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Enhancing WMU Student Services through Extended University Programs

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Enhancing WMU Student Services  
through Extended University Programs  
Betty D. Dennis, Ph.D.  
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Introduction

Western Michigan University (WMU) is represented at six locations throughout the state of Michigan through its Extended University Programs (EUP). Three of these regional sites are housed in university centers on three community college campuses, Lansing, Muskegon and Traverse City.

Today, like other colleges and universities in the state, WMU is challenged by limited resources while trying to serve current students and increase new students. WMU is committed to offering the same quality academic programs and student support services throughout its locations. In an effort to maintain and continually improve these resources, EUP will train regional site staff in admissions, academic and career advising.

Cross-training or teaching employees to do the job of other employees, not only provides skill enhancement but, in this case, will be an important element in creating a university center regional site that is a one-stop environment for potential transfer students from the community colleges.

EUP Mission

The mission of Extended University Programs is to provide enhanced access to higher education for a greater constituency than could otherwise attend a central campus. In doing so EUP:

• Facilitates student learning in multiple settings
• Provides a strong link between campus units and students
• Delivers high quality graduate, undergraduate and noncredit programs
• Develops and maintains community partnerships, serving as an effective entrepreneur on behalf of the University
• Collaborates with and supports faculty in course development, program delivery, outreach and scholarship

Purpose of Project

WMU employees are committed individuals with a dedication to all of its students. The purpose of cross-training staff is to streamline the transfer process and use staff more efficiently. Cross-training will also:

1) Establish WMU regional site as the primary contact for transfer students in Lansing, Muskegon, and Traverse City regions.
2) Empower regional site staff as experts in transfer recruitment and retention.
3) Increase WMU presence at Lansing, Muskegon, and Northwestern Michigan community colleges.
4) Increase knowledge and understanding of both regional site academic programs and main campus services.
5) Promote a sense of ONE University.

 Desired Outcomes

1) Use University personnel more efficiently
2) Provide increased customer service for transfer students
3) Enhance institutional effectiveness

WMU - Lansing

First Tasks

1) Work in conjunction with Office of Admissions to create training program.
2) Visits to university center sites
3) Gather regional staff input
4) Training process flowchart

WMU - Traverse City

Future Goals

1) Increase number of transfer students
2) Build better relationships with WMU and community college staff
3) Build 2+2 programs at regional sites
4) Deliver General Studies program at each site
5) Create an assessment tool

Assessing Student Learning Outcomes

As a result of utilizing WMU regional sites, prospective transfer students will be able to:

• Understand the process to transfer to WMU
• Identify WMU majors
• Know the appropriate contact for WMU main campus resources
• Be proactive in seeking out WMU regional site staff for any questions related to WMU

Articles on Cross-Training Staff


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Community College Enrollment

Fall Enrollment from Community College

2006 2007 2008 2009