five photos of the Elf at various locations around LCC.

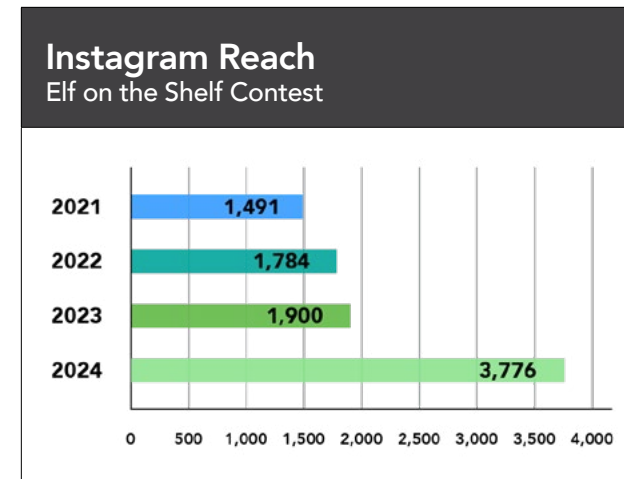
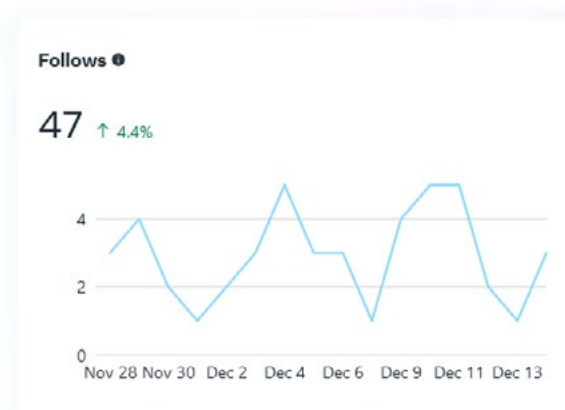
The Digital Media Strategist then posted these images to the LCC Instagram account and monitored each day during the week to determine which students answered correctly the quickest. Once winners were determined, they were verified as currently enrolled students and met with the Digital Media Strategist at Washington Court Place to collect their prize and get their photo taken.

In total, there were seven Elf contest posts sent out between Nov. 25 and Dec. 16 that included promotional posts announcing the contest, the actual Instagram contest posts, and wrap-up/congratulatory posts for our student winners.

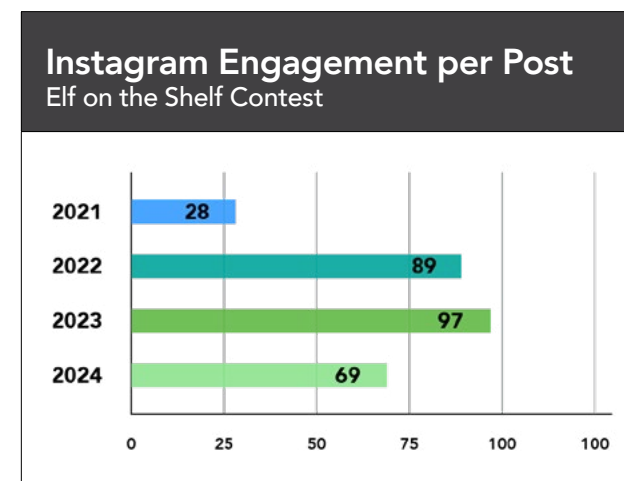


### The Results

Forty-seven new followers on LCC’s Instagram (@lccstars) during the period between Nov. 25 (Contest announcement date) and Dec. 16 (Contest wrap-up date).



Reach of 1,900 during the period between Nov. 25 and Dec. 16. For context, the graph below shows the Average Reach during the Elf on the Shelf promotion over the last several years.



Sixty-nine average engagements on each “elf” post on Instagram. For context, the graph below shows the Average Engagements for each “elf” post over the last several years.

### Insights

- + This year’s contest allowed PR to showcase several different areas at the college in an engaging way, including Dart Auditorium, The Gannon Commons, Downtown Campus Fitness Center, West Campus, and LCC East.
- + With December traditionally tapering off in terms of content and social media engagement, this contest was a great spark during an otherwise slower month.
- + A bonus of running social media contests like this is the potential to create “brand advocates” that will, in turn, speak favorably about LCC to their social circles.

Perhaps a future contest could lean into this idea more and incentivize the “sharing” component of social media.

- + Several students who have won or engaged with other Instagram contests in the past also engaged with this iteration of Elf on the Shelf. Perhaps a better job could be done at reaching new students who don’t already follow the LCC pages. A tweak to the contest or a new version may be something to consider.

**Small Business Development Center (SBDC) impact metrics for Jan. 1 - Dec. 31, 2024**

Consulted with 542 business clients to start or grow their businesses:  
Other impact metrics:

- + Provided a total of 3,604 consulting hours
- + Helped those clients secure \$17,291,482 of new capital to launch or grow
- + Helped create 47 new businesses
- + Helped create 132 new jobs

**SBDC Consults with 108 Small Business Support Hub Clients**

SBDC wrapped up its first year of consulting through the Small Business Support Hub, funded through the Lansing Economic Area Partnership (LEAP) and the Michigan Economic Development Corporation (MEDC). Contract consultant Dr. Janet Atkinson was instrumental in providing general business advice as well as specialized digital marketing consulting to underserved businesses throughout the Tri-County Region. She engaged with 108 microbusinesses, helping them to brainstorm their concepts, develop business plans, build strong brands, win business pitch competitions, and open their brick-and-mortar storefronts. The program will continue through 2026.

**SBDC Regional Director Presents "Learn to Network Like a Pro" December 19, 2024**

Members of the St. Johns Area Chamber of Commerce met at Cancun Restaurant for their monthly networking luncheon to hear Regional Director Laurie Lonsdorf discuss her top recommendations for becoming a better networker. Networking is a vital skill for any business owner, yet many business owners make mistakes every time they step into a mixer or a crowded event.



St. Johns Area  
Chamber of Commerce



Above photo: Michigan SBDC Learn to Network Like a Pro opening slide with networking audience.

**LCC Lifelong Learning and Extension Centers**

**LCC East Campus Hosts MSU University Advising Team**

East Campus hosted the MSU University Advising team on December 10th, 2024. This was a well-attended and informative event, designed to increase awareness of LCC and LCC's East Campus as an option for certain MSU students, including guest students who may benefit from some classes at LCC, and recessed international and domestic MSU students who hope to recover academically at LCC.

The gathering enabled us to share how East Campus, and the college in general, can help MSU students. We were able to promote our academic courses, student services, and our team's sincere desire to help students. It also allowed us to establish we are here for collaboration instead of competition. This session has already proven beneficial.

We have had communication from multiple MSU Advisors since the event and are currently helping a handful of students either transfer or take classes as a guest at LCC for the spring 25 semester.



Above photo: MSU Advising team attends LCC awareness-building event at East campus.

**Livingston County Center (LivCen) Staff Attends Nurse Pinning Ceremony**

During the Fall 2024 semester wrap-up, staff attended the Nurse Pinning Ceremony. Staff attended to show support and congratulate the students who first started attending LCC at the Livingston County Center through the Early College program partnership with the Livingston Educational Services Agency (LESA).

**The Business and Community Institute (BCI)**

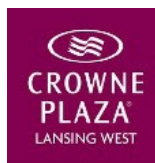
**The BCI Provides Bekum America with Leadership Training**

Bekum America selected the BCI to deliver Leadership Training at their location in Williamston, MI. This fully customized supervisory leadership training included twenty-four 2-hour training and development sessions conducted weekly and in-person over 3 months. The training was tailored for organizations seeking advanced leadership training and covered such topics as "Attitude is Everything, Addressing Poor Performance, Driving Change, and Your Leadership Journey."



**The BCI Trains Crowne Plaza Lansing West Executive Leadership Team with Customized Leadership Training**

The Business and Community Institute continued training with the Executive Leadership Team at Crowne Plaza Lansing West. The customized training workshops included topics on “Creating an Exquisite Experience, Proactive Planning, Strengthening the Vision, Bringing the Vision to Life, Stepping into Your Role, and Developing Clear Expectations.”



**The Business and Community Institute Trains Gestamp in Optimizing Total Cost of Ownership**

Gestamp selected the BCI to provide leadership training for shop leads. This training focused on strategic sourcing. Participants learned a disciplined, multi-step process of optimization that examines and addresses the total cost of ownership for strategic sourcing. Course participants improved their professional procurement skills by mastering the process with the goal of reducing the total cost of ownership for both goods and services.



**The Business and Community Institute Trains Invio Automation in Effective Problem Solving**

Invio Automation selected the BCI to provide Effective Problem-Solving training at their Lansing location. This training informs and instructs participants on industrial production problem-solving. The participants learned the AIAG standards for problem-solving in a production environment based on the CQI-10 Effective Problem-Solving text.



**The Business and Community Institute Trains M. C. Molds in Excel 2013/2016 Programming with VBA**

M.C. Molds selected the BCI to provide Excel programming with VBA training at their location. This instruction trained participants to use Microsoft Excel—including Visual for Basic Applications—to perform real-world tasks, such as rearranging and presenting complex data, getting information from large amounts of data from sources inside and outside of Excel, creating output that varies according to conditions, manipulating dates and text, and automating repetitive tasks.



**The Business and Community Institute Provides Peak Performance Physical Therapy with Leadership Training – The Next Step for the Executive**

Peak Performance selected the BCI to provide Leadership Training for executive staff. The Next Step for the Executive programming is aimed at multiple levels of leadership, in particular those with executive responsibility. Course topics covered include recognizing and developing interpersonal communication skills with a focus on goals-driven organizational leadership for high-performing teams.



**The Business and Community Institute Trains Pratt and Whitney in Principles of Inspection**

Pratt and Whitney selected the BCI to deliver training on Principles of Inspection at their Lansing location. The training is provided to employees from September until December. The principles of the inspection workshop trained participants in various inspection and measurement practices and applications. Topics covered include basic math used in measurement applications, scales, gages, surface quality, and geometric dimensioning and tolerancing (GD&T) concepts as applicable to inspection.



**The Business and Community Institute Provides Proliant Dairy with Instruction for Building a Lab, Wiring, and Configuring**

Proliant Dairy selected the BCI to deliver two Lab Building trainings at their St. Johns, MI location. To support 24/7 operations, this training needed to be completed in 2 cohorts. This training is designed for technicians and controls engineers to have an onsite laboratory where they can test components and configure offline spare parts to allow form fit and function replacement with the correct configuration files pre-installed and for confirmation testing for root cause analysis of failed components. This class will complete the physical lab and continue the progress being made on the Job Aids component. All Job Aids will be tested for technical accuracy, common sense, and easy-to-understand language.



**The Business and Community Institute Trains Roberts Sinto Corporation in Rigging**

Roberts Sinto Corporation selected the BCI to deliver Rigging training to 5 groups of employees. This training informs and instructs participants on rigging and machine leveling, with an emphasis on rigging safety and equipment used in rigging applications. Course topics include rigging gear, inspection, load calculations, leveling equipment planning, and manipulating equipment moves with safety and security in mind.



### Office of Empowerment Launches Website

In partnership with LCC Marketing, the Office of Empowerment unveiled its new website on Dec. 18. The page provides a central hub for resources and information, including multiple blogs, upcoming events, partnerships and reports, along with dedicated pages for the office's three support centers: the Martin Luther King Jr. Equity Center, Maya Angelou Training Center, and Cesar Chavez Multicultural Center.

Continuing the theme of open communication, the Office of Empowerment also shared detailed information about its key accomplishments and ongoing initiatives with LCC leadership through its 2024 Status Report.

### OE Collaborates with National Organization

On November 13, the St. John's Chamber oLCC Chief Diversity Officer Dale Dan partnered with the president of the National Association of Diversity Officers in Higher Education (NADOHE), Paulette Russell, to focus on student empowerment. The collaboration aims to develop 2025 solutions for students by fostering empowerment through diversity, equity, inclusion and belonging principles.



### Dr. Dan Speaks at LEAP Annual Board Meeting

Dr. Dale Dan presented at the LEAP Annual Board Meeting in December 2024. She spoke about how LCC can enhance financial sustainability and contribute to a richer cultural landscape in Lansing by becoming a premier provider of workforce staffing through empowered students.

Dawn Hardin of the Maya Angelou Training Center also attended the meeting, and there solidified key partnerships, including connections with Mikeyy Austin (Ourspace 517) and LaTonya Demps (Collective Wellness Counseling and Consulting).

### Senior Advisory Team – Lansing Kicks Off

The inaugural meeting of the Office of Empowerment's Senior Advisory Team – Lansing was held on Dec. 13. Chief Diversity Officer Dale Dan introduced the chair, Luciana Solis, and outlined strategic plans for 2025.

### Office of Empowerment Participates in Team-Building Training

Chief Diversity Officer Dale Dan and Chief Information Officer Bill Garlick co-led a training session for Office of Empowerment staff, focused on Team Building through Relationship Building. Activities included pair-sharing in breakout rooms, open discussions and follow-up feedback to enhance team cohesion. The team found the training valuable and requested additional sessions..

### Maya Angelou Training Center Builds Community Partnerships

Dawn Hardin of the Maya Angelou Training Center has focused on strengthening connections with local leaders and organizations to promote empowerment, collaboration and resource-sharing that benefits the LCC community and beyond. Some of these connections include:

- + LaTonya Demps (Collective Wellness Counseling and Consulting)
- + Tedi Parsons
- + Kimara Mayberry (Platinum Consulting Group)
- + Mikeyy Austin (Ourspace 517)
- + Cirea Strode (Lansing School Board)
- + Prince Solace (Outreach Coordinator for Senator Sarah Anthony)

### Martin Luther King Jr. Equity Center Celebrates Graduates and Prepares for 2025

In December, the Martin Luther King Jr. Equity Center attended LCC graduation ceremonies to provide gifts to our newest alumni on behalf of the Office of Empowerment.

Leading into 2025, we are proud to announce that the center has been invited to share its expertise about community colleges and our students with the Michigan Supreme Court's Commission on Diversity, Equity and Inclusion. This commission began in 2022 "to assess and work towards elimination of demographic and other disparities within the Michigan judiciary and justice system."

In addition to this work, the MLK Equity Center looks forward to the beginning of the "Let's Talk – Voices Unveiled" conversations with the LCC community. The monthly series begins Jan. 31.



We are also pleased to welcome our new Equity Coordinator, KyLee Carter, to the office. She joins us from Technical Careers, and began on Jan. 13.

### BCI Provides Gestamp with Basic ControlLogix Training

Gestamp selected BCI to provide Basic ControlLogix training using Rockwell Software. The participants learned how to install hardware and program a ControlLogix Processor using various ladder logic instruction sets.

### Cesar Chavez Multicultural Center Hosts Envision Green Advising Sessions

The Cesar Chavez Multicultural Center partnered with Michigan State University to host six advising sessions, providing 22 students with personalized guidance on the transfer process. This initiative ensured students were equipped with the knowledge and support needed to navigate their academic transitions successfully.





### Students Enjoy Winter Wonderland Celebration

Students relaxed and recharged during Finals Week at the Cesar Chavez Multicultural Center's Winter Wonderland Celebration. Activities included crocheting, coloring, board games and karaoke, all set to festive holiday music. The event offered students a much-needed break during a stressful time.



### A Star is Hired!

Check out this monthly section highlighting our newest employees, who were hired during December.

Welcome to LCC Stars, you belong here.

**Cassie Dobson**  
Accounting Services

**Alexis Carnegie-Dunham**  
Business, Communication and the Arts Administration

**Rose Sickrey**  
Student Finance

**Daniel House**  
Heating, Ventilation, and Air Conditioning

**Sara Woods**  
Automotive Technologies

**Trent MacDowell**  
Physical Fitness and Wellness Lab

**Joshua Vicente**  
Learning Commons

**Brandon Andrews**  
Learning Commons



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elearning.lcc.edu <http://www.elearning.lcc.edu>

**Page 13:**

lcc.edu/empowerment <http://www.lcc.edu/empowerment>

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Stars to Spartan story promo <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=71b4e8e4-f1c3-4580-8322-6ebbdec04c94>

Stars to Spartan event <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=8c622ec6-bf58-44af-a9cf-8dc4b71c37ed>

Stars to Spartan event <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=87498172-3aed-4f15-8edc-d52b30207ff4>

LCC hosted Stars to Spartans event <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=00842dd7-e951-4ef7-94a5-27ed11945aad>

LCC player leads nation in scoring <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=abba61b7-149e-441d-a7b2-bda9e3379d0d>

LCC in 517 Magazine <https://517mag.com/shop-small-celebrate-big-local-finds-for-the-holiday-season/>

LCC in FOCUS Magazine <https://www.lansingchamber.org/focus/>

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LCC on Morning Blend <https://www.fox47news.com/entertainment/shows/the-morning-blend/lansing-community-college-12-16-24>

Rep. Slotkin at LCC <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=a2f4be49-9fbc-4020-8327-e0ff0e3bb4b9>

MSU president details Envision Green <https://www.lansingstatejournal.com/story/opinion/contributors/viewpoints/2024/12/13/viewpoint-msu-president-kevin-guskiewicz-retooling-michigan-workforce/76907754007/>

LCC unveils Mobile Health vehicle <https://www.lansingstatejournal.com/story/opinion/contributors/viewpoints/2024/12/13/viewpoint-msu-president-kevin-guskiewicz-retooling-michigan-workforce/76907754007/>

LCC celebrates its graduates <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=4e38d145-3c26-4212-846c-02e1531495fc>

Former LCC instructor appointed to district bench <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=add3179b-50c8-4d4a-b84c-bd6a9d518f77>

Ingham County discusses LCC boot camp program <https://www.wilx.com/2024/12/13/mid-michigan-matters-helping-inmates-after-jail/>

Duncan Aviation has established a new scholarship at LCC <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=dcf29b20-8416-4fda-b060-85b6715095d4>

Legendary coach still loves the job <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=696fb3c3-43c3-49a2-9407-81312ed2371c>

LCC player leading the nation <https://www.lansingstatejournal.com/story/sports/columnists/graham-couch/2024/12/10/zander-woodruff-leads-nation-in-scoring-for-lcc-mens-basketball/76874354007/>

Men's Basketball wins <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=b35cf0a5-26c6-4a19-a241-56e81c2a4e4a>

Nursing pinning ceremony at LCC <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=fff38f0-8497-4ac9-8b9d-72fb153269f1>

**Page 17:**

LCC student awarded scholarship <https://coverager.com/vertafores-kelly-maheu-joins-the-educational-arm-of-the-big-i/>

Pinning ceremony at LCC <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=c1b52083-670d-49c4-8fc2-23a26b225cd1>

LCC holding pinning ceremony <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=1cf29009-5e63-4b09-aed3-8a447bfbe6c3>

Nurse pinning story promo <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=1cf29009-5e63-4b09-aed3-8a447bfbe6c3>

LCC holds a nurse pinning ceremony <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=c53fdd61-c818-4308-8b75-7c244ab320ec>

LCC Jazz Band featured <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=4b9a5beb-5e32-45bb-9112-f6662181dbfe>

LCC featured on PBS <https://www.empoweredprogram.com/features-capital-region-airport-authority/>

LCC women's basketball coming into their own <https://www.lansingstatejournal.com/story/sports/columnists/graham-couch/2024/12/19/lansing-community-college-womens-basketball-has-big-goals/77039714007/>

LCC women's basketball coming into their own <https://www.lansingstatejournal.com/story/sports/columnists/graham-couch/2024/12/19/lansing-community-college-womens-basketball-has-big-goals/77039714007/>

SBDC mentioned in FOCUS Magazine <https://online.flipbuilder.com/wcas/lcga/>

LCC women's basketball photo gallery <https://www.lansingstatejournal.com/picture-gallery/sports/college/2024/12/19/photos-lansing-community-college-womens-basketball/77018868007/>



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

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

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