

History and Evolution of Off-Campus Programs

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Off-Campus History

- 1904 - Faculty lecturers offered off-campus
- 1912 - First course offered to teachers in Bay City
- 1921 - Dept of "College Extension" was created to serve teachers of the state
- 1924 - Off-campus courses expanded beyond education
- 1946 - Dept of College Extension reorganized into Division of Field Services

Responsibilities included: off-campus instruction, all non-credit programs, alumni relations, research and experimental projects, all conference and seminar coordination, and duplication services.

Off-Campus History

- 1974 - Courses offered at 17 centers in Southeastern Michigan
- 1977 - Division of Continuing Education was established to replace Field Services
- 1988 - Continuing Education became a self-supporting unit within the Division of Academic Affairs
- 1996 - Continuing Education moved to newly created Extended Programs
- 1998 - Shift to full programs off-campus
- 2002 - Dean of Continuing Education position eliminated

Off-Campus History

EMU growth is reflected in national adult education movements. For example, the EMU-Flint center first opened in the Mott Community Education Center as a result of the community education movement.

Figure 3-14
Division of Field Services Locations (1945-1966)

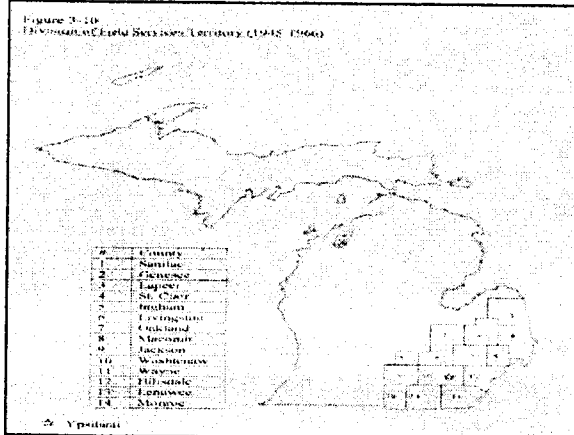
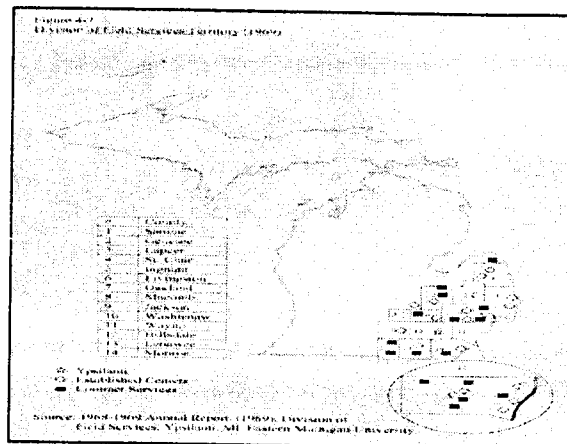
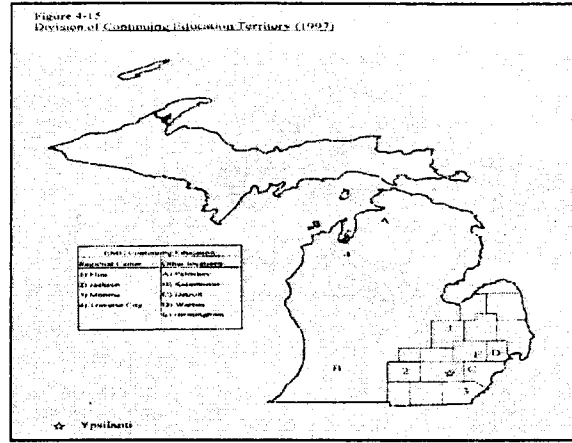
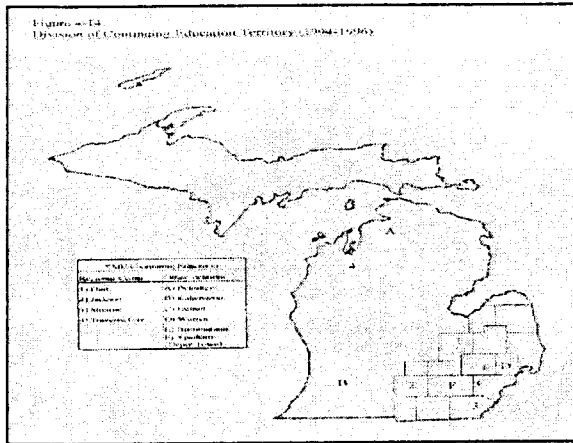


Figure 4-7
Division of Field Services Locations (1967-1999)





EMU Off-Campus Locations Today

- EMU-Flint opened 1953
- EMU-Jackson opened late 1960's
- EMU-Monroe opened 1996
- EMU-Traverse City opened 1997
- EMU-Livonia opened 1999
- EMU-Detroit opened 2001
- EMU-Brighton opened 2003

Current Off-campus Locations and Programs

EMU-Brighton	EMU-Detroit	EMU-Flint
-Clinical Research Admin	-Common Learnings	-Common Learnings
-Common Learnings	-EDLD	-EDLD
-EDLD	-Counseling	-Special Ed
-Special Ed	-MLS	-Special Ed (gen ed teacher)
-RN to BSN	-RN to BSN	-Applied Technology
-Assessment Cert.	-MSW	-Urban Teacher Cert
-Early Childhood Ed endorsement	-PSA	-Special Ed (EI and CI)
-Health Admin Cert.	-Urban Teacher Cert	
-Special Ed LD endorsement		

Current Off-campus Locations and Programs

EMU-Grand Rapids	EMU-Jackson	EMU-Livonia
-Ed.D. EDLD	-Common Learnings	-MBA - Social Work Segue
	-EDLD	-EDLD - Business Admin Cert
	-RN to BSN	-Common Learnings - HRM cert
		-EDLD Higher Ed - Info Soc cert
		-Health Education - Non-Profit endorsement
		-HRMOD - Org Development
		-MSN - Public Admin
		-Physical Education
		-MPA - Supply Chain Mgmt
		-Quality - TESOL
		-Construction Mgmt
		-RN to BSN - Health Care Syst

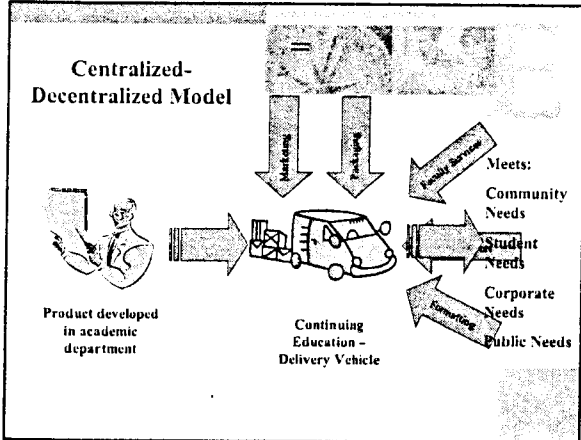
EMU-Traverse City	EMU-Monroe
-MLS	-EDLD
-Historic Preservation	-Reading
	-RN to BSN
	-SWRK segue

EMU-Washtenaw CO
-EDLD
-Occupational Therapy
-Quality
-Social Work

Off-Campus History

The growth in the late 90's and shift to full programs correlates with a national adult education boom resulting from social movements of previous decades.

- Minimum credentials continue to increase
- Time is a precious commodity
- More citizens are demanding accessibility and opportunity
- Packaging and alternative formats are essential
- Brand name becomes less valued than lifestyle needs.



Current Climate

The shift to full programs created the need for a program planning process.

The icon depicts a stack of three books on the left and a graduation cap on the right, with a horizontal arrow pointing from the books to the cap.

New Product Development Process

- Idea Generation
- Conceptual Meeting
- Information Gathering
- Information Synthesis
- Build Program Plan

The icon shows two interlocking gears, one larger than the other, positioned to the right of the list.

New Product Development Process

- Idea Generation
- Faculty or Department Head
- Environmental Scanning
- Direct Request

The icon shows a silhouette of a person standing on a small platform, holding a glowing lightbulb above their head.

New Product Development Process

Conceptual Meeting

- Define the opportunity
- Develop the Product Concept - Big Idea
- Identify what we know
- Determine what we don't know

The icon is a stylized brain with a gear-like pattern inside, located to the right of the list.

New Product Development Process

Information Gathering

- Internal - Capabilities and Capacity
- External - Demand Analysis

The icon shows an open book with a magnifying glass positioned over it, located to the right of the list.

New Product Development Process

Information Synthesis

- Is demand Sufficient?
- Do we have the necessary resources?
- Does it fit our mission and strategy?
- Can we clearly identify and reach the target audience?
- Make a go –no/go decision

New Product Development Process

Build the Program Plan

1. Purpose and Rational
2. Market Feasibility
3. Financial Plan
4. Rollout
5. Promotional Plan
6. Evaluation & Assessment

Program Plan Template

Purpose and Rationale
Market Feasibility
Financial Plan
Rollout
Promotional Plan
Evaluation & Assessment

Program Plan Template

Purpose and Rationale

- Describe How the Institutional Mission will be Served
- Describe How the Region will be Served
- Demonstrate the capability and capacity.

Program Plan Template

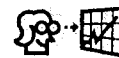
Market Feasibility

- Provide Data to Demonstrate Demand
- Describe Target Market
- Document Target Audience can be Reached Effectively
- Develop Packaging Strategy

Program Plan Template

Financial Plan

- Enrollment projection
- Revenue projection
- Instructional mix
- Delivery costs



Program Plan Template

Rollout

- Delivery Formats
- Timeline
- Program Schedule



Program Plan Template

Promotional Plan

- Advertising
- Public Relations
- Personal selling
- Sales promotion



Program Plan Template

Evaluation & Assessment

- Quality
 - Student Evaluations
 - Faculty Perceptions
- Effectiveness
 - Internal
 - External
- Efficiency
 - Monitor Costs
 - Track Enrollment

