



Mason County Promise Zone  
Community Engagement Committee Meeting  
Minutes

July 12, 2022 at 10:00 AM

Location: Lakeshore Resource Network, 920 E. Tinkham, Ludington, MI

Present: Annette Quillan, Monica Schuyler, Dena Thurston

Staff: Jody Maloney

Guests: Samantha Goodman, Crystal Young

1. Call to Order: Thurston called the meeting to order at 10:02 AM
2. Limited Public Comment: None
3. *Approval of Agenda: Motion by Schuyler to approve, with support from Quillan; Motion passed 3-0-0.*
4. *Approval of Minutes from 6-1-22: Motion by Schuyler to approve, with support from Quillan; Motion passed 3-0-0.*
5. New Business
  - a. Parade overview and planning for 2023: Quillan and Goodman shared thoughts about how to improve visibility for next year's Freedom Festival parade. Considerations include:
    - i. Megaphone for talking to the crowd
    - ii. Building a float (event insurance needed)
    - iii. More young people needed in Promise/College shirts
    - iv. Thurston recommended to continue the discussion and planning at future meetings.
6. Old Business
  - a. WSCC Community Leader Event: Guest, Crystal Young
    - i. Crystal Young inquired how to engage Board members and community leaders in an event or training on the programs and opportunities that WSCC has to offer.
    - ii. Board member approached the college to say that there are some things that public doesn't understand; Opportunities to grow information and messaging around:
      1. WSCC is a top-notch teaching college & credits transfer—need to educate key stakeholders in the community; WSCC to 4-year college transferability.
      2. Key student experiences: transferring and graduating with bachelor's without debt.
      3. Resources on campus—share through tour of campus and facility—Back to Campus night could be an opportunity or a CTE & Me type of PD day for teachers.
      4. CTE excitement conversion into a WSCC college-going decision
      5. Promotional media discussed: Billboard: We see your potential, we know your dreams are possible; Developing a visual related to possible Promise pathways; Posters of student stories; Banner—"free tuition is our promise."
    - iii. No Recommendation. Young will follow up if more information is needed.
  - b. Promise Advocacy Training
    - i. The Committee felt the following would be important to explore in future planning:
      1. The Committee asked Maloney to create updated talking points for Board and community based on what "Promise Points" of data that she feels will have the most impact in order to develop a Board training.
      2. The Committee discussed reviving the Ambassador program and will work on that moving forward.



- ii. Other suggestions for 2022-23 Board training?
  - 1. Adaptive Schools? Schuyler suggested having Maloney attend an adaptive schools training.
  - 2. The Committee will continue to discuss and identify board training options.
  - 3. The Committee will consider whether to seek out a neutral facilitator for the Promise expansion/growth discussion.
- c. Next Meeting: Thursday, September 1<sup>st</sup> at 4PM at LRN.
- 7. Any other business:
  - a. At next meeting, review process and timeline and question for new board member interview, rubric as a scoring device; Identify a tie breaker mechanism; discuss whether to deliberate on the candidates at each interview meeting.
  - b. Term renewal: Will there be potential for onboarding two candidates if a Board member does not renew? There is a 90-day window when the Board can select a candidate from past interviews. Maloney typically sends out renewal reminders this time of year and will follow up.
- 8. Limited Public Comment: Samantha Goodman shared her appreciation for being invited to attend.
- 9. *Adjourn: Dena, motion to adjourn. 11:33.*