



PRESENTATION HANDOUT



Learning in the Workplace and the Classroom

Sam Poullette | VP for Enrollment Management, Lakeland University

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AGENDA

1. Introductions
2. Background and Context
3. Cooperative Education at Lakeland
4. Co-op as an Enrollment Driver
5. The Future of Cooperative Education
6. Conclusion and Questions



A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and looking at the screen. In the foreground, the keyboard of a laptop is visible. The entire image is overlaid with a semi-transparent blue filter.

Introductions

Introductions



Sam Poulette, Vice President for Enrollment Management
Lakeland University
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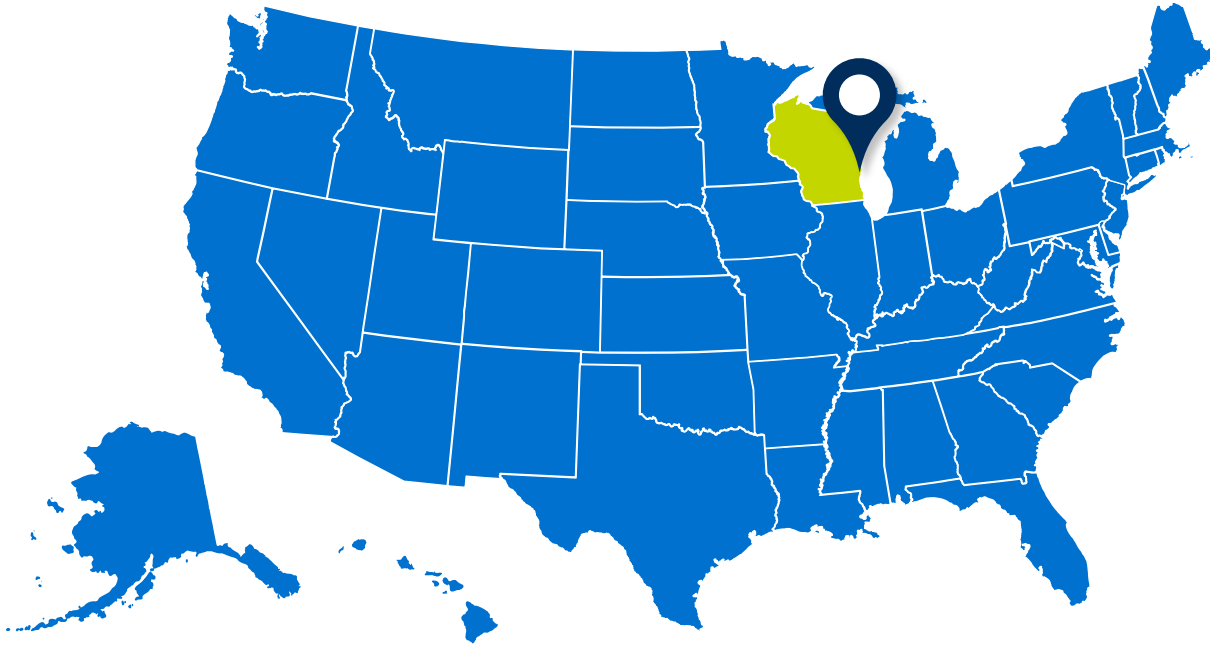


Mike Dziedziak, Senior Consultant
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A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand near a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Background and Context" is centered in white, sans-serif font.

Background and Context

Where in the world is Sheboygan?



- Population: 49,929 ('20)
- Lake Michigan shoreline
- Milwaukee: 1 hour south
- Green Bay: 1 hour north

Background and Context

Sheboygan, Wisconsin

- Economy & Workforce*
 - \$61k Median Family Income
 - 4% unemployment
 - 3,000+ job vacancies
 - 34% workforce in manufacturing
 - 12% workforce in healthcare
 - 9% workforce in hospitality/tourism
- Global/national companies: Kohler, Johnsonville, Sargento, Acuity, and more
- Recreation: Lake Michigan, fishing, freshwater surfing, world-class golf courses



Background and Context

Lakeland University

- Est. 1862
- United Church of Christ Affiliation
- NCAA Division 3 Athletics
- Rural campus outside of Sheboygan, WI
- Student Population: 2,700
 - Residential Campus: 700 undergraduates
- Avg. Class Profile
 - 51% Pell
 - 30% Non-white
 - 64% In-state
 - 3.2 High School GPA



A person wearing a blue button-down shirt is shown from the chest down. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Cooperative Education at Lakeland" is centered in white.

Cooperative Education at Lakeland

Cooperative Education at Lakeland

Highlights

- Up to 25% of credits towards degree
- Graduate in four years
- All programs have co-op pathways
- Highly customizable
 - Off- or on-campus employment
 - Part- or full-time employment
 - Earn up to 12 credits per term
- Concurrent overlay coursework accompanies professional experiences
- 40 hours of paid work = 1 credit



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Co-op as an Enrollment Driver

Cooperative Education as an Enrollment Driver

Initial Marketing of Cooperative Education

- May 2017: Faculty adopted co-op education concept
- Initial branding message led with the earning potential
- Stackable scholarship to incentivize enrolling as a “co-op student”
 - Supplemental application and interview process
- Results:
 - Increased enrollment
 - Inflated interest in co-op
 - Misaligned expectations of students

MINIMIZE POST-GRADUATE STUDENT DEBT

YEAR	0	1	2	3	4
FALL	Apply for Co-op Scholarship				
SPRING					
SUMMER					Graduation in May
POTENTIAL EMPLOYMENT EARNINGS	\$3,520 (OPTIONAL)	\$9,720	\$9,720	\$14,040	\$8,450
SCHOLARSHIP	N/A	\$14,000	\$14,000	\$14,000	\$14,000
TOTAL					\$101,450

ON-CAMPUS EMPLOYMENT 15 hours of work per week and 15 credits of classes.

OFF-CAMPUS EMPLOYMENT 15 hours of work per week and 15 credits of classes.

CO-OP EMPLOYMENT Earn academic credit while working 40 hours per week.

SUMMER WITH OFF-CAMPUS EMPLOYMENT 40 hours of work per week and no classes. Work can be arranged with Career Readiness office.

CO-OP + OFF-CAMPUS EMPLOYMENT First eight weeks of the semester: Continue working 40 hours a week and earn academic credit. Last seven weeks of semester: 15 hours a week of off-campus employment and class.

This chart is a sample schedule of a business student. For a sample schedule in another program, please contact career@lakeland.edu.

GAIN 12-18 MONTHS OF PROFESSIONAL WORK EXPERIENCE

Lakeland University's new Cooperative Education Program will set students up for post-graduation success.

Lakeland students will gain 12-18 months of professional work experience with renowned companies, along with the ability to earn more than \$100,000 to minimize post-graduate student debt.

Lakeland graduates who complete the co-op program will be well-positioned for management-level jobs and they will possess skills*, which are highly sought by employers.

- Critical Thinking
- Problem Solving
- Professionalism
- Work Ethic
- Oral/Written Communications
- Teamwork
- Collaboration
- Leadership
- Technical skills
- Global/Multicultural Understanding

To learn more about cooperative education, please contact the director of career readiness and cooperative education at career@lakeland.edu.

Any previously awarded Lakeland scholarships will be reassessed upon acceptance into the Cooperative Education program.

*Source: Job Outlook 2016, National Association of Colleges and Employers

**Does not include room and board



Cooperative Education as an Enrollment Driver

Current Marketing of Cooperative Education

- Branding message now
 - Primary: an innovative educational delivery model
 - Secondary: an affordability model
- Student stories now available
- New co-op ventures
 - Student-Run Businesses (LAUNCH)
 - Jake's, A Lakeland *Communiversi*ty
 - Church Mutual IT Scholars
- Discontinued co-op scholarship this year
- Results:
 - Record freshman class
 - Decreased inflated co-op interest



Cooperative Education as an Enrollment Driver

Co-op's Impact on Enrollment

- Enrollment: ↑ 8% since adoption
- Fall-to-Fall Retention:
↑ 3 pts since 2017 fall-to-fall
- '22 Entering Freshman Class:
↑ 32% from 2015 – '17 avg.
 - Co-op Student Composition:
77% of class
 - Admit Yield: Co-op students
twice as likely to enroll
 - Avg. Parent Income: ↑ 11%



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The Future of Co-op

The Future Cooperative Education

- Co-op as an alternative first-year experience: Milwaukee Co-op Year
- Co-recruitment with employers
- Service academy model to create talent pipelines for employers
- High school dual enrollment offerings to expose value of co-op



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Questions?