

# [Schoolcraft College By the numbers]

Annual Report

2011

2012

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**Schoolcraft  
College**

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Conway A. Jeffress

James Ryan



Throughout the past year the Schoolcraft College community took the opportunity to reflect on our first half-century of service and to celebrate our successes. This 2011-12 Annual Report allows us to share with you a sampling of our most recent achievements.

With three locations—the main campus on Haggerty Road and the multi-building Public Safety Training Complex in Livonia, and the Radcliff Center in Garden City—and an ever-growing array of online learning opportunities, we are serving approximately 36,000 people in our community. Schoolcraft College has become much more than a traditional community college, also offering recreational and cultural programs, continuing education classes, a child care center, the

VisTaTech Center for conferences and meetings, the Business Development Center, a brand new Fitness Center, and of course our high-end American Harvest Restaurant.

We have come a long way from our roots as a cornfield on the outskirts of metropolitan Detroit. We have continued to hold true to our mission 'to provide a transformational learning experience designed to increase the capacity of individuals and groups to achieve intellectual, social and economic goals.' And we look forward to the challenges and the opportunities that the next half-century holds for us and our community.

A handwritten signature in dark ink that reads "Conway A. Jeffress".

Conway A. Jeffress, Ph.D.  
President



# 2011-2012





# 7 YEARS

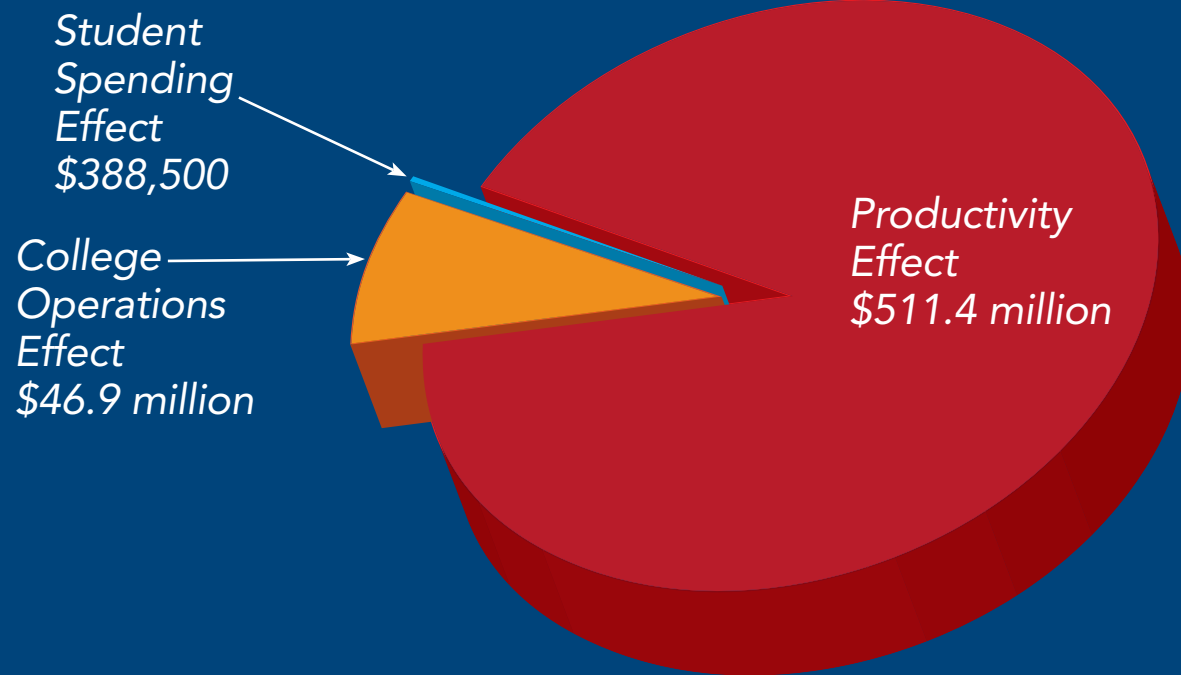
Accreditation is an important consideration for students deciding which college to attend. Schoolcraft College has long been accredited by the Higher Learning Commission (HLC) and now participates in the HLC's Academic Quality Improvement Program (AQIP). Based on feedback from a recent site visit and receipt of the Reaffirmation of Accreditation report, the college anticipates reaccreditation for seven years by December 2012.

HLC evaluators cited many examples of Schoolcraft's focus on quality programs and student success including, but not limited to:

- effective use of technology in the classroom
- support given to students throughout the college including counseling and advising, identifying and providing tutoring support early
- continuous and robust discussions about student improvement and use of data driving curriculum decisions
- strong relationships with the community and local business and industry



## Schoolcraft College's Economic Contribution to Wayne County



3

According to the Economic Contribution report by EMSI Schoolcraft College contributes \$558.6 million annually to Wayne County's economy.

Higher education is an investment, for students certainly, but also for taxpayers and the community as a whole. As with any investment there is an expectation of a positive return, such as demonstrated economic growth.

Economic Modeling Specialists, Inc. (EMSI) recently conducted an Economic Impact Study on Schoolcraft College. One of the more significant findings is that the college's total annual economic contribution to Wayne County is \$558.6 million. This includes:

- \$388,500 in spending in the area by non-local students (Student Spending Effect)
- \$46.9 million in direct operating and capital expenditures of the college (College Operations Effect)
- \$511.4 million in the cumulative value of the added skills of Schoolcraft students and graduates, increasing the skill base of the local workforce (Productivity Effect)

**\$558.6**  
**MILLION**



*In addition to the Burn Room the 60-foot tall Fire Training Tower also allows for high-angle rescue, laddering, rappelling, and interior search and rescue training. Schoolcraft College students and area public safety professionals from a consortium of 25 community fire and police departments and agencies benefit from this resource.*

350°

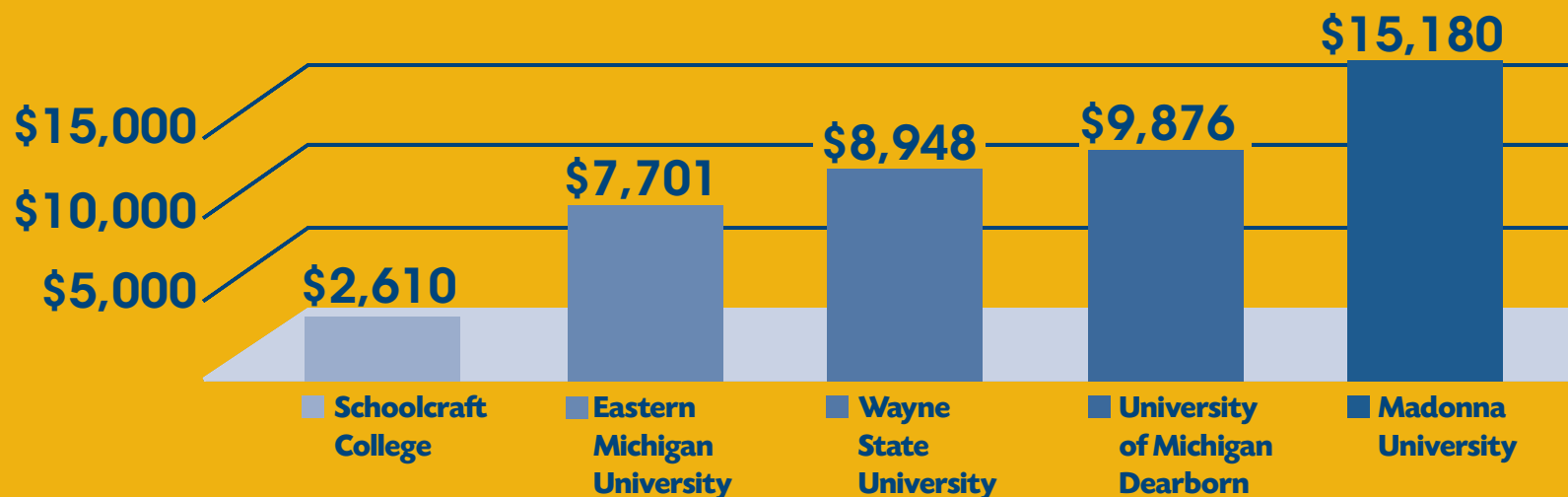
Schoolcraft College's impact on the community is more than just economic. Each year dozens of graduates of the college's public safety programs join the ranks of local emergency medical response, fire and police departments. Excellent training is vital for their safety and ours. That is one of the reasons Schoolcraft College created the Public Safety Training Complex (PSTC).

A unique feature of the PSTC is the Fire Training Tower, which includes a "Burn Room" that can reach approximately 350 degrees. Other features of the PSTC include the 10-acre Driving Pad; an outdoor Tunnel and Trench Rescue Training Maze, the only such training tool outside New York City; and an indoor Firearms Training Center to be completed in 2013.



### Tuition comparison, 30 credit hours over two semesters

(based on 2012-13 tuition rates obtained from college websites)



*When comparing Schoolcraft's tuition rate with those of area four-year universities, it is easy to see that Schoolcraft presents an affordable, quality educational alternative.*

Schoolcraft College continues to be sensitive to students' concerns about the ever-increasing cost of higher education. In the last decade, the college has increased tuition at an average rate of only 3% each year.

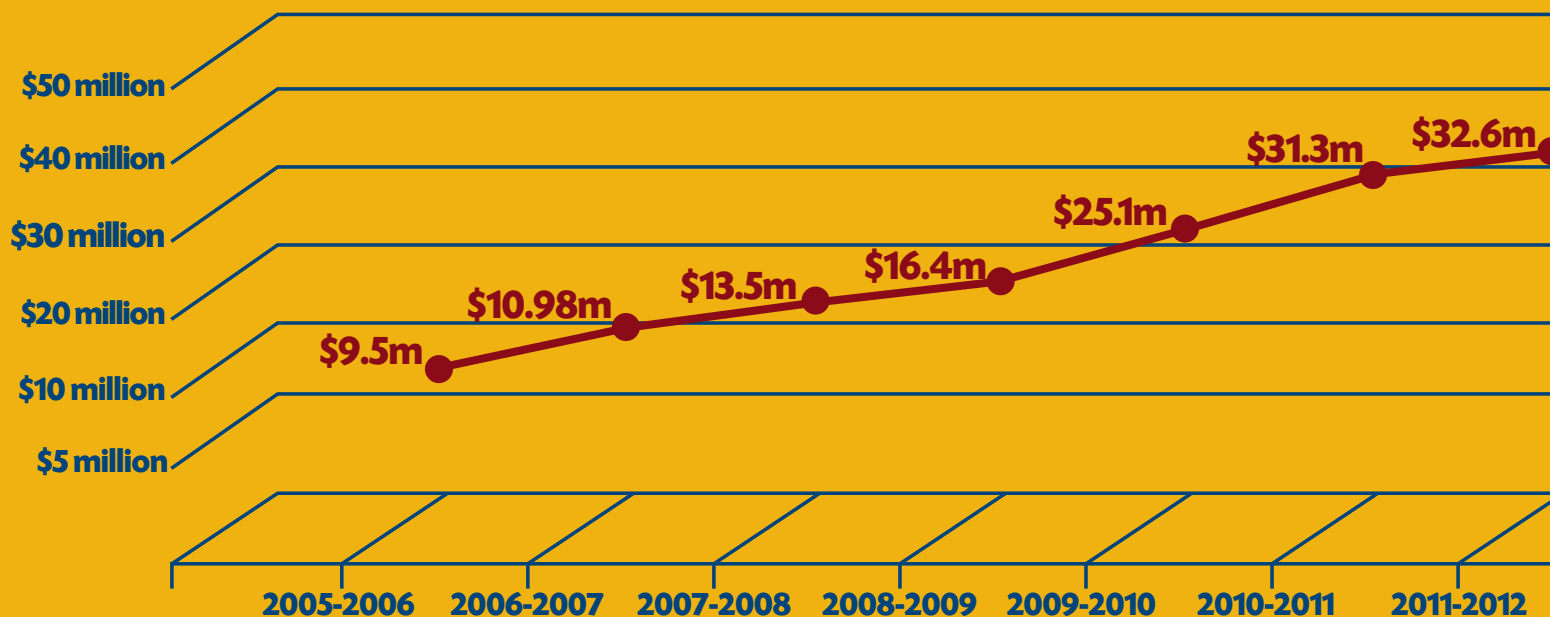
At a cost of \$87 per credit hour, a resident attending Schoolcraft College full-time (15 credits each for two semesters) would pay \$2,610 in

tuition this year, much less than the tuition required at area four-year universities.

In fact, it is conceivable that a student who attends Schoolcraft College, earns an associate degree and transfers to a four-year university to complete a bachelor's degree can save as much as \$24,000 on their total tuition expenses.

# \$2,610

### Growth in financial aid utilized by Schoolcraft Students



*During the past seven years the amount of financial aid utilized by Schoolcraft students has more than tripled while the number of students needing to use financial aid to help pay for college has nearly doubled from 8,189 in 2005-06 to 15,146 in 2011-12.*

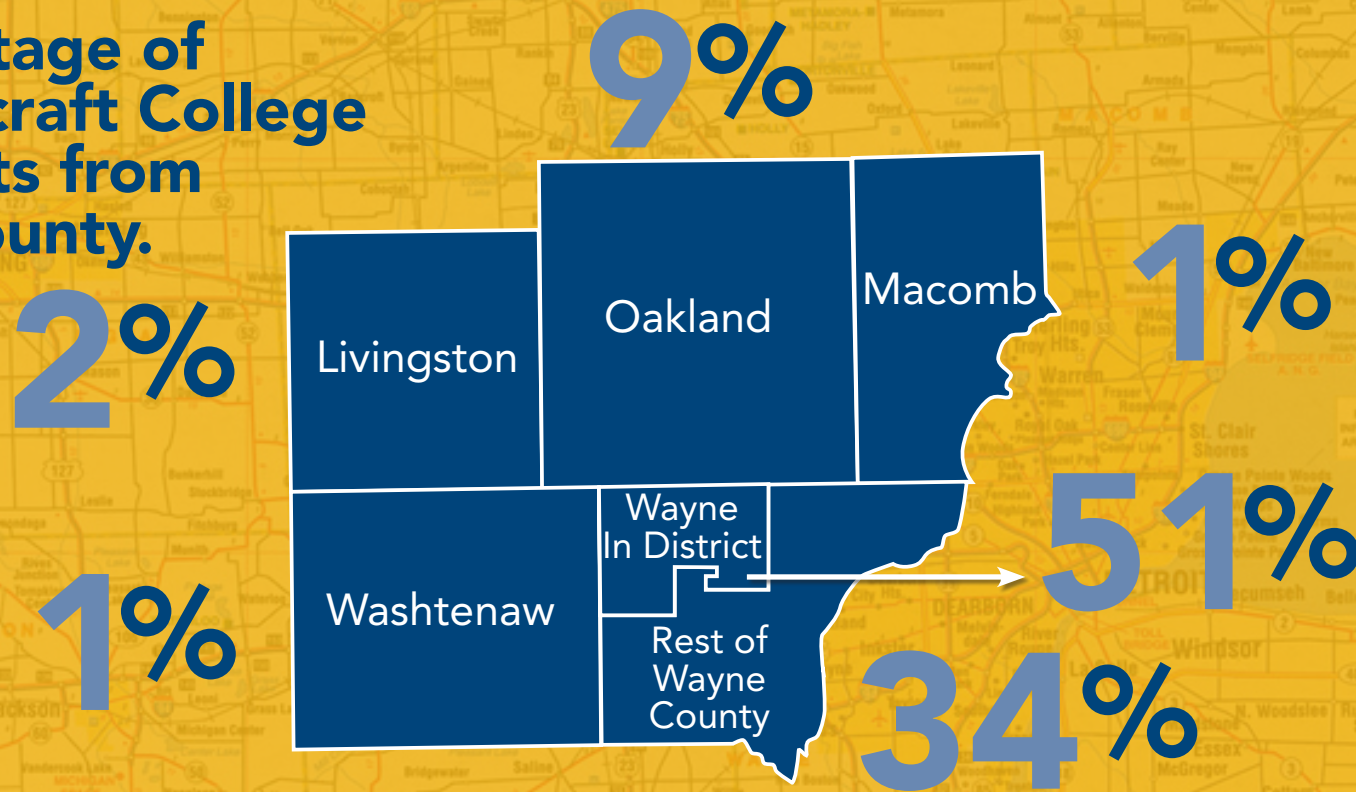
**\$32.6  
MILLION**

As the cost of higher education continues to rise, college students and their families are often in search of supplemental funding resources, even in predominantly middle-class communities like those served by and surrounding Schoolcraft College. The college's Financial Aid Office provides the link between students (and their families) to a variety of funding sources. In most

cases a student can benefit from a combination of loans, grants, and scholarships available from federal or state programs. In addition, the college offers grants and scholarships for academic, service, aptitude and athletic accomplishments, as do the Schoolcraft College Foundation and the Transition Center.



## Percentage of Schoolcraft College students from each county.



*Schoolcraft's wide variety of quality programs attract students from throughout the region. While 51% of students come from the school districts that comprise the Schoolcraft College District, 49% come from other communities.*

Each year more than 36,000 people benefit from the educational resources of Schoolcraft College in credit, continuing education, and professional development programs and classes.

Three locations including the main campus on Haggerty Road in Livonia; the Public Safety Training Complex on Industrial Drive also in Livonia; and the Radcliff Center in Garden City; along with a variety of online learning options offer students flexibility and convenience.

*\* Schoolcraft College's District is comprised of the school districts of Clarenceville School District, Garden City Public Schools, Livonia Public Schools, Northville Public Schools, Plymouth-Canton Community Schools and part of Novi Community School District.*

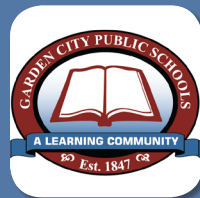
# 36,000 STUDENTS

# Visit all of our district's websites.

[moodle.oakland.k12.mi.us/clarenceville](http://moodle.oakland.k12.mi.us/clarenceville)



[www.livoniapublicschools.org](http://www.livoniapublicschools.org)



[www.novi.k12.mi.us](http://www.novi.k12.mi.us)



[www.gardencityschools.com](http://www.gardencityschools.com)

[www.northville.k12.mi.us](http://www.northville.k12.mi.us)



[www.pccs.k12.mi.us](http://www.pccs.k12.mi.us)

Six school districts comprise Schoolcraft College's district. In addition to offering In-District tuition rates for residents of these districts, the college provides a variety of services and programs to administrators, teachers, students and their families, having a positive effect on nearly 48,000 K-12 students who may one day be Schoolcraft College students, too.

For several years, Schoolcraft College has sponsored a special Opening Day event for administrators and educational leaders who have the responsibility for educating 47,838 children in grades K-12 in the six school districts in the college's service area. Several hundred participants hear from internationally renowned educational experts and spend valuable time planning for the start of a new school year. The effort garnered Schoolcraft College's Continuing Education and Professional Development department,

organizer of the Opening Day event, Michigan Association of Continuing Education and Training's Special Project Award in 2011.

Other programs the college collaborates with our local school districts to provide include:

- Middle School College Night
- Kids on Campus summer and school-year enrichment camps and programs
- High school counselor workshops

- Making Aspirations Possible with Emerson Middle School and Franklin High School students in Livonia
- College Night for high school students and parents
- Teacher Recertification classes
- ACT/SAT Test Preparation
- Ready for College with Wayne-Westland Community Schools

...and more

47,838  
K-12  
STUDENTS





*To kickoff the fall and winter semesters each year, the SAO and the SAB sponsor School Daze events to introduce students to opportunities to get involved in campus student groups and activities, and community service opportunities and resources.*

The college experience is so much more than just lectures and labs, tests and papers. From the moment students step on campus, they are welcomed and encouraged to get involved. The Student Activities Office (SAO) and the student-run Student Activities Board (SAB) organized 176 activities and involved 20,335 student participants in a wide range of community service, cultural, recreational, educational and environmental opportunities.

One of the most popular gathering spots on campus for students is Henry's Food Court located in the VisTaTech Center. In fact, since its grand opening in 2003 more than 1.2 million customers have been served.

20,335  
PARTICIPANTS

### Top 10 employers located in the city of Livonia

#	COMPANY	COUNT
1	Schoolcraft College	2,144
2	Livonia Public Schools	2,120
3	St. Mary Mercy Hospital	1,820
4	NYX, Inc.	1,388
5	Ford Motor Company	1,194
6	UPS	1,103
7	Comerica Bank	1,032
8	TRW Automotive	1,000
9	Valassis	995
10	Roush	852

*With 2,144 employees, including full- and part-time faculty and staff, Schoolcraft College topped the list of employers in the city of Livonia, as reported by the Observer & Eccentric Newspapers and Livonia Chamber of Commerce in December 2011.*

# 2,144

## EMPLOYEES

In spite of decreases in property tax revenues and funding from the State of Michigan, Schoolcraft College continues to be the college of choice for thousands of students in our area. This continued success is due in large part to the employees of the college and the supportive culture they have created.

When asked about educational success, students and graduates alike often point to individual faculty members who showed support and a commitment to student achievement.

Many faculty members (and other retirees, staff, and community members) were recognized for their contributions to the college through the Difference Makers campaign in celebration of the college's 50th Anniversary. You can read about some of these faculty members, or any of the more than 70 Difference Makers, at [www.schoolcraft.edu/50/difference-makers.aspx](http://www.schoolcraft.edu/50/difference-makers.aspx)





*Culinary classes continue to be a popular choice among CEPD students. Whether someone is a beginner or has an interest in sausage making, French tortes, wine, or preparing a multi-course prime rib dinner, there is certainly something to meet everyone's interests.*

With hundreds of different classes offered in dozens of areas of interest for people of all ages, it really is no surprise that the Continuing Education and Professional Development (CEPD) department continues to experience growth. Last year alone there were 22,602 registrants for classes ranging from learning about the patent process, to conversational Brazilian Portuguese, to meditation and everything in between.

Adding to the tremendous success of the fitness programs that CEPD has provided through the years, the college opened a new Fitness Center this year. The 11,000 square foot facility features 110 pieces state-of-the-art cardio and weight training equipment, fitness assessments, trained staff and is open seven days a week to serve the center's nearly 2,000 members.

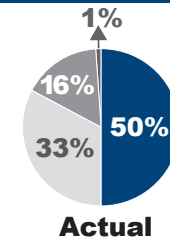
# 22,602

## REGISTRANTS

## GENERAL FUND REVENUE 2011-2012

	Actual \$	%
<b>GENERAL FUND REVENUE</b>		
● Tuition & Fees	\$35,242,329	50%
○ Property & other Taxes	\$22,792,020	33%
● State Appropriations	\$11,357,972	16%
● Other	\$709,775	1%
<b>TOTAL GENERAL FUND REVENUE</b>	<b>\$70,102,096</b>	<b>100%</b>

### GENERAL FUND REVENUE

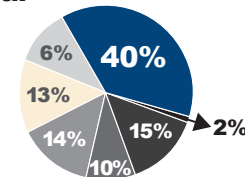


## GENERAL FUND EXPENDITURES 2011-2012

	Actual \$	%
<b>GENERAL FUND EXPENDITURES</b>		
● Instruction	\$28,402,499	40%
● Public Service	\$1,250,745	2%
● Instructional Support	\$10,392,151	15%
● Student Services	\$6,933,948	10%
● Institutional Administration	\$9,905,500	14%
○ Physical Plant Operations	\$9,335,363	13%
○ Transfers	\$3,866,796	6%
<b>TOTAL GENERAL FUND EXPENDITURES</b>	<b>\$70,087,002</b>	<b>100%</b>

### GENERAL FUND EXPENDITURES

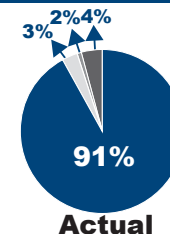
Actual



## GRANT FUNDING 2011-2012

	Actual \$	%
<b>GRANT FUNDING</b>		
● Federal Financial Aid	\$19,157,598	91%
○ Other Federal Grants	\$624,295	3%
● Business Development Center Grants	\$407,795	2%
● State and other Grants	\$917,403	4%
<b>TOTAL GRANT FUNDING</b>	<b>\$21,107,091</b>	<b>100%</b>

### GRANT FUNDING









**Schoolcraft**  
College

To experience even more of the highlights from 2011-12 at Schoolcraft College visit  
*<http://www.schoolcraft.edu/info/report.asp>* for the interactive version of this annual report.

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