Central Michigan University
ProfEd Annual Report
2006-2007
Dear CMU Community,

Welcome to ProfEd’s inaugural annual report. The purpose of this report is to give you, our students, faculty, colleagues, and customers, a brief look at what we have accomplished in the previous year and where we are going in the future from a quality, academic, and financial perspective. I encourage your feedback as we look to improve and grow this publication in future years.

This year has been one of tremendous development in our unit. If you have not already noticed a positive and increased change in tempo, I assure you, you will soon. From my perspective, perhaps the most obvious change is the presence of a permanent Executive Director for the first time since 2004. While I am certainly appreciative of the outstanding jobs my predecessors did in their respective interim roles, an organization eventually needs a dedicated leader. I am honored to be a part of this superb ProfEd team and a part of the greater CMU community. In fiscal 2007 alone, we generated over 39,564 enrollments and greatly stemmed a five year enrollment decline, added 8 new venture programs to increase our program offerings, and opened new centers in Atlanta and DeKalb County, Georgia, and Troy, Michigan.

The strategic focus during the year has been identifying and understanding a working mission for ProfEd that is in concert with CMU’s Vision 2010 plan. We are a complex organization with many moving parts and limited resources. Like much of the higher ed world, we face tighter budgets, increased competition, and high accountability, reporting and regulatory requirements; all in a knowledge-based economy where the knowledge learned expires faster than ever. In Michigan, we add to this an environment of high unemployment, the decreasing number of high school graduates, and a critical demand for entrepreneurial and small business growth. In this environment, it is imperative that we fully grasp our purpose, align our resources, and make the tough decisions as appropriate.

So, what is ProfEd’s working mission? In collaboration with the CMU Vision 2010: Institutional Strategic Planning Committee, we developed the following: ProfEd shall extend CMU’s educational opportunities and values to a defined, distributed audience in a quality service environment. What does this mean? First and foremost, it means ProfEd’s goal is to share our high quality CMU experience with lifelong learners. To ensure we do not spread ourselves too thin, we are not focusing on the world at large but rather on our key constituents. In true continuing education form, we are dedicated to being in and of the populations we serve – to feel their weaknesses and opportunities, and to share in their solutions and successes. Specifically, we are pulling from CMU’s leading academic credit and non-credit knowledge resources and delivering them to our constituents in our three key markets: Michigan, public service, and mid-career. And, we are doing so in ways which are flexible enough to meet their many and varied requirements without sacrificing quality.
Over the next twelve months, you will notice how we are aligning our operation accomplishments with our mission. You will see new options designed to meet the needs of our students as we roll out an increasing number of online programs and emphasize our on-site customized cohort models. We are implementing a Customer Service Relationship solution this fall to better serve our students throughout their CMU careers and increase our internal accountability. We are implementing an enrollment management reporting system which places the emphasis on successful students. We are working with faculty and employers to further integrate continuous outcomes assessment and improvement into our offerings. We are adding online tutorial and library services to further support our students. We are re-emphasizing our Washington, D.C. presence and are assessing potential new national and international markets that will bring CMU opportunities to more of our key markets. How will we accomplish all of this? The answer lies in understanding your needs and opportunities so together we can create a ProfEd department that is indeed in and of our communities.

Thank you for welcoming me into your community, and I look forward to serving you during this exciting time.

Merodie A. Hancock, Ph.D.
Vice President / Executive Director
ProfEd
Who are we?
First and foremost, ProfEd is a part of the larger whole – Central Michigan University. We share the same priorities and the same desire to deliver a quality CMU education to all of our students.

A large part of our focus during the 2006-2007 year has been on aligning ProfEd with *CMU 2010: The Vision Plan*. This plan is an ambitious set of priorities and strategies for the entire university approved by the Board of Trustees in March of 2005. ProfEd is an active participant in all five institutional priorities that make up the vision plan.

The following is a list of ProfEd’s efforts during the past year to meet the five priorities outlined in *CMU 2010: The Vision Plan*.

**Priority I: Create an environment that supports teaching and learning as the top priority.**
• The Faculty Resource Center (FRC), a Web site for off-campus and on-campus faculty, has improved avenues of communication with all faculty.
• Regional on-site and virtual faculty development opportunities have aided the creation of a community of learning and teaching and have provided faculty with valuable skill enhancement.
• Implementation of the Syllabus Build Tool has promoted consistency of course requirements and clarity in expectations.
• Assessment plans have been approved by the CMU Assessment Council to evaluate degree program learning outcomes and to provide continuous feedback leading to program improvement.

**Priority II: Provide educational experience and programs that enhance diversity and global perspectives.**
• ProfEd’s student population for 2006-2007 was composed of:
  - 10,619 ProfEd students
  - Average age ......................... 36
  - Male .................................. 34.6%
  - Female .............................. 65.4%
  - Caucasian .......................... 48.3%
  - African American .................. 31.1%
  - Other .............................. 20.6%
• Our center locations include urban areas (eight Metro Detroit centers, 13 locations in Metro Atlanta, and seven in Metro Washington, D.C.) and 23 military bases from Brooklyn to Hawaii and Minot, North Dakota, to Fort Polk, Louisiana.
• International programs include centers in Canada and Mexico, with an increasing number of international students drawn to our online programs from across the globe.
• Diverse faculty come not only from the academic community but also from varying professional and industry backgrounds.
• ProfEd continues CMU’s over 100-year tradition of educating educators by offering a variety of degrees, both at the bachelor’s and master’s levels, to provide skilled leadership in our schools.
Priority III: Enhance the infrastructure for research and creative activity.

- A grant from the U.S. Department of Education allowed ProfEd to offer a series of transition workshops that used the latest research on coping techniques to help people make the transition to a new career and/or stage in their lives.
- ProfEd continued its collaboration with other departments and colleges to provide solutions to real-world issues.

Priority IV: Provide service for the public good.

- The continual addition of new cohorts and new locations helps ProfEd meet the evolving needs of adult learners.
- The introduction of the online Bachelor of Science degree with an Option in Community Development and a concentration in Public Administration helps more students prepare to fill the burgeoning number of available government jobs.
- A group of ProfEd students in the Master of Arts degree in Education program took their knowledge out of the classroom and into the community by creating The Future Readers of Georgia (FROG) to provide instruction on childhood reading strategies to parents/caregivers in their community.

Priority V: Strengthen the institution’s culture of integrity.

- ProfEd offered a “ Civility in the Classroom” workshop presented by the Center for Instructional Design.
- Additional workshops were offered to faculty by the Center for Instructional Design including training in Blackboard and academic quality.
- Partnerships with other departments were strengthened, including those with:
  - Teacher Education and Professional Development
  - College of Business Administration
  - Educational Administration and Community Leadership
  - Political Science

We are...

...a dedicated group of CMU professionals with a rich tradition of serving the educational needs of the lifelong learner through knowledge, care, availability, and follow-through. A culture of integrity and dedication to the goals of Central Michigan University and our students infuses everything we do.
Off-Campus Academic Programming

What do we do?

ProEd has long recognized that the knowledge we offer our students must be current and pertinent. Adult learners want information that they can implement immediately in their workplace. ProEd works closely with main campus departments and members of the business community to make sure our courses are relevant and encompass the latest knowledge, theories, and technologies.

In addition to relevance, our non-traditional students require convenience. This means local classes and online courses that fit into the hectic work and family schedules that most of our students must juggle in addition to their course work.

ProEd’s Product Development unit and Center for Instructional Design are the two departments most closely involved in combining these student needs.

Product Development

In 2006, Al Zainea took over as Interim Director of Product Development following the retirement of Susan Hunter, the inaugural head of this unit. Through Susan’s hard work and the dedication of her staff, a foundation for product development was laid. This solid base has allowed us to continue to meet the education and training needs of a growing population of non-traditional adult learners with quality degree programs and non-credit continuing education offerings in several areas.

Education

- Started 16 new cohorts this year:
  - Eight in the Master of Arts degree programs in Education, Educational Technology, and Reading and Literacy K-12
  - Two in the Specialist in Education degree in Atlanta, Georgia
  - One in the Master of Arts degree in School Principalship in Michigan
  - Three in the Master of Arts degree in Counseling
  - Two in the Master of Arts degree in Humanities
- Initiated two new courses designed to meet state-mandated reading requirements for public school teachers

Administration

- Continued our long tradition of preparing qualified administrators with 13 new Master of Science in Administration degree cohorts
- Added five new Master of Public Administration degree cohorts in Michigan, Virginia, and Georgia

Technology

- Put 43 new courses online this year in response to increasing demand
- Contracted with 54 faculty members to develop future online offerings
- Offered the following degrees entirely online:
  - Bachelor of Science degree with an Option in Community Development and a concentration in Public Administration — new this year
  - Doctor of Audiology degree
  - Doctor of Health Administration degree
  - MSA degree concentrations in General Administration and Information Resource Management as well as all core MSA courses
  - Master of Science degree in Nutrition and Dietetics — new this year

Vehicle Design

- Assessed the current needs of the automotive industry in collaboration with CMU’s Department of Engineering and Technology and over 100 industry experts
- Developed a new undergraduate major in Vehicle Engineering Design Technology that addresses current issues in the field

Military

- Underwent a thorough review of our educational offerings at Camp Pendleton in California and passed with flying colors — several services there singled out for commendation
- Involved in the development and rollout of GoArmyEd, the portal implemented by the army to streamline the process by which army personnel register for classes and receive necessary services and tuition assistance
- Participated in the Air Force Academic Institutions Portal
- Continued to offer classes to members of the TACOM Life Cycle Management Command at our centers in Warren and Clinton Township, Michigan

Education and Professional Development/Non-credit

- Launched 23 new continuing education programs in areas ranging from education to recreation and from professional development and career transition to community affairs
- Collaborated with CMU’s College of Business Administration, School of Accounting to offer a certificate series in Forensic Accounting and Fraud Investigation
- Continued to build alliances for impact and sustainability through relevant programs with flexible formats
- Initiated “Transitions,” a grant program funded by the U.S. Department of Education which addressed workers in transition due to job loss, downsizing or retirement

The Product Development unit is proud of all these accomplishments and looks forward to future growth and the development of new programs and educational opportunities for our students.
Center for Instructional Design

With the increased demand for quality online programs by our adult students, the Center for Instructional Design (CID) and its director, Dr. Mingsheng Dai, have had a busy year. The CID advocates for online teaching and learning and actively promotes academic rigor in all of our online development. They also act as liaison between ProfEd and the academic departments and faculty to accomplish the following:

- Develop online courses
- Provide multimedia design and production
- Convert learning packages to online courses
- Develop and offer online workshops
- Offer instructional design and support
- Revise existing online courses
- Provide ongoing instructional and technical support to faculty as well as pedagogical consultation

ProfEd appreciates our strong working relationship with all of CMU’s colleges. Our continuing development of online programs is only part of our growing family of products that offers quality degrees in a format tailored to the special needs of the working adult.

2006-2007 Table of programs currently offered by ProfEd

Listed by College

**College of Business Administration**
Professional Master of Business Administration degree

**College of Education and Human Services**
Bachelor of Science in Education degree
Doctor of Education degree
Master of Arts degree in Counseling with concentrations in:
  - Professional Counseling
  - School Counseling
Master of Arts degree in Education with concentrations in:
  - Adult Education
  - Community College
  - Instructional
Master of Arts degree in Educational Technology
Master of Arts degree in Reading and Literacy K-12
Master of Arts degree in School Principalship
Master of Science degree in Nutrition and Dietetics
Specialist in Education degree

**College of Graduate Studies**
Master of Arts degree in Humanities
Master of Science in Administration degree with concentrations in:
  - Acquisitions Administration
  - General Administration
  - Health Services Administration
  - Human Resources Administration
  - Information Resource Management
  - International Administration
  - Leadership
  - Public Administration
  - Vehicle Design and Manufacturing Administration

**The Herbert H. and Grace A. Dow College of Health Professions**
Doctor of Audiology degree
Doctor of Health Administration degree

**College of Humanities and Social and Behavioral Science**
Master of Public Administration degree

**College of Science and Technology**
Bachelor of Science degree with a Major in Information Technology
Bachelor of Science degree with a Major in Vehicle Engineering Design Technology

**Interdisciplinary Programs**
Bachelor of Science degree with a Major in Administration or Bachelor of Applied Arts degree with a Major in Administration with concentrations in:
  - Building Code Administration
  - Guest Services Administration
  - Industrial Administration
  - Organization Administration
  - Service Sector Administration
Bachelor of Science degree with an Option in Community Development and concentrations in:
  - Community Services
  - Health Sciences
  - Public Administration
  - Recreation
Supporting our Students

How do we serve our students?

The number one objective of ProfEd is to successfully combine the convenience every adult learner needs with a quality program. Our students want a solid, applied education that can result in immediate application to their current job or a desired career goal. They need a program with a convenient location, a schedule that complements their work hours, and a service-oriented staff that understands their time constraints.

To make this happen, ProfEd is dedicated to the student life cycle. From the very first contact, through graduation, and beyond to career services and professional development, our off-campus programs personnel strive to make each student’s time with us an enriching experience.

The Call Center

Often the point of first contact for our students, ProfEd’s enrollment specialists work tirelessly to make the process of application, admission, and enrollment easier. Many of our students come to us after disheartening experiences with other colleges and universities. The enrollment professionals work with each student individually, on the phone, using online live chats, and through e-mails to answer questions about programs and procedures. In an effort to serve our students in western time zones more efficiently, the Call Center recently expanded to Hawaii.

2006-2007 Call Center statistics

- 12,969 inquiries were answered
- 53,205 successful outbound phone calls were made
- 1,262 inbound calls were answered per month
- 15,103 e-mails were received
- 1,122 15-minute call back requests were answered
- 2,060 live chats were conducted

Centralized Advisors

Knowledge, follow-through, care and availability are the goals of all ProfEd advisors. Their mission is to provide direction, clarification, and sufficient resources so that with a collaborative effort students can make informed decisions regarding their academic pursuits at the graduate and undergraduate level. Toward this end, during the 2006-2007 fiscal year the graduate advisors were relocated to a central location at ProfEd, allowing them to use resources more effectively and share knowledge.

Center-based and Online Program Administrators

From Washington, D.C. to Hawaii and from Guadalajara to Ontario, ProfEd students consistently rave about the service they receive from our local center-based staff and their counterparts at CMU Online. These dedicated staff members deal one-on-one with our students, helping them every step of the way from admission to graduation.

“The staff was great. They were available for you throughout the day, hands on, even after class. If you asked a question or needed help they were always there and very friendly. There was a strong sense of teamwork between the staff and students.”

Calvin Woodard, Jr., MSA graduate 2007, Seymour Johnson AFB Center

Prior Learning

Many ProfEd students bring with them a wealth of earned knowledge. By creating a Prior Learning Portfolio, these students can earn credit for documented, relevant, college-level experience. The portfolios often take the students several months to complete, and then must be evaluated by the Prior Learning Assessment Team. The effort can be worthwhile. Undergraduate students may apply up to 60 semester hours of prior learning credit toward their degree. Off-campus graduate students may be able to apply up to 10 semester hours of credit toward their master’s degree program.

Prior Learning statistics for 2006-2007

| Number of portfolios submitted: | Undergraduate ....... 103 | Graduate ........... 18 |
| Number of credits awarded: | Undergraduate ....... 2,008 | Graduate ........... 141 |

Portfolios were submitted by students from 16 different ProfEd centers, from main campus students and from CMU Online students.
Honoring those who serve
CMU ProfEd has a long and distinguished history with the military. The first programs we offered off-campus were at military bases in Hawaii, Michigan, and Ohio in 1972. We continue to honor our military students and their service to our country with our military tuition rate. For the 2006-2007 academic year, CMU’s military tuition rate for anyone with a valid military ID or DoD badge remained at the military tuition assistance cap. Spouses and dependents with valid ID were also eligible.

CMU ProfEd staff has a thorough understanding of the special constraints on our military students and works to ensure that their time with CMU is a productive learning experience. In April 2006, the U.S. Army launched the GoArmyEd portal for all student-based transactions. ProfEd takes pride in being one of the primary institutions that, in the words of L. Dian Stoskopf, Chief of Army Education Division, have collaborated in “improving the usability of GoArmyEd by implementing enhancements to increase the quality of customer service to our military members.” CMU was commended for being one of only two mentor institutions responsible for assisting other institutions in troubleshooting the processes that ultimately improved the level of service to the soldiers.

Off-Campus Library Services (OCLS)
One of the most challenging aspects of teaching off-campus students is introducing adult learners to today’s research methods and technologies, especially if the students are coming back to the classroom after a long absence or are working at a distance. ProfEd’s OCLS librarians and document delivery staff are called upon to bridge this gap. They help narrow research topics, locate the right databases, copy articles and books, and send the information directly to our students wherever they may be. Our students appreciate the quick turn-around times and wealth of information available to them by phone, fax or e-mail.

In 2006, Monica Craig, Off-Campus Librarian for CMU’s OCLS in Metro Detroit, was named the recipient of the Haworth Press Distance Learning Librarian Conference Sponsorship Award presented by the Association of College and Research Libraries (ACRL). In 2007, she was joined by Anne Marie Casey, Associate Dean of Libraries at CMU, who received the award for her long service to ProfEd and the distance learning community.

CMU International Student Honored by Leading Magazine in Mexico
ProfEd’s ability to offer a quality program and convenient access makes us a perfect choice with top international students. When Mariana Via Urista chose CMU in Guadalajara, Mexico, she felt the MSA degree in General Administration was the perfect program to help her advance in her career, and the format fit her busy schedule.

“I liked the program, the program content, and the fact that it was a balance between business and the science of administration,” Mariana said. “I also liked the way classes are provided one weekend every other week. This format gave me enough time to focus on the MSA program, my work, and my personal life.”

Mariana thrives on difficult tasks and challenges. Her job as an industry analyst in the male-dominated electronics industry in Mexico attests to that. In her work as a research analyst, she interviews managers and executives of companies that manufacture, design, and outsource electronics in Latin America. She then analyzes the information and publishes her findings, acting as a media resource for the entire industry.

Her efforts have not gone unnoticed. Mariana was recently named one of Mexico’s “30 Most Promising in their 30’s” by CNN-Expansion, a leading magazine in Mexico.

Writing Center
CMU’s excellent Writing Center extends its services to ProfEd students as well. Students can contact the Writing Center through our off-campus Web site and receive help on papers within 48 hours. The Writing Center offers assistance with:

- Pre-writing
- Grammar questions
- Bibliographies
- Drafts
- Proper citations
- Polishing papers
- Editing

“The course work in my master’s program at CMU has been a mix of disciplines that I can use in my present position and will also help me meet my long-term career goals. The instructors have been outstanding at both CMU locations where I’ve attended classes. They have not only been knowledgeable; they have also been compassionate and understanding. They realize we are working professionals, and they recognize the pressures put upon adult learners.”

Major Corey Griffiths, ProfEd Student