



April 4, 2014

MSCC Hosts Annual Counselor Appreciation Day

Representatives of 12 Crittenden and Shelby county schools and youth organizations learned about life-changing educational opportunities while participating in Counselor Appreciation Day at Mid-South Community College on April 2.

Participants heard from MSCC's Digital Media and Hospitality Management program leaders and learned about additional cutting-edge educational opportunities, including the Professional Pilot training program. Upper Limit Aviation, which works with MSCC to provide helicopter and airplane pilot instruction, landed one of its "choppers" on the Mid-South campus so counselors could get a closer look.

"I think it was a great event," said MSCC Recruiter Paula Bingham who organized the day's activities. "This is our way of telling the counselors how much we appreciate them for allowing us to go into their schools and have access to their students.



“Counselors are so important. They motivate and encourage students and let them know that college is a great possibility.”

MSCC instructors Anwar Jamison (Digital Media) and Claudine Cooper (Hospitality Management) spoke about their programs, and Joseph Fox, a recruiter for Upper Limit Aviation, talked about the pilot training opportunities.

“The counselors received a plethora of knowledge about our new programs, and I think we gave them many good reasons to encourage their students to give us serious consideration,” Bingham said.

“I hope that counselors from West Memphis, Marion and Earle can continue to promote our concurrent programs, particularly in the technical field. I also hope to receive more emails asking for campus tours from the career and technical school counselors that were here. Our partnership with them is invaluable because they offer programs similar to ours.”

Participants came from West Memphis, Marion, Earle and West Memphis Christian high schools in Arkansas; Kingsbury and Mitchell high schools in Memphis; Southwest and Trezevant Career and Tech Centers of Memphis; and Girls Inc., Boys and Girls Club Technical Center, Job Corps, and Neighborhood Christian Centers, all of Memphis.

“Representatives from Girls Inc., Neighborhood Christian Centers, and Job Corps are instrumental in our efforts to motivate nontraditional students to take advantage of



our industry-relevant training opportunities,” Bingham said. “A lot of their students prefer certificate programs so they can obtain a skill and go straight into the work market.”

Tiffanie Greer, counselor at the Girls & Boys Technical Center of Memphis, described the event as “lovely” and “informative.”

“I appreciate the invite and envision us extending our partnership, and I’m thinking we might even think of creative collaborative strategies for the very near future,” Greer said.

For information about strategically-selected, employment-relevant instructional programs at MSCC, visit the college at 2000 West Broadway in West Memphis, call (870) 733-6728, email admissions@midsouthcc.edu, or see the website at www.midsouthcc.edu.