



Division Highlights

Month of March 2021

Chief Diversity Officer

Programming:

- The History and Role of American Political Parties in America (March 3, 2021)
 - Sponsored by Anthropology/History/Political Science/Sociology and The Democracy Committee @ MCC
- Demographics, Culture, and The Current Party System (March 10, 2021)
 - Sponsored by Anthropology/History/Political Science/Sociology and The Democracy Committee @ MCC
- Introducing Mr. Richard Hill, Advisor of DNA Testing
 - Sponsored by: Latino Empowerment Network (LEN)
- When Two Is Not Enough: Toward a Multi-Party System
 - Sponsored by Anthropology/History/Political Science/Sociology and The Democracy Committee @ MCC
- How Should We Safeguard And Improve Our Elections?
 - Sponsored by Anthropology/History/Political Science/Sociology and The Democracy Committee @ MCC

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)
- Inclusion Allies Coalition (February, 2020 - present)
 - Social Media, Marketing and Communication Committee
 - Mentoring Committee

Other Highlights:

- SUNY Announces Comprehensive [25-Point Diversity, Equity and Inclusion Action Plan](#)
- League for Innovation Conference (March 1-3)
- Standing with Our Asian American Neighbors (3-Part Series)
 - Sponsored by Levine Center to End Hate and MCC (March 21, 2021)
 - Christina Lee (Coord., Global Education & International Services) – Moderator
 - Natasha Christensen, Assistant Professor, Anthropology/History/Political Science/Sociology - Speaker



Division Highlights

April 2021

Student Services

Programming:

- Marketing has two direct-mail postcards ready for current and prospective students, promoting registration deadlines. Updated registration dates for the fall 2021 semester:
 - April 26, 2021 - currently enrolled students who have completed 12+ credits and veterans
 - April 28, 2021 - all currently enrolled students
 - May 3, 2021 - new, transfer, and readmitted students
- Social media highlights for March 2021:
 - Total audience growth across Facebook, Instagram, Twitter, and LinkedIn increased 7.4%. There was a marked increase of 11.3% in total engagements, defined as any interaction (e.g., likes, shares, comments, reposts) from a fan/follower. LinkedIn engagements increased 142%.
 - Total fans/followers across all four channels reached more than 74,400; LinkedIn engagements increased 142%; and the Dr. Alice Holloway Young's Liberty Medal post received 200+ likes and 72 shares.

Partnerships:

- Marketing worked with Web Services to update the dual enrollment site to make it easier for prospects and parents to navigate, and provided direct-marketing letters for counselors, as well as an acceptance letter for students.
- In collaboration with the Schools@MCC, Advisement, Testing, Transfer, and Veteran Services offered a series of professional development workshops to prepare all advisors for priority registration, which included workshops on the following:
 - Health-Related Program Information Review
 - Starfish Calendar Management
 - Degree Works Update
 - Student Placement During Remote Learning
 - The Impact of COVID and Advising
 - Basic Advising: Caseload Management and Faculty Advising Resources
 - Introduction to Financial Aid Course Eligibility (FACE)



Division Highlights

Month of March 2021

Economic Development and Innovative Workforce Services (EDIWS)

Programming:

- Finger Lakes Youth Apprenticeship 2020-21 Campaign has:
 - Hosted 3 Signing Day events in the Finger Lakes region signing 50 Youth Apprentices to formal paid co-ops or job shadows with over 25 advanced manufacturing companies, and another event scheduled to take place with 7 companies and 10 students.
 - Aligned over 450 one-on-one interviews with 120 Youth Apprentice applicants.
- MCC recently purchased 6 FANUC Robot Certification Carts (see *photo*). These particular robotics are industry specific and the skills obtained will directly transfer in many manufacturers facilities in our region. MCC will use these FANUC robots for the following:
 - Deliver an industry recognized credential for Tool Handling and Programming developed by FANUC.
 - Build into existing mechatronics curriculum so students can learn basic to intermediate skills in programming and troubleshooting robotics.
 - Rapidly begin workforce training for employers to upskill/reskill incumbent workforce to meet their needs.
- The MCC Mechatronics program is featured as a “member spotlight” on the Associated New York State Food Processors website (<https://nysfoodprocessors.org/>).
- The MCC SkillsMatch tool has received recent attention with a spotlight on WORC-TV Channel 8 news, and an upcoming spot on WHAM 1180. SkillsMatch is a free, online tool where users can first identify their current skills and are then provided with personalized career and educational recommendations. A link to SkillsMatch can be found at: <https://monroecc.emsiskills.com/>.



Partnerships:

- The Economic and Workforce Development Center will lead a project management training for select University of Rochester Medical Center leaders. The 16-hour remote learning experience is titled “Managing Small Projects and Initiatives” sharing base level concepts and tactics like project charter development, scope management, schedule and cost management, and project closeout. Up to 20 participants are expected for a May program with our realized revenue to be \$3,500.
- The Erie 2-Chautauqua-Cattaraugus BOCES (E2CCB) has been funded \$20,000 by the Ralph C. Wilson Foundation to work with the Economic and Workforce Development Center to design a project that aims to assess the needs of E2CCB’s broad constituency to serve them better.

Other Highlights:

- The Economic and Workforce Development Center (EWDC) was featured in a March 12th special section of the Rochester Business Journal focused on COVID recovery. The feature included information regarding EWDC fast track program options, Mpower, and the FWD Center. As part of this project, VP Oldham also participated in a webinar on this topic, facilitated by the RBJ, delivered to local business professionals. Attached is a copy of the article.
- On March 17th, the division participated in an online panel discussion, hosted by the Rochester Downtown Development Corporation, to speak to Economic and Workforce Development Center efforts to support COVID recovery in our community. The event was titled “Rebooting the Regional Economy.”

Workforce forward: Middle-skills jobs and the COVID recovery

By Dr. Todd Oldham

Vice President, Economic Development,
Workforce and Career Technical Education
Monroe Community College



Todd Oldham

Economic recovery from COVID-19 in the context of workforce development centers on our ability as a community to action new ways of thinking about how we upskill job seekers and workers while addressing the ongoing skill gaps that we have been measuring in our local economy. New approaches can achieve greater success in reskilling individuals, with high rates of training program completion and relevant job placement in careers that lead to family wages.

As workforce developers are faced with a need to efficiently reskill displaced workers at a larger scale, the objective is to train and place learners in good-paying jobs within high-demand sectors where they will be less vulnerable to future displacement and where persistent vacancies within industry are able to be filled. As part of the bigger discussion on COVID recovery, the question is: What would a “build back better” approach look like in terms of leveraging new workforce models and creating a stronger, more effective regional workforce development practice?

Over the past six years, Monroe Community College has been shepherding an integrated initiative in the concept for the development of a regional training center focused on middle skills. Originally approved as a priority project as part of the Upstate Revitalization Initiative in 2015, the Finger Lakes Workforce Development Center (FWD Center) has gone through many iterations but is finally moving from concept and design into the construction phase with a planned opening slated for the first quarter of 2022. In terms of COVID recovery and leveraging more innovative and responsive workforce development models that are exclusively focused on the technician workforce, the timing couldn't be better. The FWD Center will stand ready to support our region in “building back better.”

This new state-of-the-art, 50,000-square-foot facility will be located on two floors of the undeveloped portion of MCC's Downtown Campus. It has been designed to focus on rapid training, retraining and upskilling of technical middle-skilled workers that continue to be needed as technicians by our



local employers. Flexibility and scale are key to making this new operation impactful for the community. To that end, the FWD Center is designed to grow and adapt to the changing and emergent technologies that are driving, and will drive, the future of work environments within advanced manufacturing, information technology, health care, skilled trades apprenticeship, and professional services. An intentional feature of the design is not to fully build out the space at launch but to allow for room to expand and respond to educational opportunities that simply couldn't be anticipated at the time of design. This feature gives us greater flexibility into the future while allowing for quick modification of more general staging space to meet the specific needs for intermittent training programs without tying up dedicated labs.

In preparing for the design of the facility, MCC's Economic and Workforce Development Center conducted 22 focus groups with over 80 regional businesses to better understand both the technologies driving change in the workplace and the skill sets that will be required for the next generation of technicians (Future of the Technician Workforce Study). In this sense, the FWD Center and its new operating and instructional models aspire to represent and anticipate the future of technical education in direct response to the dynamics of the highly connected environments being created by the future of work via digital industrial and smart technologies. The demand for skill-based workers independent of a traditional college credential is a market dynamic that will be also more fully addressed as part of the FWD Center's educational mission. This skills-based emphasis is informed by locally validated career pathways, cohort-based learning models, and a more stackable and

modular framework of curriculum offerings allowing learners to become trained through a fast-track program that serves as an entry point to a career but also incorporates into an associate degree pathway.

New programs currently planned for the FWD Center address Industry 4.0 technology and will cover fundamentals of automation, robotics, mechatronics as well as industrial-focused smart and information technology. A secondary focus will be facilitating skilled trades and youth apprenticeship while supporting businesses seeking a variety of industrial and trades-based talent. Leveraging MCC's Economic and Workforce Development Center, which is also located at the Downtown Campus, will augment FWD Center program offerings and provide training leading to entry-level jobs in health care and professional services. To address the need to grow the educational pipeline, an early college program model will focus on exposing high school students to the advanced smart technologies that they will likely encounter early in their career.

As a regional workforce model, the FWD Center will be operated and programmed through an ongoing dialogue with industry while intentionally developing strong partnerships and joint ventures with regional workforce organizations, industry associations and educational institutions. Currently, planned partners with the FWD Center include Genesee Community College, Finger Lakes Community College, BOCES, Rochester Institute of Technology, UNICON, Rochester Technology and Manufacturing Association, Greater Rochester Enterprise, NYS Department of Labor, RochesterWorks! and Monroe County. Additional partnerships are in development and will be announced next year. Because this initiative is built around middle-skills talent development,

To learn more or get involved

- If your business wants to partner with the FWD Center, please submit the form at www.FWD-Center.com
- Learn more about MCC's fast-track programs: www.workforceforward.com/FastTrack
- Read the Future of the Technician Workforce Study at: <https://mccediws.com/publications/>

linkage to employment for students through work-based learning opportunities and active job placement upon program completion are two outcomes that will be prioritized by the onsite Career and Education to Employment Services Center.

The FWD Center is intended to be a catalyst in developing the workforce for our region's economy while expanding public and private sector partnerships that will collaboratively bolster the creation of a larger pool of technician talent. Through innovative partnerships and technical programming, this initiative can help our region gain a firmer footing on the road to recovery from the COVID-19 pandemic while better positioning and moving the local technician workforce forward into the future.



Division Highlights

Month of March, 2021

Administrative Services

Personnel:

Facilities Pandemic Promo: Employees from the Facilities department have completed a 2nd promotional video (post-pandemic) to be used for student recruitment.

- Blaine Grindle, AVP, Facilities joined Admissions for a tour of the College with prospective students early spring of 2018. He heard the students' questions and quickly captured their initial reactions to MCC's campus and facilities – directly.
- Blaine then engaged his Building Services staff to work together to put together a video in the spring of 2018 that could be used for promoting MCC's campus.
- The results of that video were shared at the June 2018 Board of Trustees meeting and have been used by Admissions as a recruitment tool since.
- Blaine and his entire Facilities divisional team worked together in March of 2021 to create a “post-pandemic” updated video to be used for student recruitment. This was a full produced movie with scheduled shooting times working with VaPA around employees work schedules. An “out takes” video sharing the camaraderie of all employees working together was recorded for internal viewing only.

History: Video #1 Welcome to MCC.

Video created after discussing the difficulty in getting new students. Our thought was to put something together that showed how the Facilities Department is here to help and welcome everyone. The video was originally shot in the spring of 2018. This was a cooperative project with VaPA and students. They provided the camera lighting operators and did the post production. The final video was used at student recruitment, student orientation, and employee orientations.

Video #2 We Care.

Created to address the concerns expressed by students, and employees about returning to campus. Numerous questions have arisen about the safety on campus. Our plan was to produce another video that illustrated the steps we have been taking to keep the campus safe. This video was conceptualized, written, produced, and shot in less than a month. We aggressively scheduled everything before asking people to act in it. Our hope is to make the decision to return to campus easier after it is shown. Once again VaPA supplied the technical expertise. Maryann Cianciotto provided the direction, camera work, and editing to pull this off. (Have a happy retirement Maryann!). The script was once again written by Geoff Goodrell. The video will hopefully explain the extra measures we are taking to keep the campus safe and our commitment that “We Care.”



Division Highlights

Month of March 2021

Academic Services

Programming: MCC has three newly approved microcredentials.

- HVAC Essential Workplace Skills microcredential is for student to gain the skills of an HVAC technician with the addition of a work-based learning opportunity.
- Geospatial Information Systems Technology (GIST) microcredential is the first of three stackable GIST credentials and is designed to address the skills gap in database acquisition & management, Python for GIS, and web mapping.
- Multicultural Diversity Microcredential – World Health Perspective addresses competency in the areas of multiculturalism, diversity, equity, and inclusion.

As we meet the mid-point in the semester, the Teaching & Creativity Center had the following offerings:

1. **Virtual Open Classrooms Week, March 22-26:** A total of 69 guest spots have been reserved across the 32 sections opened this week. The open classes represent the following departments:

- Biology
- Business Administration
- Chemistry & Geosciences
- English & Philosophy
- Engineering Science & Physics
- Health & Physical Education
- Mathematics
- Visual & Performing Arts



2. **Adjunct Supper for Success, March 23: "Guided Pathways at MCC: What's New? What's Next? & What's the Role of Adjunct Faculty?"**

The presenters are Renee Dimino [Academic Foundations] and Gary Johnson [Schools at MCC]; 43 registrants.

3. **TCC Conversation, 3/24: "Reducing Barriers and Improving Student Persistence through Supportive Syllabi"**

This is the second of three spring 2021 conversations centered on our theme of Committing to Equity-Minded Pedagogy. Student engagement is a well-known predictor of persistence and success, and course information sheets are our students' first impression of us as educators. Is your course information sheet welcoming to students who may be unsure of their place in college? Are your policies fair and equitable? Do you explain the rationale in your course policies? In this conversation we hope to identify particular areas of a syllabus prone to harsh language and discuss three approaches to improve your own syllabi and make them more welcoming and supportive for students. The Conversation will be facilitated by Amanda Colosimo [Chemistry/Geosciences], Lisa Flick [Biology], and Eric Strong [Applied Technologies].

Personnel:

- On April 28, 2021, MCC's [Institute for the Humanities](#) will host *Culture, History, & Memory: Bridging Rochester's Past and Present*, a virtual public humanities forum on the intersections of history, activism, and photography. Moderated by MCC Professors Jasna Bogdanovska (Visual and Performing Arts) and Joe Scanlon (Anthropology, History, Political Science, & Sociology), the event will feature a panel of noteworthy educators and photographers who will explore the power of art in helping us realize the lessons that the past can impart on the present. It will also showcase a thematically-aligned student photography exhibition currently in development.



- On 4/29/21, Professor Angelique Johnston (English-Philosophy) will be a featured panelist in [Bridging the Divide: Creating Meaningful Scholarship at the Teaching-Intensive Institution](#), a virtual forum on the challenges and rewards inherent to the work of a community college humanities teacher-scholar. Developed and moderated by Dean Michael Jacobs (Humanities & Social Sciences), this event is presented by [the Community College Humanities Association](#)—the only national organization for humanities faculty and administrators in two-year colleges—and [co-sponsored by MCC's Institute for the Humanities](#).
- Anjali Parasnis-Samar, Instructional Technologies Librarian, and Alice Wilson (pictured below), Associate Director of Library Services, received an award from the EBSCO Community College Learning Resources Program [Award](#) for their College Researcher Badging Program. This prestigious award is given out annually from the Community and Junior College Libraries Section to recognize outstanding achievement in community college programming.



Anjali Parasnis-Samar



Alice Wilson



Partnerships:

- Christina Lee, Coordinator for Global Education and Natasha Chen Christensen, Associate Professor of Sociology participated on [WXXI's Connections with Evan Dawson](#) on 3/19/21 to discuss, "How we can work together to support our Asian and Asian American neighbors." Christina moderated and Natasha participated in the first of a 3-series piece, series, "[Asian Matters: Standing with Rochester's Asian American Communities](#)," sponsored by the Levine Center to End Hate at the Jewish Federation of Greater Rochester.

Other Highlights:

- Learning Support Systems has used TutorTrac to schedule appointments, track tutoring sessions, and facilitate synchronous online tutoring sessions in various academic disciplines. Since implementing TutorTrac in July of 2020, Learning Support Systems has collaborated to provide online sub-centers for the Applied Technology Center, Dental Studies, Nursing, Surgical Tech, and Information and Computer Technologies. So far this semester, we have facilitated 2,130 tutoring sessions for a total of 4,185 hours of tutoring and 420 unique student appointments
- MCC's efforts to address systemic racism in ways that bring about positive and meaningful change and to build a more equitable and anti-racist campus environment continue with the creation of a Diversity, Equity, and Inclusion (DEI) curriculum workgroup. During the spring and summer semesters, the work will include exploring assessment ideas; creating summer institutes in areas that have documented evidence of positively impacting DEI goals; and developing a 2-to-3 year plan and timeline with measurable goals including embracing and embedding DEI within the curriculum, and aligning classroom practices in support of DEI principles.





Division Highlights

Month of March 2021

Institutional Advancement Division

G. Wood Details

Foundation:

- Mailed invitation for the 23rd Annual Gold Star Gala and secured \$161,700 in underwriting support to date.
- Celebrated Dixon Schwabl receiving the Rochester Advertising Federation's ADDY Awards Best of Show recognition for the creation of the MCC Foundation's 22nd Annual Gold Star Gala presented by M&T Bank invitation.
- Secured 20 foursomes to support the 37th Annual Scholarship Open on Monday, June 21, 2021 at the Country Club of Rochester. The event seeks to raise over \$100,000 to support student scholarships.
- Established a new scholarship, The Nichols Family Scholarship, with a gift of \$25,000. New donors to the Foundation referred by Vice President Simmons, JoBeth and Noel Nichols seek to support students in need.
- Secured a \$50,000 gift from the M&T Bank Charitable Foundation. M&T has a long and decorated history of leadership support for MCC students dating back to 1985— and this gift brings their lifetime giving to \$1,000,000.
- Established a new relationship with Microsoft to support MCC's Optics Program and help MCC optics technicians find jobs and internships at Microsoft headquarters in Redmond, Washington.

Government and Community Relations (GCR):

Government Relations:

- Advocacy calls and letter asking for state budget support for SUNY and MCC.
- Facilitated an event for New York State Senator Samra Brouk (District 55) to award the Liberty Medal to Board Chair Emerita Dr. Alice Holloway Young (March 19, 2021).
- Submitted MCC's application for Community Project Funding for Congressman Joe Morelle's (NY-25) consideration. The application will enhance the Finger Lakes Regional Workforce Development Center (FWD Center).

College Community:

- Recorded a "Talkabout with Dr. Kate" with students and faculty who are participating in the upcoming Institute for the Humanities April 28 event "Culture, History, Memory: Bridging Rochester's Past and Present." The event ties photography to history.
- Ongoing COVID-19 vaccination updates as eligibility expanded throughout the month.

Media Relations:

- WROC interviewed Vice President Oldham regarding SkillsMatch (March 4).
- *Messenger Post Newspapers* covered MCC-REDCO business certification program (March 5).
- Various Western New York media outlets covered Finger Lakes Youth Apprenticeship Program's signing day events held at Monroe-2 Orleans BOCES and Genesee Valley BOCES (March 3 and March 10).
- *Democrat and Chronicle Online* published "MCC marks a year of resilience amid pandemic," a guest essay by Interim President Douglas (March 18).
- *Democrat and Chronicle*, *Minority Reporter*, 13WHAM, WHEC, and WROC covered Senator Brouk's Liberty Medal presentation to Board Chair Emerita Dr. Alice Holloway Young (March 19).
- *Community College Journal's* Dennis Pierce interviewed Board Chairperson Lovenheim regarding the process of selecting a new president (March 25).
- *Rochester Business Journal's* COVID Recovery issue featured MCC's EDIWS Division. EDIWS sponsored a special section and participated in a webinar held on March 11 (March 12).

Institutional Compliance and Internal Audit:

- Completed response to open FOIL requests and Ethics Hotline reports.
- Prepared distribution file for the Single Audit in compliance with regulations and grant agreements.
- Lead effort to create a vendor contract assessment process and form to reduce data security risk.

Institutional Research (IR):

- Created articles for the office newsletter. Topics include initiatives on campus that have an impact on student persistence.
- Presented at the League of Innovation on the impact of CARES Act funding and research on student parents.
- Updated enrollment projection models.
- Setup and administered fall 2021 opinion surveys for three groups: those who continued from the fall, those who left the college, and employees.
- Coordinated a complete "student needs survey." This survey combines multiple surveys into one comprehensive survey.
- Completed State and Federal mandatory reporting.