



Newaygo County Area Promise Zone Authority Board Meeting
Tuesday, May 8, 2018 at 11:30 AM
NC RESA Educational Services Center Board Room

REGULAR MEETING MINUTES

Present: Dawn Anderson, Tom Boerger (arrived at 11:39 am), Lori Tubbergen Clark, Mark Guzniczak, Carla Roberts (ex-officio), Scott Rumsey, Rebecca Tuuk, Steve Witter.

Absent: Woody Bowman, Jack Hendon, Holly Moon, Cathy Obits (ex-officio)

Visitors: Melissa Miller, Todd Jacobs, Emily Truax, Jody Zerlaut

Chairperson Tubbergen Clark called the meeting to order at 11:33 a.m.

CALL TO ORDER

Dr. Tubbergen Clark introduced Mr. Don VanSingel, new member to the Newaygo County Area Promise Zone Authority (NCAPZ) Board.

16.71 - Motion by Witter, seconded by Guzniczak, to approve Mr. Don VanSingel as a board member to the Newaygo County Area Promise Zone Authority Board. Ayes – 7, Nays - 0. Motion unanimously carried. Mr. VanSingel was sworn in as Dr. Tubbergen Clark conducted the oath of office.

APPROVAL OF NEW BOARD MEMBER

16.72 – Motion by Tuuk, seconded by Witter, to approve the agenda as presented. Ayes - 7, Nays – 0. Motion unanimously carried.

APPROVAL OF AGENDA

Chairperson Tubbergen Clark opened the floor for public participation. There were no requests to address the board.

PUBLIC PARTICIPATION

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

FUNDRAISING SUBCOMMITTEE REPORT

SET Estimates:

SET estimates were reviewed with 2016 being our base for the current year. The initial tax capture for fall of 2019 is higher than originally anticipated at \$308,000, and expenses have also increased.

Fundraising Report to Date:

Year-to-date available scholarship dollars total \$1,365,789. Approximately \$14,000 per month is contributed by donations, and \$100,000 is earmarked for endowment. The NCAPZ continues to connect with area resources to fill the gap towards the \$1.5 million goal.

Dr. Lori Tubbergen Clark presented the following report on behalf of the Operations Subcommittee:

OPERATIONS SUBCOMMITTEE REPORT

Post-Secondary Consortium Agreements Between MCC-GVSU/MSU:

Agreements have been extensively reviewed and discussed. NCAPZ will be responsible for 100% of the tuition, as any financial aid available would funnel to the 4-year institution. After reviewing the data, it was determined that NCAPZ would spend less on students in Post-Secondary Consortium programs than those on the normal associates path. Currently only a few students are participating in this program. The Operations team is recommending that we approve student participation in post-secondary programs and would recommend that the NCPZA support these students at the prevailing tuition rate at Muskegon Community College.

Updated Actuarial Analysis:

Mr. Chuck Wilbur is assisting with collecting and analyzing data to update the actuarial analysis. The following data points were reviewed:

- NCAPZ Scholars held a much higher retention rate (89%) than their counterparts in other Promise programs, which average 50%, based upon first semester data
- 19 out of 20 Early College students were successful completers this spring, the highest completion rate in a three-county area.

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- NCAPZ scholars are receiving less financial aid than the first-year trends suggested.
- MCC will have a substantial tuition increase set at 9.2% for 2018-2019, due to building projects. Only a 5% increase was projected.
- Summer melt data in Newaygo County is near average compared with the rest of the State, with 81 students out of 103 applicants participating in the fall.

A finalized actuarial analysis will be distributed once numbers have been confirmed.

MCC/Newaygo County Annexation:

MCC President Dr. Dale Nesbary, along with his board chair, met with the Operations Subcommittee to discuss feasibility of annexation. Currently 2.20347 mills are levied, and depending on the geographic area, if an annexation occurs, Newaygo County would roughly commit \$2.8 million to MCC. These funds would be utilized for MCC operations or capital investment. There is a \$90/credit hour difference between MCC's in-county and out-of-county tuition rates. Data will be collected to capture the total number of students attending MCC from Newaygo County to analyze the total community impact. A 2019 election year was determined if both parties proceed. The Operations Committee will continue to study this issue and report back to the full board in August.

MPZA Survey Results:

Survey results for the Michigan Promise Zone Association were reviewed. The Chair will report NCAPZ results to the state association.

Sustainability-WE CAN and NCAPZ

NCAPZ and the WE CAN (college access network) organizations have similar goals yet currently work independently. Neither group wants to compete with one another on a public fundraising campaign for sustainability. There have been initial conversations to connect and collaborate, which will continue

Renewal and Applications for Cohort 2:

Second-year students will have until June 1 to submit their renewal applications. One hundred and twenty-eight applications were submitted for cohort 2 (the 2018 graduates) and an additional 20 students have applied for the Early College program.

Mrs. Dawn Anderson presented the following information on behalf of the Marketing and Communications Subcommittee:

Annual Report:

The Annual Promise Zone report is in its final stages and will soon be available for review. Mr. Guzniczak has contributed extensively to this project.

K-12 Marketing Plan:

A plan is in development for K-12, with a focus on early elementary. The Muskegon Promise was generous to share their budget for this outreach which specified 3 levels of donation.

Banner Donations:

Mr. Guzniczak presented new indoor/outdoor marketing banners, 38 in total, to be distributed to each local school district. These were generously donated by Representative Holly Hughes and MasterTag. A thank you note has been sent.

Mrs. Rebecca Tuok reported on the Promise Success Initiatives Subcommittee:

Promise 101 and 102 Parent/Student Meetings:

Much work has been done to encourage student success in a variety of areas. Promise 101 and 102 parent and student meetings will be held on May 22 at NC RESA, to allow new and returning families time to ask questions and share information. An invitation will be sent to the Board to attend if they wish.

**MARKETING AND
COMMUNICATIONS
SUBCOMMITTEE
REPORT**

**PROMISE SUCCESS
INITIATIVE
SUBCOMMITTEE
REPORT**

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Care Request Button:

A Care Request (Need Help?) button is in development to include on the Promise.Zone website. This new tool would provide families with easy access to tutoring support, book and ride shares, etc.

16.73 – Motion by Guzniczak, seconded by Anderson, to approve the meeting minutes of February 13, 2018. Ayes – 7, Nays - 0. Motion unanimously carried.

16.74 – Motion by Tuuk, supported by Witter to approve the 2018 winter semester tuition payments totaling \$141,472.57. Ayes – 7, Nays - 0. Motion unanimously carried.

16.75 – Motion by Tuuk, supported by Boerger to approve the 2018 summer semester tuition payments for an amount not to exceed \$40,000.00. Ayes – 7 Nays - 0. Motion unanimously carried.

16.76 – Motion by Rumsey, supported by Guzniczak to approve supporting students enrolled in MCC/MSU Agriculture and GVSU Health-science Post-secondary Consortium programs at the MCC prevailing tuition rate. Ayes – 7, Nays - 0. Motion unanimously carried.

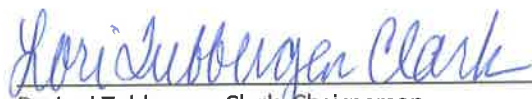
Information from Promise Zone Board Members:

Approximately five students from the 2017 cohort will continue their education at Baker College. The Promise Zone will support these students.

Mrs. Carla Roberts shared information on a webinar highlighting the MDRS Detroit/New York peer-coaching program to aid in student success. She encouraged others to view the webinar through the following link: <https://www.mdrc.org/webinar/getting-promise-students-through-first-year-lessons-detroit-promise-path-and-beyond>.

16.77 - Motion by VanSingel, supported by Boerger to adjourn. Ayes – 7, Nays - 0. Motion unanimously carried.

Meeting adjourned at 12:31 p.m.



Dr. Lori Tubbergen Clark, Chairperson

**APPROVAL OF
MEETING MINUTES**

**APPROVE THE
PAYMENT OF 2018
WINTER TUITION**

**APPROVE PAYMENT
OF 2018 SUMMER
TUITION**

**APPROVE THE
POST-SECONDARY
CONSORTIUM
PROGRAMS**

**INFORMATION
FROM PROMISE
ZONE BOARD
MEMBERS**

ADJOURNMENT

