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Dear Colleagues,

I want to encourage you to take part in the Brand Ambassador Program, an informative professional development opportunity that I completed and found to be extremely valuable.

Using a series of three workshops, your fellow colleagues will enhance your understanding of the institution, make clear the WMU brand and improve your ability to represent WMU in your daily life.

Though I have been part of the WMU community for almost 10 years, I left the series more informed about the institution’s history and brand, and better-equipped to represent the University.

The workshops are designed to equip you with the skills and knowledge to communicate confidently about WMU to everyone you encounter. WMU is a learner-centered institution, which certainly includes students, but all of us are learners.

How do you officially become a WMU brand ambassador? Complete three, three-hour workshops and join the nearly 100 WMU faculty and staff members who have been certified in the past year. The workshops cover “Understanding the WMU Identity,” “Understanding WMU Audiences and Ways to Communicate With Them,” and “WMU Communication Guidelines and Standards.”

Your role as an employee makes your influence powerful and that is why I hope you will consider joining me as a brand ambassador.

Using your Bronco NetID, register for the workshops at wmic.edu/behindthew. For more information about the program, contact Donna Marks at donna.marks@wmich.edu or (269) 387-2072.

Dr. Tim Greene,
Provost and vice president for academic affairs
WMU brand ambassador
WMU’s Assessment of Student Learning Handbook is a model for other higher education institutions to follow, according to a national expert on assessment.

Dr. Megan Moore Gardner of the University of Akron cited the WMU handbook during her Jan. 29 presentation titled "Assessment: Accountability, Transparency and Closing the Loop." The webinar was produced by Paper Clip Communications.

Moore Gardner is a consultant on assessment of student learning and has published several books on the topic. Her presentation pointed to sections in the WMU assessment handbook describing assessment tools, technology, programs and assistance as well as contacts and campus committees.

View the handbook on the Office of Assessment and Undergraduate Studies Web page at wmic.edu/assessment. Higher education professionals across the country are being encouraged to use it in their assessment efforts.

For questions or feedback regarding the handbook or assessment in general, contact Dr. Dave Reinhold at david.reinhold@wmich.edu or (269) 387-4564.