

Leveraging Our Unified Voice:
*How Community College Associations
Can Execute a Policy Agenda*

Brandy Johnson, President, Michigan Community College Association

September 22, 2024

Council on Accreditation for Two-Year Colleges

Agenda for Today

- A little about me
- Michigan's ecosystem of community colleges
- MCCA
- MCCA Policy Priorities & Approach to Advocacy
- Hot topics in state policy impacting community colleges
- Discussion & Questions



Brandy's Background

- Mesa, Arizona
- First in my Family - Go Sun Devils! (2001-2005)
- Viva Las Vegas – TFA (2005-2007)
- Ford School of Public Policy – Go Blue! (2007-2009)
- Summer Internship – EOG (2008-2010)
- Social Entrepreneur – MCAN (2010-2019)



2018 was an
election year...

In March 2019, I joined the
Whitmer Administration as the
Governor's Education Policy
Advisor.



In December 2021, I left the Administration to become the President of the Michigan Community College Association.

Chief spokesperson and advocate for Michigan's 31 community and tribal colleges.

Represent the CEOs and Trustees statewide.



About MCCA





OUR MISSION

The Michigan Community College Association is the unified voice for Michigan's community colleges, empowering members to lead in the areas of student success, talent development, and community vitality.





COMMUNITY COLLEGE FAST FACTS

28

public community colleges

3

tribal colleges



Michigan is a **top ten state** for bachelor's completions by students who transfer from Michigan's community colleges.¹



52% of bachelor's degree recipients at Michigan's public universities earned credit at a community college.²

Community College Students



280,453

students served in 2022-2023⁴



aged 25+



aged <25⁴



Tuition and Fees³

\$4,821

Public community college, in-district

\$15,618

Public university, in-state



women



men⁴

Attendance⁴



full time



part time

Other Demographics⁷

- First generation to attend college.....32%
- Single parents.....13%
- Non-U.S. citizens.....8%
- Veterans.....4%
- Students with disabilities....23%
- Students with prior bachelor's degrees.....9%

10,399

undergraduate certificates

20,056

associate degrees

74

bachelor's degrees

Award Counts by Program, All 2-year institutions, 2022-23, all students.

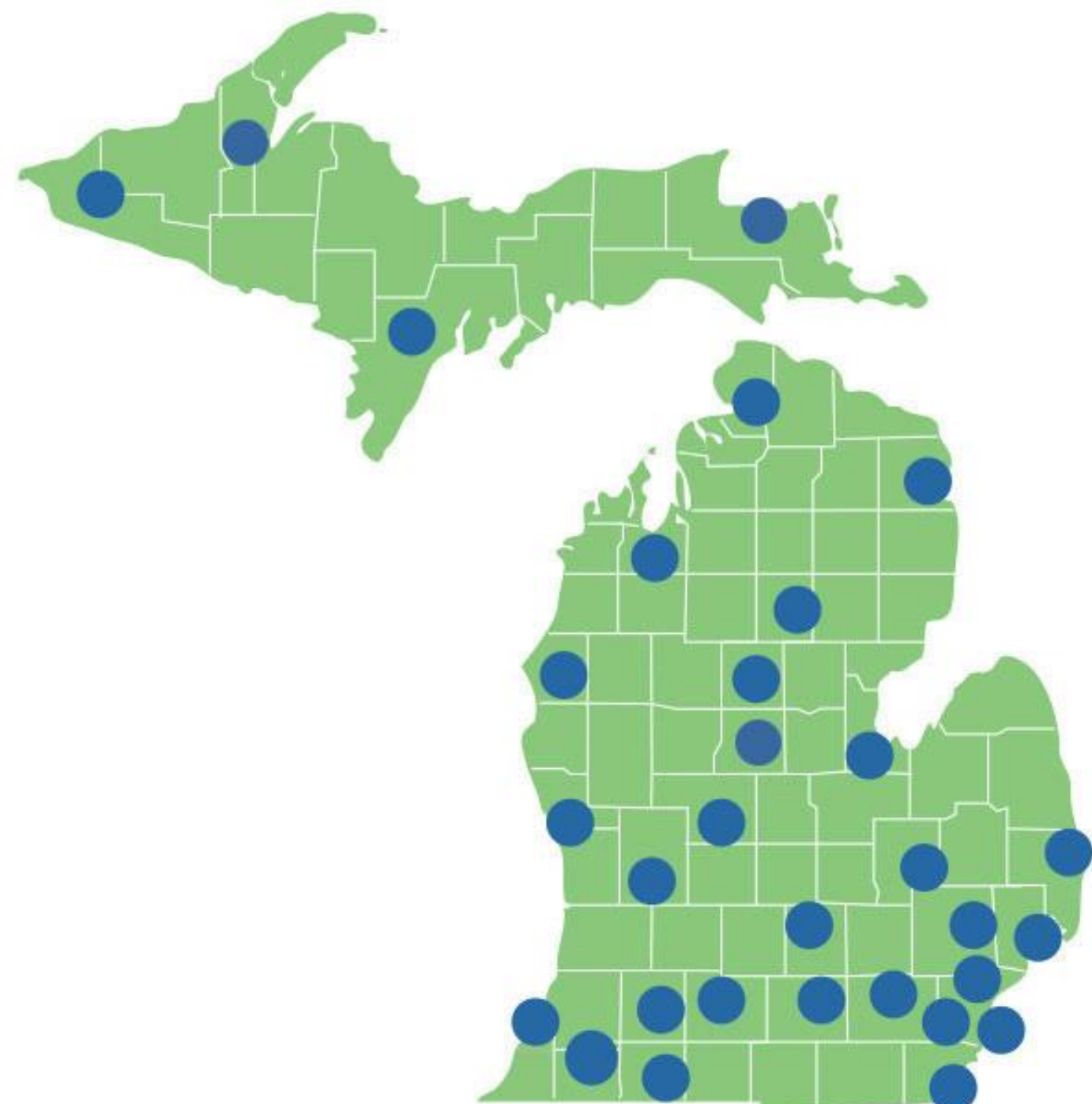
Financial Aid Awarded to Community College Students



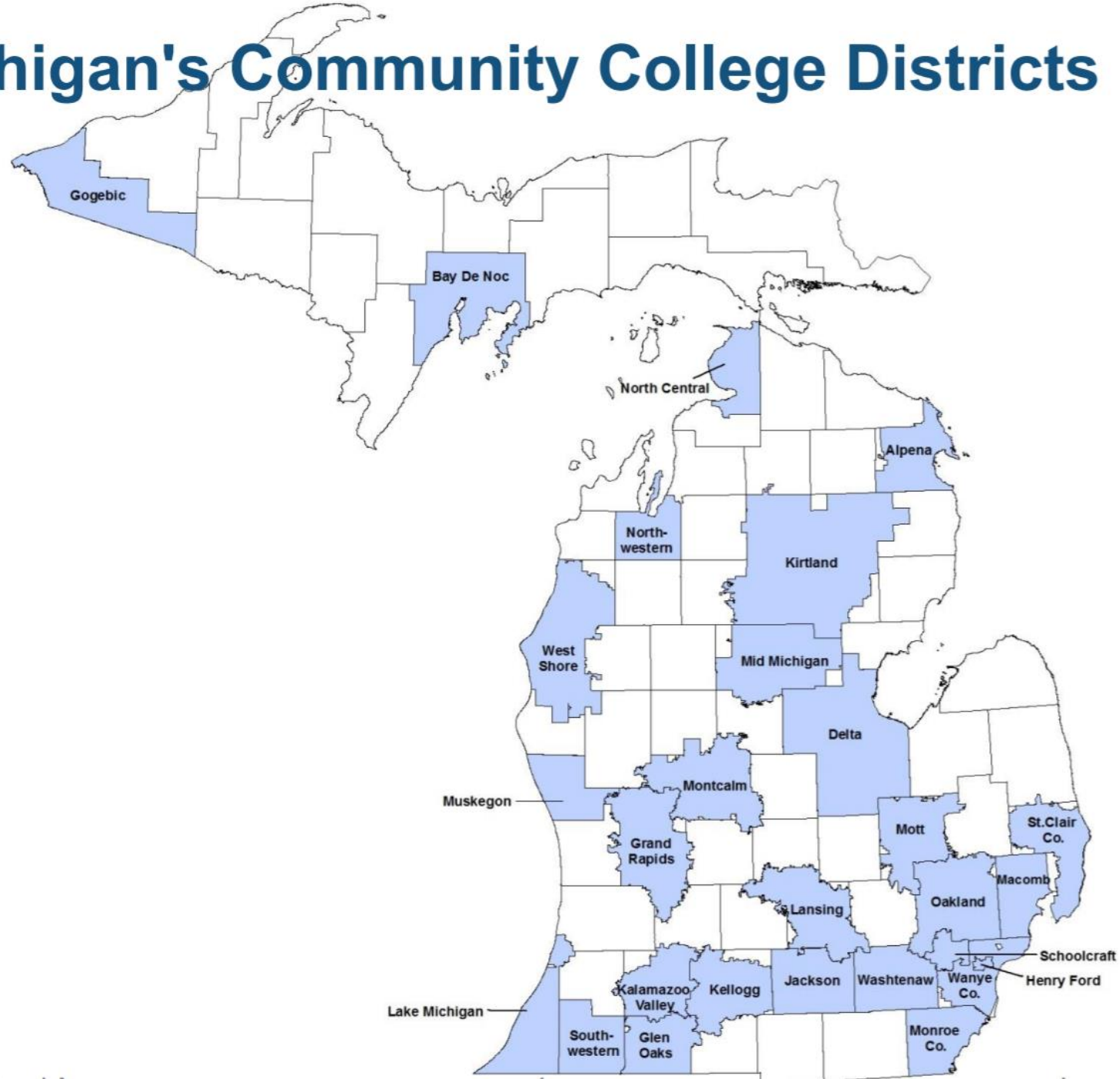
SOURCES

- 1) U.S. Department of Education
- 2) National Student Clearinghouse Research Center
- 3) House Fiscal Agency
- 4) MI School Data
- 5) IPEDS 2021-22 Student Financial Aid

- 6) MI School Data
- 7) NCES (2023). 2019-20 National Postsecondary Student Aid Study (NPSAS:20) [AACC analysis].
- 8) Michigan Department of Lifelong Education, Advancement, and Potential



Michigan's Community College Districts



OUR VISION



We will be a nationally recognized state association providing effective leadership in talent, community, and economic development. MCCA will:

- ✓ Be the state's leading advocate for postsecondary education and talent development.
- ✓ Strengthen public awareness and recognition of the role of community colleges.
- ✓ Support members in delivering education and training that is responsive to changing labor-market needs.
- ✓ Champion the strategies necessary to achieve equitable student success, emphasizing linkages between policy, practice, and research.
- ✓ Foster collaboration, connection, and partnerships among community colleges and stakeholders.

PILLARS



Public policy
and advocacy



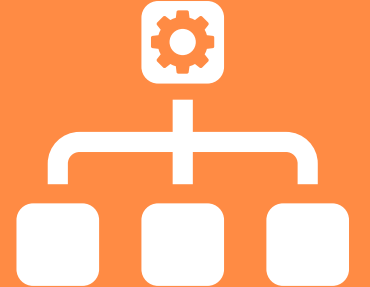
Diversity,
equity,
inclusion and
belonging



Member
services and
programs



Collaboration



Organizational
structure and
alignment



To be the most influential higher education voice in all areas that impact community colleges.



PUBLIC POLICY AND ADVOCACY



Execute a policy agenda centered on expanding state investment.

Michigan's Political Landscape



MCCA Policy Priorities





STRATEGIC PLAN

2022-2026

September 2022



PUBLIC POLICY AND ADVOCACY



Execute a policy agenda centered on expanding state investment.

MCCA Legislative Priorities

Revenue Sources



Vision

33.3% State Appropriations
33.3% Local Property Tax
33.3% Tuition and Fees



Reality

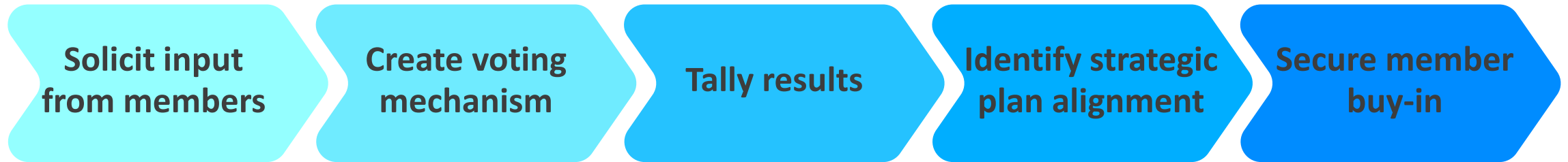
24% State Appropriations
39% Local Property Tax
33% Tuition and Fees
4% Other*

*Grants, contract revenue, investment income, rental income, indirect cost recovery, non-academic sales/fees

MCCA 2024-2025 Legislative Committee



Developing a Policy Agenda



AUGUST

- Survey Professional Association Leadership Alliance

SEPTEMBER

- Survey MCCA Board of Directors

OCTOBER

- MCCA Board Votes via Ballot

NOVEMBER

- MCCA Legislative Committee Recommendation

DECEMBER

- MCCA Executive Committee Approval

JANUARY

- MCCA Board of Directors Approval
- State of the State Address

FEBRUARY

- Executive Budget Recommendation

MARCH

- Appropriations Process

APRIL

- MCCA Capitol Day

MAY-JUNE

- State Budget Finalized



2024 Legislative Priorities

Michigan Community College Association represents our state's 31 community and tribal colleges. Together, we advocate with one voice to lead in student success, community vitality and talent development.

Student Success

- Provide high school graduates with the opportunity to attend community college tuition-free to earn a certificate, associate degree, or transfer to a university. *(PA 120 of 2024)*
- Make the Reconnect expansion to age 21 permanent. *(SB 406)*
- Ensure students who most need it have financial support for basic needs and non-tuition costs of attendance, including food, housing, transportation, technology, and textbook. *(PA 120 of 2024)*

Community Vitality



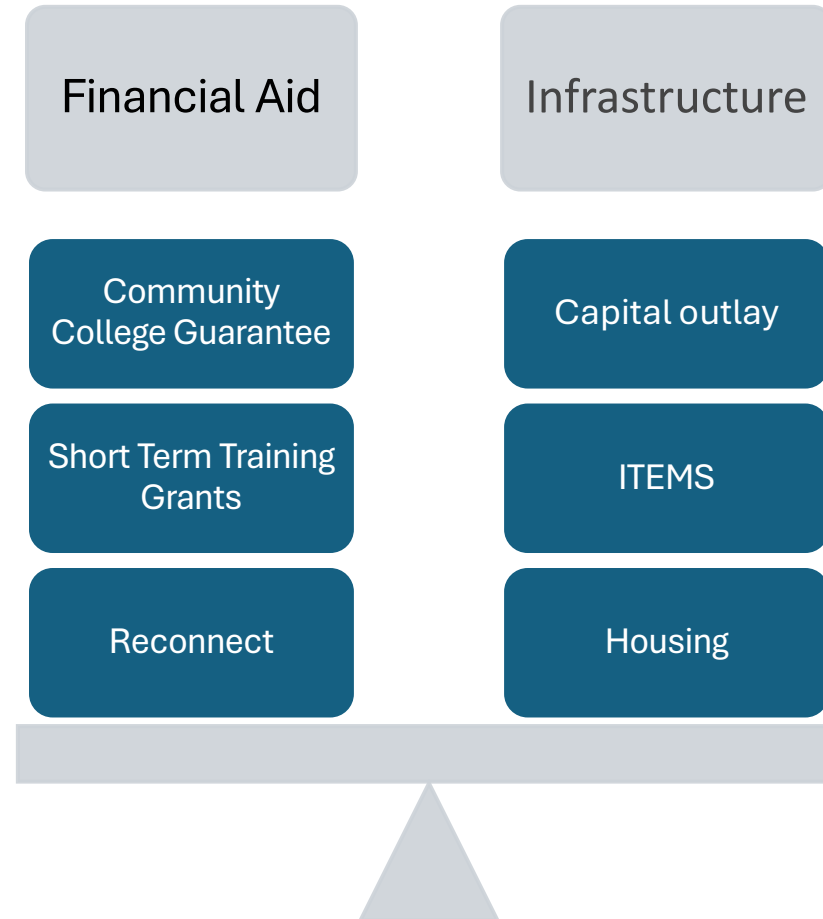
- Increase investment in Michigan's community colleges operations by 10% to help keep up with rising costs while maintaining affordable, high-quality programs.
- Appropriate \$100 million for improvements to infrastructure, technology, equipment, maintenance, and campus safety (ITEMS) and to develop affordable, on-campus student housing where it is needed.
- Increase the state's match for community college capital outlay projects by 25%.

Talent Development

- Dedicate funding for community colleges to develop workforce training and technical programs in partnership with employers in high-demand fields and purchase equipment for emerging industries.
- Expand opportunities for dual enrollment and establish student friendly transfer pathways and on-demand access to key data.



Balancing Individual and Collective Priorities



Decision Makers

Senate - 38

House - 110

Governor

Caucus Leaders
Appropriations Committees
Policy Committees
Legislative Staff
Fiscal Agencies

Policy Office
Legislative Affairs
State Budget Office
MILEAP
LARA & Other Departments

Stakeholders

Multi-
Client
Lobbyists

Advocacy
Groups

AACC/
ACCT



Recent Advocacy Record

Academic Catch Up Program - \$10M

ADN to BSN - \$56M

Community College Guarantee

Community College Operating Funding

Corrections Officer Grant Program- \$5M

Early Middle College Sports

Hunger Free Campus Pilot

Infrastructure, Technology, Equipment, Maintenance & Safety (ITEMS) - \$32M

Local Heroes Program

Michigan New Jobs Training Program

Michigan Reconnect

Retirement Contribution Relief (MPERS) - \$35M+





Best Practices from Michigan's

Academic Catch-Up Programs



COMMUNITY COLLEGE GUARANTEE

michigan.gov/achievement



MICHIGAN
ACHIEVEMENT
SCHOLARSHIP



MCCA Community College Compromise Proposal

- A **tuition-free path** for recent high school graduates who enroll full-time at a community college in which they qualify for in-district tuition or a tribal college.
- Students not eligible for in-district tuition may receive a **last dollar award** amount capped at the amount of in-district tuition and fees. Students not eligible for in-district tuition are students who may live in a community college district but choose to pursue a program offered at a different community college or students who do not reside in any community college district. This aligns with how Michigan Reconnect is administered.
- All students eligible for the MAS and who qualify for a federal Pell Grant will qualify for an additional payment of **\$2,000 to help cover costs of attendance**, as defined in the House proposal. Providing extra support to students demonstrating a significant financial need will help to ensure they have necessary resources to persist and complete their postsecondary goal whether it be a certificate, associate degree, or transfer to a university.

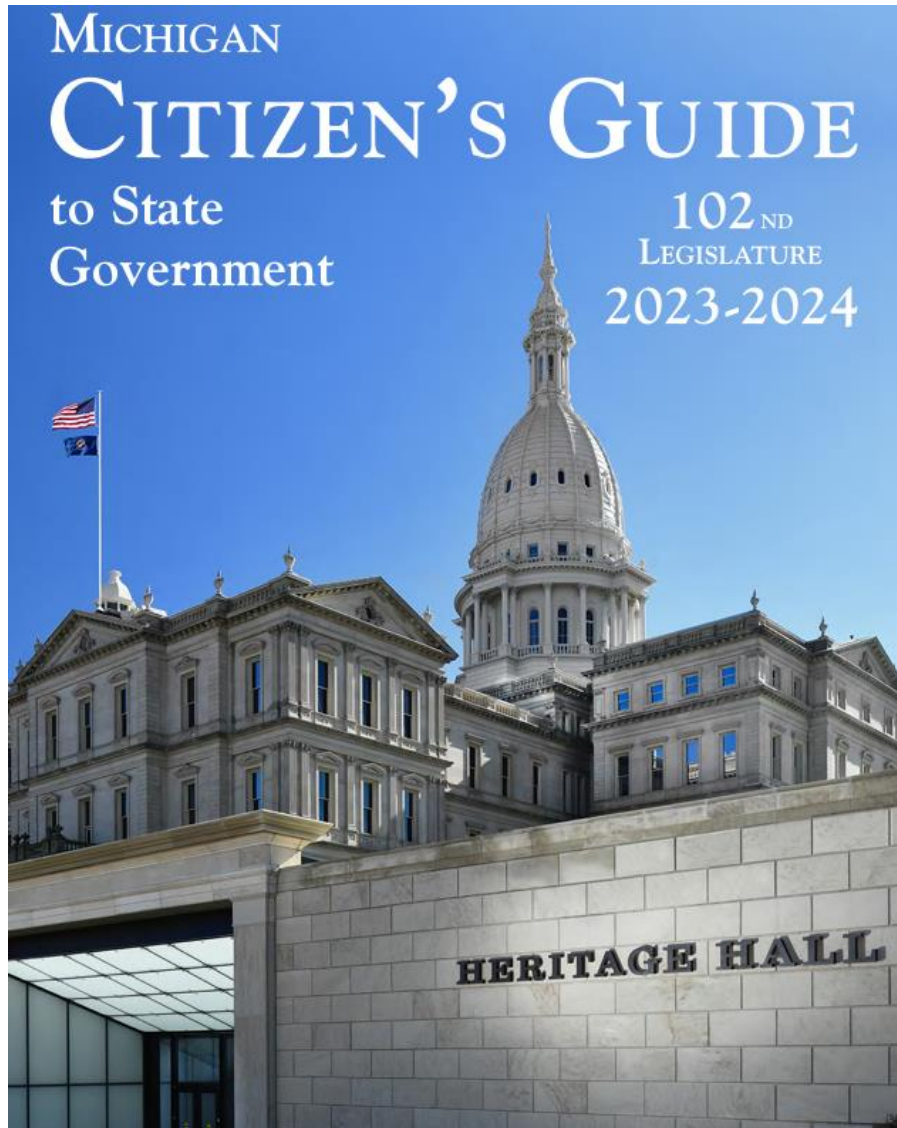
FY25 Budget Update

Community College Guarantee (Final)

Beginning in fall 2024, students from the class of 2023 and beyond are eligible for the Community College Guarantee, a component of the Michigan Achievement Scholarship, which includes:

- Earning a skill certificate or degree **tuition-free** at their local community college (Scholarships are valued at up to in-district tuition, contact hours, and mandatory fees.)
- A **\$1,000** Michigan Achievement Bonus award for Pell-eligible students, which can be used toward additional college costs.
- Same eligibility requirements:
 - Complete the FAFSA.
 - Be a Michigan resident since July 1 of the previous calendar year.
 - Graduate from high school in Michigan with a diploma or a certificate of completion or have achieved a high school equivalency certificate in 2023 or after.
 - Enroll full-time in college within 15 months of high school graduation.
 - Class of 2023 spring graduates: Must enroll by fall semester 2024.
 - Class of 2024 spring graduates: Must enroll by fall semester 2025.
 - Students who graduated at a different time of year and are concerned about initiating in time should contact their college's financial aid office.

Students choosing the community college pathway **do not need to meet the Student Aid Index criteria** previously established for the Michigan Achievement Scholarship – that means there are no income requirements to be considered for the Community College Guarantee. Students must meet SAI criteria if they are enrolled in a bachelor's program at a community or tribal college.



Advocacy Resources from MCCA

<https://www.mcca.org/Legislative-Resources>

Find your Legislators

Know your Legislation

Tips for writing emails/letters to Legislators

State and Federal resources

Bill Tracker























2024 CAPITOL DAY



MCCA Capitol Day April 17, 2025



Engaging with professional associations

 Visit	 Visit	 Visit	 Visit	 Visit	 Visit	 Visit	 Visit
 Visit	 Visit	 Link Coming Soon	 Visit	 Visit	 Visit	 Visit	 Visit
 Visit	 Visit	 Visit	 Link Coming Soon				

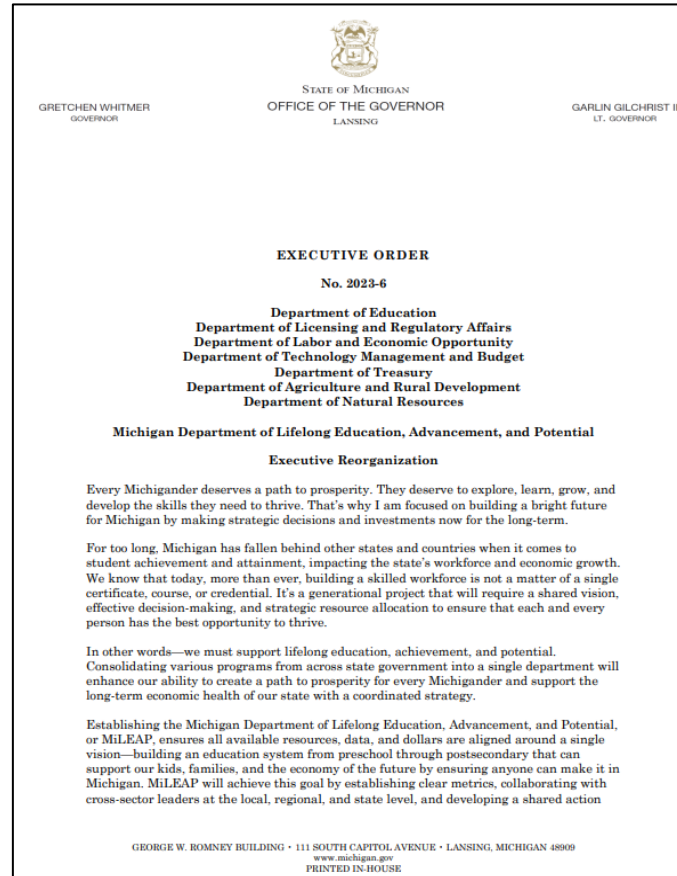




Hot Topics in Community College Policy

MiLEAP

Michigan Department of Lifelong Education, Advancement, and Potential



MILEAP



- Established via Executive Order in December
- Dr. Beverly hired as its first permanent director
- Administer grants to MI Community Colleges
- Priorities education from Preschool through Post Secondary with a focus on:
 - Early Education: Ensure all students are ready for kindergarten by providing access to childcare and preschool
 - Education Partnerships: Build partnerships that enhance K-12 education including access to after school and summer learning opportunities
 - Higher Education: Ensure every Michigander earns a certificate or degree to achieve Sixty by 30 goal
- Key Higher Education Functions
 - Administer all student financial aid programs including the Community College Guarantee and Michigan Reconnect
 - Provide grants to our colleges to improve success rates

MiLEAP

MCCA Statement

“Michigan community colleges applaud Governor Whitmer’s steadfast commitment to postsecondary educational access, affordability and attainment. We welcome the opportunity for community colleges to have a seat at the table as MiLEAP and its Office of Higher Education is being designed. We are committed to partnering with MiLEAP to eliminate barriers so all Michiganders have a clear path to attaining a college degree or certificate.”



Michigan Corrections Officer Grant Program

Michigan's community colleges are offering 15 tuition-free credit hours to the state's corrections officers.



Open Meetings Act

House Bill 5686 (Rep. Wendzel)

- Allows community college boards to meet remotely if the following occur:
 1. The board has passed a resolution that permits its members to meet remotely;
 2. At least a quorum attends the meeting in person in a location open to the public; and
 3. In addition to the 2-way communication required; members participating remotely, when speaking or voting, are visible to other members of the board and public who are attending the meeting in person or remotely.

- Referred to the House Committee on Ethics and Oversight

More Hot Topics – Speed Round

- Funding Formula Changes
- Tying accountability to financial aid programs
- Tuition Restraint
- Capital Outlay
 - Housing
 - Campus Safety
- Dual Enrollment
- The Community College Baccalaureate
- FAFSA Completion as a HS Graduation Requirement
- Open Meetings Act
- Annexing more of Michigan into a CC District
- Culture Wars
- Teacher Prep
- Student Basic Needs and Mental Health





QUESTIONS



Contact

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