

discover

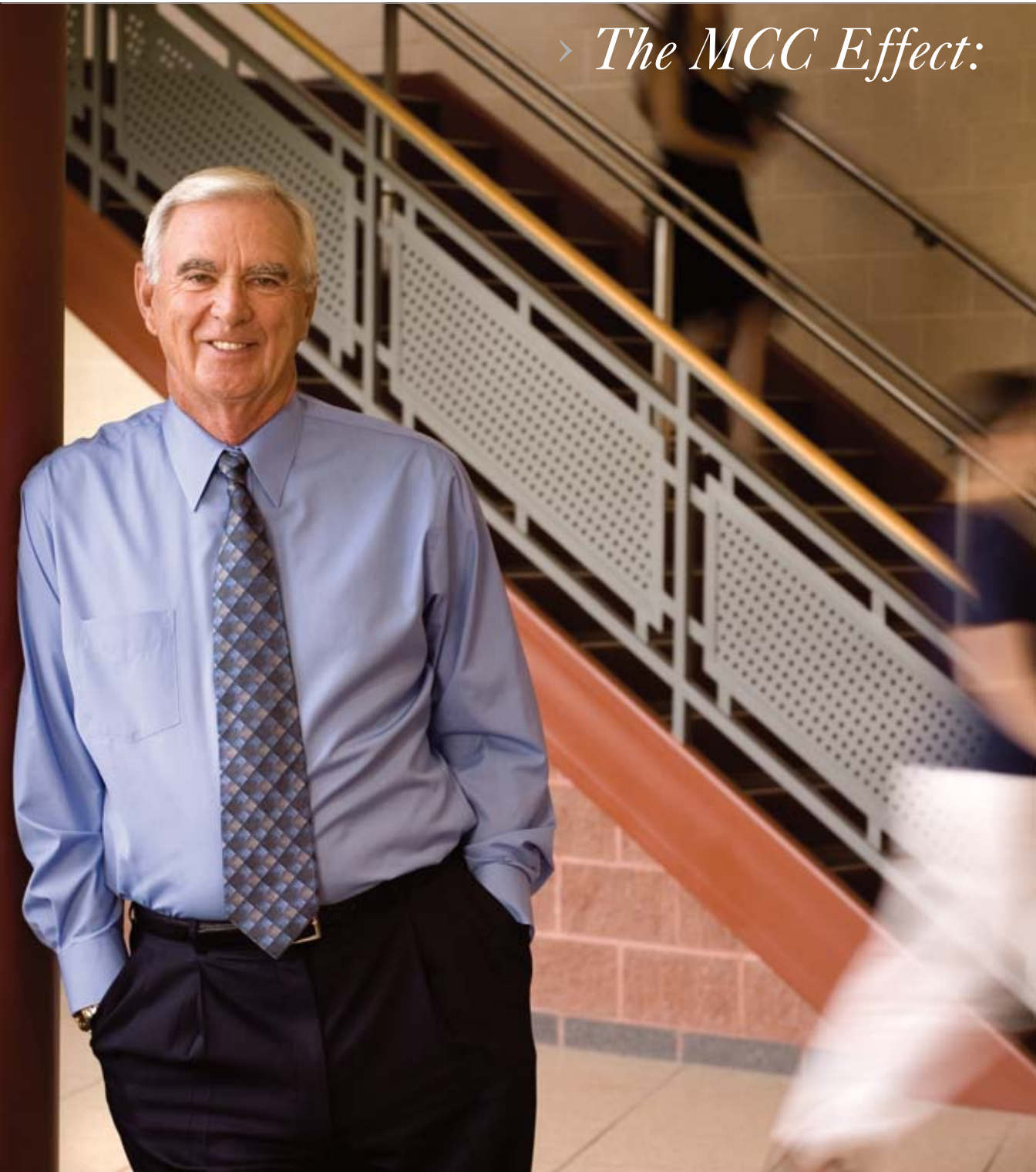
THE MCC EFFECT



REPORT TO THE COMMUNITY

INTRODUCTION

› *The MCC Effect:*



Developing a community's greatest asset: its people

This Report to the Community provides a glimpse into the many ways Monroe Community College impacts our community.

Tapping into the dynamic educational resources of Monroe Community College provides unparalleled opportunities to learn, enhance productivity at the workplace and strengthen our community. MCC affects living in Greater Rochester every time it helps a student realize their dream of becoming an entrepreneur, nurse, technician, police officer or involved citizen. The college impacts our economic prosperity every time company managers choose MCC for employee training.

From Rochester's City Hall to Capitol Hill, leaders recognize The MCC Effect for its power to harness education to change lives and generate positive results for the community. Local, state and national leaders use MCC to impact change and advance efforts to educate, serve and protect citizens.

In the early 1960s, the college's founders demonstrated that public higher education was the answer to resolve a critical shortage of health care workers, strengthen the local workforce and open the door of opportunity

for those who felt a college education was out of reach. The college continues to fulfill educational and workforce development needs—some of which did not even exist 40 years ago.

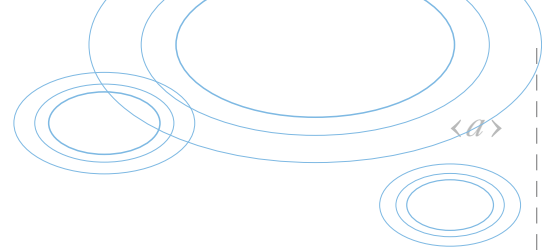
Today, the college attracts international interest and serves as a model of educational excellence for 21st century students and employers. With over 37,000 students attending each year, MCC achieves its mission to provide a high quality learning environment to a diverse community.

This report highlights examples of The MCC Effect in our community—creating opportunities for citizens and employers and building “human capital” for the future.

At Monroe Community College, we're making a difference in our community through public higher education. We hope you will, too.



R. Thomas Flynn, President



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1960 --- Community leaders pursue partnership with the State of New York and the County of Monroe to establish a community college.

1961 --- The Monroe Community College Board of Trustees meets for the first time at the Rochester Club.



1962 --- MCC opens; 720 students enroll.

1968 --- MCC moves its campus to the Town of Brighton.



1974 --- Public Safety Training Center is established to provide consistent, responsive and high quality training for public safety professionals in Monroe County.

1983 --- The Monroe Community College Foundation is established to secure private funding in support of the college.

1992 --- MCC's Damon City Campus, named in honor of Xerox's E. Kent Damon, opens in downtown Rochester.



1996 --- MCC and the Greater Rochester Metro Chamber of Commerce form the Rochester Corporate Training Initiative—working with over 90 companies to design, develop and deliver courses to meet specific training needs of area employers.

1997 --- The Applied Technologies Center opens—featuring the latest innovations in precision tooling and machining; automotive technology; and heating, ventilation, and air conditioning.



2003 --- The Homeland Security Management Institute (HSMi) is launched as a regional authority on homeland security training.



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BACKGROUND >*Shaping the future through education*

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The economic challenges facing Greater Rochester in 1961—including a shortage of nurses and the need for well-trained workers to attract new employers—prompted local leaders to realize that a skilled workforce was the key to the community’s future.

For thousands of men and women previously excluded from higher education, a two-year college in their own community offered exciting new opportunities for growth. Within a year, Monroe Community College emerged as a new partnership supported by the State of New York and the County of Monroe.

The founding board was a powerhouse of Rochester’s finest in medicine, business, education and law: Carl Hallauer, president and chairman of Bausch & Lomb; Dr. Samuel J. Stabins, chief of surgery at Genesee Hospital; Marion B. Folsom, director at Eastman Kodak Company and former U.S. Secretary of Health, Education and Welfare; Vincent S. Jones, executive editor of The Gannett Newspapers; Alice H. Young, pioneering educator in the Rochester City

School District; E. Kent Damon, vice president, secretary and treasurer of Xerox Corporation; and Alfred M. “Skip” Hallenback, an attorney with Nixon Hargrave Devans & Doyle.

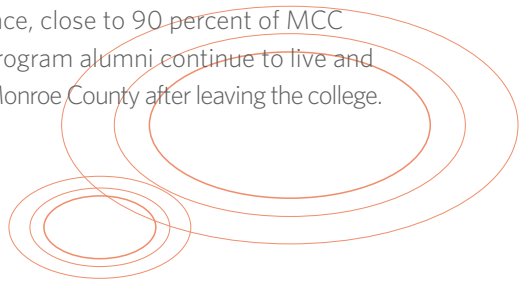
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When MCC opened for business in 1962 at 410 Alexander Street, it was embraced by hundreds of families whose sons, daughters, husbands and wives desired an affordable college education. It likewise was championed by the Rochester business community, whose success depended on a steady supply of well-educated employees.

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Since then, more than 360,000 students—from all walks of life—have taken classes at MCC. The college is a recognized leader among SUNY community colleges, is ranked among the top 10 community colleges nationwide (in terms of associate degrees granted) and is consistently recognized for innovative learning solutions. Of critical importance, close to 90 percent of MCC career-program alumni continue to live and work in Monroe County after leaving the college.

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MCC EFFECTS

› *Developing skills that*

A new entrepreneurial spirit is generating excitement within our local economy. Companies are choosing Greater Rochester as their home and they need qualified, educated workers to fill jobs. Monroe Community College works with area employers to train thousands of workers each year. As technological and certification requirements evolve, business leaders turn frequently to MCC to deliver programs tailored to current job needs. Because our training is industry-driven, it is industry-valued. MCC has trained close to 23,000 employees—representing over 80 local employers—during the past five years, preparing them to master new job skills or embark on different career paths.

MCC is a partner in the Workforce Innovation in Regional Economic Development (WIRED) program—a \$15 million initiative aimed at creating a regionally unified and integrated approach to workforce development.

SHRINKING THE SKILLS GAP

Ortho-Clinical Diagnostics, a Johnson & Johnson company and a leading provider of high-value diagnostic products and services for global health care, partnered with MCC to ensure new workers are prepared to fill manufacturing jobs opened through retirements or employee attrition. Working closely with the company's human resources department, MCC helps manage training and instructs students for the specific roles the company needs filled—so the company can remain focused on growing the business.

LEAN AND MEAN

Rochester-area companies of all sizes are minimizing waste and increasing profitability through MCC training programs like Lean Manufacturing and Six Sigma. These quality-enhancing programs train employees on efficiency and productivity principles they can apply directly to their jobs. The training usually results in large financial gains and superior-quality products. MCC has made these programs affordable to small and mid-sized businesses. In the program's first year, MCC collaborated with nine local companies, saving them over \$2.5 million in manufacturing costs. The impact is a healthier economy, stronger growth and better jobs for the region.

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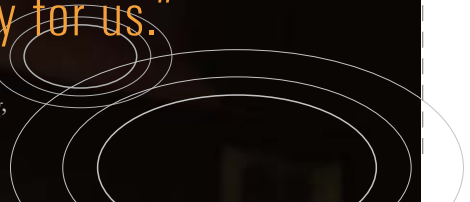
strengthen commerce



"We're trying to prepare our present staff for the future needs of the company in the most economical way possible. Establishing an apprentice program with MCC has worked out beautifully for us."

— Robert Laurer,

< Maintenance Mechanic/Training Specialist, Reagent Manufacturing, Ortho-Clinical Diagnostics, a Johnson and Johnson Company >



MCC EFFECTS > *Driving economic growth*

“Monroe Community College plays an integral role in preparing students to meet the needs of local employers. Of particular note is the high percentage of MCC students who stay in the area to work after graduating.”

— *Sandra A. Parker*
< *Rochester Business Alliance President & Chief Executive Officer* >



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REJUVENATING INTEREST IN MATH AND SCIENCE

In February 2006, local college presidents convened to establish a math and science teaching center of excellence in Rochester. The consortium's goal is to recruit, train and retain outstanding math and science educators, and provide local employers with the highly-skilled workers they need. Monroe Community College is proud to support that effort. Over 70 percent of MCC transfer students choose to attend local colleges—making it a logical starting point for engaging student interest in math and science.

POSITIONED FOR ADVANCED TECHNOLOGY TRAINING

Thanks to a \$200,000 federal grant, MCC will collaborate with the Rochester City School District to create coursework and a lab at the School of Engineering and Manufacturing at Edison. Here, existing workers and students will learn about

new technologies required by today's manufacturing companies and train on equipment found in hi-tech manufacturing processes. Industry experts estimate upwards of 2,500 employees will be needed to fill high-tech jobs over the next five years in the Rochester area alone.

IN SYNC TO ALLEVIATE CRITICAL SHORTAGES

Rochester Business Alliance President and Chief Operating Officer Sandy Parker brought health care providers and the college together to find ways to relieve critical health care shortages in our community. Strong Health, ViaHealth, Unity Health System, Preferred Care, Excellus Health Plan, Inc. and IDE Imaging Partners, Inc. continue to fund much needed increases in staffing and infrastructure support that allow MCC to educate more nurses and radiologic technologists for our community.

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Monroe Community College is proud to be a part of Renaissance Square, a catalyst for Rochester's economic development and downtown renewal. Renaissance Square will be a center for transportation, commerce, education and entertainment.



MCC trains all local police, fire and emergency medical professionals in Monroe County.



MCC EFFECTS > *Answering the call*

Study the layers of our community's extensive public safety system and you will find that the basis for consistent, effective response is Monroe Community College. MCC trains virtually all of the region's police, fire and emergency medical professionals at the nationally-recognized Public Safety Training Facility (PSTF) on Scottsville Road in Rochester. It is the first stop for future first responders and the place they return to for advanced training.

because the training experience is as real as it gets. The Athens, Greece International Airport even sent crews to NFTC prior to the 2002 Summer Olympics to prepare firefighters for any contingency.

FIGHTING FIRES

The PSTF houses MCC's Northeast Fire Training Center (NFTC), considered by many to be the premier aircraft fire rescue training facility in the nation. Training here goes well beyond blackboards and overheads. Fully-functional aircraft simulators are ignited through underground propane tanks—safely controlled through a high-tech control tower. Firefighters from throughout New York state and across the country choose NFTC

SECURING THE HOMELAND

MCC's Homeland Security Management Institute (HSMi) was created in 2003 as our region's first coordinated response to the September 11th terrorist attacks. The first institute of its kind in the region, HSMi prepares first responders to manage the impact of a terrorist attack or catastrophic emergency. In 2005, HSMi was one of the first institutes in the nation to extend Citizens Emergency Response Team (CERT) training to the deaf community. Shortly after graduating, members of this CERT class used their skills by volunteering with the Hurricane Katrina relief efforts, helping locate 425 deaf/hard-of-hearing persons who were missing.

“Our community relies on these professionals daily when emergencies arise. We owe a debt of gratitude to the faculty and staff of MCC for developing and maintaining nationally-recognized programs and facilities.”

— *Monroe County Sheriff Patrick M. O'Flynn*

MCC EFFECTS

> *Graduating qualified professionals*

The next time you visit a doctor's office, hospital or other medical provider, chances are a Monroe Community College graduate is there to help you. MCC is the area's leading educator of nurses, radiologic technologists, dental hygienists and assistants. Regional health care providers and insurers stay in touch with the college and continue to support program expansion to combat critical shortages of health care workers.

"In disciplines like nursing, radiology technology and more, MCC is producing skilled graduates prepared to meet the demands of today's health care market."

*— Distinguished University Professor C. McCollister Everts, M.D.,
University of Rochester Medical Center*

As the largest area preparer of registered nurses, dental hygienists, dental assistants, radiologic technologists and massage therapists, MCC has a significant impact on local health care.

Employers describe MCC's nursing graduates as being "quick to learn, having a large knowledge base and demonstrating excellent communication skills."



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OUTSTANDING SUCCESS RATES ON LICENSURE EXAMS

Since 2003, graduates in MCC's Dental Hygiene, Health Information Technology, Massage Therapy, Nursing and Radiologic Technology programs have consistently achieved 90 to 100 percent pass rates on licensure exams. MCC pass rates exceed state, regional and national averages.

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In addition to learning from innovative faculty, students are better prepared because they develop their skills in clinical learning environments such as the Dental Hygiene Care Center on the Brighton Campus, the Massage Therapy Clinic at the Damon City Campus, and area hospitals.

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A NEW CENTER TO EDUCATE NURSES

The Louis S. and Molly B. Wolk Center for Excellence in Nursing—a 20,000 square foot educational complex—is slated to open on the college's Brighton Campus in the fall of 2008. The center is made possible by the Wolk Foundation's \$2 million commitment to the Monroe Community College Foundation and will provide nursing students and faculty with high-tech facilities designed to simulate actual health care working environments and patient responses.

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MCC EFFECTS > *Setting national standards*

“We all know that [finishing in first place] represents a tremendous accomplishment for the student athletes, coaches, administrators and support staff at Monroe Community College.”

— *Ron Case*
< *Pepsi NATYCAA Awards Program Coordinator* >



Photo: Courtesy of Jamie Germano/Democrat and Chronicle

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Students deserve a complete and rewarding campus life experience—whether they live on campus or off. Over 50 student clubs and organizations are active on MCC campuses. Each complements learning at the college and provides students with opportunities to develop team building, social and leadership skills—determinants of future success. Couple that with a nationally-ranked athletic program and opportunities to live on campus, and you have the resources to produce outstanding leaders for our community and a success model for community colleges nationwide.

CULTIVATING LEADERS

The emphasis on leadership development at MCC is just one of the elements that accentuates the college’s reputation as a national model of excellence. MCC’s Leadership Institute merges classroom learning with personal development. Experiential learning opportunities encourage students to apply theory in the field to further develop leadership skills. Our future leaders are

taught to respect themselves and others, be accountable for their actions, and to understand the expectations and standards of a college environment. MCC’s leadership focus extends to its new Leadership for Athletics course, designed to help student-athletes develop leadership skills for all aspects of their lives.

COMPETING TO WIN

With the help of advisors and coaches, students set aggressive goals at the start of each semester. Students know reaching a national championship is possible because MCC students have gone before them. MCC’s chapter of Phi Theta Kappa, the International Honor Society of the Two Year College, is consistently rated among the top chapters in the world and continues to receive numerous accolades and awards. Faculty, advisors and coaches ensure students experience leadership, recognize potential and work as a team in order to gain the confidence needed to succeed in life.

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MCC student-athletes consistently reach regional and national championships and serve as ambassadors for our community. The National Alliance of Two-Year College Athletic Administrators ranked MCC the best community college athletic program in the country after a stellar 2005-2006 year that included four national championships.

MCC EFFECTS

➤ *Transforming motivated students*

“MCC helped to prepare me for the many questions that students will ask. I learned the importance of a ‘can-do attitude’ in a comfortable learning environment.”

— Amanda Wood
< member of the Class of 2006 >

Amanda won a prestigious full scholarship from the Jack Kent Cooke Foundation that will enable her to continue her education at SUNY Geneseo. One day, she hopes to teach biology and geology at the high school and college levels.



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into critical thinkers

At Monroe Community College, we strive to attract the most talented professors and the brightest students to our campuses in order to create an exceptional learning experience. Students who have positive and challenging interactions with professors and peers will become critical thinkers for a lifetime.

MCC offers over 80 degree and certificate programs from accounting and advertising to travel and tourism. Flexible course scheduling and locations help people design educational experiences that fit their lives and help them reach their goals. The majority of MCC students—nearly 60 percent—plan to transfer to a four-year college or university to earn a bachelor’s degree after their first two years of study at MCC.

DOCTORS AND DENTISTS: THE NEXT GENERATION

Funded by a \$624,000 grant from the National Institutes of Health, Monroe Community College partnered with Rochester Institute of Technology to create the Rochester Biomedical Experience.

The program seeks to increase minority participation in biomedical fields; nationwide only 3.5 percent of physicians are Hispanic and only one half of one percent of African-Americans become physicians or dentists. Students currently in the program are striving to become researchers, doctors, pediatricians and pharmacists.

THE PRESIDENTIAL SCHOLARSHIP FOR ACADEMIC EXCELLENCE

The MCC Presidential Scholarship awards selected high academic achievers with up to full-tuition scholarships based on their ranking within their high school class and SAT scores. The scholarship program encourages more of our community’s most gifted students to fulfill their educational and professional promise in Rochester, while targeting those career fields our community needs most, such as science, mathematics, engineering science and technology, law and criminal justice.

\$704.7 MILLION*

MCC's annual contribution to the local economy, driving economic growth

\$39.8 MILLION*

Higher annual earnings generated by alumni due to their MCC education — expanding the tax base and reducing the burden on state and local taxpayers

14.7%*

ROI that state and local governments achieve when MCC alumni are in the workforce, which compares favorably w/private-sector ROI on similar long-term investments

\$134/year*

On average, the amount MCC students will see their annual income increase for every credit completed.

\$71 MILLION

Roughly the amount MCC brings to the area each year in federal grants and student financial aid

\$1,350/semester

Tuition, NYS residents (\$113/credit hour)

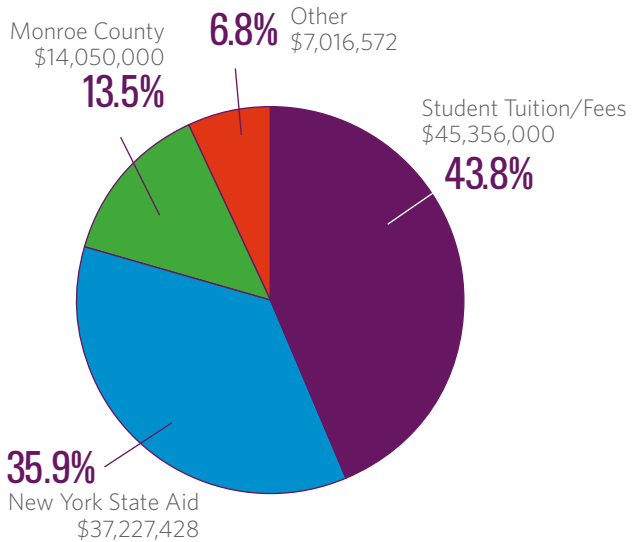
1,674

Employees (Fall 2006, full- & part-time)

*Source: CCBenefits

OPERATING BUDGET (2006-07)

\$103,650,000: Total Revenues

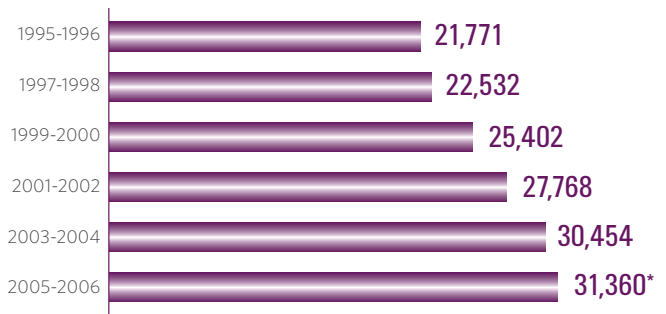


STUDENT PROFILE



82%: Students from Monroe County

ANNUAL ENROLLMENT (CREDIT)



35,028: 2005-2006 Annual Enrollment* (credit and non-credit)

*estimated



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RESULTS

> *Stimulating the state and local economy*

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What role does Monroe Community College play in the local economy? Studies completed by the Center for Governmental Research and CCBenefits conclude that MCC is a sound investment and higher education is a leading industry in Rochester. Students benefit from satisfying careers and lifestyles and increased earnings. Taxpayers benefit from an enlarged economy and lower social costs. And the community as a whole benefits from increased job and investment opportunities, higher business revenues, greater availability of public funds, and an eased tax burden.

In 2005, PAETEC Communications and MCC created a customized co-op opportunity for 16 of the college's best business administration students. Select students were invited to take a four-credit "business collaborative" course that combined live classroom time, online discussions/projects, and sessions with PAETEC employees on topics such as customer service, motivation and leadership. Students gained real-world business experience and valuable insight into how a corporation operates. The program is one example of how MCC partners with community and business leaders to give students real world experience and encourage them to remain in Western New York.

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"By partnering with businesses like PAETEC to provide innovative educational opportunities for students, MCC is at the forefront of those looking to stem the 'brain drain' in Western New York."

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— *Arunas A. Chesonis,*
 < *Chairman and CEO, PAETEC Communications, Inc.* >



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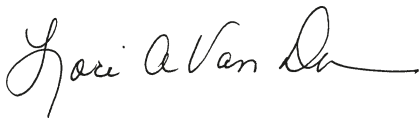
CONCLUSION >

MCC benefits the entire community

While the important work of Monroe Community College is often measured in terms of dollars and economic impact, it's truly the relationships created with students, educators, workers, leaders and supporters that make the college a model for public higher education. Positive experiences result in students desiring to live and work in Rochester after graduation and employers seeking ways to grow here.

Our vision is to make quality education and training accessible, thereby improving the quality of life of the individual and the community. That vision is not achieved in isolation. It is shared and strengthened through the support of the community and its leaders.

It is our pleasure to serve the educational needs of Greater Rochester and, at every opportunity, to pursue opportunities to strengthen the economies of our region and the great State of New York.



Lori A. VanDusen, Chair
Monroe Community College Board of Trustees

Monroe Community College Mission

To provide a high quality learning environment to a diverse community. In offering education and training opportunities, student success is the college's highest priority; as such, the college is committed to access, teaching excellence, comprehensiveness, lifelong learning, partnership building and economic development.

MCC Officers

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President

Jeffrey P. Bartkovich, Ph.D.
Vice President
Educational Technology Services

Janet J. Glocker, Ph.D.
Vice President
Academic Services

Chester M. Grzelak
Vice President
Administrative Services

Susan Salvador, Ed.D.
Vice President
Student Services

➤ *Monroe Community College Foundation*

Through philanthropy, Greater Rochester and Monroe County invest in the hopes and dreams of MCC students—the future of our community. The gratitude the college and its students feel toward donors, corporate partners and community leaders for their generous support of the Monroe Community College Foundation is immeasurable.

Nearly 50 business and community leaders serve on the MCC Foundation Board of Directors. Led by MCC Trustee Richard S. Warshof, chair and alumnus, and President Brenda Babitz, the MCC Foundation offers meaningful opportunities to grow minds and change lives through public higher education.

The relationships and friendships that evolve through the MCC Foundation help to secure private funds to supplement MCC's traditional revenue sources. Gifts fund student scholarships, faculty enrichment programs, educational equipment and innovative programs.

To get involved, please call Brenda Babitz, MCC Foundation president, at 585.262.1500.



Monroe Community College Foundation Board of Directors Officers

Richard S. Warshof '68, Chair
Area Vice President for Marketing and Business Development, Paychex, Inc. (retired)

Howard Konar, Chair Elect
President, Konar Properties

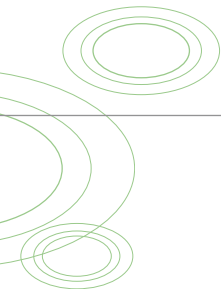
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Vice President of Western Operations, Paychex, Inc.

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Diana Lauria, Secretary
Vice President of Corporate Banking, JPMorgan Chase (retired)

Brenda Babitz, President
Monroe Community College Foundation

R. Thomas Flynn, President
Monroe Community College



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INTRODUCTION

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BACKGROUND

Monroe Community College Locations



Brighton Campus

1000 East Henrietta Road, Rochester, NY 14623
585.292.2000

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MCC EFFECTS



Damon City Campus

228 East Main Street, Rochester, NY 14604
585.262.1600

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RESULTS



Applied Technologies Center

2485 West Henrietta Road, Rochester, NY 14623
585.292.3700

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CONCLUSION



Public Safety Training Facility

1190 Scottsville Road, Rochester, NY 14624
585.279.4100

Extension sites in Fairport, Greece, Spencerport and Webster (not pictured)

“As our economy continues to diversify, Monroe Community College is playing an increasingly vital role in preparing workers for emerging industries like biomedicine and optics. This is essential to our community’s future economic growth and vitality.”

— *Monroe County Executive Maggie Brooks*