

Student Services on New Branch Campuses

Nancy Thompson
Holly Carpenter
Drexel University

2011 NASPA Western Regional Conference
San Diego, CA



Definitions

- Definition of branch campus
- Definition of student services
- Organizational models of student services



Planning

- Accreditation requirements
- Legal requirements
- Who is invited to planning process
- Budget/sources of funds
- Types of programs and students expected
- Types of services and delivery models
- Units involved/reporting relationships
- Main campus approach and expectations for student services



Once new branch campus opens

- Sources of revenue realized/new budget
- Actual student enrollment and needs
- Branch campus admin, faculty and staff expectations and perspectives
- Main campus expectations and perspectives
- Flexibility and adaptability needed
- Evolution over time



Case Study

- East Coast institution opened branch campus in California
- 2800 miles away, 3 time zones
- Initial planning
- Initial opening
- Evolution of services



Emergent Issues

- *“Expect the unexpected. You will need entrepreneurial abilities and the willingness to go above and beyond your first expectations.”*



Emergent Issues

- Campus definition and identity
- Cultural differences between coasts and campuses
- Financial sustainability
- Critical mass of students
- Delivery models
- Evolving dynamic between campuses



Recommendations

- Define nature of campus
- Be aware of cultural/geographic expectations
- Have the right people involved in planning
- Delivery models and student needs/use
- Organizational structure across campuses
- Plan for/evaluate stages of evolution
- Expect the unexpected!



Participant experiences

- How many have worked on or attended school at a branch campus?
- What were your experiences with student services?
- How many have been involved in branch campus start-ups?
- What were your experiences with the planning process and first 2-3 years?



Closing comments



Contact information

- For additional information, please contact
 - Nancy Thompson, Director of Recruiting
 - thompson@drexel.edu
 - Holly Carpenter, Assistant Clinical Prof.
 - hwc24@drexel.edu

