

MCCAD Meeting Notes

11/20/2025

Present: Jeremy Guc-OCC, Omar Gonzalez-GRCC, Jason Premo-Delta, Lisa Bushaw-Schoolcraft, Chelse Olivo-NCMC, Kayla Beckett-Montcalm, Ellis Glassford-Muskegon, Nichole Waters- LCC, Heidi Schall- Macomb, Lisa vonReichbauer- Northwestern Michigan, Stephanie Waffle Stephenson-Jackson

Elections: Member-at-Large. Omar Gonzalez self-nominated. All approved.

- Adult Learning Students- How do we recruit?
 - LCC hired an 'Admissions Counselor' that works on recruiting adult learners. All adults go in their caseload. Partner with adult ed programs in Lansing area. The also set up times with MI Works to present once per month. Also work with organizations that serve homeless pops. Also partner with companies that offer tuition reimbursement.
 - Macomb – has an admissions coordinator dedicated to adult students. Attend job fairs and other places frequented by students who are 25+. Also work with other companies who provide tuition reimbursement. She also hosts weekly zoom sessions to answer any questions about higher ed. Macomb offers Getting Started sessions monthly at each campus. Texting has really helped to promote their events. Most students attending just need help with the steps to enroll in classes. Host on Wednesday because it coincides with walk-in advising.
 - NMC- received a 60X30 grant that they have used to develop an collaborative in northern MI to help adult learners. Grant allowed to hire three positions. One a navigator, to help students with enrollment, another an industry liaison to help with placement options and third focuses on marketing opportunities. Drive a lot of attendance to "Quick Start" events. Monthly on Mondays from 4-7pm. Can do anything you need to enroll at the college. Mostly adult learners attend. Numbers aren't massive but quality is strong. Also recently have partnered with MI Works to offer presentations. Numbers involved seem promising.
 - GRCC has a designated person for adult recruitment and outreach. Hired two FT temp positions focused on adults.
 - Kellogg offered an in-person on campus to attract reconnect students. Highly successful, they will plan to repeat.
- Case Management Advising
 - Macomb is moving to case-management approach. Delta does not believe their case management advising is working as well as it should. Academic advisors at Macomb are booked solid. Each new student meets with an advisor for an hour.
- Direct Admission
 - GRCC is doing direct admission. Starting with one high school (East Kentwood). Working with principal and will sign an MOU to admit the entire senior class.
 - NCMC is working on their first direct admit program. Has been really well received by students and parents. Pitfall so far is that larger schools in area don't want to sign on. Overall really positive. Getting info by getting directory info in Excel. Get basic info that they enter. But then collect everything else in orientation including SSN. Get school email address and home mail address. Doesn't feel like it is removing a barrier but kind of changing it. Hopes it give students more confidence that being admitted is not a barrier.
- Application Deadlines.
 - NMC has one that is just before the semester. Most others reported just having one for F-1 students.

- Late-start classes make app deadlines a barrier for many students. Some report that later starting students have poor success metrics.