



Campus Connections

MCC Employee Newsletter • August 2011

AUGUST 2011

In This Issue

- Founder's Day
- Belize Trip
- Garden Club News
- Saving with Bulk Mail
- MCC Brand Management

Birthdays

Gary Nonnemacher	Aug 4
Roy Graves	Aug 10
Jean Roberts	Aug 11
Tobias Moleski	Aug 11
Willie German	Aug 11
Renica Minott	Aug 12
Papa N'jai	Aug 13
Sandra Osborne	Aug 13
Jeffrey Stipes	Aug 14
Irene Church	Aug 18
Tina Dee	Aug 18
Erin Patrick	Aug 19
Carol Briggs-Erickson	Aug 20
Shawn MacAulay	Aug 20
Edwin Simmons	Aug 23
Jodie Matuz	Aug 23
Amy James	Aug 25
Allen Thomas	Aug 28
Bruce Wierda	Aug 30
Darren Mattone	Sept 3
Tonette Brown	Sept 3
Vicki Kraus	Sept 4
Calvin Totten	Sept 5
Dequecha Crews	Sept 7
Mary Ottman	Sept 7
Aaron Hilliard	Sept 11
Johnathon Skidmore	Sept 14
Daniel Meyers	Sept 14

MCC Links

President's Message August 2011

Students, Faculty and Staff:

Muskegon Community College suffered a great loss the last week of July when Board of Trustees Chair Larry Wright passed away. Wright started his first elected term on the Board of Trustees in 2005, and progressed to Secretary, then Vice Chair, and most recently, Chair of the Board. Wright was a strong advocate for creating affordable access to education and having businesses and MCC partner to create a skilled work force. The MCC Board of Trustees plans to recognize Larry Wright's service to the College and greater community. On behalf of the college community, our thoughts and prayers go to Jane Wright and the Wright family.



MCC continues to prepare for the Fall 2011 semester...
[\(more\)](#)

Founder's Favor



It is a tradition at many colleges to recognize the establishment of the institution with a "Founder's Day" celebration. As we commemorate our 85th anniversary, Muskegon Community College will also begin this tradition. We have selected the third Thursday in September as Founder's Day, so the first annual Muskegon Community College Founder's Day will be

Thursday, September 15, 2011. Founder's Day activities will include "State of the College" presentations, distribution of our annual report card to the community, and a fundraising and friend-raising event at The Lake House. Proceeds from this year's evening event will be directed towards the [Reach for the Stars](#) campaign.

At this time we are looking to the MCC community for help with procuring items for the silent auction. The success of the fundraising event depends on the donation of unique contributions to the action. Perhaps you have a unique talent, such as construction or art, that you can contribute and donate services for a custom garden shed or family portrait. Or maybe you know someone who's willing to take four people for a wine and cheese sunset cruise on their sailboat? Unique contributions like these will generate bidder interest and help make our fundraising goals.

Campus Connections is published by the MCC Office of Community Relations the first Tuesday of each month. If you have an item you would like to share with the MCC employee community please email the information to communityrelations@muskegoncc.edu by the last Tuesday noon of the month. For more information contact Tina Dee at 231-777-0660 or Julie Weller at 231-777-0461



Tell us what you think! Give us some feedback on *Campus Connections* by completing this short survey.

Please donate or help solicit silent auction contributions by Tuesday, September 6, 2011 by using the [Silent Auction Form](#). You can email, or give, completed forms to Tina Dee at tina.dee@muskegoncc.edu.

Study Abroad in Belize!

Have you ever wanted to trek through the jungle, explore an ancient cave, and learn about the Mayans? Come to Belize, one of the most unique areas on the planet and experience all of that in a two credit course ICS101BEL /BIOL101BEL. Some of the potential activities of the trip include:

- Hiking in the jungle with local guides where you will encounter an incredible diversity of plant life
- Tubing to and exploring Neko's Cave
- Visiting the Belize Zoo in Belize City
- Orchid Conservation at Caves Branch Estate
- Water quality monitoring and sampling of the Sibun River
- Blue Hole National Park: swimming in a natural carst sink hole
- Visiting Tikal, Cahal Pech and Xunantunich (significant Mayan ruins)
- Bird watching (laughing falcons, Toucans, hummingbirds)
- Free time in San Ignacio where you will be able to experience the local culture and music as well as shop for handmade Belizean crafts



For more information contact Kathy Pollock at x 395 or Kathy Tosa at x37 or visit www.muskegoncc.edu/belize.

River Renewal



Instructor Jessica Graf's Kayaking and Canoeing class (PEA 139A S02) paddled a section of the Muskegon River in Newaygo County and competed to see which team could have the biggest positive environmental impact. Some of the scavenged items of particular interest were two fishing poles, an anchor, and a rusty 55 gallon drum.

MCC Garden Club News

From 2010: In collaboration with the Muskegon County Garden Club, the Muskegon Community College Garden Club won an award titled "Beauty Blight" for the 2010 garden season. The award was presented by the National Garden Club. We came in first place in our regional district and second place in the state, Michigan Garden Club. The requirements for the Beauty Blight project included the



following: A three member team composed of a garden club, sponsored organization and a sponsored organized youth group establishing a community vegetable garden on an unsightly piece of land, with the objective of supplying a soup kitchen or homeless shelter with the harvest.

Summer 2011: This summer the Muskegon Community College Garden Club collaborated with the Muskegon County Health Department and Muskegon Public Schools in a project titled "Growing Goods". Growing Goods is an eight week summer program for Muskegon Middle School students. Approximately 150 students rotated through our campus garden in groups of 10 each day Monday through Thursday during the 8 week summer program. The garden coordinator for our campus garden, Kwame James, is also an MCC student. Students come to work in the garden, but learn much more than gardening. Students learn important life skills like communication, decision-making, goal-setting, stress management and good nutrition.

Save Hundred\$!

Bulk mails are an effective way to save the college money. If you have a mailing of 200 pieces or more, you could save \$100 or more per mailing! We are monitoring each department's mailing practices and will follow up if there is a way to reduce costs. Please contact John Skidmore in the mailroom at extension 429 for more information.

Brand Management--Everything We Do Matters

Communications theorist Paul Watzlawick famously said "One cannot not communicate." His point was that everything you do communicates something—not opening you mouth to say anything is indeed saying something (it's communicating that you have choose not to say something). How you dress, how we answer the phone, what's on your desk, the color of our carpet, the expression on our face, the number of times a call is transferred before a live person answers—all these things communicate something without even saying a word. This theory is one of the strongest cases for the practice of brand management. If we all remember that *everything we do matters*, everything we do either strengthens or weakens the MCC brand, then we are excellent brand managers. This month's brand management tip of the month is more of a brand management request. Think about what students see, hear, and everything that they experience when in contact with MCC through any method. Think about what we are communicating to them via our signs, website, phone system, and other points of contact. Identify what you think is the biggest obstacle in providing them with the type of experience you think they want to have and share your thoughts with me; please [send an email with "Paul" in the subject line](#) and send me your idea for what you see as the biggest brand management. We will evaluate your input over the next few months as we identify issues that need to be addressed in our brand management manual. Thanks in advance for your input!
--Tina Dee, Director of Community Relations tina.dee@muskegoncc.edu