



CMU
CENTRAL MICHIGAN
UNIVERSITY

ProfEd Annual Report

2008-2009



Quality, care and commitment



Dear CMU Community

As I look forward to my third anniversary with the CMU team, I remain proud, excited, and challenged. I'm proud that I was invited to join such a dedicated team of professionals whose number one goal is to increase student learning opportunities. I remain excited about all we have accomplished in addressing our main slogan of "Making it all easy but the learning." The reasons I am challenged, however, are not at all the same as they were two years or even one year ago. Two years ago the challenges were focused on aligning resources within ProfEd and understanding our mission. Last year the challenge was stabilizing enrollments and growing new programs. I am happy to say these challenges have been addressed. Though we all knew the U.S. and certainly Michigan's economies were facing tough times, I suspect most of us could not imagine the incredible decline that would occur over the last year. The strong footing we have developed within ProfEd established the foundation to get through last year with conservative expenditures and by hitting enrollment targets, all while maintaining, and in fact building upon, the high levels of service our students and faculty expect. The challenges we faced last year and those for the future are more focused than ever on increasing access to quality education and driving the academic success of our students.

HOWARD WITT, M.S.

Teaches undergraduate math and statistics in Detroit area

"It's a challenge teaching adult students because they have so much going on in their lives. They have jobs, kids, parents – they're sandwich people. But it's very rewarding too when you see the satisfaction they get from it. I had one woman who came back to school to motivate her granddaughter to go to college. It's gratifying to help multiple generations."

The number one question we have heard from students this past year is, "How do I...?" How do I make myself more competitive? How do I keep my job? How do I train for a new career? How do I pay for my degree? The number one question we within ProfEd have been asking ourselves is the mirror question – "How do we...?" How do we make sure our students stand out? How do we make sure our programs are what employers are after? How do we make sure our courses contain the academic rigor to make our graduates desirable upon graduation and well into the future? How do we keep our programs affordable? And the list goes on. As a state university, we see it as our responsibility to address these questions and make sure we are a key part of the economic solution.



At CMU, we boast that we are one university, delivering the same high quality degrees to all our students, regardless of where and how they attend our programs. Our off-campus and online students benefit from learning from academic practitioners as well as full-time scholars. Over the last two years we have worked with the university's faculty development division (FaCIT) to co-produce a conference that brings many of these faculty members together to enhance teaching



effectiveness. This year we added another dimension and had the off-campus academic practitioners meet in Mount Pleasant with their full-time colleagues from the same academic department. Investing in these relationships provides feedback loops for all program faculty to understand and strengthen our academic programs. As a result, the programs we deliver to our students remain relevant and rigorous – even as the economy around us changes dramatically.

Along the same lines, we have spent much of the past year reconnecting with our alumni and the employers of our graduates to increase our understanding of the longitudinal effectiveness of our programs. We know our academic requirements are frequently more than those of other institutions. Although we understand that these requirements can be difficult for our busy students who are often working, raising children, taking care of parents, and more, the feedback we get from alums and employers is that our students are the best. They come in prepared, and they grow with the challenges and opportunities of their jobs.

While we do not make apologies for, and indeed are quite proud of, the rigor and requirements of

Quality, care and commitment

our degrees, we do work around the clock on providing top-notch customer service – keeping it all easy but the learning. This year we improved our student accounting services, expedited financial aid packaging, added a third party payment option, created a textbook scholarship program, established a new Parent Tuition Rate for parents of current CMU students, and much more. We have done our homework, we have laid the foundation, we are ready, and never has it been more important for us to make good on our promise of quality, care, and commitment to our students and faculty.

2

A handwritten signature in black ink, appearing to read 'Merodie Hancock'.

*Merodie A. Hancock, Ph.D.
Vice President/Executive Director
ProfEd*



Service to Students & Faculty

As I complete my second year as ProfEd's Associate Vice President-Academic Programs, I recall how I concluded my contribution to last year's Annual Report by stating, "I am looking forward to our continued success in partnering to further enhance our existing off-campus offerings and to working on the development of new high quality educational opportunities for adult learners." I am delighted to say that over the last year we have indeed been successful in continuing to build our off-campus credit and non-credit offerings. Not only have we been able to expand our existing programs in new locations and enhance our online offerings, but we have also started the process of developing a number of new programs to be offered to our students within the next year. Our success is based on a solid foundation of collaboration and cooperation between ProfEd and all the university's academic colleges. I am genuinely excited by the educational opportunities that lie ahead for our students in pursuit of high quality educational programs that can better prepare them for rewarding personal and professional lives in a changing economic environment.

SHELLY BOARDMAN, Ed.D.

Teaches MA in Education in Atlanta area

"All my students bring different learning experiences and different backgrounds to the classroom. I have some students who are 21, and my oldest student was 81. This person had lived through educational experiences I had never known. The other students greatly respected her. I try to encourage students to share and constantly provide opportunities so that, regardless of their life experience, they can all be successful."

In conjunction with enhancing our existing programs and working hard to add to our portfolio of off-campus and online credit and non-credit offerings, we have also spent a considerable amount of time and effort over the past year focusing on the high levels of service our students and faculty expect from us in order to be successful. For our faculty we have provided an enhanced orientation to the CMU resources available to them to be prepared for, and successful in, their face-to-face or online "classroom" and have more clearly articulated our expectations for their performance. Similarly, we have redesigned and enhanced our Faculty Peer Support program and engaged in numerous online interactive training sessions. Finally, as mentioned by Dr. Hancock, this year we co-produced and co-sponsored with FaCIT the conference on "Teaching, Learning and Civic Engagement" that brought over 60 off-campus faculty together on CMU's main campus to enhance their teaching effectiveness through presentations, discussions, meetings with on-campus departments, and key note addresses by nationally recognized speakers. We are committed to providing our faculty the opportunity to become more embedded into the fabric of the CMU family.





We are driving student success and following our main slogan of “Making it all easy but the learning” by developing more robust mechanisms and processes through which we can access and evaluate student learning outcomes to ensure we provide the services necessary for our students to be successful in their academic program of study. In addition, we have implemented a student retention program where students who have completed the majority of their course work but who have not enrolled in courses for a year are personally contacted. Through this initiative we have encouraged students to reenroll in their degree program to complete their degrees. This initiative has been successful in reengaging and retaining students. Similarly, we have initiated a process for determining student success in our online programs to facilitate advanced training for our faculty in best practices in online instruction.

Through our two pillars of academic excellence – developing innovative high quality academic programs in accessible delivery formats and driving student success through support for faculty and students – we continue to enhance our reputation as the institution of choice for working adults seeking to enhance their educational qualifications and career opportunities. Our success is based on a foundation of collaboration, cooperation, and a drive for excellence.

Pete Ross, Ph.D.
Associate Vice President-Academic Programs
ProfEd

Table of Contents

Letter from the Vice President/Executive Director	1
Letter from the Associate Vice President-Academic Programs	3
A History of Service	5
CMU Online: Innovation and Service	7
A Global Footprint.....	9
Student Success – a Long-Term Commitment	11
Fiscal Responsibility	13
Innovative Programs	15
Looking Forward.....	17
ProfEd Collage.....	18

Central Michigan University

has its roots in a small office building at the corner of Main and Michigan Streets in downtown Mt. Pleasant. In 1892, the first class of 31 students attended Central Michigan Normal School and Business Institute in second floor rooms above that local office. Today, CMU's branches have spread to include 20,246 students enrolled at the Mount Pleasant Campus and more than 7,100 enrolled at over 60 ProfEd locations and/or online.¹

In those 117 years, CMU has always embraced the idea of service to our students. When we saw a need, we filled it. When students couldn't come to main campus, CMU found a way to bring quality programs to them in new and exciting formats that have grown and changed with our student population. As technology has spread to all areas of our lives, CMU has made it a vital and growing part of our teaching methods.

1. http://www.cmich.edu/Why_CMU/Quick_Facts.htm
August 5, 2009.



CMU's Academic Senate votes to create the Institute for Personal and Career Development (IPCD) to coordinate and administer CMU's off-campus degree delivery programs.

1971

The Development Experience Evaluation Team, the precursor to today's Prior Learning Team, is created to grant credit for life/work experience.

1974

Eleven new concentrations are added to the graduate and undergraduate curricula.

1978

The School of Continuing Education and Community Services becomes the School of Extended Learning (SEL) and shifts primary emphasis to degree programs coordinated by IPCD.

1982

CMU receives a Program Excellence Award from the Military and Veteran's Affairs division of the National University Continuing Education Association.

1984

The School of Extended Learning is reorganized and renamed the College of Extended Learning (CEL) now offering degree programs, credit courses, and educational and professional development programs.

1989

Institute for Personal & Career Development (IPCD)

School of Extended Learning

1972

The first programs begin in Washington D.C.; Wurtsmith AFB, Kincheloe AFB, and Troy in Michigan; Columbus, Dayton and Wright Patterson AFB in Ohio; and in Honolulu. Eight people are employed by IPCD.

1977

The first off-campus librarian is located at Wright Patterson AFB.

1980

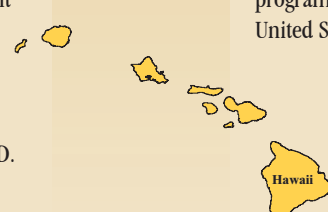
The American Association of State Colleges and Universities cites IPCD as one of the 10 top-rated innovative programs in the United States.

1983

SEL sets an admissions record with 4,119 students admitted.

1987

Off-Campus Library Services receives the NUCEA Regional IV Student Services Award for Excellence.



A History

Leadership

1972-1993	Dr. John Yantis, Dean
1994-2000	Dr. Delbert Ringquist, Dean
2000-2001	Dr. Gary Peer, Interim Dean
2001-2004	Dr. Marcia Bankirer, Vice President/Executive Director
2004-2006	Dr. Terry Rawls, Interim Vice President/Executive Director
2006-2006	Dr. Catherine Riordan, Interim Vice President/Executive Director
2006-2006	Dan Stephens, Acting Vice President/Executive Director
2007-present	Dr. Merodie Hancock, Vice President/Executive Director



The first cohort in a non-English speaking country begins in Guadalajara, Mexico.

CEL offers its first Internet courses.

1991



Our 25th Anniversary!

1996



CEL is relocated to our current location at 802 Industrial Dr. The temporary move after the fire has been our home for the past 10 years.

1999

CEL renamed ProfEd. Center for Instructional Design (CID) is created to advocate for online teaching and learning and develop online courses. The New Student Services call-in center opens with enrollment specialists to answer inquiries from potential students.

2004



SAP-CM (a student life cycle management system) goes live in July. ProfEd joins with Gatlin Education Services to offer online education programs for workforce skills.

2006



For two years in a row, CMU is recognized as a military friendly school by *Military Advanced Education* magazine.

2007-08

Online enrollments reach an all time high at 13,997.

2009

Learning (SEL) College of Extended Learning (CEL) ProfEd/Off-Campus Programs

1990

CEL graduates its 25,000th student. Telecourses for some undergraduate programs are broadcast on CMU's Public Broadcasting Network. The District Designed Professional Development (DDPD) model brings certificate renewal credit for customized professional development programs using local resource experts and practitioners.

1993

CEL reorganizes and takes major steps to further integrate off-campus programs with their on-campus counterparts to enhance and strengthen off-campus programming.

1995

Major renovation and expansion of offices in Metro Detroit area completed. Interactive television courses are offered to students on campus and in the Metro Detroit area.



1998

The CEL fire in Rowe Hall.

2002

CEL starts using Blackboard in off-campus programs.



2005

Grand Opening of the new Troy Center. Program Plan system implemented for undergraduate and graduate programs.

2007

ProfEd joins with Texas Instruments to establish a higher education credit partnership for site-based and online training for educators.



2008

Online MBA and the Master of Arts degree in Educational Leadership with a Charter Schools Leadership emphasis are launched. ProfEd's Mount Pleasant location is completely remodeled.

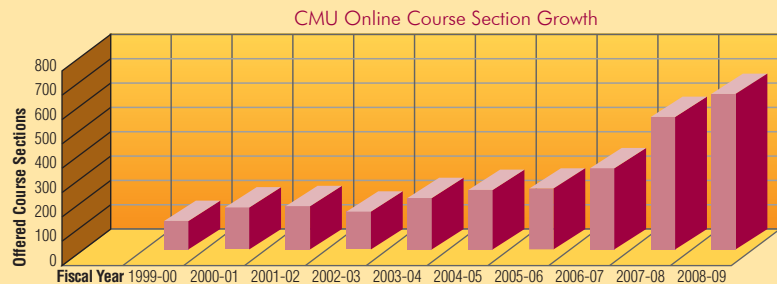
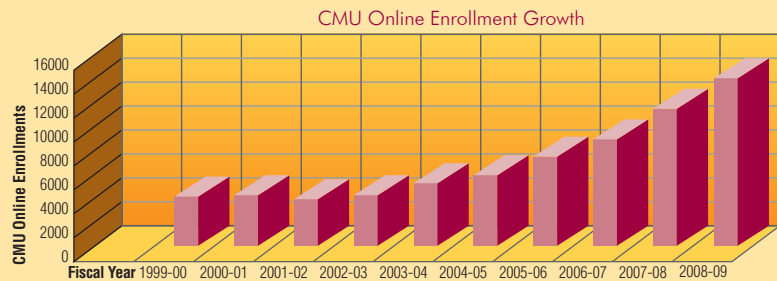
of Service

CMU
CENTRAL MICHIGAN
UNIVERSITY



Innovation & Service – CMU Online

This was a busy year for CMU Online. Not only have we enhanced our current online offerings, but thanks to continued support by colleges and departments across the university, we have also added new courses and new programs to our online lineup. As a result, CMU Online enrollments reached an all-time high this year.



MARILYN E HARRIS, Ph.D.

Teaches MSA online and in Detroit area

“Online learning presents a real opportunity for faculty and student interaction. Faculty can give very concrete and specific feedback that is often missed in the face-to-face interaction of the classroom. Each student or faculty member has the opportunity to be very specific when you write it out. It’s a very direct and focused interaction. The real value and payoff is in how you speed up learning because you deal with the problems and conflicts as they occur. They don’t fester and block or slow learning.”



New programs

Several new online programs were started this year, and all saw considerable success.

The online **Master of Business Administration with a concentration in the Value-Driven Organization** began with two cohorts and 29

students. Adding the VDO emphasis to our successful SAP emphasis, we now have online MBA students in Arizona, California, Florida, Georgia, Illinois, Indiana, Kentucky, Michigan, South Carolina, Texas, Virginia and Washington. We even have an SAP Graduate Certificate student in England.

Our new online version of the **Master of Arts degree in Educational Technology** started its first cohort this academic year. Formerly taught in a hybrid format where students attended both face-to-face and online classes, the new format allows educators to experience the complete online environment from both the student’s and teacher’s perspective.

In May 2009, the **International Administration concentration of the Master of Science in Administration degree** became available completely online. This concentration was previously offered face-to-face at a very limited number of our ProfEd centers. Now there has been renewed interest in the concentration as it has become more widely accessible to our students.

New services for online students

One of the challenges facing CMU Online is increasing contact between staff members and our online students. Our online faculty do an excellent job of staying in touch with their students, but often questions arise that involve more administrative than academic problems. In December of 2008, CMU Online launched the nationwide Service Center concept for all of our online students.

Each student in an online program is now assigned to a staff member at the closest CMU center. Across the U.S. this is done by state; in Michigan it is done by zip code. Each online student then has a single staff member who will follow him or her throughout the program, answering questions about financial aid, enrollment, drop/adds, graduation procedures and alumni organizations.

This year ProfEd also introduced the Blackboard Early Warning System to ensure enrolled online students are making progress in their courses. If a student doesn't log in to a course, an e-mail is sent at the end of the first week and a phone call made at the end of the second week. With this new system, any problems can be addressed quickly, before more serious problems arise.



HOSEP TOROSSIAN, Ed.D.

Teaches the online MA degree in Educational Leadership, Charter Schools Leadership emphasis

"There are key differences between teaching face-to-face and online, and having taught both, I can assert that online teaching can be as productive as the traditional approach. Adult learners prefer the flexibility that online courses provide. To students who juggle work, family, and school, our online program offers a choice, and that is exactly what charter schools are all about, choice and accountability. I'm happy to be a part of training the charter school leaders of tomorrow."

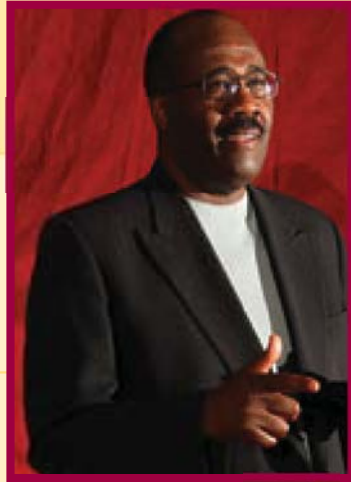
New technologies and tech support

- Adoption of a single plagiarism detection/prevention solution (SafeAssign) to streamline support procedures, simplify the process for faculty and students, and provide cost effectiveness.
- Redesign of the online preview course to offer prospective students an opportunity to access web-based content and experience the online learning environment.
- Development of the best practices showcase for online learning www.cel.cmich.edu/onlinelearning where faculty members discuss and share online teaching techniques they have found successful.
- Addition of new front-end servers and a state-of-the-art database server to improve performance and user experience.

A GLOBAL FOOTPRINT

2008-2009 Centers:

1. CA: Camp Pendleton Center
2. GA: Atlanta Metro Center
3. GA: DeKalb Center
4. GA: Fort Gordon Center
5. GA: Fort McPherson Center
6. HI: Hickam AFB Center
7. HI: Schofield Center
8. HI: Tripler Army Medical Center
9. KS: Fort Leavenworth Center
10. KS: Fort Riley Center
11. LA: Fort Polk Center
12. MD: Aberdeen Proving Ground Center
13. MD: Andrews AFB Center
14. MD: Fort Meade Center
15. MI: Auburn Hills Center
16. MI: Clinton Township Center
17. MI: Dearborn Center
18. MI: East Lansing Center
19. MI: Flint Center
20. MI: Grand Rapids Center
21. MI: Livonia Center
22. MI: Saginaw Center
23. MI: Southfield Center
24. MI: Traverse City Center
25. MI: Troy Center
26. MI: Warren Center
27. NC: Seymour Johnson AFB Center
28. ND: Grand Forks AFB Center
29. ND: Minot AFB Center
30. NE: Offutt AFB Center
31. NJ: McGuire AFB Center
32. NY: Fort Hamilton Center
33. OH: Columbus Center
34. OH: Wright Patterson AFB Center
35. VA: Fort Belvoir Center
36. VA: Fort Myer Center
37. VA: Pentagon Center
38. VA: Richmond Center



RICK SYKES, M.A.

Teaches on main campus, acts as mentor to off-campus faculty

"I'm a mentor to new off-campus faculty. I often start by asking about the class they are teaching and the background of the students. If they understand who they are working with, then they'll say, 'I'll do some lecturing, maybe some in-class projects, possibly do some role-playing or include some video elements'. If they say that, I'm comfortable they'll be OK. But if they say, 'Well, I have this great lecture' – then I know we have to talk. We talk about pacing – about how you have to change it up – to keep students engaged. Give the class a feeling of movement."

KAY HARRIS, M.A.

Teaches MA in Reading and Literacy in Traverse City

"The Reading Practicum is an absolutely wonderful experience for everyone because you are teaching the graduate students how to assess the children and how to meet their needs. Then they turn around and directly apply what they have learned with the kids. It's perfect career experience."



MARY BOUDREAU, Ph.D.

Teaches MA in Reading and Literacy throughout Michigan

"I had some apprehension about teaching adult learners at first. I went back to get my Ph.D. and thought, I really would like to share some of this experience and passion I have for what I do. I'd like to share it with potential teachers or inexperienced teachers, and I have found this truly rewarding."



RONNIE WILSON, J.D.

Teaches MSA in Atlanta area

"In my role as an advisor, I find the older students are concerned about the idea of going back to school. I try to reduce their fear to manageable levels. My reward is to shake their hand as they cross the stage at graduation. I have students who come in just scared to death. Then I had one come in with an Excel spreadsheet. She knew what she wanted and even knew when the classes were offered. It takes both kinds. I enjoy them all."





RALPH DAVIS, Ph.D.

Teaches MA degree in Humanities in Detroit area

"I taught undergraduates for almost 40 years. With the adult students it's a much richer experience. They have seen things. They have opinions. They're very keen on picking up things in terms of teaching and how I introduce a subject. There often follows this very nice 'nuts and bolts' exchange about teaching strategies."



ANGELA BURSE, Ed.D.

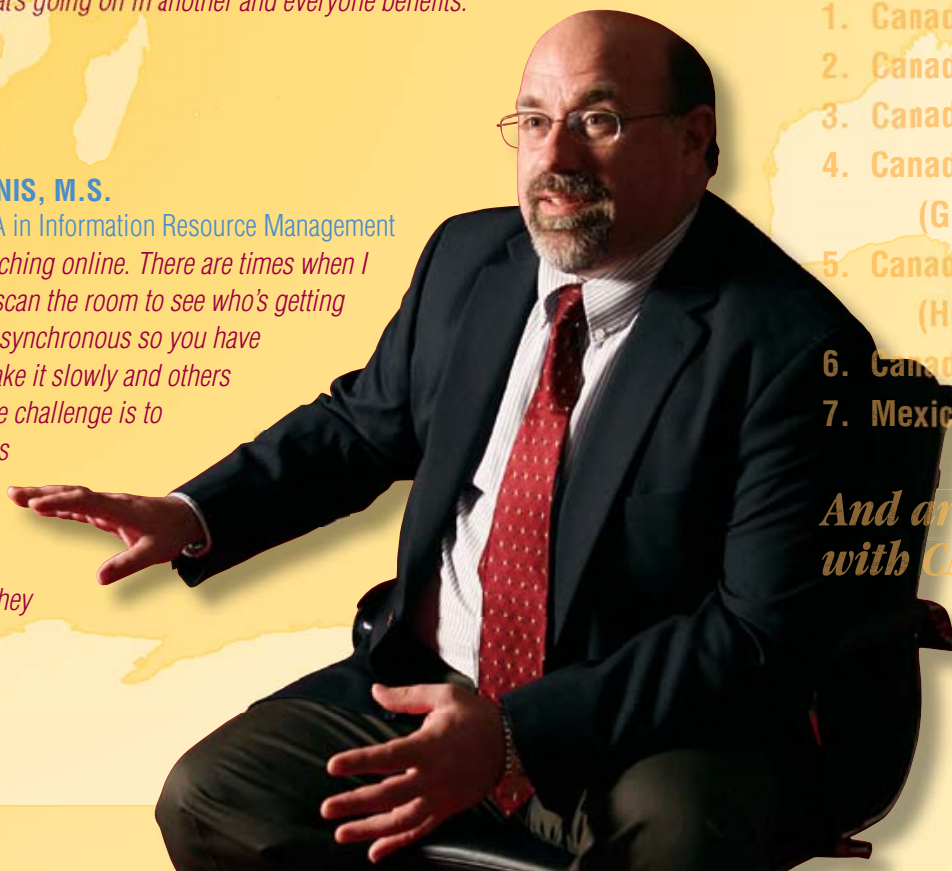
Teaches MA degree in Education in Atlanta area

"I love working with teachers. They're very animated. Being a teacher myself – that's my day job – my experiences in the classroom transfer to my CMU classroom. The students and I share what's going on in one school system versus what's going on in another and everyone benefits."

THOMAS MCGINNIS, M.S.

Teaches online MSA in Information Resource Management

"It's challenging teaching online. There are times when I miss being able to scan the room to see who's getting it. My courses are asynchronous so you have some people who take it slowly and others who race ahead. The challenge is to keep your responses consistent and keep them relevant to all the students when they come together for questions."



Other locations:

1. GA: Athens
2. GA: Dallas
3. GA: Dalton
4. GA: Douglasville
5. GA: East Point
6. GA: Fayetteville
7. GA: Roswell
8. GA: Snellville
9. GA: Summerville
10. GA: Tucker
11. LA: Shreveport
12. MI: Cadillac Place
13. MI: Petoskey
14. MI: Port Huron
15. MI: Scottville
16. NC: Kinston
17. PA: Defense Supply Center
18. TN: Memphis
19. VA: Maryview Medical Center

International locations:

1. Canada: Barrie
2. Canada: Belleville
3. Canada: Oshawa
4. Canada: Toronto
(George Brown College)
5. Canada: Toronto
(Humber College)
6. Canada: Winnipeg
7. Mexico: Guadalajara

And around the globe with CMU Online



Student Success – a Long Term Commitment

Advisors – a constant throughout the student life cycle

The advisors at ProfEd provide direction, clarification, resources, and personal attention so all of our students can make informed decisions regarding their academic pursuits at both the graduate and undergraduate levels. Advisors are one of the few groups that have a continuous impact on students throughout the student life cycle.

Student Life Cycle Funnel



Graduate – Advisors attend ProfEd graduation receptions, often meeting students for the first time after months of communication.

Alumni – Advisors assisted in the creation and implementation of the new Career Services Web site. They also counsel graduates on continuing education goals and CMU offerings. The academic advisors of ProfEd are dedicated to student success and take pride in responding to all students within 24 hours. Their expertise and knowledge of centralized advising and the unique demands of military students have led to their participation this past year in several important advising venues:

- Army National Guard
- Regional Academic Advisors Conference at Purdue University
- Michigan Academic Advisors Conference

Suspect/Prospect – Advisors speak with prospective students and answer questions on CMU programs, courses, work experience, career goals, policies, procedures, transfer credit, and prior learning credit.

Inquiry/Applicant – Advisors continue one-on-one support of prospective students and attend information and orientation sessions.

Admitted Student – Advisors and students work collaboratively at this stage to create a program plan, review competency requirements where applicable, and discuss course sequencing.

First Time Enrollee/Second Time Enrollee – Advisors work with students to provide encouragement and on-going support as they complete individual program and career goals.

Retained Student – Advisors help with scheduling, registration, and work to eliminate barriers as students move toward graduation.

JOHN ZAPPALA, Ph.D.

Teaches Online MSA

“One of my former students was stationed in Iraq while taking classes. Occasionally, he couldn’t finish an assignment because he had to go on a special mission. I would e-mail back that he shouldn’t worry about my assignment, think about your people and be safe. The major managed to finish the course and later wrote, ‘I want to send you an American flag that we carried in battle. You’ve been so supportive.’ I got this package with a neatly folded American flag and a history of where the flag had been. It was an incredibly moving experience to get this and realize that in some small way, I made a difference.”



Praise from our students:

“Thanks for everything, without you I may not have finished!” Granshawn D.

“Thank you for working with me during your vacation. I have signed up for CPS 603.” Janet D.

“CMU has been a wonderful experience thanks to thoughtful professionals like you!” Debbie M.

“I have worked with several universities and by far you guys have the best customer service.” Andre H.

“I really appreciate your efficiency with all my crazy requests!” Holly Z.

CMU Parent Tuition Rate ProfEd offers tuition break to CMU parents

At ProfEd, we have always thought of our students as well-rounded individuals – not just as students but as parents and working adults with multiple responsibilities and roles. Beginning Fall Term 2009, parents of current CMU students who are enrolled at least half-time and parents of CMU alumni are eligible for the new CMU Parent Tuition Rate. As a thank you for their support of their student and their loyalty to CMU, whenever a CMU parent is accepted to a ProfEd degree program, they will now receive a lower tuition rate for any of our degree programs that do not exceed the traditional program rate.



BEVERLY JONES, Ph.D.
Teaches MSA in Michigan

“The first 15 minutes of each class, we talk about current issues. Here in Michigan, we are all affected by General Motors, Ford and Chrysler. We talk about how it affects them, what it does to the businesses here and all over the world. We have engineers; we have executives making seven figure salaries that no longer have jobs now. We talk about the practical part – what this does to each student and how they problem-solve.”

They came. They saw. They participated. ProfEd MPA students travel to Italy

In late May 2009, eight students in CMU’s Master of Public Administration degree program travelled to Italy to participate in an international conference entitled “Principles and Best Practices of Public Administration in Italy and the United States: The State of the Art.” Accompanied by Dr. Gary Shapiro, then Dean of the College of Humanities and Social and Behavioral Sciences, all the students were from current MPA cohorts in the Metro Detroit area.

in explaining and understanding problems of resource mobilization and allocation in differing cultural and economic contexts.

The conference, hosted at the University of Macerata, was co-organized by Dr. Francesco de Leonardis, Director of the MPA program at UNIMC; Dr. David Jesuit; and Dr. Corrado Cerruti, Professor of Management Sciences at the University of Rome II.

12

Led by Dr. David Jesuit, Associate Professor of Political Science at CMU, one of the objectives of the course was to “understand best practices in public administration with respect to such emerging trends as administrative organization and action; public management; e-government; economic development and policy design.” Students were asked to critically examine the usefulness of theories of public administration





Fiscal Responsibility Leads to Continued Success



Fiscal year 2008-2009 was a year of unusual financial challenges, including a nationwide economic recession, high unemployment, and uncertainties of state funding. This was also the inaugural year for the new CMU

financial model which provides internal financial incentives for academic centers to participate in the development of innovative ProfEd programs.

The financial model changed the way we report our financial activities and interact with the university's academic centers. There was increased collaboration and review of financial and programmatic information with various colleges, as all players learned to work with the new way of allocating revenue and direct instructional expenses.

In this environment, we managed our costs carefully. We are pleased to report that ProfEd exceeded its revenue targets while maintaining costs within our budget. ProfEd's actual revenue was \$42.0 million or 7.5 percent over budget. The strong financial performance allowed ProfEd operations to again meet our contribution to overall campus operation.

The online market now accounts for almost half of our enrollments. To meet this demand, we more than doubled our investment in developing online courses. We plan to continue or increase this investment in the current and future years to ensure we meet growing student and faculty demand for this delivery format.

The economic downturn affected our students by creating a strong need for programs to support keeping or finding jobs, while students' resources for financing their educations have become scarcer. Some of the ways we helped students meet the challenges of financing their educations included:

- Improving our ability to provide timely information about financial aid options.
- Processing financial aid requests quickly.
- Using the main campus financial aid system to package financial aid.
- Providing financial aid to as many students as possible. In 2008-2009, over 50 percent of our students received aid.
- Offering a payment plan that allows students to spread tuition payments over several months.
- Reaching out to and working with students who may be having difficulty meeting their CMU financial obligations.

We are committed to the success of our students and to better serving them. Some of the important enhancements to student services this year included:

- Lease and renovation of space in Grand Rapids, Michigan, for a new center which opened in November 2008.
- A new phone system to direct and manage incoming registration and financial operations phone calls.
- New or upgraded computer labs in five centers.
- More self-service functions.

We are pleased with our accomplishments in 2008-2009, and will continue to strive for a strong financial future in which our programming and student services meet the highest standards.

Patricia A. Davison
Director/Financial Planning & Operations

CANDE TSCHETTER, Ph.D.

Teaches undergraduates in Detroit area

"I'm a student success story myself. I went through the same undergraduate program I'm teaching now, then completed my master's degree at CMU. As an instructor and my master's advisor, Dr. Marilyn Harris became my inspiration to teach. Years later, she agreed to chair my dissertation committee. When I teach, I always remember the ability of one person to affect so many stages of your life and change your thinking and your ability to reinvent yourself. Now I challenge my students to learn, change, and achieve their goals."



Scholarship news

CMU pride

Our ProfEd graduates share a strong belief that their CMU degree was a major factor in their current success. What they learned continues to help them succeed in life. Many of them are dedicated to sharing their success. During the 2008-2009 academic year, 740 alumni and employees contributed to the scholarship program making ProfEd the college with both the highest participation and most increased participation in the 2008 Annual Campaign.

U.S. Armed Forces

Textbook Award

Textbooks aren't cheap. For our military students, buying textbooks can be a special challenge. Thanks largely to the generosity of our successful military graduates, ProfEd is proud to announce the U.S. Armed Forces Textbook Award. With this award, U.S. military personnel and their immediate family members may now apply for financial assistance to purchase textbooks for their ProfEd classes.

The Dr. Jay and Diana Griesser Endowed Scholarship

Dr. Jay Griesser and his wife, Diana, have created a new \$25,000 endowed scholarship for ProfEd students. Dr. Griesser has been a ProfEd faculty member for many years and currently teaches Information Technology courses online. Their scholarship is designed to assist active duty military personnel and their immediate family members as well as Federal Service employees and Reserve and National Guard personnel pursuing an Information Technology or Business degree online.



JOSEPH MITCHELL, Ph.D.

Teaches MA degree in Counseling in Detroit area

"What we do in counseling is so interactive. It's a different program than most of the other disciplines. It's all about how well the student can communicate. To be a counselor requires asking questions, listening, reflecting. So we talk a lot in my classes. The students ask a lot of meaningful and important questions, things that are going to make a difference in their career."



Mary Gebara, Off-Campus endowed scholarship recipient

Mary Gebara was seven months pregnant when she spoke at the April 18, 2009, Scholarship Luncheon. She talked passionately about how ProfEd has motivated her as a full-time employee, wife, mother, and student. "As adults," she said, "we become so accustomed to the way things have become, rather than the way things could be. When our everyday routines become the only reality we know, discovering anything beyond that takes more than commitment, it takes courage. CMU affords the traditional student as well as the non-traditional student a clear path to finding their own light. As a clear definition of a 'non-traditional' student, I have discovered my path through the Off-Campus Programs at CMU."



Innovative E&PD Programs

E&PD offers innovative programs for student success

ProfEd's Educational and Professional Development Office has had a busy and productive year. In keeping with their mission, E&PD has formed three partnerships this year to bring new and exciting graduate credit options for professional development:

- Mimio, a division of Newell Rubbermaid, manufactures the mimio Interactive System that converts any flat surface into a fully-functional interactive whiteboard. ProfEd will offer credit for the mimio Masters Series courses.
- JMH Publishing under a contract with the National Institutes of Health in collaboration with the National Institute on Alcohol Abuse and Alcoholism offers the Discovering the Science of Alcohol education program for secondary schools. ProfEd will offer credit for the training.
- Wilderness Medical Associates and ProfEd partnered to provide credit for Wilderness First Responder certification.

E&PD takes the lead in Automation Alley

This year, staff from ProfEd's E&PD office took on leadership of the Automation Alley Education and Workforce Committee. Automation Alley is a non-profit organization of high-tech businesses in southeastern Michigan that work together to promote workforce and business development in the area. The committee's goal is a collaborative effort between education, business and government to identify and promote best practices in education and the workplace.

New projects initiated by the Chair include:

- An inventory of education programs available among Automation Alley members identifying programs and gaps. The goal is to assist in training and education for growth programs.
- Identification of skill sets for growth sector occupations in Aerospace and Defense, Entrepreneurship, Engineering and Engineering Technology, and IT/Software Engineering to use in the development of training and education programs.

ProfEd and No Worker Left Behind

E&PD also saw significant growth over the past year in enrollments by Michigan residents eligible for No Worker Left Behind (NWLB) funds through Michigan Works! Enrollments in the 17 online non-credit certificate programs offered grew from 18 in the previous fiscal year to 60 in 2008-2009. Additional programs are being added to meet the demand for the retraining of Michigan's workforce.

PATRICIA FREELAND, Ph.D.

Teaches MPA in Atlanta area

"I like the MPA program because everyone is affected by politics. There is not a single profession where politics isn't relevant to what people are doing. To be successful as an MPA student, you need to learn budgeting, management, human resources – so my students graduate with both theoretical and applied skills in one of the fastest growing areas of employment. I always feel that students graduating with an MPA are in a good position with regard to future employment."



Thanks to the work of ProfEd's Organizational Strategies group, CMU was one of the first state funded universities to participate in the NWLB program. Previously, funding was only open to community colleges and vocational training schools. Due mainly to their efforts, ProfEd currently has 52 degree or related certificate programs listed through Michigan Works! These programs are available at our thirteen Michigan centers and through CMU Online to unemployed and under-employed Michigan residents.

Dedication to the success of our military students

Since our inception, ProfEd has served our military. We continue to build on that support with degree and continuing education programs at our 23 military centers and online.

Over 140 admirals and generals have earned a degree through ProfEd. All of these dedicated men and women are proud alumni and include the current Chief of Staff of the Air Force, General Norton A. Schwartz, and the former Chief of Staff of the Army, General Peter Schoomaker.

Military Spouse Career Advancement

ProfEd's E&PD office has joined with Gatlin Education Services to offer online certificate programs designed to provide portable workforce skills that military spouses need to secure positions in today's high growth, high demand fields. These certificate programs qualify for Department of Defense Military

Spouse Career Advancement Accounts and feature a discounted rate for military members and their spouses and dependents. The goal of the program is to educate military spouses in fields that will allow them to find meaningful employment no matter where their husband or wife is stationed.



JACK LOGOMARSINO, Ph.D.

Teaches online MS degree in Nutrition and Dietetics

"It's a wonderful challenge to deliver a quality education online. It's an opportunity to work with a lot of dedicated students throughout the country and the world, an opportunity for people with a wealth of experience to get together. Adult students traditionally have some excellent experiences to share. In addition to chats, students develop online presentations and questions and answers based on clinical applications through their work. We constantly share a dialog online."

CMU, a military friendly school

On October 29, 2008, Central Michigan University was named a Military Friendly School for the second year in a row by *Military Advanced Education Magazine*. CMU was cited for "the inspired effort they put into making it easier for our men and women in uniform to advance their careers by enhancing their education." (KMI Media Group, 2008)

On June 22, 2009, *GI Jobs* followed suit and named CMU a Military Friendly School for 2010. This honor ranks CMU in the top 15% of all colleges, universities, and trade schools in the nation. The publishers of *GI Jobs* went on to say, "On behalf of the eight million military members and veterans seeking a school, I thank you for your commitment to educating our nation's most deserving heroes."

16

Looking Forward

In the coming year, ProfEd will continue to focus on student success as a direct result of quality degree programs, expert faculty, and exceptional service. Ours are not easy programs, and we do not intend them to be. Our alums and their employers recognize the value of a CMU degree, and as such, it is our responsibility to help our students realize that at the end of all their hard work, they will have credentials they will be proud of today, tomorrow, and in ten years.

ProfEd students are consistently reporting that what they learn in class today, they use at work tomorrow. This is precisely our goal – a career-focused, quality education that students will call on repeatedly throughout their careers. To ensure that our students garner everything they can from their programs, ProfEd will strive to remove administrative barriers to participation, to strengthen academic learning support, and to create new programs that are current and applicable to the challenges that face our students today and on into the future.

THOMAS WHIPPLE, Ph.D.

Teaches MSA and MA in Education
in Detroit area

"It's been an honor and a privilege to work with and know CMU ProfEd's dedicated staff, my professional faculty colleagues, and the thousands of interesting and memorable students. My tenure at CMU and in ProfEd has been the most rewarding academic and personal experience in my commitment to lifelong learning."

Troy Vehicle Engineering Design Technology student, Thomas Higgins, talks with Dr. Terry Lerch of the Department of Engineering and Technology about his entry in the 14th Annual Student Research and Creative Endeavors Exhibition (SRCEE) at Finch Field House, April 15, 2009. ProfEd students take advantage of the wealth of experiences available to them at CMU.



Quality, care and commitment



Central Michigan University

ProfEd

802 Industrial Drive
Mount Pleasant, MI 48858
800-950-1144

cmich.edu/offcampus

CMU

CENTRAL MICHIGAN
UNIVERSITY

Central Michigan University is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo). cmuoffcampus@cmich.edu 26194 11/09



This Annual Report is printed using vegetable inks on NewPage Centura Gloss paper. Centura Gloss contains 10% post consumer recycled content. NewPage Corporation is tri-certified to demonstrate their commitment to responsible forestry and environmental practices.