I t is no coincidence that college towns have booming economies. Collin County is red hot for corporate enterprise and Fortune 500 companies, as witnessed by recent high profile relocations, and Collin College is a valuable commodity for local economic development. "Without exception, one of the first things we talk about to every new company considering moving to this area is Collin College," said Jim Wehmeier, president and CEO of the McKinney Economic Development Corp. "It's more important for what I do than a four-year college."

Value of Job Creation and Major Corporations

Businesses considering a move look for strong higher education systems to supply an educated workforce and provide opportunities for partnerships. Community colleges are particularly attractive to corporate America because they are nimble and can move quickly to adjust to market changes and employer requests.

"One of the biggest reasons people relocate to Frisco and to Collin County is education. I hear that over and over," said Maher Maso, mayor of the city of Frisco. "We use the college as part of the incentive program for companies that relocate here. People are always surprised at the programs they offer."

As Maso noted, not only do corporate relocations benefit the local economy by creating jobs, but they also find mutually beneficial relationships with Collin College for customized training to help their businesses thrive.

Through more than 100 degree and certificate options as well as articulation agreements with countless universities, Collin College creates a pipeline of graduates—no less than 83 percent of whom remain in the Dallas-Fort Worth area after completing their education—who not only land jobs but hone strong skills that local employers need and seek. Total enrollment at the college is about 52,000 each year.

Some of the most influential employers in North Texas turn to higher education to build a strong workforce. For example, when Texas Instruments (TI) needed more engineers, the global technology powerhouse established the Science, Math, Advanced Research and Technology educational initiative with Collin College through a $1 million scholarship fund. The program is designed to create a flow of the best, brightest and most promising students from local high schools to Collin College, then to The University of Texas at Dallas and ultimately to the TI payroll.

Dr Pepper-Snapple Group has also worked with Collin College on workforce training programs. According to Leon Ferguson, director of human resources for Dr Pepper-Snapple Group, "Collin College has been a great partner to our business over the years in helping us enhance the effectiveness of our local workforce, open doors for career advancement and strengthen the pipeline of talent in our business."

Collin College’s continuing education programs serve businesses, governmental entities and individuals in North Texas in a wide variety of courses that are taught by recognized professionals. Each year 22,000 students take continuing education courses. The college’s Center for Workforce and Economic Development provided training to 42 companies and governmental entities this past year and trained 2,424 employees in those organizations. Eighty-nine percent of the organizations that have purchased training from the center are repeat customers.

For every dollar that U.S. taxpayers spend on community colleges, society will receive a cumulative value of $25.90 in benefits.
Making the right business decision can start before a career in business begins. Before Collin College alumnus Ben Holloway began his career in banking and lending, he banked on the financial affordability that Collin College offers. “Collin College was the best financial decision I could have made,” Holloway said. “I was able to work full time while I attended, and I got the same quality of education as if I had gone to a bigger state school first.”

He attended in the early 2000s and took his core courses along with business classes. “It wasn’t just the financial aspect of the college that made it appealing,” Holloway said. “There were great professors, beautiful campuses and so many choices and courses offered.”

After Collin College, Holloway transferred to the University of North Texas, and in 2007 he completed a degree in applied technology and performance improvement, focusing on financial and business management.

“During my college years, I worked in restaurants to put myself through school. I knew I didn’t want to do that for the rest of my life, and I knew I wanted to do something in finance,” Holloway said.

A Collin College classmate helped Holloway get his foot in the door in banking, and he started a career as a bank officer at Chase Bank. Holloway started at Chase Bank as a personal banker, and by the time he left, he was a business relationship manager dealing with commercial lending, financial analysis, sales and account management.

“In business, there’s not usually a one-size-fits-all approach to a situation,” he said. “Analyzing, researching and communicating are key to making good decisions.”

Through working his way up at other banks, Holloway focuses on combining good business decisions with personal relationship building for creating success. “I really focus on making a good connection with people,” Holloway said. “To be successful in business, you need to take the time to get to know people. And with us being a smaller bank, we can be what we need to be for each client who needs something different.”

Now vice president of business and commercial lending at Valliance Bank in McKinney, Holloway’s primary duties include managing loan portfolios, analyzing opportunities and risks and working with and partnering with client and community leaders to facilitate lending opportunities.

“Sometimes in business, people overlook service and get caught up with what you can achieve and lose sight of the relationship,” Holloway said. “To me, nothing is more rewarding than helping clients finance their projects and achieve their dreams,” Holloway said.

As for helping people achieve dreams, the same can be said for the business of education.

**Collin College economic impact**

“The specialized training they [Collin College] provide that companies need is where the rubber meets the road,” Wehmeier said. “The dollars-and-cents impact of Collin College tells a very small part of the story.”

However, the dollars and cents do add up for the 855,000 residents of Collin County.

**Increasing ROI**

For individuals outside of the business community, evidence of Collin College’s economic impact is a bit more disguised, coming in the form of a well-educated community population, low unemployment, quality healthcare or revenue created.

Studies by the American Association of Community Colleges (AACC) and the Texas Association of Community College (TACC) confirm that communities and students served each year by institutions like Collin College can expect a substantial return on the investment.

The AACC study found that community colleges and their students add $809 billion in income to the U.S. economy annually. For every dollar that U.S. taxpayers spend on community colleges, society will receive a cumulative value of $25.90 in benefits.
Commerce and Collaboration:
Advisory committees bring experts from business, industry to the classroom

A welcome mat is theoretically outside Collin College classrooms inviting executives from North Texas businesses and local industries inside.

Through advisory committees for specific programs, local leaders and experts bring insider tips on the trends in the workplace to the college so changes can funnel into curriculum helping students graduate ahead of the curve.

Dr. Brenda Kihl, the vice president and provost of Preston Ridge Campus in Frisco, said advisory committees are vital and positively benefit both students seeking employment and businesses searching for qualified talent.

“Successful workforce programs align curriculum with business and industry expectations,” Dr. Kihl said. ‘Advisory committees help create that alignment by providing faculty with input on industry trends, curriculum, equipment needs and external-learning experiences.”

While all workforce programs have existing boards, each group has its own unique qualities and interests. Here are a few inspiring stories of their impact:

1 Business: Skills, Service Learning and Graduate Employment

One story originates in the Business Management and Marketing Advisory Committee.

According to Management Professor Dr. Cindy Briggs, ‘At our semi-annual meeting, several members brought up an industry decline in business writing abilities. That spring semester, I emphasized business writing in every one of my courses through a service-learning project with the Plano Chamber of Commerce.”

Fred Frawley, who joined the Business Management and Marketing Advisory Committee in 2007, said, 'My 47 years of legal and business experience tell me not enough attention is paid to reinforcing the areas in which the college is doing well, advisory board members feel comfortable communicating their concerns and suggestions regarding student curriculum and its applicability to the workplace.

Frawley describes his experience as a committee member as invigorating. He has witnessed long-term positive results. In addition to reinforcing the areas in which the college is doing well, advisory board members feel comfortable communicating their concerns and suggestions regarding student curriculum and its applicability to the workplace.

2 Engineering: Identifying academic leaders and encouraging diversity

The engineering transfer and technology department at Collin College has five highly engaged advisory committees. Members include representatives of companies throughout Dallas-Fort Worth, namely Raytheon, Texas Instruments, Dell, Hewlett-Packard, Global Data Guard, Palo Alto Networks, National Instruments, Emerson Process Controls and Cisco Systems.

“Our advisory committees have a large impact on how we engage industry and which of the many department priorities are addressed first,” said Dave Galley, who directs the program at Collin College.

While the Engineering and Electronics Advisory Committee makes significant curriculum contributions, members also work with the college in preparation for events like the All Girls STEM (Science Technology, Engineering and Math) Robotics Camp for students in grades 8-10.

At a meeting last year, the committee demonstrated their passion for involvement. Instead of suggesting the pursuit of one primary financial camp sponsor, Tom Fredericks of Emerson Process Controls pressed the group to consider sponsoring through their own companies. As a result of the donations from Emerson and four other advisory board member companies, more than 30 girls registered for the camp were awarded $60 scholarships each, bringing the cost of camp from $79 down to $19.

Aaron Paul, a board member and camp donor employed at Advanced Technologies, reflected on the opportunity to help fund the camp.

“From our company’s perspective, there was not a better use of funds than to support a camp specially targeted at encouraging girls to be scientists and engineers,” Paul said.

Additionally, board members recruited a majority of the camp’s speakers and Emerson’s Sara Brandt, a mechanical engineer, stepped up to give the opening address where she encouraged the students that they could become engineers, like her.

3 Health Information Management: Hands-on experience and mutual learning

In health information management, one of the advisory committee’s main goals is providing students with hands-on clinical experience.

Sarah Wilbert, who serves as Forest Park Medical Center director of health information management and compliance officer, is part of the 21-member advisory committee. She joined the group when she began taking interns from the program. She also approaches it as a mutual learning opportunity.

‘Clinicals are the hands-on approach to learning the students’ need before going out and applying for positions,” Wilbert said.

‘The significance is evident when the interns interview and can appropriately speak about the tasks they handled. They really enjoy seeing their field in action."

Michelle Millen, who directs the program at Collin College, stresses that in this time of health care transition, health information management plays a critical role in the formation of a value-driven and patient-centered system.

‘Maintaining relevance in an ever-changing environment is challenging,” Millen said. ‘The guidance our advisory board provides is essential to our program and the employability of our students.”

With a wide range of perspectives and skills, Collin College advisory committees impact both the college and community in very unique ways. For more information on advisory committees, contact the dean of the respective program as listed at http://bit.ly/1gG0Oj.

Collin College named STEM Titan

The Metroplex Technology Business Council just named Collin College’s engineering technology department the “Tech Titan of the Future – University Level,” the most prestigious award in the Dallas-Fort Worth area for technology and technology educators.

The Tech Titan program recognizes an accredited educational institution in Dallas-Fort Worth that encourages and supports students to choose engineering and technology-related disciplines as a preferred career path. In addition to the recognition, the award comes with a $25,000 prize.

Collin College was nominated through a combined effort from Cisco Systems and Wylie ISD, with support letters from The University of Texas at Dallas and five of the seven school districts with which the program partners.

For more information about STEM programs at Collin College, visit http://bit.ly/ZhaaQI.
A Texas Tribute: Collin College home to 2014 Piper Professor

When Roderick Hunter graduated from Collin College, Dr. Kyle Wilkison gave him a first-edition copy of Roots. It was the perfect gift, not because it was one of his favorite novels, but because of the inscription, which read, "To the future Dr. Roderick C. Hunter, Congratulations from your proud teacher!"

Good professors take the time to know their students. Extraordinary professors catch glimpses of their dreams, and bit-by-bit cultivate and spark those dreams into viable realities. Dr. Kyle Wilkison’s students describe him as an extraordinary professor, but they are not the only individuals who have recognized his teaching prowess.

Recently, Dr. Wilkison was named a 2014 Piper Professor. One of two community college professors in the state of Texas to receive the prestigious award, he is among 10 professors from institutions such as the University of Texas Southwestern Medical Center, Texas A&M University, Texas Christian University, Texas Tech University, the University of Houston and Lamar University. Dr. Wilkison is the sixth Piper Professor from Collin College.

Dr. Roderick Hunter clearly remembers how he felt about taking his first Collin College honors class. It was a daunting experience. However, according to Hunter, Dr. Wilkison planted the seeds of confidence that allowed him to excel in the classroom and in life.

"Dr. Wilkison made it clear that he was certain that I was in the right place. I recall him telling me, 'You know the material. Now, show everyone else you know it.' He believed in me and told me what he expected of me—my doubt, it was a foregone conclusion that I would succeed," Hunter said.

A former infantry medic, Hunter was working two jobs and attending classes full time. Dr. Wilkison encouraged him to apply for The University of Texas at Dallas Redmond Scholarship, which he received, enabling him to continue his education.

"One of the things we discussed was my dream to become a doctor. Dr. Wilkison would continually tell me not to give up on my dream, and I didn't. He told me, 'All you have to do is to continue to believe in yourself, and you will go as far as life can take you.'" I owe the fact that I achieved my dream of becoming a doctor to him. I will forever be indebted to him for everything he has done for me," Hunter said.

Dr. Wilkison of Plano, has taught at Collin College for close to 20 years. He earned his bachelor's degree in history with high honors and master's degree in history from East Texas State University, now Texas A&M University-Commerce, and his Ph.D. from Vanderbilt University. The author of award-winning books, Dr. Wilkison received the Fehrenbach Award, the Calvert Book Prize, the Bates Award and the Lock Award. Choice Magazine, the journal of the American Library Association, named one of his books “Outstanding Academic Titles” and Library Journal named one of his books "A Best Reference." Dedicated to his students and the community, Dr. Wilkison, professor of history, has presented at numerous seminars and chaired 18 Cotton and Rural History Conferences at the Audie Murphy American Cotton Museum. Dr. Wilkison was humbled by the award.

"I am grateful to the Piper Foundation for choosing to honor the profession of collegiate teaching. I am so proud to be associated with talented and committed colleagues at Collin College whose everyday examples mentor, challenge and encourage me. I accept this award on their behalf," he said.

Perhaps the best proof of excellence for professors is knowing that they transform students’ lives. Alumna NHi Le says she was truly inspired by Dr. Wilkison’s discussions on civic participation—so much so that her career today is a reflection of lectures long since passed.

"Dr. Wilkison emphasized the role we could play as future leaders in society. For the first time, I could see the path from the classroom to something bigger. My chosen career is the product of the values Dr. Wilkinson has instilled in me. As an attorney, I am able to play a small part in encouraging corporate responsibility and respect for human life. Dr. Wilkinson deserves much credit for my success," Le said.

Collin College economic impact

As a substantial employer in the area, Collin College directly impacts the workforce by employing 2,500 highly educated professionals in quality jobs as professors, administrators and staff. In fact, when the college is hiring, it attracts talent from across the nation as thousands of applicants apply.

Entrepreneurship, Small Business and More Jobs

Small business owners also benefit from Collin College ventures. The Collin Small Business Development Center (SBDC), in a partnership with the U.S. Small Business Administration and the state of Texas, provides one-on-one, confidential consulting to businesses and residents of Collin and Rockwall Counties. It also holds low and no-cost workshops and seminars regarding issues essential to business success.

"Contributing to strong economic growth, the Collin SBDC has helped clients increase their sales by more than $18.5 million, access at least $20 million in capital and create 469 new jobs in the last year alone," said Marta Frey, SBDC director.

Federal, State and Corporate Grants

A little known economic impact of a community college is the infusion of federal and state dollars into the local economy through grants. For example, in 2011 Secretary of Labor Hilda L. Solis and Under Secretary of Education Martha Kanter announced that a consortium led by Collin College was selected for a $20 million grant, part of nearly $500 million in federal grants targeted for training and workforce development to help unemployed workers changing careers. More than 200 community colleges around the country applied and 32 were selected.

The National Science Foundation (NSF) has funded more than $11 million in grants at Collin College since 1999. The NSF-funded National Convergence Technology Center was created at Collin College to meet the growing need for skilled specialists in convergence technology, which is the integration of video, voice and data across computer networks. Other NSF grants have funded robotics and computer programming initiatives.

In 2014-2015, the community will also benefit from nearly $1.7 million in state grant funded programs. All of these are dollars that never would have been invested in Collin County had a community college not been established here in 1985.

Tourism and Long-Term Value

Additional funds to support the community come from tourists drawn to the area by a national men's collegiate tennis tournament hosted at Collin College each spring. Last spring's tournament attracted roughly 400 athletes, coaches and officials who booked Collin County hotel rooms for six nights and made purchases at local restaurants and businesses during their stay.

While results like the tennis tournament are more visible initially, evaluating long-ranging impact produces momentous numbers, which will be reported next year with the release of an economic impact study on Collin College specifically.

"Collin College adds value to the community," said LaRosiliere. "Certainly, the highly regarded academic programs at the college are a plus for the city and the business community."

Collin College economic impact

continued from page 2

The educational opportunities for not only young adult students but also the community and corporate education programs are a great resource for a city and the business community.

Harry LaRosiliere, City of Plano

Dr. Kyle Wilkison
Collin College's chapter of Psi Beta, the national psychology honor society, was recently awarded the Alberta Johnson/Ruth Hubbard Cousins Building Bonds Collaboration Award and the 2013-2014 Chapter Excellence Award by Psi Beta National.

Collin College's Model United Nations Student Team received the honor of Distinguished Delegation at the New York Model UN Conference. The students that represented the college included Naqibah Ashraf, Anita Barati, Jason Mobeley, Matthew Brenchley, Michael Foley, Charles Horn, M'Banna Kantako, Patrick Langteau, Miranda Olson, Brett Perkins, Jason Petrie, Holeen Riley, Hannah Turner, and Lauren Wittrock. Two students, Barati and Foley received awards as Outstanding Delegates in Committee for their work on the Commission on Narcotic Drugs of the Economic and Social Council.

Students Jill Feyes, Shannon Harden and Victoria Theohalt from the respiratory care program were awarded scholarships from the Respiratory Care Foundation of Texas.

Student Vu Phan won the Southwest Region for the Student Math League competition and student Seungho Kim finished third. The competition was sponsored by the American Mathematical Association for Two-Year Colleges (AMATYC). Phan will also be honored by the Texas branch, TexMATYC as the highest-scoring student in Texas.

The National Science Foundation awarded $899,251 in supplemental grant funding to the college's Convergence Technology Center to provide professional development and technical support to Department of Labor grant programs at the college in partnership with four other NSF region centers.

The service-learning project of Professor Suzanne Jones' class was recently highlighted in a story on NBC5's 'Tell Me Something Good' segment. As its project goal, the class was assigned to write a community action proposal for the Samaritan Inn, Collin County's homeless shelter. Professor Jones teaches college success, integrated reading and writing.

Garry Evans, professor of music, has been accepted into the Consortium Leadership and Renewal Academy from the North Texas Community College Consortium.

Geelidh Charleston-Jennings, professor of communication studies, served as a symposium respondent on a ‘Higher Education Instruction and Learning in the 21st Century’ panel in Austin hosted by the Texas Higher Education Coordinating Board.

Professor of Humanities Dr. Dale Walker presented his paper, ‘The Violation of Rights by the State: The Restrictions on the Citizen’s Right to Effective Self-Defense’ to the Criminology Unit at the University of the West Indies in the Republic of Trinidad and Tobago and was featured on two television stations in Trinidad.

Thomas R. McFaul, associate professor of philosophy, has co-authored the book God is a Here to Stay: Science, Evolution, and Belief in God with the physicist Al Brustein.

Tracy Meyer, professor of psychology, presented “Incorporating Original Research into the first two years of College” at the American Psychological Association (APA) Conference.

Lisa Vasquez, vice president of public relations and college development, was re-elected to a second term as state of Texas director for District IV of the Council for the Advancement and Support of Education.

Professor of Emergency Medical Technology Loyd Campbell and his students received for a commendation from the Board of the Texas Special Olympics for their participation as medics in the Special Olympics state games.

History Professors Dr. Kyle Wilkinson and Michael Phillips were interviewed by National Public Radio host Krys Boyd on KERA-FM’s “Think” program to discuss Texas’ political landscape and the new book The Texas Right: The Radical Roots of Lone Star Conservation, which Wilkinson co-edited. Dr. Wilkinson was also interviewed by David Martin Davies for the statewide Texas Public Radio show “Texas Matters” about this same book.


Scott Yarbrough, professor of English, was nominated for the Pushcart Poetry Prize, considered the highest national honor for a single work of poetry for his poem “A Necktie and a Hijab.” The Collin Small Business Development Center was awarded a $25,000 grant from First National Bank Southwest for community reinvestment.

Amy Lenhart, counselor, was elected to the presidency of the American College Counseling Association. Lenhart is the first president ever elected from a community college.

Carie Dippel, associate dean of students at Spring Creek Campus, was selected to participate in Leadership Allen. Central Park Campus Reference Librarian Lisa Huang was named a Rising Star and accepted into the Rising Star Program of the Medical Library Association. She is the only community college librarian to receive the award.

Leadership Frisco selected Patricia Gregory, a development officer with the Collin College Foundation, for the organization’s 2014-2015 class. The McKinney Chamber of Commerce chose Raul Martinez, associate dean of academic affairs at Central Park Campus, for Leadership McKinney.
Welcome to the community!

BARCLAYS BANK
CVE TECHNOLOGY GROUP, INC.
DALLAS COWBOYS
HISUN MOTORS CORPORATION
STATE FARM
TOYOTA
UPS

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