

University Center for Extended Learning & FSU-GR
Unit Action Plans
2007-2008

Successes for 2007

Instructional Sites and Online Services

- Grand Rapids office has hired a Financial Aid counselor (Kevin Singer). Financial Aid services have improved financial aid consortium form processing.
- Attendance at Student Orientation up 14%.
- Successful launch of Lansing office with excellent student interest.
- As a whole, off-campus operations for 2006-2007 grew by 13.7% over the previous academic year. Summer-Fall-Spring (2007-2008) growth is 14.7%.
- Initiated automobile iPod-like magnet marketing campaign in Grand Rapids. Received tremendous inquiry response.
- Significant progress has been made in combining marketing materials. Created a look that unifies all print materials for statewide locations. Created first College Of Professional Studies catalog/admissions publication to feature all 58 of our programs and all major locations.
- Realignment of staff roles in the University Center for Extended Learning and FSU-GR including Marketing Research and Career Services.
- Implemented university-wide process to evaluate market
- Launched Digital Media Software Engineering.
- Launched Information Security and Intelligence.
- Creation of Career Services position (Judy Elsey) serving all College Of Professional Studies locations.
- Continued improvement of the admission and registration process for online and off-campus students including:
 - partnering with Big Rapids Admission department liaison, Leigh Ann Theunick
 - reduction of course permits or restrictions to simplify registration
 - implementation of an electronic program change form
- Management of Bachelor's Degree in Business moved to FSU in Great Lakes Maritime Academy.
- Worked with all partner colleges to have 16 faculty and staff from both Grand Rapids and Big Rapids represent Ferris at the GRCC Transfer Fair and 31 Big Rapids and Grand Rapids representatives at our fall open house, attracting 400 attendees.

Center for Professional Development

- Initiated a marketing plan that contributed \$15,000 in revenue for the National Council for Workforce Education (NCWE), an organization managed by University Center for Extended Learning and FSU-GR.
- NCWE hosted the largest conference they have experienced with over 450 attendees.

University Center for Extended Learning & FSU-GR
Unit Action Plans
2007-2008

Goals for 2008

Administration

- Develop and convey a stable financial model which allows University Center for Extended Learning and FSU-GR to plan and implement new ventures for growth.
- Provide or expand space at the NMC, Delta and Grand Rapids sites.
- Develop and complete a plan to improve community college partner relationships.
- Continued realignment of staff roles to grow College effectiveness.

Student Services

- Develop a complete program of online instructional services. The program will include course schedule and rotation, student registration, and instructional support services.
- Develop a computer network based student communication plan allowing the University Center for Extended Learning to communicate with students from initial contact through graduation.
- Design and implement a division-wide information system providing real time administrative data for student services.
- Create and implement a retention measurement system for the University Center for Extended Learning and FSU-GR students and a subsequent retention improvement plan.

Major Gifts

- Employ an alumni relations plan for the University Center for Extended Learning and FSU-GR sites.
- Grow the number of major gifts for University Center for Extended Learning and FSU-GR scholarships and infrastructure.

Diversity

- Improve student diversity at all University Center for Extended Learning and FSU-GR sites.
- Improve employee diversity at all University Center for Extended Learning and FSU-GR sites.
- Build an environment in the University Center for Extended Learning and FSU-GR that nourishes diversity.

Curriculum and Instruction

- Increase online/mixed-delivery course offerings.
- Grow international relationships with educational institutions in Australia and elsewhere to create a student/faculty exchange program.
- Adapt two Big Rapids based majors to the University Center for Extended Learning and FSU-GR market.
- Explore at least three new majors for development through the University Center for Extended Learning and FSU-GR.
- Continue to develop articulation agreements with Community Colleges.
- Enhance the academic program assessment process.

Marketing Research

- Complete a review of all current off-campus locations to assess profitability.

- Expand and hasten the process for the discovery and potential development of new degree programming.

Study Away

- Provide Study Away information to inquiring and incoming students at Ferris State University.
- Promote Study Away opportunities to all University Center for Extended Learning and FSU-GR sites.

Marketing and Promotion

- Expand advertising and promotion to all University Center for Extended Learning and FSU-GR sites.
- Expand internet based degree program advertising.
- Expand guerilla marketing campaign to various University Center for Extended Learning and FSU-GR sites.

Camps and Conferences

- Provide coordination for the Great Lakes Electric Meter-Reading School (GLEMS).
- Organize the Structured Learning Assessment symposium conference services and help make SLA an annual event.
- Increase marketing and promotion efforts for camps and conferences.
- Secure a new registration system that is better geared toward marketing, e-mails and member/event management vs. our current course/class geared system.
- Obtain new contracts in regards to conferences or organizational services such as memberships.