

CTE

THE MACOMB DAILY • MAKING THE CONNECTION

CAREER • TECHNICAL • EDUCATION



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ABA degree is all business

"The MBA is the gold standard in business education and both the naming and design of Macomb's ABA degree reflects that in its academic lineage," said Dave Corba, dean of Information Technology and Business Administration, of Macomb's new Associate of Business Administration Degree.

In pursuing an ABA at Macomb, students may choose to major in accounting, general business, management or marketing. Options in all four programs include earning a 2-year certificate or 2-year associate's degree and/or transferring to a 4-year college or university to pursue a bachelor's degree.

In addition to classes required in

their major, however, ABA students must also take 24 to 25 credits of "common core" business courses that serve as an introduction to basic business principles as practiced in related fields. A marketing major, for example, is required to take introductory courses in accounting, management and business enterprise, to name a few.

"As a credential, the ABA degree can be easily identified on a resume," said Corba. "As a means of opening doors, it can be used for entry into the business field, into a bachelor's of business administration degree program or both simultaneously. It depends entirely on the student and his or her own unique needs and career goals."

Health care careers abound with opportunities

The health care field often is described as a noble profession. Whether doctor, nurse, therapist or medical assistant, a devotion to the well-being of people who are at their most vulnerable is a job requirement. And helping many of these health care professionals acquire the skill, confidence and compassion they need to do their jobs well is Macomb Community College's Health and Human Services Department.

Long known for the quality of its nursing program, Macomb also offers a variety of other health care programs, including three in which trained practitioners are increasingly in high demand according to the U.S. Department of Labor: surgical technology, respiratory therapy and health information technology.

When it comes to surgical technology, think intensity, think precision, think power tools. The surgical technologist is a part of the surgical team, and is the member responsible for having the necessary surgical equipment available for the surgeon's request. At times those tools include drills, bits and saws. "This is a field interesting to both men and women," said Elizabeth Ness, Macomb coordinator of the surgical technology program. "Working as a surgical technician makes you part of the sterile surgical team — the people who are masked and gowned working around the surgeon."

Students who successfully complete the first semester of Macomb's surgical technology program are certified as a central service technician — qualified to process, clean, reassemble, sterilize and distribute supplies and equipment within a hospital. Those who continue on to earn their associate of applied science degree are qualified to work in an operating room. Graduates of Macomb's accredited program are eligible to take the national surgical technologist exam, receiving national certification upon passage.

Macomb's respiratory therapy program leads to a 2-year associate's degree and qualifies graduates to take the national board exam, passage of which permits students to work as respiratory therapists anywhere in the nation. With an increasingly aging population, as well as a rising number of asthma cases, and the technological advancements that improve survival rates for premature babies, the demand for qualified respiratory therapists is high and not being met, said Mary Alstead, coordinator for Macomb's respiratory therapy program. Respiratory therapists provide respiratory care for patients with heart and lung disorders.

"Our students are well prepared, and employment for our graduates is almost 100 percent," Alstead said.

Health care has many behind-the-scene professions. One of those is the health information technology professional, who is responsible for coding all of the health care procedures provided to a patient. HIT personnel are the gatekeepers for properly managing and protecting patient health information.

Macomb is introducing its new associate of applied science degree in HIT this fall. The program comes at a time when the demand for HIT professionals is growing and coincides with the U.S. Department of Health and Human Services' initiative to standardize all electronic medical records.

"There is a shortage of qualified HIT professionals," said Robyn Kolb, Macomb program coordinator for health technology programs. "Additionally it is one of the fastest-growing careers in the U.S. due to the number of medical tests, treatments and procedures that will be increasingly scrutinized by third-party payers, regulators, courts and consumers."

SHOOTING FOR THE STARS

Macomb Community College's Media and Communications Arts program has taken its students as close to the creative edge as technology and imagination allow — and as far as a distant galaxy.

Matt Busch is a case in point. He earned an associate's degree from Macomb in 1993, followed by a bachelor of fine arts degree in illustration from the Art Center College of Design in Pasadena, Calif. He returned to Macomb as an instructor six years ago after finding success as a freelance illustrator.

Busch has been an official Star Wars artist for several years. His work on the upcoming movie, "Star Wars: Episode III — Revenge of the Sith," slated for release this spring, consisted of designing limited edition trading cards and posters. He also has created storyboards for several movies and television shows and, most recently, was contracted to design T-shirts for bands and performers such as Poison, Alice Cooper, Ozzy Osbourne, Motley Crue, Black Sabbath and Jessica Simpson.

Although his career as an illustrator remains a constant, his first priority is the students he teaches at Macomb.

"I have taught at CCS and the Columbus Institute of Design, but I like teaching at Macomb the best," said Busch. "I had such a wonderful experience here as a student, to now have the opportunity to work side by side with my mentors is just great."

Students in Macomb's Media and Communications Arts program can pursue an associate of applied science degree in one of six specialty areas: art for advertising, photography and digital imaging, digital design and layout, Web page design, digital video production, and digital art and animation. Students complete a core of courses that provides them with a foundation of both traditional and digital skills on which they can build a career, including those in rendering, figure illustration, advertising art and digital layout. In addition to learning how to work with the latest technology, students in Macomb's Media and Communications Arts program also learn how to work with each other.

Also incorporated into all of the courses is the professional insight of faculty members who, like Busch, continue to work in the field. For students like Sarah Wilkinson, a second-year student from Clinton Township, that expertise has made all the difference.

"There are some amazing teachers



Matt Busch, of Macomb's Media and Communications Arts faculty, and student Sarah Wilkinson with the Star Wars poster she designed to promote the upcoming feature film: "Star Wars: Episode III — Revenge of the Sith." Both Busch and Wilkinson are official Star Wars artists and pay royalties to Lucas Films on the products that they design and sell.

in this program," said Wilkinson, who at 21 is already well on her way to her dream career as a professional illustrator. "It's great knowing you are being taught by someone in the business."

Encouraged by Busch, Wilkinson submitted a poster design to Lucas Films for consideration and has recently received the designation of official Star Wars artist, authorizing her

to design and sell limited addition trading cards and a poster. Like Busch, she, too, is in the interesting position of paying royalties to George Lucas. Wilkinson will be the next artist to have her poster featured on Lucas Films Web site: starwars.com. In addition, one of her illustrations was accepted and will appear in an upcoming anthology of work by Edgar Allan Poe. And although Busch defers all cred-

it to Wilkinson's talent, his own experiences as a freelance illustrator most certainly helped.

"In L.A., I had teachers with master's degrees and Ph.D.s, and, when I asked them how much I should charge for designing a book cover, their point of reference was Michelangelo and the Sistine Chapel," said Busch. "If students ask me a question like that, I think I have a better answer."

Services strive to ensure college success

While the transition from high school to college can be challenging, when students step onto Macomb's campuses for the first time, they can be confident that the programs, resources and assistance necessary for a successful college experience are readily available.

Both South and Center campuses have learning centers that offer programs and services designed to sup-

port student success at Macomb. Along with a series of seminars that offer students specific strategies for common problem areas in college, the centers also provide students with access to computers for doing homework and resources to assist in effectively studying for courses. These resources include materials that may be used in class but are typically unavailable to students, such as skeletons, microscopes, videos

and support books.

Additionally, tutoring — individual or group — is available, and staff members can facilitate the initiation of informal study groups. Tutoring is free, and students can just drop in. Staff members will even try to locate a tutor for a student who needs assistance in a subject not covered by existing tutoring services.

Next Week's CTE Page will feature Lake Shore

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For more information about CTE or to share your thoughts about the "Making the Connection" series, contact Karen Johnston at 586/228-3469 or email kjohnston@misd.net

MCTEAA
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