A qualitative assessment of non-traditional graduate student cohort experiences at a WMU regional location

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Convenience

Name recognition

Have multiple coworkers in program

Most respondents indicated they had heard about the academic program offered at a WMU regional location during the fall 2009 program cohort. Respondents were asked in one of two surveys from an academic program about the fall 2010 cohort. Almost all respondents were members of the cohort. All respondents were also asked if they would return to WMU in the fall 2010 cohort.

A letter less than ten respondents work in more than one location or represent more than one institution. Some students have not seen the academic program at WMU. The majority of respondents live and work in the city of the regional location that they indicated hearing about the academic program at the regional location. Respondents indicated that they would be interested in taking the same or similar courses at WMU.

Exploring meal options for students at regional locations.

Discontinue cohort model for course registration; allow students in the program to register for a course at the regional location that they indicated hearing about the academic program at the regional location. This would allow students to have more opportunities to complete courses that meet their needs, and be more competitive in the job market.

Summary

Students not living near WMU's main campus wanted books delivered to their homes. Books could be delivered to their homes because their employer's tuition reimbursement program does not cover the full cost of the program. There was a significant amount of competitive shopping of institutions. The majority of respondents indicated that the academic program offered at a WMU regional location during the fall 2009 program cohort was not what they expected.

Lack of clear direction for which courses students were able to take or should take. Lack of information from the academic program coordinator. Lack of information from the academic program about the fall 2009 cohort.

Some respondents indicated that they were very satisfied with the registration process, while others indicated that the process was not as effective as they had hoped.

Recommendations

•加大宣传力度，增加该项目的知名度，特别是对于已经在该地区工作的学生和员工。
•建立一个明确的课程选择和注册流程，以确保学生能够按照自己的需求选择课程。
•确保所选课程能在WMU的其他校区提供，以便学生就近学习。

Student Experience

The majority of respondents from both cohorts reported having high expectations of the academic program, including the academic program coordinator and the academic program at WMU. The majority of respondents were satisfied with the academic program, especially in terms of the academic program coordinator and the academic program at WMU. Most respondents indicated that they would return to WMU in the fall 2010 cohort.

Pros for operating the non-traditional graduate program at a WMU regional location:

• Potential for increased revenue, with more students interested in the program.
• Increased flexibility for students, with the ability to work while completing the program.
• Potential for increased satisfaction, with more students satisfied with the academic program.

Cons for operating the non-traditional graduate program at a WMU regional location:

• Potential for decreased revenue, with fewer students enrolled in the program.
• Increased complexity of the registration process, with more students needing assistance.
• Potential for decreased satisfaction, with some students dissatisfied with the academic program.

Recommendations

• Increase the number of courses offered at a WMU regional location, to increase the number of students interested in the program.
• Improve the registration process, to make it more efficient and user-friendly.
• Provide more support for students, including more opportunities for academic advising.