

**DELTA COLLEGE DISTRICT  
BOARD OF TRUSTEES  
DINNER MEETING  
July 10, 2007  
Delta College Main Campus  
Room N-7**

**Board Present:** R. Emrich, K. Houston-Philpot, T. Lane, K. Lawrence-Webster, J. MacKenzie, E. Selby, B. Stafford, D. Wacksman

**Board Absent:** K. Higgs

**Others Present:** J. Goodnow, D. Lutz, L. Myles-Sanders, C. Atwood, B. Baker, W. Carter, T. Caylor, P. Clark, C. Curtis, I. Dinauer, L. Douglas, P. Graves, C. Greve, A. Hill, T. Kubatzke, J. Miller, S. Montesi, M. Mosqueda, B. Rickey, M. Rickey, P. Seidel, J. Stahl, K. Treadway, A. Ursuy, L. VandenBosch, B. Webb, K. Wilson

**Press Present:** N. Smith, Midland Daily News; P. Brandt, Bay City Times; Jon Hall, WSGW arrived 6:50 p.m.

Chairperson Earl Selby called the meeting to order at 6:05 p.m.

Paul Seidel introduced the topic, using the Delta College Delivery Model which is also posted in the Board Room, showing the relationship of open and closed enrollment, credit and non-credit courses.

Mike Rickey and Lindsey Douglas described the development of the Workforce Development Center (WDC) since he and Lindsey Douglas began work there exactly one year ago July 10. Mike explained how partnering with others has helped develop funding, enrollments, resources and faculty for delivery of workforce training needed in the tri county area. Michigan Works! uses Workforce Investment Act funds to underwrite the tuition of approximately 20% of the students enrolled at the WDC. Partnering with MIOSHA has led to development of an unexpectedly large number of course offerings. Working with community health care professionals, community business people, and an advisory committee representing an extensive cross section of employers, an expanded list of training opportunities has grown throughout the year. The WDC also partners with Delta's academic divisions and faculty, who have contributed both ideas and staffing.

Lindsey explained WDC's efforts to develop more targeted marketing with a goal to achieve better outreach for less cost. WDC makes extensive use of low- or no-cost options such as partner web sites and e-mail, and also is working through its graduates to increase the effectiveness of word of mouth outreach. Mike provided statistics on enrollment growth and planned expansion during 2007-2008, as well as job results for graduates based on a recent survey. Dr. Emrich commented that these were excellent statistics which should be publicized in the tri-county press.

Karen Lawrence-Webster asked who are the competitors of the WDC. Mike responded that they are primarily ETC and SVSU. She asked how Michigan Works! determines

who receives funding support, and Mike responded that it's determined by federal guidelines. She asked how people who might be interested would know about these opportunities and Mike responded that that was an excellent question, one which WDC is trying to address. Ms. Lawrence-Webster inquired about standards and state requirements that enrollees are expected to meet, and Mike replied that he relies on experts such as Dave Peruski in Nursing to keep WDC on track so that graduates are prepared. She asked about the Advisory Committee, and Mike said he was delighted with the diversity of the group, their enthusiasm and their helpful ideas. Kim Houston-Philpot asked how the effectiveness of marketing is assessed, and Lindsey responded that WDC is working to improve its measures but is tracking such things as web site visits.

Christine Greve described the Small Business & Technology Development Center, and its expanded service area to include Arenac, Bay, Midland, Saginaw, Huron, Sanilac and Tuscola counties effective January 1. The expansion included the addition of satellite offices in Bad Axe and Caro and efforts are underway to collaborate on the delivery of services in ways that make efficient use of resources. The new SBTDC Biz Resource Center in the Delta College Library will expand access to business materials and publications for Delta students, faculty and the regional business community. Between January and June 2007, the center partnered with local libraries, Chambers of Commerce, and economic development offices to offer 37 training events to 518 attendees, and SBTDC counselors worked with 727 clients providing 2,067 hours of counseling.

Based on client feedback, the SBTDC has helped customers create 146 new businesses, create 802 jobs, retain 224 jobs, increase sales by \$4,519,444, obtain loans totaling \$9,691,600, and make a total capital investment of \$31,365,579 since its inception in January 2003. The annual budget of the SBTDC is \$300,000: \$190,000 in Federal grants and \$110,000 in contributions through the Delta College Foundation.

Karen Lawrence-Webster inquired whether Delta is the sole provider for small business development in Saginaw. Christine said that no other counseling program currently exists in Saginaw since the closing of the Saginaw Minority Center in 2006. Referrals are made by Saginaw partners to the Delta office as appropriate. Jack MacKenzie asked how SBTDC helps people who do not have the money for start up. Christine said it is the job of the center staff to be aware of opportunities in the region. They help clients focus on reality, and "connect the dots" to partners who can provide funding, assistance and resources they might need. As an example of new initiatives, she mentioned the new SBA Patriot business loan program for veterans and their spouses.

There being no further discussion, the meeting was adjourned at 7:05 p.m.

Respectfully submitted,

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Leslie Myles-Sanders, Board Secretary