



Division Highlights

Month of January, 2021

Chief Diversity Officer

Programming:

- Inclusion, Diversity, Equity and Accountability (IDEA) Council subcommittees:
 - IDEA Conference Planning Committee
 - Social Media/Website Enhancement/Welcoming Committee
 - Civility Committee
 - Mentoring/Professional Development Committee
- Post-Inauguration Workshop Series
 - "Free Speech and the Inclusive Campus: How Do We Foster the Campus Community We Want" (February 23, 2021 @ 12:30 PM via zoom)
- Community Book Read, "*From Equity Talk to Equity Walk*" (in Collaboration with the Upstate New York College Collaborative (UNYCC))
- Collaborative Diversity Series, Western New York Diversity Officers (WYNDO)
 - "'The Pain and Privilege of Being Professionally Woke.'" (January 26, 2021 at 6:30 PM)
 - Sponsored by Roberts Wesleyan College and Nazareth College
- Annual Martin Luther King Jr. Celebration Presents
 - Odell A. Bizzell II, "What would Dr King & Malcom X Teach in 2021" (February 19, 2021 @ noon via zoom)
- Holocaust, Genocide and Human Rights Project (HGHRP) and Multiple Sponsors Present
 - Dr. Carol Anderson, "A Conversation on Voter Suppression, Inequity and Racism" (Thursday, February 25, 2021 at 7:00 PM via zoom)

Personnel:

- N/A

Partnerships:

- Co-Chair for the Western New York Diversity Officers (WNYDO) Council
- Board of Trustees Member, Urban League of Rochester (Spring 2019 – present)
- Board of Trustees Member, Vertus Charter School (Expected - October, 2020)

Other Highlights:

- President's Emerging Leaders Fellows (PELF) and the Leadership and Educational Development (LEAD)
 - Next cohorts to begin Fall 2021
- MCC Scholars Program/Warner School of Education – University of Rochester
 - Next cohort to begin Summer 2021
 - Will accept five (5) individuals for the cohort
 - Applications will be due in April



Division Highlights

February 2021

Student Services

Programming:

- Marketing and Web's spring student recruitment campaign included outbound calling to prospective students accepted in fall 2020 who never enrolled, attended MCC in the past three years but stopped out prior to completing, applied but were missing high school transcripts, listed MCC as a possible school on their FAFSA but never applied, and were accepted for spring 2021 but have not yet registered. Marketing also utilized direct mail to the high school class of 2020 who had not applied to MCC, accepted but not registered students, current students with information about registration, students eligible for Return to Complete, and 25,000 adult prospects. Spring advertising campaigns included television, OTT (on top of television) advertising targeting prospects who were watching TV on devices, an outdoor billboard on 490, Facebook, Google keywords advertising, and retargeting (advertising to prospects who visited monroecc.edu or MCC's Facebook page).
- From Dec. 1, 2020, through Jan. 18, 2021, MCC's social media platforms gained 497 fans/followers across Twitter, Instagram, Facebook, and LinkedIn. Total impression rose by 167% and engagement rates increased across all channels, most markedly on LinkedIn, which saw an increase of 235%.
- From Dec. 7, 2020, through Jan. 18, the Admissions Office held 13 virtual Admissions events, including MCC Instant Decision Days, Tuesday Topics, Career Exploration, and general information sessions for prospective students. Admissions partnered with numerous academic departments, Veteran Services, Career Center, Financial Aid, and Student Life and Leadership Development. Admissions staff also responded to over 3,000 phone calls and 4,000 emails, offered virtual walk-in sessions, and live chat for students.
- Admissions counselor Tracy Britton worked with 43 prospective students interested in the Return to Complete Program (RTC); 21 of the 43 students submitted the required contract and 19 of the 21 are enrolled for the spring semester.
- To make registration quick and easy, Student Services created an express registration form and added it to the front page of the MCC website, Registration and Records page, and myMCC.
- Campus Activities Board (CAB) and First Year Experience hosted Santa's Workshop for children of MCC students on Zoom, making the holiday season extra special for students and their families.
- Student Life and Leadership Development collaborated with Parking Services, Sodexo, and Campus Events to coordinate a holiday winter treat pick-up, distributing a gingerbread house kit, hot cocoa, and sugar cookies curbside. Some entered their gingerbread kits in the #MCCXmas Instagram decorating contest.





- Students who arrive on campus on Feb. 1 and 2, 2021, will be greeted with a pre-recorded welcome to MCC message and a hot chocolate bomb.
- Student Life and Leadership Development will host the first ever Student Involvement Week, Feb. 1-5. The week will include a series of Student Services department info sessions and virtual evening events, such as yoga, trivia, and bingo games, to encourage student involvement.
- The Health Information Technology Club Be the Match Bone Marrow Drive virtual event is Feb. 1–Mar. 1, 2021.
- Process mapping and SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis within Student Services has helped transform the division, improve efficiencies, and finalize its reorganization efforts. In addition to mapping staff roles and responsibilities, it led to recommended changes in processes related to CARES Act funds, Argos student dashboards, dual enrollment, preferred name requests, student registration processes, admit to program, Solomon Act records requests, SNAP (Supplemental Nutrition Assistance Program) benefits, and ex-offenders.
- Student Services automated the verification of enrollment for SNAP student eligibility, which will help MCC students take advantage of Governor Andrew Cuomo’s recent expansion of SNAP program eligibility.
- Dreamkeepers and the Wegmans grant have assisted 74 students since the end of the fall semester-28 with direct funding and 46 with indirect support. This has been especially supportive of students who need assistance to register for the spring semester.
- MCC’s Educational Opportunity Program (EOP) student Felix Mateo received SUNY’s Norman R. McConney, Jr., Award for Student Excellence.

Personnel:

- Charlene Linzy, former counselor and acting director of MCC’s Educational Opportunity Program (EOP), has been named the new director of EOP.
- The *Rochester Business Journal* interviewed Dr. Aubrey Zamara, director of Counseling and Disability Services, for a Dec. 11 article titled “Colleges shift focus to prioritize students’ mental health as pandemic wears on.”
- Susan Carpenter, a clerk II in Admissions, retired on Dec. 30, 2020, after 8 years of service.

Partnerships:

- Many thanks to the Faculty Senate, Special Committee on Administrative Affairs (SCAA), Bethany Gizzi, the Faculty Association, Faculty Resource Committee, Civil Service Employees Association (CSEA), Human Resources, and the entire Student Services Division for their efforts in the recent Student Services reorganization. Contributions from these groups were invaluable to the process of reorganizing Student Services.
- The Admissions Office continues to develop strong community partnerships to recruit and enroll prospective students. Community agencies include the Rochester Educational Opportunity Center (REOC), the Court to College Program, PathStone, and the Young Adult Reentry Partnership (YARP) (this is in collaboration with EDIWS).
- Admissions counselor Tracey Britton partnered with the Human Services Department to recruit and enroll prospective students for the Addictions Counseling Accelerated Certificate Option. Tracey worked with 64 inquiries and 12 students are now enrolled for the spring semester.
- Health Services and Public Safety are working with the Monroe County Health Department (MCHD) to pursue rapid COVID-19 testing for select groups in the college: student-athletes prior to sports participation, residence hall students, and dental program students.
- The Holocaust, Genocide, and Human Rights Project (HGHRP) is continuing the very important conversation they started last Nov. Dr. Carol Anderson will present Diversity, Equity, and Inclusion in “A Conversation on Voter Suppression, Inequity, and Racism” on Thursday, Feb. 25, 2021, at 7:00 p.m. The moderators will be MCC professor Nayda Pares-Kane and student HGHRP vice president, Ruot Juong. When people register for the event, they will have an opportunity to submit questions.



Division Highlights

Months of December 2020 – January 2021

Economic Development and Innovative Workforce Services (EDIWS)

Programming:

- Effective for Spring 2021, MCC now offers five Apprenticeship Related Instruction courses, and five Skilled Trades Apprenticeship Training courses. The addition of these approved courses allows any apprentice to earn MCC college credit while fulfilling their apprenticeship requirements.

Partnerships:

- By late-February, the Economic and Workforce Development Center will complete a Salesforce database integration project with Greater Rochester Enterprise that will allow us to share opportunities using the MCC Business and Industry database.
- The Economic & Workforce Development Center delivered our 14-hour leadership program customized for nine supervisors of the MCC facilities team and three supervisors of the public safety team in January via Zoom. The four sessions covered leadership concepts and tactics in goal setting, performance management and advanced communication skills, including critical conversations. CFO Heze Simmons and HR Director Kristin Lowe initiated the partnership to bring this learning and development program for MCC supervisors.
- Rochester Economic Development Corp. (REDCO) has partnered with the Economic & Workforce Development Center to offer the REDCO Business Certification Program to entrepreneurs and small business owners in city of Rochester. The first program with 10 participants begins in February. The program is based on the nationally known Launch Your Business! series offered by MCC and is tailored to Rochester-based small business owners and start-ups to help them to understand business ownership, strategies, responsibilities, and compliance. Participants will complete 20 hours of remote instruction covering the basics of starting and growing one's own business. Additionally, the EWDC is partnering with Greater Rochester SCORE to connect participants with mentors throughout the training program and beyond. The EWDC revenue from this initial program equals \$12,000. REDCO plans multiple programs with MCC in 2021.

Other Highlights:

- Finger Lakes Workforce Development Center (FWD Center) now has an approved logo/identity, and a website projected to launch by early to mid-February. Public relations plans are also underway with the intent to begin communication in early Spring 2021 and ramping- up to the 2022 opening of the FWD Center.
- Workforce Forward Inc. (WFI) was recently approved by the IRS as a registered 501(c)(3). The mission of this entity is to facilitate additional opportunities and capabilities for workforce partnership, agency co-location and general services supporting the core workforce function of MCC and the EDIWS division within the greater Rochester community. Emphasis and focus will be placed on post-COVID recovery within the context of the emergent understanding of both the future of work and its impact on the future of education.
- A small renovation project is currently underway at the Applied Technologies Center which includes new flooring in the main entrance/hallway, and renovations to staff and faculty offices. This project is being funded by a grant from the MCC Foundation.
- The Education Strategy Group (ESG) released a 2020 report titled [*A More Unified Community College: Strategies and Resources to Align Non-Credit and Credit Programs*](#) featuring the work of the MCC Economic and Workforce Development Center. The report presents a framework for community colleges to implement that supports better alignment of credit and non-credit programs to enable delivery of more equitable student experiences. This framework emphasizes the need to rethink the divisions between non-credit and credit offerings and to effect changes that position community colleges to be nimble and future focused. MCC is proud to have been highlighted in the report along with the other institutions engaged in this important work.



Division Highlights

Months of December 2020 and January 2021

Administrative Services

Programming:

- **Return to Complete Program (RTC)** - Debt will be now be forgiven in equal amounts over four semesters (previously it was three semesters) and the maximum forgiveness amount per student will be increased to \$2,500 (previously it was \$1,200) in total which equates to \$625 per semester (previously is was \$400). For students who have balances less than \$2,500, 1/4 of their actual balance will be forgiven per semester (i.e. student owes \$1,000; max per semester = \$250). Consistent since the inception of the RTC program, debt will be forgiven at the end of each successfully completed semester provided the student complied with the requirements of the program (i.e. GPA \geq 2.0; Minimum 6.0 credits earned; etc.). The College introduced a program in Fiscal Year 2018 that will enable students with past dues balances to continue their education at MCC now while deferring their amount due to a later date. This program, referred to as “Return to Complete” (RTC), is summarized below:
 - **PROBLEM:** Students with past due balances greater than \$1,000 are sent to collections and placed on registration hold for future semesters. In many cases, the student does not have the resources to pay off their previous balances.
 - **SOLUTION:** In order to facilitate student success, the College provides the student a second chance by removing their registration hold and allow students to defer (until completion of degree or certificate) their previous outstanding balances and register for classes while agreeing to certain requirements. Up to \$2,500 of their previous balance will be forgiven provided the student meets the criteria of the program.

Personnel:

- **Training of Front Line Supervisors** – The Administrative Services Division partnered with the Economic & Workforce Development Division to provide a professional development opportunity to front line supervisors in early January 2021. Twelve (12) supervisors from the Facilities Department and the Public Safety Department completed a 14-hour training program over a four-day period called, “Lead to Succeed.” Topics covered included principles of effective performance management, goal setting, delegation, motivating others, giving constructive feedback, and introduction to coaching for performance. The program exceeded the identified learning objectives and the instructor commented that she was “very impressed with the engagement, participation, and quality of [the Administrative Services Division] supervisors.” As part of the training, each participant developed an individual action plan to implement what they learned. Administrative Services is committed to supporting their development and continuing their professional growth as front line leaders.

Other Highlights:

- **Bldg. #10 Lobby Makeover**

What was the problem? The lobby of our athletic building was showing its age in an unflattering way. The solid ceilings were perforated by many foreign objects over the years, such as fire alarms, new lighting, old lighting, and newer lighting again. The walls were the original brick that had darkened and made the hallway seem more like a cave. It had no personality and didn't reflect well on the school. In a meeting with the Admissions Department, they pointed out that thousands of non-students rent the gym for tournaments and are a good source for prospective students. The lobby needed to appeal to those players and their parents so that they saw MCC as a viable choice for college athletics.

Objectives:

- Improve the appearance of the walls to brighten the hallway
- Improve the lighting to current standards – LED
- Cover the old terrazzo floor that had reached its expected life

How did we solve it? The first step was to reach out to the Director of Athletics for his reaction. He loved the idea of a renovation. We proposed covering the floor with a modern design tile and the walls with drywall painted white. A new ceiling with modern lighting would be installed after the old one was removed. He added the idea of murals on the wall in a sports theme. Funding for the project was found in each of our budgets. The renovation was clearly a solution to the deferred maintenance in the area, and the murals were a recruiting tool for Athletics and the Admissions Office. To keep costs manageable, the skilled craftsmen in the Facilities Department did all the work in-house. That included demolition, wiring, HVAC ducting, drywall, and ceilings. The murals and the tile floor were the only things contracted out. When funds allow, new furniture and a ticket counter will be added.



Division Highlights

Month of January 2021

Academic Services

Programming:

The Democracy Commitment (TDC) at MCC is an initiative that promotes active participation in democratic life. The mission of the TDC is to identify challenges to civic engagement and actively promote civic education and participation in democratic life. We maintain our dedication to the cause of democracy in higher education, and to make democratic ideals available to all individuals who desire a voice and seat at the table of our local, state, and national governments. Recent events and partnerships from the TDC include:



- Professors Dina Giovanelli (Sociology), Robert Muhlnickel (Philosophy), and Joseph Scanlon (Political Science), continue to partner with the Kettering Foundation in, *Initiatives for Democratic Practices: Creating Spaces for Deliberative Public Life*. The purpose of this research exchange is to identify and investigate a local problem, and then develop material for local deliberative dialogues. The work began with population decline and has since shifted to the absence of social capital, and building greater social bonds in Rochester and Monroe County.
- TDC also partnered with Faculty Senate and Department of Anthropology, History, Political Science, and Sociology, to host two deliberative dialogues in October: *Safety and Justice: How Should Communities Respond to Violence?* and, *The Future of Work: How Should We Prepare For the New Economy?* Each session was moderated by students trained in Prof. Muhlnickel's PHL 210 (Democracy & Human Rights in Domestic & International Contexts) and HON 195 (Global Poverty and Global Justice) courses.
- In October, TDC hosted Christopher E. Thuot, Ph.D., Assistant Provost, Onondaga Community College, for a talk on the role of liberal arts in education. Dr. Thuot's talk, titled *The Classical Liberal Education in 2020*, explored the liberal arts from the perspective of both our citizen obligations and the need to broadly pursue knowledge.
- This fall, Professor Scanlon represented the TDC on several panel discussions regarding Election 2020 and socio-political issues. This included:
 - *Voting Rights and Voter Suppression: A History of the Right to Vote in the U.S. and Efforts to Undermine It* (with Professors Karen Morris and Louis Andolino)
 - *Understanding the "isms"* (with Professor Nayda Pares-Kane)
 - *Selection of U.S. Supreme Court Justices: Politics and Process* (with Professors Morris and Andolino)
 - *Analysis of The Confirmation Hearings of Judge Amy Coney Barrett* (with Professors Morris and Andolino)
 - *2020 Presidential Election Analysis* (with Professor Andolino)
 - *A Call to Understand, Learn, and Communicate: A Post Election Analysis* (with Professors Andolino and Pares-Kane)



Personnel:

- English Department Chairperson, Tony Leuzzi's poem, "Deer Sighting," was featured in the newly published anthology, *Once Upon a Time in the 21st Century: Unexpected Exercises in Creative Writing*. Professor Leuzzi's poem appears in a chapter on poetry and mathematics. "Deer Sighting" is an example of syllabic experimentation using the Fibonacci numbering sequence.
- In October, Professors of Anthropology Dina Giovanelli and Natasha Christensen presented "COVID-19 and the Rise of Mutual Aid" at the Seneca Falls Dialogues. They discussed the creation and administration of the "Hey, Rochester! What do you need? What do you got?" group using principles of intersectional feminism. The group's 6,700 members are working to provide aid/financial support to families who are struggling during the pandemic.
- In October, Professor of History Mark Sample was a keynote speaker for the Phi Theta Kappa Regional Conference with a talk titled, *The Declaration of Independence: A Legacy of Freedom Around the World*. This talk focused on how Jefferson's words were used to inspire the search for freedom across American history - from the Seneca Falls Convention, to the Gettysburg Address, to the "I Have a Dream Speech" and Harvey Milk and gay rights. It also looked at how other nations were inspired by Jefferson's words, focusing on Liberia and Vietnam.
- Last fall, Professor of Sociology Bethany Gizzi, served as a facilitator/trainer for Implicit Bias training and the Implicit Bias Train-the-Trainer program for New York State United Teachers (NYSUT) members across the state.
- Professor of Sociology Susan Belair, is participating in the Classical Philosophy Reading Group, Plato's Republic; the TCC reading group, "So You Want to Talk About Race?"; and is a member of the HyFlex Committee.

Other Highlights:

Collaborative Online International Learning (COIL) and Global Education and International Services (GEIS) have held many virtual activities, here are just a few:

- Over the summer, Christina Lee, GEIS, was part of a SUNY COIL planning committee to create a summer global course geared towards students who lost study abroad credits or could not study abroad due to COVID-19. Five of our faculty applied to create open educational resources (OER) content or facilitate the summer course.
- Three faculty members are fellows with Cornell University's Einaudi Center for International Studies: William Drumright, Nayda Pares-Kane, and Jonathan Little.
- Events included a Virtual Mapping Party, the Mother Language Celebration, and the Political Economy of Leaving Home: How Debt, International Borders, and Deportation Inform Outmigration.

SUNY Online Update: Great progress has occurred with our SUNY Online Psychology, Business, and Mathematics programs. In Fall 2019, we had 9 online sections with 84 enrollments and this spring we have 50 sections with 909 enrollments.

Diversity, Equity, and Inclusion in the Classroom: On January 20, a group of about 40 faculty and staff participated in the next discussion on centralizing diversity, equity, and inclusion (DEI) within our collective approach to institutional learning outcomes, curriculum, and pedagogy. The topics for discussion included:

1. Embracing and Embedding DEI within the Curriculum
2. Aligning Classroom Practices with DEI Principles
3. Addressing Other Barriers and Challenges for Student Success from DEI Perspectives



Division Highlights

Months of December 2020 and January 2021

Institutional Advancement Division

G. Wood Details

Foundation:

- Completed a semi-annual scholarship and program fund transfer to the College of \$2,048,420.59 in January 2021.
- Accepted a fundraising challenge from the Konar Foundation. The Konar Foundation will match any new or increased contributions to the MCC Foundation Annual Fund from MCC faculty and staff, up to \$100,000.
- Accepted a fundraising challenge from the Summers Foundation. The Summers Foundation will match any gifts to MCC's Dreamkeepers Fund from MCC faculty who have never given before, up to \$25,000.
- Secured airtime on 13WHAM TV on Saturday, April 24 from 6:30-7:30 pm to host the Foundation's first televised Gold Star Gala presented by M&T Bank. The program will feature messages from event supporters and video vignettes of MCC scholarship recipients.
- The 37th Scholarship Open will be held on Monday, June 21 at The Country Club of Rochester. The event is being co-chaired by Foundation Directors Chris Cimini and Mike Krupnicki '85.

Government and Community Relations (GCR):

Government Relations:

- Participated in Senate Majority Leader Chuck Schumer's virtual conversation about the newly passed COVID-19 federal relief package.
- Provided summary of community college funding from the Governor's higher education budget.
- In conjunction with SUNY GR, preparing state budget advocacy points for use during FY22 state budget session.

Community/Media Relations:

- Facilitated media interview for Dr. Douglas which aired on *WXXI Connections with Evan Dawson* on MCC's response to the pandemic and the coming semester.
- Managed roll-out of MCC's new president announcement and media interactions.
- Facilitated **WYSL 1040 AM/92.1 FM** interview with Dr. Oldham regarding the Future of the Workforce report.

College Community:

- Supported communications around MCC's Winter/Spring COVID-19 Plan and website.
- Facilitated incoming questions from the College's COVID-19 inbox and for MCC Town Hall.
- Created new content on the MCC Presidential Search website for roll-out of new president announcement.
- Supported communications and messaging from Monroe County Department of Health and SUNY.

Institutional Compliance and Internal Audit:

- The policy website is up-to-date with ten policies and procedures updated as part of the five-year review cycle.
- Internal audit completed their work on the Single Audit of federal funds and there are no findings thanks to the teamwork of grants, accounting, financial aid and the internal audit offices.
- Institutional Compliance responded to twelve FOIL requests in 2020 consistent with the law and assisted Corning Community College to enhance their FOIL process.

Institutional Research (IR):

- Enrollment projections were generated for Spring 2021 and next year.
- A digital access survey was sent to all Fall 2020 students in order to gauge student needs this semester (results are available).
- Created a grade report generator, which looks at grades awarded over time through Fall 2020.