

## From the President's Desk: The Value of North Central Michigan College

By David Roland Finley, Ph.D.

In the year since my appointment as president of North Central, there's been a lot of listening and learning. It was important for me to clearly understand the foundation upon which the college was built, the role it plays in our region today, and how to best manifest its future promise. In short, I needed to experience and fully recognize the value of North Central Michigan College, and appreciate what compels others to care about and support our important work.

Along the way, I was challenged by a wise individual to state this case as succinctly as possible.

Thus, the following three tenets are presented which capture the essence of North Central.

- 1) **We create futures of meaning and purpose**, lifting up individuals, and subsequently entire families, via higher education.
- 2) **We produce workforce talent**, enabling our host communities to thrive. By offering relevant degrees, certificates, and continuing education, we empower business, industry, and services in our region to grow sustainably and support all those who choose to live here.
- 3) **We enhance the quality of life in Northern Michigan**, by offering unique cultural and recreational opportunities to residents and resorters.

North Central's main campus is located at 1515 Howard Street in Petoskey (about ten blocks south of downtown). We also have Education Centers in Cheboygan and Gaylord.

I invite you to discover North Central by attending our Summer Lecture Series events, participating in a Harris Sculpture Garden tour, playing pickleball in the SCRC, or hiking within our 195-acre Natural Area. More information about each of these opportunities can be found at [www.ncmich.edu](http://www.ncmich.edu).

Do enjoy the sweetest season in Northern Michigan, and discover your Community's College!