

OUT OF THE BOX

Untapped Resources for Faculty-Led
Program Enhancement

The Forum Annual Conference
March 2015



Panel

Jennifer Rumler

Managing Director, Sales Communication Specialization

Instructor

Michigan State University

Jeremy Ross

Chief of Staff

Assistant Professor, Engineering Technology

East Tennessee State University

Jim Perry

European Program Development Manager

ACCENT Study Abroad

Session Outline

- Defining success
- Case studies
 - Diverse departments and offices on campus
 - Advancement and corporations
 - University and program alumni
 - Students
- Strategies for continual improvement
- Breakout Groups

A successful faculty-led program...

- Reduces barriers to study abroad
- Provides relevant academic credit
- Adds value to the students' portfolio
- Ties academic content to host site and culture
- Balances challenge and support
- Creates time for reflection
- Advances campus globalization initiatives
- Continually improves and innovates

An effective faculty leader...

- Puts the students' educational experience first
- Engages with the program year-round: evaluation, development, recruitment, strategy
- Shares ownership, engages others in the program's success
- Collaborates effectively with on-campus stakeholders
- Seeks out relevant on-site partnerships
- Is an entrepreneur and an advocate
- ...thinks outside of the box

Case studies, by school

	Michigan State	East Tennessee
Type	Public	Public
Undergraduate students	38,780	11,820
Graduate students	11,300	3,135
In-state tuition, AY14-15	\$13,200	\$8,036
Students Abroad, AY12-13	2,514	180
Faculty-led programs / year	175	12
Top degree tracks	Business, Biology, Communication, Social Sciences, Engineering	Medicine, Pharmacy, Nursing, Business, Biology

Michigan State University

Made in Italy – Rome Summer Program

- Founded: 2010
- Topic: Sales communication and marketing
- Instruction: Campus faculty and local adjunct
- Size: 20 students
- About:
 - Students chosen by interview
 - Underrepresented student groups
 - 6 Pre-departure meetings beginning in January
 - Majors: MKT, ADV, COM, HB, SCM, ATD

East Tennessee State University

ETSU in Rome – Architectural History

- Founded: 2008
- Topic: Architectural History
Executive MBA and MBA courses
- Instruction: Campus faculty
- Size: 20 undergrad, 22 graduate
- About:
 - Demographic / financial need
 - Sponsorships and scholarships
 - Curriculum
 - Future growth



EAST TENNESSEE STATE
UNIVERSITY

ACROSS CAMPUS

.

Across Campus



- Dean, College of Business & Technology
- Chair, Engineering Technology
- President
- Provost
- Digital Media Program
- Interior Design
- University Advancement
- Alumni
- International Programs

Across Campus



- Office of Study Abroad
- College of Communication Arts and Sciences
 - Dean and Associate Dean of Undergraduate Studies
 - Dean's Designee
- Chair, Department of Communication
- Spartans Without Borders
- MSU Student Life (Restorative Justice)
- MSU Career Services
- MSU Alumni Association
- Financial Aid

ALUMNI

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Alumni



- Sales Communication Specialization – Est. 2009
- Alumni are young, but have high potential for giving
- Average Starting Salary is \$54,000 + commission, often with company car (insurance, car payment, computer, phone)
- Six figures within 5 years
- Over 300 alumni (compared to university's 500,000 worldwide)
- Spartans Without Borders – MSU Alumni

Alumni & Friends



- Alumni and Donor Trips
- Alumni Partnerships – magazines, social media
- Internships
- Mentorships
- Former students



ADVANCEMENT & CORPORATIONS

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Advancement & Corporations



- Initial Concept with Design & Construction Professionals
- Initial Partnership with University Advancement
- Prospect Identification
- Cultivation
 - Letters
 - Calls
 - Visits
- Solicitation



Advancement & Corporations



- Stewardship
 - Letters
 - Cards
 - Videos
 - Exhibits
 - Gathering/Events
 - Student Visitations



Advancement



- University Advancement & Development
- College University Development
- Student Callers – MSU Greenline
- One-woman army



Corporations



STUDENTS

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Students



- Quality of academic work
- Presentations
- Stewardship of donors
- Recruitment
- Impact on faculty / curriculum



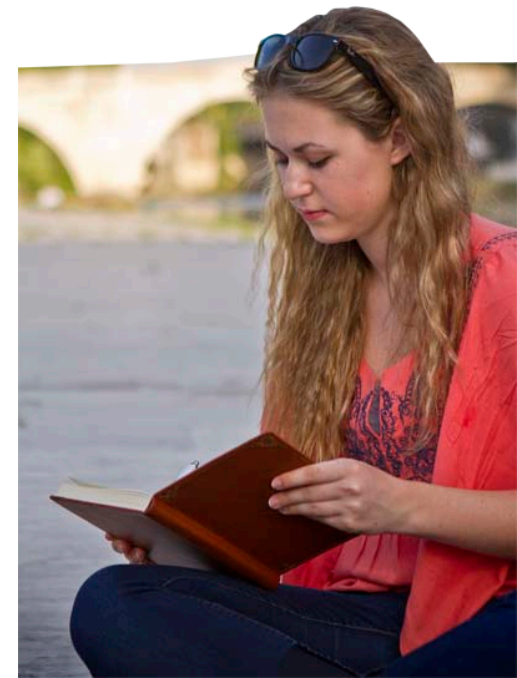
Students

- Pre-departure
- Restorative Justice
- Program evaluation



Keys to success

- Faculty Commitment (zero salary at first)
- Tuition support for faculty/staff expenses
- Sponsorships



Continual Improvement, on-site

- Maintaining the conversation
- Creating a community of program leaders
- Expanding local networks
- Program evaluation
- Recognizing all stakeholders and soliciting feedback

Continual Improvement

Commitment

Connection

Collaboration



Discussion Questions

- Define:
 - ...a successful faculty-led program
 - ...an effective faculty program leader
- Which stakeholder groups play a role in ensuring this success?
- What funding models exist on your campus to increase accessibility to faculty-led study abroad?

Breakout Groups

How can we, in our respective roles, support faculty program leaders in connecting with non-traditional stakeholders to enhance their program?

What are the roadblocks to nontraditional collaborations for your campus' faculty-led programs?

How can these collaborations increase accessibility to study abroad?

Thank you

MICHIGAN STATE
UNIVERSITY

Jennifer Rumler
rumlerj@msu.edu



EAST TENNESSEE STATE
UNIVERSITY

Jeremy Ross
rossjb@mail.etsu.edu



Jim Perry
jim.perry@accentintl.com