

# OUTREACH LINKAGES

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UNIVERSITY  
OUTREACH

## VIRTUAL UNIVERSITY: Setting Priorities for the Future



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A host of public and private institutions — colleges and universities, publishers, professional associations, and telecommunication companies — are entering the burgeoning market for delivering advanced education and training using the Internet. With the growing importance of making sure that people have the chance to learn throughout their lifetimes, it seems incumbent on the land-grant university to take advantage of this new technology. Through its Virtual University, Michigan State is able to make its learning resources readily and conveniently available to individuals and organizations across the nation and the world. As MSU expands its VU offerings and experiments with different approaches, we must define how best to carry the university's mission, its areas of strength, and its emphasis on high quality teaching and learning into this new world of distance learning.

MSU's Virtual University represents a strong collaborative effort among individual faculty; departments and colleges; Libraries, Computing & Technology's virtual university group and library-based distance learning services; and University Outreach. University Outreach invests seed money to help launch new efforts, provides assistance in market research, and helps develop new programs and courses. Barb Falls, Director, Outreach Instructional Programs, says, "We bring resources to bear to meet the continuing education needs of targeted professional markets. These are largely new student markets for the university, and our responsiveness in meeting their educational goals is in clear alignment with our land-grant mission. The MSU model supports teaching faculty and creative program developmental costs at the unit level, while providing excellent students services at a central level."

### Growth to Date

Since 1996-97 when four individual courses were available, MSU's Virtual University has grown to include three complete graduate degree programs with another two programs ready to launch this summer, three graduate-level certificate programs, 40 to 50 credit courses available each semester, and a growing number of noncredit courses. In 1996-97, total SCH production in the four VU courses was 85; in 1998-99, 3,801.

The current menu of graduate-level credit programs includes:

- MS, Criminal Justice, Security Management emphasis

- MS, Beam Physics
- Ph.D., Beam Physics
- Graduate Certificate, Facility Management
- Graduate Certificate, Computer-Aided Design
- Graduate Certificate, School Social Work

Individual courses range from graduate-level courses in nursing (pharmacology, pathophysiology, research methods, aging and health), resource development, and education to undergraduate courses in geography, Braille literacy, physics, and ecological economics. A selection of introductory undergraduate and advanced placement courses is now available to high achieving high school juniors and seniors. K-12 teachers can earn SB-CEU's for on-line technology training programs made available by Libraries, Computing & Technology. Alumni Evening College is offering two of its programs on-line — "An English Garden Tour" and "Floral Design."

### Lessons Learned

Although our experience with Internet-delivered programming is of short duration, University Outreach has learned several valuable lessons about its nature and worth. First, courses that are just a

"webized" version of residential courses are not very attractive to students. Second, adult learners who must manage numerous life responsibilities prefer course modules or course "sequencing" rather than concurrent multiple enrollments. Third, a high level of market-based research and planning is necessary to ensure successful offerings that will be sustainable. Fourth, MSU has comparative advantage in developing and delivering programs to a targeted, defined, professional, graduate-level population. Fifth, interestingly and perhaps ironically, students studying at a distance electronically expect far more individual contact and attention than residential students. Sixth, a mixed model of delivery — combining asynchronous Internet work with occasional teleconferenced or face-to-face class meetings — is most successful with adults, since they identify social networking and some interaction as very important parts of their educational experience. Seventh, because MSU VU courses have been carefully constructed and faculty teaching them have been very responsive to participants, student performance in these courses has been on a par with that of on-campus students, and MSU has not experienced the high dropout rate that has historically characterized asynchronous distance education.

Virtual University (continued on page 3)



## College of Nursing Offers Postdoctoral Program

by Patricia Miller

Michigan State University's College of Nursing is offering a new professional opportunity to nurses who have received their doctorate, designed to prepare them for a career in community-based clinical nursing research. The National Institutes of Health (NIH) funded a clinical research postdoctoral interdisciplinary program that is administered by the Biostatistics and Epidemiology Department. Nigel Paneth, MD, MPH, Chairperson, Epidemiology Department, College of Human Medicine, is the Program Director. The program consists of a core of formal course work in epidemiology, biostatistics, and research ethics as well as a special research seminar series featuring prominent clinical investigators and a mentorship arrangement with an established clinical investigator leading to the completion of a clinical research project.

Participants will be expected to devote 40 -50 percent of their time to the two-year program. Successful completion of the course work will lead to a certificate in the appropriate area such as epidemiology and biostatistics or clinical nursing research. The program provides full MSU tuition and fees, allowance for software and academic supplies, an annual research budget, and travel support to attend a national meeting each year. The highly competitive program admits only eight students each year.

Selected courses will be transmitted via two-way interactive video to various locations throughout Michigan enabling students to participate interactively with classes on the MSU campus. These locations are currently available: Kalamazoo, Grand Rapids, Escanaba, Flint, and Saginaw. Joan Predko, PhD, RN, Director, Outreach and Technology, College of Nursing, sees this program as "another good example of using distance education technology to offer nurses increased access to a quality MSU education." The College of Nursing already offers a baccalaureate completion track, master's program, and postmaster's program using multiple distance education technologies.

The postdoctoral program, known as Training Clinical Researchers in Community Settings (TRECOS), was designed to fill a national need for highly qualified clinical researchers to conduct clinical research in a community setting. Audrey G. Gift, PhD, RN, FAAN, Professor and Associate Dean, Research and Doctoral Programs, College of Nursing, says, "This program is important for doctorally prepared nurses who need or want to improve their clinical research skills. It is especially suited for nursing faculty members who need to continue their employment while spending half their time increasing their research skills."

# Virtual International Business Academy (VIBA) Develops Advanced Degree Program

By Patricia Miller

The Eli Broad College of Business and the Graduate School of Management are developing unique global business resources and international business educational programs through Michigan State University's Center for International Business Education and Research known as MSU-CIBER. CIBER serves as a national resource center in international business education and has been so designated by the U.S. Department of Education. CIBER functions as a unit of the Eli Broad College of Business and also collaborates with the MSU Office of International Studies and Programs and core colleges and language departments to promote interdisciplinary education and the study of foreign languages.

The Virtual International Business Academy (VIBA) team at MSU-CIBER is developing a global resource community and a curriculum of international business courses that will create the program of study for a master's degree obtained on-line. VIBA is positioned to serve as an Internet-mediated virtual community of business practitioners, educators, and students engaged in learning global business strategies, decisions, and transactions. VIBA membership is based on payment of a fee that permits access to a unique source of

knowledge, expert opinion, research findings, and practical insights on global business practices.

VIBA members have the opportunity to learn the latest developments in international business, exchange views and experiences with business professionals, conduct research on global markets, access resources and tools of international business, and pursue formal coursework on current global business topics. The VIBA website provides it members with chat rooms, message boards, reading room, newsroom, help desk, and best-practice repository. In addition, the Research Analyst site is a one-stop international business research center featuring Decision Support systems and access to MSU Libraries' electronic resources databases.

S. Tamer Cavusgil, Professor, and Executive Director, CIBER, also serves as the VIBA Executive Director. He plans to target business managers in small and large corporations all over the world as a primary source of virtual students. Some companies will pay for their employees to work toward advanced degrees, and some students will apply on their own initiative. Other obvious targets are students both on campus and at a distance.

Cavusgil says, "Most observers agree that international business competence is an acute need

for most U.S. businesses. U.S. companies require an in-depth understanding of IB transactions, understanding of foreign commercial environments, and cross-cultural proficiency. We also know that many mid-career managers cannot take time off to pursue a traditional master's degree. Therefore, an innovative web-based degree program that blends some face-to-face interaction with international study tours has great potential. Our objective is to reach working professionals across the U.S. who cannot be accommodated with our existing degree programs." Cavusgil notes that Assistant Professor Stewart Miller will teach a 10-week course to MBA students in Geneva, Switzerland that will primarily be offered on-line through VIBA starting this winter.

By exploring alliances with corporations, VIBA will offer business-training courses to corporate employees through a combined media approach including face-to-face, web-based instruction, and international study tours. Cavusgil notes that development of the web technical platform, the course content, and marketing issues, along with administrative hurdles, are important considerations in creating virtual degree programs. "One of our challenges will be to encourage faculty to design and develop course content for distant students, as well as to create an innovative program within the limitations of the traditional higher education institution," says Cavusgil.

Several courses have been piloted within the weekend MBA program and in regular classes, and course development specifically for web presentation is continuing. Courses available for study at this time include IB 820 (Doing Business in Emerging Markets); IB 810 (Managing Export Operations); IB 805 (A Survey of International Business); IB 800 (The Global Economy and Globalization of Business); and IB 826 (Environment of International Business). Courses under development by faculty and VIBA administrators include, but are not limited to, Cross-Cultural Management, Legal Environment of International Business, International Corporate Finance, Accounting Information Systems, International Human Resource Management, International Economics, International Logistics, Entrepreneurial Marketing, and International Food Marketing Management.

VIBA Program Coordinator Irem Aydinsoy and VIBA Systems Analyst Jenny Quinn work together with MSU faculty and graduate students to design and develop the technical platform, highlight current research, coordinate the development and design of the courses, incorporate curricula into the developing degree program, and assist in collecting the vast resources available through VIBA to its members and students. Aydinsoy says, "Our ultimate goal is to design a system where all the raw information is transformed into knowledge for the users. Learners do not have to do the digging to find information; VIBA does it for them. We are building the 'campus-feel' into the system so that not only can the students access all the necessary information from a single entry point, but also interact with other students, MSU faculty, and experts in the field."

With the encouragement and guidance of Dean James B. Henry, a new Internet master's program is in sight. When the required courses are fully developed and the administrative process is finalized, students will not only be able to take individual courses either virtually or on campus, but can qualify to earn a Master of Science in International Business upon acceptance to the MSU graduate school and The Eli Broad Graduate School of Business. "We firmly believe that such a novel program, incorporating innovative uses of information technology, will propel MSU into a position of leadership in the new century. We remain very excited about the possibilities of impacting traditional and nontraditional audiences by providing learning and professional development opportunities via contemporary technologies," says Cavusgil.

Visit the VIBA website for further information: <http://www.viba.msu.edu/>.

## Faculty Win Award for Innovative Program

By Patricia Miller

Radford Jones, Academic Specialist, School of Criminal Justice, was given the UCEA Region IV 1999 Celebration of Excellence Program award for creative programming for his work in developing the Internet-delivered master of science degree with a specialization in security management. Jones, working with Dr. Merry Morash, Director, School of Criminal Justice, and Professor Mahesh K. Nalla, developed the concept, the curriculum, and the context and



Sandra Rhoades, UCEA, presents award to Radford Jones and Mahesh Nalla.

support for the on-line Internet delivery of a full master's program. Jones worked with officials of Target Stores who supported a portion of the program's development and guaranteed a cohort for the first class of students.

The award was presented at UCEA's conference in Indianapolis, Indiana. University Outreach congratulates

Jones and his colleagues on receiving this award in recognition of his creative work to establish the master's degree program.

## School of Criminal Justice Offers Second On-line Master's Degree

By Patricia Miller

Michigan State University's School of Criminal Justice, College of Social Science, is ranked among the top ten in the country. Its enhanced instructional Internet presence will advance that reputation. CJ will offer its second on-line master of science degree with emphasis on international criminal justice issues of organized crime, money laundering, international fraud, and drug trafficking. The program, scheduled to begin in summer semester 2000, is designed to appeal to law enforcement officials who wish to obtain an MSU master's degree from any location in the world. Most students will complete the thirty-credit, ten-course program in two years entirely over the Internet with no requirement to attend any on-campus activities.

The concept for the new master's degree was developed in partnership with the National HIDTA Assistance Center (NHAC). High Intensity Drug Trafficking Area (HIDTA) law enforcement personnel will constitute the first cohort of students. NHAC selected MSU's program after looking at several other university programs. NHAC will be responsible for advertising the program to their employees and soliciting their participation. MSU has developed a website that outlines the NHAC master's degree program that includes a form to request graduate information and admission materials. An on-line orientation is in place on the website to assist new students entering the program.

The School of Criminal Justice just celebrated the graduation of the first MSU Virtual University master's degree students in December 1999 when seven students received their Master of Science in Criminal Justice with a specialization in security management. Radford Jones, director of the Internet program says, "The Internet format is an excellent way for students who are unable to attend courses at MSU to obtain a master's degree from one of the leading criminal justice programs in the world." Many of the students were employees of the assets-protection staff of Target Stores Inc., Dayton Hudson Corporation. This Internet security management master's degree was developed in partnership with Target Stores.

The addition of on-line advanced degree programs allows students to study virtually at MSU and to use the knowledge resources of the faculty, staff, fellow students around the world, and library systems through distance learning technology. Jones says, "It is important for the law enforcement or security executive to understand and gain knowledge on the global influences that impact them and the criminal justice system. No longer can they manage their organizations in isolation."

Visit the website for more information: [http://www.vu.msu.edu/preview/cj\\_ma/](http://www.vu.msu.edu/preview/cj_ma/).



# Advanced Degrees in Beam Physics Offered via the Internet

By Patricia Miller

If you ask the next person you see to define “beam physics,” you may get a pretty strange look and an answer of “I have no idea.” But people in the Department of Physics and Astronomy and the National Superconducting Cyclotron Laboratory know exactly what it is. And they are instructing students worldwide as they enroll in either a master of science and/or a Ph.D. program available via the Internet, taught by Dr. Martin Berz in the physics department.

Michigan State University offers the only on-line physics degree program available to students anywhere in the world and Berz and MSU have recently been featured in the *Chronicle of Higher Education*, *The Peterson Guide*, *University Business Magazine*, and other publications. Berz's work in developing and teaching Beam Physics on-line has resulted in presentations to groups such as the American Physical Society, where he gave a plenary presentation at the Centennial meeting, and the National Research Council, where he participated in a round table on distance education.

He and two graduate students, Béla Erdélyi and Jens Hoefkens, have published articles in both technology and educational journals about his successful course development and Internet teaching technology. The U.S. Department of Energy made a significant commitment of external funding for the program. The Office of Science has a newly formed educational initiative to encourage distance education.

The M.S. and Ph.D. degrees are web-based Virtual University programs that are available to graduate students and staff at scientific laboratories worldwide. The degrees can be completed by a combination of MSU's Internet-based courses, courses at the US Particle Accelerator School, transfer credits, and/or a thesis. Both degrees require admission to MSU and satisfaction of the graduate school's degree requirements. For example, a recent master's defense was accomplished by video-conference. Berz has the final say on dissertation

topics and works closely with students to guide and assist their work. Students also work with on-site “mentors” for local assistance in their research and studies. The degree committee's composition must meet MSU graduate school requirements, and the dissertation and the defense must be in English. Berz is leading the way into the new era of obtaining a Ph.D. via the Internet, and since he is teaching the first MSU on-line Ph.D., he solves problems as they come up and gains experience as he goes along.

Berz says, “Beam Physics is an ideal field for graduate distance education because of a unique combination of a highly dedicated clientele requiring very advanced skills while operating in a well-financed high technology research environment outside traditional universities. Aside from this, it's just plain fun to teach while at the same time exploring new methods of doing it.” Hoefkens says he likes working with this program because it so uniquely combines the art of teaching with the endless possibilities of the Internet.

In the last year, Beam Physics, as it happens, had the largest specialization graduate course in the MSU Physics Department. Berz has 35 students in Internet courses this semester. His students are quite diverse and reside in the U.S., India, Pakistan, Ukraine, Argentina, China, Russia, and Madagascar. One is a control room operator at the Stanford Linear Accelerator Center, an example of a student already employed in a university laboratory. Two students are a couple, each teaching physics in a community college and both studying for their master's degrees. Another is a health physicist at a large hospital that operates a particle accelerator; yet another works in an accelerator lab in India. And there is a group of six Ph.D. students at the leading accelerator lab in China.

This unique opportunity is available thanks to collaborative efforts to develop the web-based degree programs. They have developed the “WebCOSY” system, an interactive, web-based program for managing instruction, and submitting, receiving, and grading homework. They make course-related resources available over their website.

Berz defines Beam Physics as dealing with “ensembles of particles moving closely together at high speeds.” He mentions light beams and laser beams that carry energy and information. High-energy particles such as ions, electrons, and protons are combined into “beams” that are widely used from television, to the space program, to medical applications in diagnosis and therapy. When you think about these definitions, it becomes clear that Beam Physics applications are all around us.

Scientists use beams to ignite fusion by bombarding fuel pellets with intense particle beams. Physicists use Einstein's principle of equivalence of mass and energy ( $E=MC^2$ ) to create massive new particles where the energy released is the key to the information of the particles' properties. Numerous beam technologies assist technology development in the space program and Beam Physics is a basic tool in electron microscopy, material science, lithography, and radiation treatment.

Beam Physics turns out to be an important part of the high tech world around us, and MSU and its staff are teaching students around the globe. Berz says, “The VUBeam program offers a unique combination of national leadership in Beam Physics education with two of MSU's strengths: the concept of the Virtual University and the internalization of studies.”

Visit the website to learn about the courses at <http://vubeam.nscl.msu.edu/>.

## INSIDE OUTREACH



### Welcome Gerald Rhead



University Outreach extends a warm welcome to Jerry Rhead, Assistant Director, Outreach Instruction, who works under the direction of Barbara Fails, Director, Outreach Instruction. Rhead is responsible for assisting colleges and departments with outreach initiatives including marketing research, analysis, business plan development, media design, placement, and evaluation.

He brings extensive experience in marketing, media relations, corporate relations, and external communications to Michigan State University. His most recent assignment was Assistant Marketing Director, Central Michigan University's Greater Michigan Programs division; before that he worked in a similar position for Davenport College's Adult Accelerated Career Education program.

Rhead earned a B.S. in advertising and public relations from Ferris State University and an M.A. in educational leadership and human resources development from Western Michigan University. He plans to work toward his Ph.D. in higher, adult, and lifelong education at MSU.

His experience in marketing and program development goes back more than ten years. Before he began his career in higher education, he worked in radio and became general manager of a mid-Michigan FM station. Rhead received the Department of Military's Legion of Merit Medal for services provided by the radio station during the Gulf War to members and families of the 1073rd Maintenance Company National Guard Unit.

His new position offers him an opportunity to apply the expertise gained in his work throughout Michigan. Rhead says, “My father always taught me to ‘leave something better than the way you found it,’ so I hope that through my collective experience and knowledge, I can introduce innovative and systemic change that will positively impact Outreach Instruction's program development and marketing initiatives.”

Virtual University (continued from page 1).

## Future Priorities

The lessons we are learning from these initial efforts and the results of our market research suggest that MSU can best use the Internet's capacity to reach those unable or unwilling to come to campus by focusing on offering continuing professional education at the post-baccalaureate level where MSU has comparative advantage among higher education institutions.

Food safety, land use, education, and criminal justice are a few possibilities. Let me list several reasons for the appropriateness of this approach for MSU. First, while other Michigan public universities have some offerings at this level, our market research indicates that MSU has a stronger reputation for quality among potential enrollees than the others. Second, our research also reveals that potential graduate-level students are far less concerned about our higher price. Since the University of Michigan offers almost no distance education — at least as yet — MSU is the highest priced public provider in the state. In fact, we are able to charge a higher-than-list price by assessing a total package price for some of our full-degree Internet programs.

Third, we believe that this kind of offering from a research university will be most attractive to corporations and organizations intent on upgrading the capacity of their employees or members. And there is growing evidence that agencies that support international development are looking for ways to provide advanced education to leaders around the world that does not require residency in the United States. As lifelong education grows in importance as a key to economic growth in a knowledge age, listening to lectures on a college campus will grow increasingly obsolete and the demand for education offered at times and places convenient to the learner (and her employer) will continue to grow.

Fourth, we find that distance learning participants — both faculty and students — crave a great deal of interaction while they are learning. While such interaction can be fostered quite well over the Internet, it also turns out to be the most time-consuming aspect of such instruction. Our market studies suggest that Internet-based learning that includes occasional face-to-face interaction is most appealing to potential participants and may turn out to be the most effective mode of using the technology.

Thus, we believe that MSU's distance education offerings of the future will largely consist of graduate-level programs targeted at working professionals delivered through multiple media. In this model, participants will receive some instruction through the Internet at their home or office, and some by participating in videoconferenced classes available at multiple sites. They will come together occasionally for face-to-face interaction with instructors and their fellow students. For programs for which we recruit a midwestern regional audience, such meetings might occur a couple of times a semester in East Lansing or some other convenient city. For those geared to a national or international audience, such meetings might consist of one or two weeks a year on campus or at some other locale. There will be, of course, many other kinds of distance education offered — individual courses for high school and undergraduate students offered through the Internet, face-to-face degree programs offered at regional offices — but the dominant mode will be continuing professional education certificate and degree programs through the Internet.

This issue of *Outreach Linkages* contains a number of stories about current MSU VU programs. We invite you to contact us with new program ideas. And visit the website at [www.vu.msu.edu](http://www.vu.msu.edu).



## South African Delegation Exploring Partnership Opportunities at MSU

By Michael Spurgin

In October 1999, Michigan State University faculty members, students, community partners, and Outreach staff welcomed a delegation from the University of Natal-Durban, South Africa. That institution was one of eight South African universities selected to participate in a program funded by a Ford Foundation grant to the South African Joint Education Trust (JET). JET programs are intended to provide a vehicle for transforming South African higher education to deal more effectively with societal needs. Each of the eight universities was paired with an American institution having exemplary programs in community-university partnerships and/or service-learning.

The grant helped create a graduate program in Community Higher Education Service Partnerships (CHESP) in which the visitors to MSU were participants. The CHESP program is based on the belief that successful policy implementation requires developing skills among representatives of communities, higher education, non-governmental organizations, and the private sector that will lead those institutions to form effective partnerships dedicated to the reconstruction and development of a civil society in South Africa.

Participants in the CHESP leadership development project are required to complete 13 six-week study modules. The week they spent learning with their university partners allowed delegates to complete the learning objectives of one module and to develop an understanding of: (1) community-university and service-learning activities at partner institutions; (2) policy and administrative structures that support these activities; (3) funding mechanisms; (4) factors that promoted or inhibited transformation in the university; and (5) potential collaborations in the SA/US CHESP Exchange Program.

The delegation that visited MSU included the university's deputy vice-chancellor, the director of the Office of Community Outreach and Service Learning, the manager of Service Learning, the training manager at The Valley Trust (a non-governmental organization focused on primary health care and development), and the deputy chairperson of the KwaZulu-Natal, a community-based development organization. Each participating group encourages sustainable development that will strengthen the capacity of individuals and communities to improve their own quality of life.

The group met with MSU faculty and administrators from American Thought and Language, Educational Administration, Young Spartans, College of Human Medicine, College of Osteopathic Medicine, Michigan Agricultural Experiment Station; and with Lansing Mayor David Hollister and staff from the Woldumar Nature Center. They visited MSU outreach programs and projects such as Bailey Scholars, Morrill Scholars, the Service-Learning Center, the MSU Extension office in Mason, the Black Child and Family Institute, the Urban Affairs Center in Lansing, the Wexford Community School, Dexter Elmhurst Community Service Center, and the KLINK! Project at Amelia Earhart Middle School in Detroit.

Throughout the week, the delegation commented on the level of commitment displayed by those involved with outreach at MSU. Their final report suggests that factors promoting successful outcomes at MSU include a lively debate on the nature of knowledge; a willingness to live and work with ambiguity; a willingness to see the potential scholarly aspect of outreach, thereby acknowledging its academic legitimacy; a learning approach as opposed to a teaching approach; and a willingness to engage with communities as equal partners.

Delegates report that key lessons learned at MSU include:

- People have different understandings of outreach and give it different names.

- The Outreach program evolved through a process of learning from collaborations — practice generated knowledge about outreach.

- Community, students, and faculty are all learners, although different things may be learned.

- Change often happens from the edges. It does not need to be driven from the core.

The delegates' perceptions of the challenges faced by MSU outreach practitioners informed us of the need to extend the conversation about outreach/engagement throughout the university; engage more widely with community colleges; balance "customer satisfaction" with the longer-term university obligations; balance thinking, doing, and being, and reflect on those experiences; and evaluate how the dynamics of partnerships are best managed, especially as applied to sustainability and withdrawal from projects.

MSU outreach staff learned much from the delegation and the students, faculty, and community partners who gave their time during the week. Continuing dialogue between the institutions will help both learn more about how research universities can most usefully engage with communities to create a more civil society.

For more information about the delegation's visit or background on CHESP projects, please contact Michael Spurgin at [spurginm@msu.edu](mailto:spurginm@msu.edu).

### A Visit to the MSU Testing Office

By Patricia Miller

Did you know that the Michigan State University Testing Office can assist faculty and students as an official test site for national exams? That Internet-based students can take supervised computer-based tests here on campus? That information on registration for almost all graduate and professional school entrance exams and many licensing/certifications tests is all in one location? If you knew all this, you have worked with the MSU Testing Office, located at 207 Student Services Building, and have interacted with the office's enthusiastic manager, Linda Trevarthen. If not, call her at 355-8385 or e-mail to [testctr@msu.edu](mailto:testctr@msu.edu) to find out about this valuable service for MSU faculty and students.

The Testing Center is part of the MSU Test Preparation Consortium, a collaboration of on-campus units offering resources to MSU students preparing for national standardized exams such as graduate and professional school entrance exams. The MSU Testing Center offers self-help study materials in multiple formats, general skills support to students for all types of exams, assistance with self diagnosis before taking tests, and assistance in eliminating the "unknowns" in testing situations that can be unnerving to students.

The MSU Testing Office also belongs to the Consortium of National Testing Centers, used for Distance Learning Testing. If a student needs to take a test for MSU somewhere other than East Lansing, or the student is in East Lansing but needs to have a test from another university proctored here, the Testing Office is the place to call. Tests can be paper-and-pen or web-based. The fee is approximately \$15 per test for this service. Check out the CCTC website at <http://testing.byu.edu/consortium> or link to it via the Testing Office home page. As Internet-based distance learning opportunities increase, this service will become more and more valuable and necessary.

Share this resource with faculty advisers, graduate assistants, and students in need of test assistance, a proctored test, or a web-based exam. Trevarthen says, "Our office may be small, but our services are many, our clientele is huge and growing, and our excellent staff are knowledgeable, professional, and truly caring." For further information, see the website: [www.couns.msu.edu/testing/](http://www.couns.msu.edu/testing/).



The implicit images of "U" and "O" form the University Outreach mark. The mark illustrates the vision of the Outreach staff – to link the university's resources, knowledge, and experience to organizations, communities, and citizens in a scholarly effort to address pressing social problems, inform public policy debate, and discover new wisdom.

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