



## EMU PPAT Process for Working with EMU Departments

Eastern Michigan University Professional Programs and Training (EMU PPAT) offers infrastructure and support services to EMU faculty and departments that want to serve industry professionals, graduates, potential EMU students and the community at large through non-credit programming including:

- Seminars and workshops, including classroom, online, and remote access options
- Credit with an option for non-credit – or vice versa
- Micro credentialing
- Test prep for industry certifications
- Certificate programs or certifications

Departments benefit from engaging with adult learners and organizations seeking training from subject matter experts. Building on these potential relationships can help departments and programs recruit into undergraduate and graduate degree programs, generate funds to support faculty, programs or student initiatives and provide the opportunity to pilot new programs and gauge customer interest, through a simple process needing minimal approvals.

EMU PPAT Services include:

- A. **Personnel:** A designated point of contact for each non-credit program.
- B. **Strategic and Planning Support:**
  - a) Facilitating strategy sessions with faculty or departments to envision options for non-credit programming initiatives.
  - b) Evaluating potential market and determining pricing, budget and minimum enrollment.
  - c) Creating and managing non-credit program plans and schedules.
- C. **Infrastructure Support:**
  - a) Registration and payment through EMU PPAT's Lumens registration system.
  - b) Marketing and promotion through EMU PPAT's HubSpot platform and social media channels.
  - c) Invoicing and accounts receivable through EMU PPAT's QuickBooks accounting system.
  - d) Classroom space in the EMU PPAT Professional Training Center, as needed.
  - e) "How we work" best practice guide for non-credit partners and collaborators.
- D. **Online Support:**
  - a) Coordinating non-credit online programming through Canvas including course management and instructor/participant communication and support.
  - b) Creating and managing local accounts for non-EMU students.
- E. **Marketing and Promotion:**
  - a) Serving as the point of contact for prospective students.

- b) Meeting with potential clients and partners.
- c) Design, production, distribution and coordination of online marketing and promotional materials and associated cost responsibilities. Option for print marketing as an additional direct expense.
- d) Assigned staff person to coordinate and track all marketing and promotional initiatives.

**F. Open-Enrollment Registration, Administrative and Accounting Services:**

- a) Scheduling, planning and coordination for open enrollment and on-site programs.
- b) Coordinating with government agencies and outside entities for SCECH, CEC and other continuing education credit approvals as required.
- c) Uploading class information to the EMU PPAT registration system.
- d) Registering students including sending confirmation emails, payment receipts, and any follow-up seminar communication.
- e) Collecting seminar fees, invoicing for payment of bills and collection of money.
- f) Processing transfers and issue refunds as required.
- g) Printing and distributing seminar materials, supporting class and instructor documentation and class certificates.
- h) Scheduling classrooms and arranging for catering and parking vouchers, as needed.
- i) Preparing and managing contracts, as needed, for course developers and facilitators. Processing facilitator payments.
- j) Providing staff for on-site registration, attendance verification, and submission of required documentation.
- k) Accounting and payment services.
- l) Required recordkeeping.

**G. Contract Training Administrative and Accounting Services:**

- a) Coordinating with university department and client regarding on-site, non-credit offerings.
- b) Coordinating with government agencies and outside entities for SCECH, CEC and other continuing education credit approvals as required.
- c) Preparing sign-in sheets, evaluations, or other course documentation, as required.
- d) Invoicing clients, collecting money and paying related expenses, as required.
- e) Arranging for seminar materials, supporting class and instructor documentation and class certificates, as required.
- f) Preparing and managing contracts, as needed, for course facilitators.
- g) Processing facilitator payments.
- h) Accounting and payment services.
- i) Required recordkeeping.

**Fee Structure and Payment Schedule:**

As a self-supporting campus entity, EMU PPAT works with faculty and departments to determine the level of service required and create a fee structure and payment schedule unique to each program.