7:30 am - 8:30 am	**Registration/Breakfast**
8:30 am - 8:45 am	**Welcome and Introductions, CATYC President** Dr. Paul Watson III, President, Kellogg Community College

Keynote Address

8:45 am - 9:45 am

Tell Your Community College Story: Amplifying the Impact of the 2-Year College Experience through Personal Storytelling

Dr. Steve Robinson, President, Lansing Community College

In this keynote address, community college veteran Steve Robinson will speak on the importance of encouraging all community college stakeholders to "tell their community college story." A longstanding tagline for Robinson's commencement addresses, the invitation to tell the world about the impact of community college is important now more than ever. Describing his own social media campaign, #EndCCStigma, along with coordinating efforts by Phi Theta Kappa's CCSmart initiative, his own college radio program "Alumni Stories" and others, Robinson argues that our own person-to-person storytelling is vital to the success of the 2-year college movement.
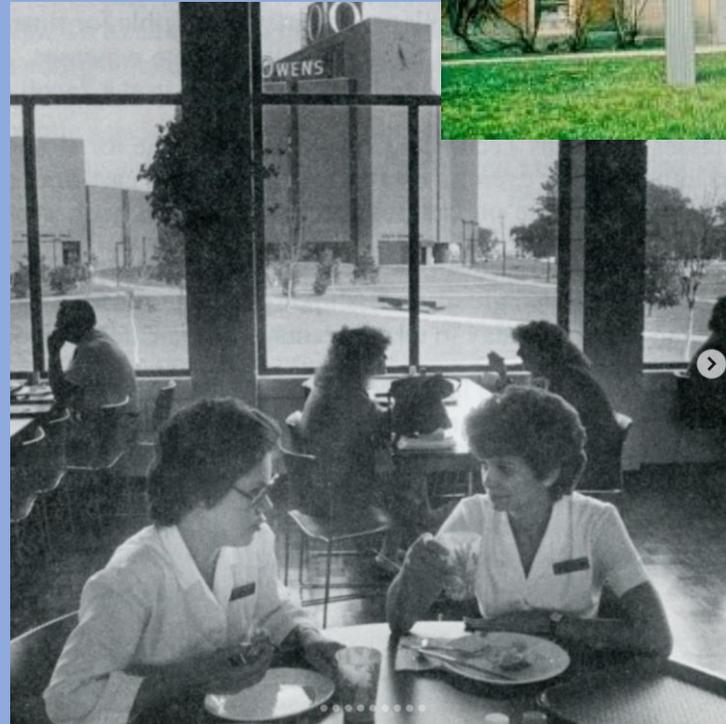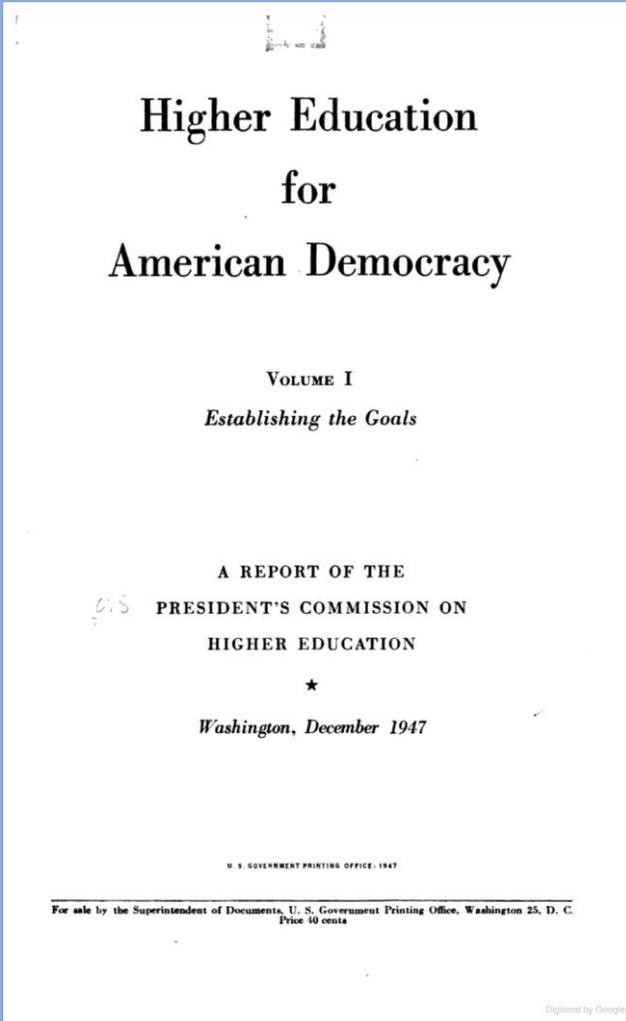
CATYC

Tell Your Community College Story: Amplifying the Impact of 2-Year Colleges through Personal Storytelling
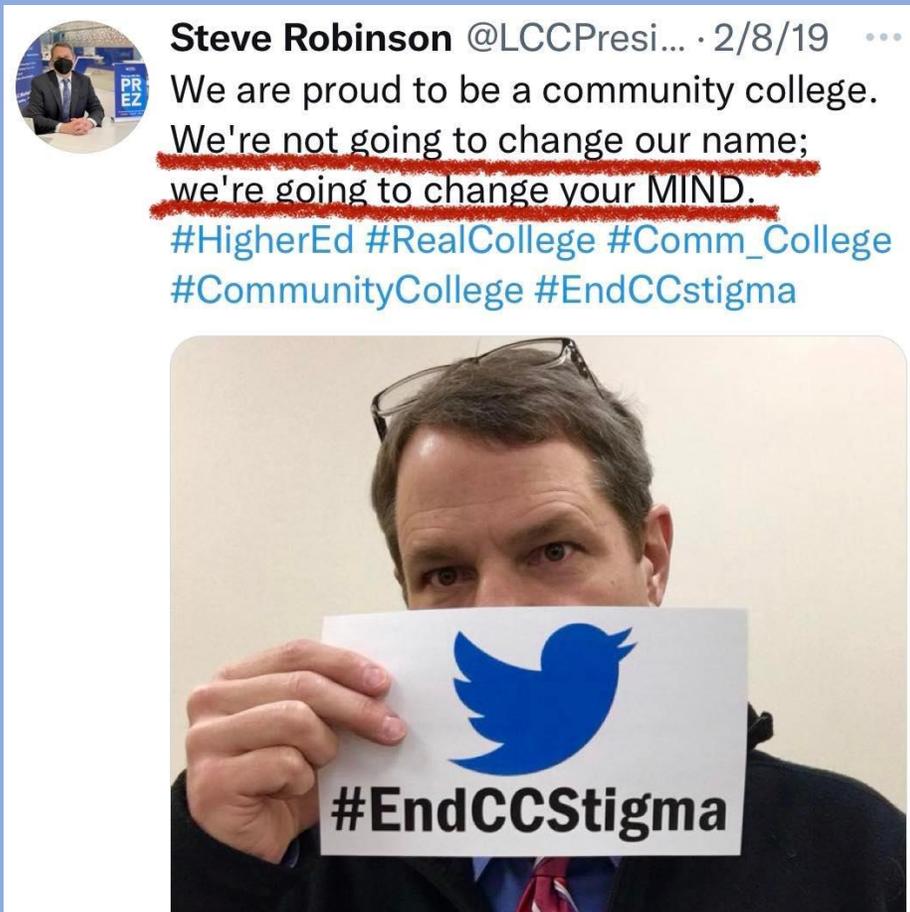
2025 ANNUAL CONFERENCE KEYNOTE ADDRESS

Steve Robinson, Ph.D.
President
Lansing Community College

CATYC

My Community College Story

Robinson / CATYC 2025

CATYC

Commencement Address

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#EndCCStigma Podcast

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A Student-Led Initiative to Support Community Colleges

The Problem

Declines in the college-going population is everyone's problem. As a nation, we are facing an increased need for a skilled, trained workforce while simultaneously facing decreased student participation in college. Decreased participation in public open-access community colleges ultimately means that fewer underrepresented students are in the education pipeline—widening an already wide economic race gap and lessening the chances of economic mobility for all low-income students. And we know that good jobs—the ones with better pay, health insurance, and other benefits—require post-secondary education degrees and credentials, and the more of those, the better.

CATYC
LCC Connect/WLNZ Alumni Stories

LANSING COMMUNITY COLLEGE MEET LILLIE   SHOWS   ABOUT   CONNECT   LISTEN

Alumni Stories with Steve Robinson

LCC Alumni Stories with Dr. Steve Robinson

Lansing Community College President Steve Robinson connects with LCC alumni to talk about their experience at and since leaving LCC. The LCC community is expansive and far-reaching. They are an incredibly diverse group of people representing all walks of life, working in hundreds of industries around the world. LCC Alumni Stories highlights alumni making positive contributions to their communities and showcases those who have overcome obstacles and barriers to achieve academic and personal success.
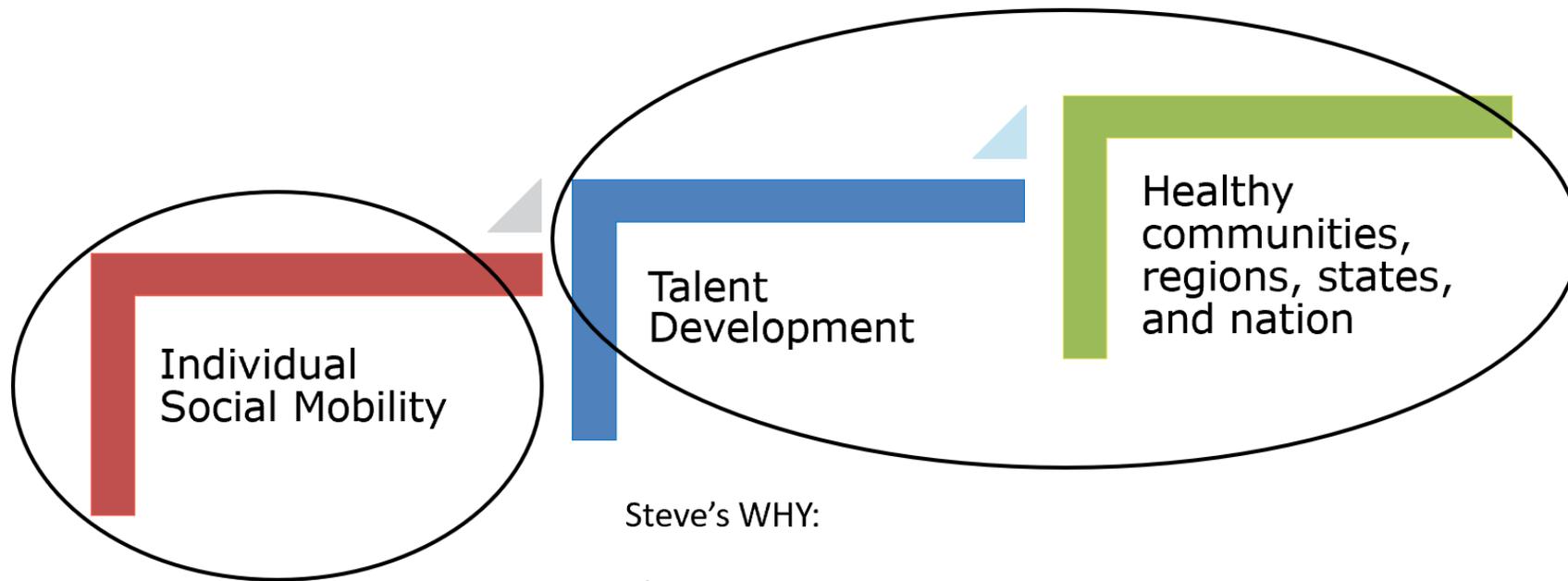
LCC CONNECT
VOICES VIBES VISION

CATYC

Trustee Proctor's 23-Year Survey

ROBERT E. PROCTOR, TREASURER

Mr. Proctor is an attorney, arbitrator, and mediator. He is a retired administrative law judge for the Michigan Department of Civil Service and served as legal counsel for the Labor Committee of the Michigan House of Representatives. Mr. Proctor serves and has served on various boards in various capacities within the community such as the following: former board member and chairperson for the American Red Cross; current Treasurer of the Black Child and Family Institute; former Board member of the Lansing Fair Housing Center; and mentor and tutor for the Lansing School District. He was elected to office in June 2003. He was re-elected November 3, 2009, November 8, 2016, and November 8, 2022. His term expires December 31, 2028.

Robinson / CATYC 2025

AI Generated Image

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Vision: the CC Resume Advantage

ChatGPT 5 ⌄

two resumes being considered on a desk. they should look fairly similar and the text should be blurry so we can't read them

Robinson / CATYC 2025

CATYC

Thank You!

Robinson / CATYC 2025