



# Newaygo County Area **PROMISE ZONE**

Ensuring Educational Opportunities for a Promising Tomorrow

Newaygo County Area Promise Zone Authority  
4747 W. 48<sup>th</sup> Street  
Fremont, MI 49412

Tuesday, February 13, 2018  
Regular Meeting Minutes

Present: Dr. Steve Witter, Dawn Anderson, Cathy Obits (ex-officio), Carla Roberts (ex-officio), Dr. Lori Tubbergen Clark, Mark Guzniczak, Woody Bowman, Jack Hendon, Holly Moon, Rebecca Tuuk, Tom Boerger, Scott Rumsey

Absent: None

Visitors: Melissa Miller, Todd Jacobs, Suzanne Bush, Corinne Toth, Cali Flock, Patti Wheeler, Jodi Zerlaut, Clarence Rudat, Lindsay Hager, Ashley Folkema, Jessica Folkema, Jarod Bush, Katie Grenan

Chairperson Tubbergen Clark called the meeting to order at 11:35 a.m. Dr. Clark introduced Scott Rumsey, new member to the Newaygo County Area Promise Zone Board.

**CALL TO ORDER**

16-61 – Motion by Rebecca Tuuk, supported by Tom Boerger to approve Mr. Scott Rumsey as a board member to the Newaygo County Area Promise Zone. Ayes—9; Nays—0. Motion carried. Mr. Rumsey was sworn in as Mr. Hendon conducted the oath of office.

**APPROVAL OF NEW BOARD MEMBER**

16-62 – Motion by Holly Moon, supported by Tom Boerger to approve the agenda for today's meeting. Ayes—10; Nays—0. Motion carried.

**APPROVAL OF AGENDA**

16-63 – Motion by Holly Moon, supported by Steve Witter to approve the minutes from the November 14, 2017 quarterly board meeting. Ayes—10; Nays—0. Motion carried.

**APPROVAL OF MINUTES**

MCC and Promise Zone students Cali Flock and Jarod Bush addressed the board and thanked them for making the scholarship possible. Both students presented their personal story of how the Promise Zone has helped them, both financially and to achieve their goals in their career paths. Parent Suzanne Bush also addressed the Board, thanking them for their efforts. Without the Promise Zone scholarship, her son, Jarod, would not have been able to pursue a college degree.

**PUBLIC PARTICIPATION**

Dr. Steve Witter, Chair of the Fundraising Subcommittee, presented the following report:

**FUNDRAISING SUBCOMMITTEE REPORT**

Presentation by Fremont Area Community Foundation (FACF):

Todd Jacobs, FACF Vice President and Chief Philanthropy Officer, presented a check to the Promise Zone Board noting the FACF Board has approved a grant to the Promise Zone in the amount of \$400,000, bringing support from the Foundation to well over \$650,000.

Dr. Witter noted that as a result of the fundraising campaign, we have worked together to be where we are today. In addition to the funds received from the Foundation, we are also thankful for the unique partnership we have with the Foundation, including the services of Mr. Jacobs, who has been instrumental in assisting our fundraising efforts.

Completion of Major Gifts Phase of Fundraising Efforts:

FACF President Carla Roberts thanked the Board for allowing the Foundation be part of the process. In addition to Mr. Jacobs' services, Sarah Dixon has served in a supporting capacity and Jessica Folkema has assisted in the marketing phase. The role of the Foundation is substantially completed at this time, but they will continue to serve as advisors and work with subcommittees and assist with press releases. Mr. Jacobs will remain available if other

major gifts become available. Dr. Witter noted special appreciation for Mr. Jacobs for his tremendous efforts. Dr. Witter also thanked Ms. Tuuk, Mr. Guznicak, Mr. Hendon and community members Jack and Mary Butterick for their work on the fundraising subcommittee. Dr. Witter presented Mr. Jacobs with a plaque of appreciation that was created by students at the Career-Tech Center.

**FUNDRAISING  
SUBCOMMITTEE  
REPORT  
(continued)**

Fundraising Report to Date and Next Steps:

To date, we have \$1.327 million either realized or pledged to scholarships and/or Promise Zone operations. Just \$175,000 is our remaining balance (with \$65,000 already being identified) to meet the \$1.5 million goal with which we began. Over \$100,000 has also been given to the endowment fund and the earnings from those funds can be used to support the Promise Zone in the future. We will soon be publicly acknowledging the donation from the Foundation and will challenge our communities to carry on with donations. We plan to create and publish an annual report; looking to coincide the dates of the report with the application deadline. The subcommittee will be approaching Meijer when their store is built to see if there is interest in supporting this community effort as well.

One key concern is that the Promise Zone has no track record since the program is new. We need to share stories, as those presented by Cali and Jarod today. We need to continue to **development relationships** and we must be intentional about maintaining those relationships and creating new ones.

Crowd Funding Platform Proposal:

Mr. Guzniczak did some research on the possibility of a crowd funding platform. All platforms charge some sort of a fee, or if there is not a fee, will include ads. Causebox.com offers customization and support. Their design features administration and research capabilities. There is another site that is similar and needs to be studied more. If we decide to utilize a crowd funding platform, we need to determine how we will get this information out into the community via social media and what our campaign strategy might be. We will be looking for an allowance of funds to begin working on the best platform to meet our needs.

Jack Hendon, Chair of the Operations Subcommittee, presented the following report:

**OPERATIONS  
SUBCOMMITTEE  
REPORT**

NCAPZ Audit:

Mr. Hendon presented the financial report. We were notified a few months ago that our audit was due to the State of Michigan. We changed our year end to December 31 to give us more time to prepare the audit and to have more activity to report. Most revenue is in the form of in-kind donations. We are still in the process of gathering information for a monetary budget; right now we are still using volunteer labor.

Demo Online Application and Renewal, Website Revisions:

The information technology (IT) departments at Hendon & Slate and NC RESA have collectively developed an online application and renewal process, a supporting database platform, and Ms. Truax has provided tech support for website revisions. The deadline for new student applications is March 1. The deadline for current students to renew is May 1.

Creation of Database to Integrate with JotForm for Tracking Student Data:

Dr. Clark noted that both IT departments have also been working on the back-end of tracking student data. It is difficult for MCC to share data that we need (and vice versa) given FERPA laws that both entities must abide by. A database has been created, but we need to work on how to work with the program and create queries for the information that is needed (i.e., how many credits earned, if classes were passed/failed, etc.)

Early College Promise Zone Scholarship Proposal:

The Early College Program has been available in Newaygo County for several years. The program was projected to serve 75 students each year (25 students in each of three cohorts). This year we are down to 20 students. Because the Early College Program costs money for local districts, local boards of education are pressuring superintendents to not participate in the program since Promise Zone scholarships are available and do not cost districts any money. However, because of the decline in participation in the Early College program, it is creating higher participation numbers in the Promise Zone (that we were not expecting).

The proposal is to make the cost for the Early College Program neutral for districts. It will keep the Early College Program intact and provide early college students with coaching, mentoring, tutoring services that they need (that they would not get with the Promise Zone). There would also be no FERPA issues since these are also high school students. If students are not covered through Early College Program with Promise Zone funds and Early College Program participation is limited by local boards of education, the Promise Zone might end up paying for the students anyway because many they would apply as Promise Zone students at a higher out-of-county rate for tuition (tuition for the Early College Program is calculated at MCC's in-county tuition rate).

Post-Secondary Consortium Agreements:

Clarence Rudat, Program Coordinator for MSU's Institute of Ag Technology at MCC, presented information on the agri-science consortium between MSU and MCC. 22% of population in the State of Michigan is in agriculture. The demand for employees is huge. The placement rate of students complete the ag tech program through MSU/MCC is 100%. Of those, 65% stay in their home community so there is heavy investment in local communities.

The consortium agreement allows students to take classes (29-32 credits) at MSU and earn their remaining credits through MCC, resulting in an Associate's degree from MCC and a certificate from MSU. They are dual enrolled students at the two entities. Classes from MCC are transferred as credits to MSU. Students participating in the program will have their financial aid run through MSU, not MCC however. Dr. Clark clarified that the decision points for the Promise Board if we will support these Promise Zone students because the FASFA would be submitted to MSU not MCC, per our eligibility guidelines. All funds would go to MSU first, potentially leaving all MCC costs to the Promise Zone to pay. Would we pay for the degree or only the MCC portion?

Year Two Residency Requirement:

What happens if someone receives Promise Zone funds in year one and then moves out of Newaygo County? Do they lose eligibility once their family leaves the County? Current eligibility says they need to be residents. As these questions have been asked of NC RESA staff, we have been holding the line that if they do not live in Newaygo County, they are not eligible. No action is needed right now to change this requirement, but guidance is necessary to correctly answer this question based on current criteria. Jodi Zerlaut from MCC interjected to note that the address on the FASFA application dictates residency so if parents live out of county, MCC would charge out-of-county tuition. Question answered: If parents move out of the County, students would no longer be eligible.

MCC Foreign Travel Course Fees Recommendation:

The Board discussed the request of students to travel abroad for course work (i.e. taking a geology class in Costa Rica). These are not required courses and could be taken in the classroom or online. The Board does not support foreign travel course fees as eligible Promise Zone costs.

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MCC In-County Tuition Rates Expansion Feasibility Study:

Board members discussed interest in forming a committee to study the feasibility of an annexation of Newaygo County to Muskegon County to receive in-county rates. Dr. Clark, Mr. Hendon and Mr. Rumsey would be willing to serve on a subcommittee. Other board members are invited to consider this invitation.

**OPERATIONS  
SUBCOMMITTEE  
REPORT  
(continued)**

Report from the Michigan Promise Zone Association:

Dr. Clark reported that she has attended two Michigan Association meetings since our last quarterly meeting. There is a state-wide study about the economic impacts of Promise Zones underway, which Newaygo County will be a part. The Association is also working on new website.

Holly Moon, Co-Chair of the Marketing and Communications Subcommittee, presented the following report:

**MARKETING &  
COMMUNICATIONS  
SUBCOMMITTEE  
REPORT**

Tiered Grade Point Average Impact:

At the August PZ Board meeting, the Board voted to change to a tiered grade point average. New brochures have been developed to include this change. Additionally, all references to Baker College have been removed from our information and there is a nice variety of student demographic representation in the graphics at the top of the informational page. Brochures now also include Q&As on apprenticeships and how to enter programs if you are a student in Newaygo County (this is a work in progress).

Other:

We have some financial aid events scheduled throughout the County. A parent has suggested a book exchange for students; the subcommittee is supporting on this project and will assist parents to launch via social media. Mr. Guzniczak has worked with Armstrong displays to create new banners/panels to match our new criteria for the tiered GPA. Holly Hughes, through her company, MasterTag, will be providing banners for our K-12 school buildings. Prototypes were shared.

Rebecca Tuuk, Chair of the Promise Success Initiative Subcommittee, presented the following report:

**PROMISE SUCCESS  
INITIATIVE  
SUBCOMMITTEE  
REPORT**

Promise Student Survey:

We sent out a survey to students and have only received fourteen responses. We asked questions such as, "did you fail any classes", "did you seek help if you were failing a class", and "is there anything the PZ can do for you". We followed up with four students who said they needed help. It is difficult to get information because of FERPA, but we are working towards other ways to get information. Once we require them to upload their transcript, a lot of these types of questions will be answered.

16-64 – Motion by Dawn Anderson, supported by Woody Bowman to approve the resolution to honor the Fremont Area Community Foundation's extraordinary contributions to the NCAPZ. Ayes—10; Nays—0. Motion carried.

**APPROVE THE  
RESOLUTION TO  
HONOR THE FAC**

16-65 -Motion by Woody Bowman, supported by Holly Moon to approve the purchase of a crowd funding platform not to exceed \$1,000 (excluding transaction costs) and authorize the fundraising campaign chairperson and the NCAPZ chairperson as the administrators of the platform. Ayes—10; Nays—0. Motion carried.

**APPROVE THE  
PURCHASE OF A  
CROWD FUNDING  
PLATFORM**

16-66 – Motion by Steve Witter, supported by Jack Hendon to approve a revision to Promise scholarship eligible costs to exclude student foreign travel course fees. Ayes—10; Nays—0. Motion carried.

**APPROVE THE  
EXCLUSION OF  
FOREIGN CLASSES**

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16-67 – Motion by Woody Bowman, supported by Mark Guzniczak to approve Early College Student Promise Zone Scholarships for grade 13 students, not to exceed \$2,100 per student for the final year of their program. Ayes—10; Nays—0. Motion carried.

**APPROVE EARLY  
COLLEGE PZ  
SCHOLARSHIPS FOR  
GRADE 13  
STUDENTS**

16-68 – Motion by Jack Hendon, supported by Woody Bowman to table the approval of supporting students enrolled in post-secondary consortium programs designated as approved by the NCAPZ. Further discussion is needed on this topic in the Operations subcommittee; this item will be brought back to the Board for consideration at a later date. Mr. Rudat and Ms. Zerlaut were invited to participate in subcommittee discussions. Ayes—10; Nays—0. Motion carried.

**TABLE THE  
APPROVAL OF  
POST-SECONDARY  
CONSORTIUM  
PROGRAMS**

16-69 – Motion by Steve Witter, supported by Woody Bowman to approve the 2018 meeting dates of the NCAPZ board beginning at 11:30 a.m. on February 13, 2018, May 8, 2018, August 14, 2018 and November 13, 2018. Ayes—10; Nays—0. Motion carried.

**APPROVE 2018  
MEETING DATES**

Dr. Clark shared Promise Zone thank you notes for you to use in your role as Board member. Mr. Don VanSingel will be presented as a new proposed Board member at our May, 2018 meeting and a new photo for the Board will be taken for our website.

**INFORMATION FROM  
PROMISE ZONE  
BOARD MEMBERS**

16-70 – Motion by Mark Guzniczak, supported by Tom Boerger to adjourn the Newaygo County Area Promise Zone Authority regular meeting at 1:23 p.m. Ayes—10; Nays—0. Motion carried.

**ADJOURNMENT**



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Dr. Lori Tubbergen Clark, Chairperson