



MEMORANDUM

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TO: Dr. McLain
FROM: Morrie Walworth
DATE: September 2, 2013
SUBJECT: Regional Campus Development

The attached document constitutes the report you requested on developing a new regional campus. This report was prepared by Dr. Finley and Dr. Gordier.

I will speak with you privately to provide additional details, since the host institution has requested that they remain anonymous until accrediting and governmental agencies have been notified and subsequently approve continued development of the collaboration. In general, you will find that the dialog between the two institutions is continuing but hinges on two very important approvals. One is noted above (outside approvals) and the other is noted in the report (LSSU must seek and gain approval, to operate in the host institution's geographic location - by local government and accrediting agencies).

We are still developing the timeline and once the host institution reports back to us (within a week or two). I hope to have a better idea on the next steps and timing for continued movement of this project.

Presidential Directives Report

Regional Campus Development

To bolster enrollment at Lake Superior State University, it has been proposed that an additional regional campus (or significant presence) be developed, through collaborative efforts, in a relatively nearby, urban community.

This brief report will detail the status of this effort, focusing on the following aspects as requested:

- Meeting with key stakeholders and examining the feasibility of the collaboration
- Identifying target programs and determining program alignment with existing degrees
- Examining staffing and resource needs
- Determining potential student interest
- Developing a possible timeline for implementation

As this initiative is in the earliest stages of consideration and approvals by multiple accrediting bodies would be required to establish an additional regional campus, limited information can be shared at this time in deference to our potential partner. We have, however, gathered sufficient information to address the fundamental issues listed above.

1. Meeting with key stakeholders and examining the feasibility of the collaboration

Several meetings with key stakeholders have occurred to discern interest and examine the feasibility of the proposed collaboration. The potential partner for this collaboration has capacity (office and classroom space) on their campus to host such an operation by LSSU, and both parties believe that such a linkage is feasible and of mutual benefit.

Internal approval by both the administration and LSSU Board of Trustees would be required. External approval by our regional accrediting body (the Higher Learning Commission) and that for specific programs or units/schools would also be needed. Similarly, our partner institution would need to obtain internal and external approvals.

The host institution is working with its accrediting body and government to acquire the necessary permission to announce and continue the partnership. Administrative staff planned to meet in late August to begin the dialog with these agencies.

One final approval (required of LSSU), which has been discussed with the President (Dr. McLain) is the most significant and perhaps the most time constraining for implementation of the collaboration. This program by program approval process will require considerable input from LSSU's faculty and staff.

2. Identifying target programs and determining program alignment with existing degrees

Programs targeted for delivery at the proposed regional campus have been preliminarily identified. These include baccalaureate programs in Business, Criminal Justice, and possibly Liberal Studies. Other possibilities include Manufacturing Engineering Technology, Electrical Engineering Technology, Teacher Education, Nursing, and Conservation Leadership (or Mngt.). A graduate program in business (MBA) is also highly desired, by the host institution, as part of the programmatic mix.

3. Examining staffing and resource needs

At a minimum, a new Regional Campus would require a director and administrative assistant. Courses would initially be delivered primarily by qualified adjuncts, with full-time or near full-time faculty brought on board as the operation stabilized and on-going student demand warranted (similar to the Escanaba Regional Center). Full-time faculty from the Main Campus might also travel to this location periodically to instruct courses.

A new Regional Center would initially require two-to-three classrooms, a conference room, a computer laboratory (?), an office/reception area, a director's office, a kitchenette, and storage. Many of these have already been identified as available at the host institution.

We have also identified an approval cost of approximately \$5,000 per program, but are investigating language in the accrediting literature that might be used to reduce this initial cost. A lesser recurring cost of program approval is also required. In it therefore important that only the best program candidates initially be offered.

4. Determining potential student interest

The location of the proposed Regional Center is in a community that will easily support an on-going student enrollment of 125-250 students, and perhaps twice that amount. The host institution has indicated that there is a need and demand in the proposed location for delivery of the programs listed above, with limited competition (if any-depending upon the degree program) at present. We recommend that LSSU conduct survey within the host institution and local community to best determine the initial program offering. The surveys should be issued as quickly as possible after the accrediting agencies have allowed the partnership to move forward.

5. Developing a possible timeline for implementation

Both LSSU and our potential partner institution are in the discovery phase of this potential collaboration. Each is seeking information about the required external approvals and the timing necessary to obtain the same. Optimally, a public announcement of this collaboration would occur by calendar year's end, with Regional Campus startup to occurring in spring 2015. Advertising and student recruitment would follow external approvals. Obviously, unforeseen delays in external approvals would push back the startup timeline. Some estimates for many of the steps are provided below.

- HLC approval for LSSU (6 months)

- Survey of student interest (2 months)

- Host campus accrediting body approval (6-9 months)

- Host accrediting body and government agency approval for LSSU (up to 1 year)

- Marketing, roll-out (3-4 months)

- Staffing (4-6 months)

- Detailed financial analysis (2-4 months after surveys reviewed)