

Outreach Committee Report

Committee Members: Tony Sindone, Diane Spoljoric, Robin Miller

Summary from Qualtrics survey:

Q1 - What has been your experience in dealing with the Westville campus of Purdue Northwest (PNW)?

Summary of responses: Positive, collaborative, enjoy working with interns/students, see a change (for the worse) since unification, attended workshops and conferences, the Westville campus used to host the Duneland cross country events

Q2 - What has been your experience with PNW students, interns, and graduates?

Summary of responses: Overall very positive, students/graduates are well prepared, have hired many graduates, professional, appreciate the opportunity to partner through internship programs, PNW sees to have higher standards than other institutions

Q3 - What role do you see the Westville campus of PNW playing in the development of our community?

Summary of responses: PNW provides an opportunity for a quality education in a rural area where students may otherwise have not pursued college. The location is essential for the health and growth of local communities, businesses, institutions, and agencies. Wish to see increased relationship with IVY Tech to provide TSAP where students can move from 2 to 4-year degrees. Concern about more degrees and programs moving to Hammond. Would be helpful to offer programs like READ which tutors English and reading. Communication between the Westville campus and the community has been poor—this leads to uncertainty about the goals of the institution.

Q4 - What programs or degrees would best serve your needs from PNW's Westville campus?

Summary of responses: Social Work, MSW, BSN, Pharmacy Tech, Health Care, Computer Science, Finance, Building Construction Management, Industrial Technology, Early Childhood Development, Education, MBA, Business, History, Philosophy, Psychology, Law School, Law Enforcement, Biology, Chemistry

Q5 - Who do you call if you needed to speak with someone from PNW's Westville campus?

Summary of responses: Former academic advisor, former program I attended, Administration, former faculty, internship coordinators

Q6 - Do you have any additional feedback regarding PNW's Westville campus?

Summary of responses: We are fortunate to have the campus situated in Westville. Unification is viewed as a poor decision. Westville has a beautiful campus. Westville needs to be seen as an asset not a liability. Credits don't transfer to WL and it should be equal in the Purdue system. Students should not have to travel between campuses to earn a degree. Westville should not be an island, but should be more integrated with the community.

Q7 - Are there ways in which PNW could collaborate with your organization?

Summary of responses: staff training, internship site, Stay connected to the United Way, Chamber of Commerce and Rotary in LaPorte County, nursing students in LaPorte County hospitals, grants, professional development opportunities

Running Themes from phone interviews with Bert Cook, Katies Eaton, Clarence Hulse, Matt Murphy, Mike Schultz, Rex Richards, Blair Milo, Stephen Eastridge. (MC and LP Chambers, Economic Development Professionals, one current Mayor, and the Secretary of Career Connections & Talent linked to The Indiana Economic Development Corporation and former Mayor.)

1. What has been your experience in dealing with the Westville campus of Purdue Northwest (PNW)?

Mostly positive, but mostly in the past.

2. What has been your experience with PNW students, interns, and graduates?

Positive...hard working students...well prepared.

3. What role do you see the Westville campus of PNW playing in the development of our community?

Outreach! Small business development...Certifications...

4. What programs or degrees would best serve your needs from PNW's Westville campus?

Certifications...Healthcare...Engineering/Technology/ Small Business. Thinking differently. Earn/Learn/Earn cycles for example.

5. Who do you call if you needed to speak with someone from PNW's Westville campus?

They either do not know, maybe Keon, or they will call me, Tony Sindone

6. Do you have any additional feedback regarding PNW's Westville campus?

More community Connections! Be creative! More outreach!

Recommendations: These recommendations run along similar lines as outlined in the summary results above.

1. Become more proactive in our community relations; especially with respect to our stakeholders from LaPorte, Porter, Jasper, and Starke Counties. Note: I have noticed that since our efforts were underway, PNW has engaged in more outreach. For example, faculty from the College of Business were asked to speak to the Rotary Club of Michigan City during the month of April. At least two faculty members have committed to speak before their members.
2. We can only offset the negative impression that some community members have of us by displaying the positive values that PNW and especially the Westville campus can add to the community. Several suggestions are inviting the community member to various presentations, workshops, exhibits, that we used to do.
3. Focus on small business educational workshops that are in demand by the community. For example, we heard several of our community partners suggesting that we hold classes on basic accounting, leadership, and management principles.
4. Similar to #3, bring back continuing education!
5. Offer certificate programs that specifically address the needs of the community employers. Perhaps we could reach out to organizations who are requesting these services for support and funding.

Addendum of Survey Participants:

Qualtrics Surveys

Family Advocates (LaPorte)
Dunebrook (Michigan City)
Dunes Hospice (Lake, LaPorte, and Porter Counties)
East Porter County Schools (Valparaiso/Kouts)
Family Focus (Lake, LaPorte, and Porter Counties)
Family House (Valparaiso)
Grace Learning Center (Michigan City)
Indiana Guardianship (LaPorte and Porter Counties)
LaPorte Community Schools
LaPorte County Circuit Court
LaPorte County Juvenile Service Center
Opportunity Enterprises (Porter County)
Porter Regional Hospital
Reins of Life (LaPorte and St. Joseph Counties)
Salvation Army (Michigan City)
Sandcastle Shelter (LaPorte County)
Stepping Stone Shelter (Michigan City)
United Way (Porter County)
Youth Service Bureau (LaPorte County)

Phone Surveys

Clarence Hulse, Executive Director, Economic Development Corporation of Michigan City
Katie Eaton, Chair, Michigan City Chamber of Commerce
Rex Richards, President, Greater Valparaiso Chamber of Commerce and Economic Development Corp.
Matt Murphy, Mayor, Valparaiso
Blair Milo, Indiana Secretary of Career Connections and Talent
Bert Cook, Executive Director, LaPorte Economic Advancement Partnership
Stephen Eastridge, Executive Director, Jasper County Economic Development Organization
Mike Shultz, LaPorte County Tax Assessor