

# EASTERN MICHIGAN UNIVERSITY



## SAEM News

February 26 , 2010

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*I am excited with the direction we are taking and look forward to working with staff on this critical activity. –  
Bernice Lindke, VP*

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### Message from the Vice President

Dear Colleagues,

I am pleased to share our second edition of the SAEM News with you! The Division of Student Affairs and Enrollment Management has over 300 staff in twenty departments. With this newsletter, I hope to promote communication among our staff and to highlight some of the exciting initiatives that have been undertaken.

This issue contains an update on new student enrollment, information on the changes taking place in Fusion, and a preview of the First Year Living Communities being planned for this upcoming Fall semester. It also contains a new mission statement that will guide these and other initiatives. I believe that this newsletter can promote the spirit of collaboration highlighted in that statement. To that end, I would like to invite you to submit story ideas, articles, updates about what's happening in your office, as well as any future events you'd like included in the calendar. We want to hear from you.

I hope each of you find this newsletter informative and enjoyable.

Sincerely,

Bernice Lindke

Vice President for Student Affairs and Enrollment Management

### Division Strategic Planning Process Underway

The task of developing and implementing the division's new strategic planning process has begun under the leadership of Ellen Gold, interim assistant vice president. A new Mission Statement, Vision Statement and Values have been developed by the division's Strategy Council (see related story on page 2) that will provide the framework for the plan.

On Wednesday, January 27, members of the Strategy and Division Councils met to complete a scan of the division in the form of a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. The workshop was facilitated by Dr. John Dugger, professor in the College of Technology. John is serving as a consultant to the division.. In order to gather input from staff at all levels, a second workshop was held February 3 for any SAEM employee who wanted to participate. A number of students also attended. A follow-up meeting was held on February 17 at which we reviewed the input from the two SWOT activities and used that information to develop draft divisional five year goals. These suggested goals will be reviewed by the Strategy Council and a final list will be shared across the division. Our next step will be to develop objectives and actions/strategies to achieve the goals. In addition, each SAEM department will begin the process of creating their strategic plan. If you have questions or comments about the process, contact Ellen Gold at [egold@emich.edu](mailto:egold@emich.edu) or 487-2390. Updates on the strategic planning process will appear in future newsletters.



## New SAEM Mission, Vision and Values Developed

As a first step in the division's Strategic Planning process, Strategy Council members have been working over the past few months to develop new mission and vision statements as well as the values from which we want to operate as a division and as individuals within the division. Our Mission Statement addresses why we exist, what we do well and how we do it. Our Vision Statement describes what we are trying to become; it's a picture of our preferred future. The vision statement is intentionally kept short so that we can commit it to memory!

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*We will be a model of innovative and effective approaches to student success and student engagement.*  
SAEM Vision

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**Mission:** *We support students achieving their educational and personal potential through student-centered programs and services. We prepare them to live, learn, work, and serve in a global community through strategic recruitment, retention, and graduation initiatives.*

**Vision:** *We will be a model of innovative and effective approaches to student success and student engagement.*

**Values:**

- ❖ *Holistic Approaches to Wellness*
- ❖ *Student Voices & Leadership*
- ❖ *Student Learning*
- ❖ *Diversity & Inclusion*
- ❖ *Fiscal Responsibility*
- ❖ *Collaboration*
- ❖ *Innovation*
- ❖ *Technology Based Approaches to Services*

These three elements will provide the foundation for our Strategic Planning process and will guide the development of the goals and objectives for the overall division and its departments.

## Enrollment Update

**Head Count and Credit Hour:** Winter '10 Opening of Term data shows an increase of 4.98% in head count and a 5.58% increase in credit hours. Registration for Spring/Summer/Fall will begin March 24.

**New Student Enrollment for Fall 2010:** As of 2/26/10 FTIAC (First Time in Any College) applications are down 2% from last year at this time and admits are down 6%. At the same time, Transfer applications are up 20% over last year, and admits are up 11%. Graduate applications and admits are up by 10% and 14% respectively.

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*These results (W '10) could not have been achieved without the tremendous effort of departments and divisions from across the campus. – Bernice Lindke, VP*

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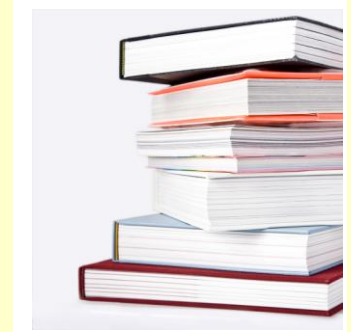


## Spotlight On: First Year Residential Communities

Under the leadership of Jack Kay, Provost and Executive Vice President and Bernice Lindke, Vice President for Student Affairs and Enrollment Management, a core team of SAEM and Academic Affairs staff and faculty is working to develop First Year Living Communities for Fall 2010. This initiative was launched following the successful consultations by Dr. Charles Schroeder in January and earlier in October. The framework for the four overall theme areas represents “Residential LIFE”: **L**eadership/Service, **I**nternational/Multicultural, **F**itness/Health and **E**xploration of Careers. These theme areas reflect the General Education Learning Beyond the Classroom (LBC) categories of Community Service, Citizenship and Leadership, International and Multicultural Experience, Self and Well-Being and Career and Professional Development. Students will select a theme and be assigned to live together in these groups. SAEM staff will collaborate on co-curricular program support along with academic success support. Faculty with content expertise in the four LBC areas will be invited to consult to develop residence hall program content. A pilot offering of two types of First-Year Seminars will take place during the Fall 2010 semester as well. A second phase, First Year Living-Learning Communities is planned for implementation in Fall 2011. EMU faculty will lead the Learning communities planning process. *(Thanks to Glenna Frank Miller for contributing to this article.)*

## Spotlight On: Changes to Fusion – New Student Orientation

Twenty-five years ago, the business aspects of Orientation (meet with an academic advisor, register for classes, get an ID card, etc.) were separated out, renamed Fast Track and assigned to the Office of Admissions. The change was made in order to convert accepted students to enrolled students earlier in the process, which in turn solidified their commitment to attending EMU. This year marks the rejoining of Fast Track and Orientation under one **Fusion – New Student Orientation** umbrella. In the spirit of continuous improvement, staff in Admissions and Campus Life worked during the fall semester to reconfigure the programs to reduce the confusion among incoming students and their parents about which program is “really” orientation. The result is a two-part program: **Fusion – Fast Track** with sessions beginning in March, and **First Four** the traditional fall orientation that starts with move-in on Saturday, September 4 and concludes with the start of classes Wednesday, September 8. Operational aspects of each program remain the same. One very exciting result of this change is that students can now register for both parts of Fusion at the same time. This will improve customer service and assist Campus Life in planning by providing a data base of students attending fall orientation much earlier than in years past. Kudos to Rhonda DeLong, EMU’s director of Web Communications, and her staff for making this happen. For more information on **Fusion – New Student Orientation** go to: <http://www.emich.edu/fusion/>.



*Books on the night stands of SAEM staff members*  
Suggestions for this feature can be sent to [tpapp@emich.edu](mailto:tpapp@emich.edu)

*"Champlain's Dream" by David Hackett Fischer -- Fischer's biography of French explorer Samuel Champlain and his quest to build a new French empire based on religious tolerance and economic cooperation with the indigenous people (Fischer's thesis) in North America in the early 17th century.*

*Colors of the Mountain and Sounds of the River by Da Chen – Da Chen's books about growing up in rural China during the cultural revolution.*

*Hardwiring excellence: purpose, worthwhile work, making a difference by Quint Studer – Studer offers a road map and practical how-to guide for creating and sustaining a culture of service and operational excellence.*



## February Service Anniversaries

- Colleen Tompkins, Housing Feb. 1 (20 yrs)
- Pauline Banks, VISION Feb. 3 (7 yrs)
- Chelyan Blackburn, Financial Aid Feb. 4 (8 yrs)
- Mollie Newton, Dining Services Feb. 4 (30 yrs)
- Shaftone Dunklin, Veteran Services Feb. 6 (3 yrs)
- Torrence Hughbanks, Student Center Feb. 10 (2 yrs)
- Cathie McClure, Office of the VP Feb. 18 (19 yrs)
- Alberto Perales, Admissions Feb. 19 (31 yrs)
- Esther Gunel, Office of International Students Feb. 25 (8 yrs)

February						
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28						

## March Service Anniversaries

- Kristi Teasdale, Rec/IM Mar. 1 (23 yrs)
- Bonnie Wethington, Career Services Mar. 1 (11 yrs)
- Angela Wafer, Admissions Mar. 4 (25 yrs)
- Carol Daly, Records & Registration Mar. 9 (29 yrs)
- Gurleen Kaur, Financial Aid Mar. 10 (2 yrs)
- Steven Klukach, Dining Services Mar. 13 (9 yrs)
- Mary Denoyer, Records & Registration Mar. 14 (16 yrs)
- William Rose, Dining Services Mar. 14 (13 yrs)
- Jason Dykes, Student Center Custodian Mar. 16 (2 yrs)
- Jody Beutler, Records & Registration Mar. 17 (35 yrs)
- Dyan Smith, Custodial Services Mar. 17 (13 yrs)
- Colin Harrington, Dining Services Mar. 23 (1 yr)
- Kevin Frisbie, Dining Services Mar. 25 (28 yrs)
- Sharon Balduf, Career Services Mar. 26 (30 yrs)
- Doug Potter, Admissions Mar. 26 (3 yrs)
- Tom Murray, Dining Services Mar. 27 (4 yrs)
- Lorraine Hallinen, Diversity & Cmty Involvement Mar. 28 (3 yrs)
- Claudia Bean, Admissions Mar. 30 (11 yrs)

March						
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## Events, Opportunities & Deadlines

- Fast Track begins Monday, March 8. Volunteer to help students register for classes by contacting Celia Murkowski, Coordinator of Admissions Visit Programs, [cmurkows@emich.edu](mailto:cmurkows@emich.edu).
- Women's History Month, **March 8-19**, see schedule at <http://www.emich.edu/womenshistorymonth/schedule.html>
- Asian/Pacific Islander Heritage Month begins March 8. See schedule at <http://www.emich.edu/cma>
- Student LeaderShape Applications Due: **March 12**. For more information go to <http://www.emich.edu/campuslife/?p=leadership-leadershape>
- Student Experience Council Panel Discussion: Students who identify as LGBT – **March 22**. Call Glenna Frank Miller, 487-0035, for details.
- Celebration of SAEM Students (formerly Student Gold Medallion), **March 23**, 3:30-5; SC Ballroom
- Spring, Summer, Fall 2010 Priority Registration Begins, **March 24**
- Staff Gold Medallion/Founders Day Salute to Excellence Breakfast, **March 25**, 8:15-10:30; SC Ballroom
- Explore Eastern, **March 27**, 10 am-1 pm, Student Center

April						
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SAEM News is a semi-monthly publication intended to inform division staff at Eastern Michigan University of current initiatives, events, opportunities and deadlines. Please feel free to forward as appropriate. Comments, feature story suggestions or items for inclusion in future issues should be sent to Teri Papp ([tpapp@emich.edu](mailto:tpapp@emich.edu)) or to SAEM News, 112 Welch Hall.