Enhancing WMU Student Services through Extended University Programs

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WMU ScholarWorks Citation
Dennis, Betty D., "Enhancing WMU Student Services through Extended University Programs" (2010). Academic Leadership Academy. 9,
https://scholarworks.wmich.edu/acad_leadership/9
Enhancing WMU Student Services through Extended University Programs
Betty D. Dennis, Ph.D.
Academic Leadership Academy 2009-2010

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.

WMU - Lansing
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

First Tasks
WMU – Traverse City
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

Future Goals
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

Assessing Student Learning Outcomes
Articles on Cross-Training Staff

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

Desired Outcomes
1) Gather regional staff input
2) Training process flowchart

WMU – Muskegon
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

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
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