

Think Big Benefit Categories

1) Employer demand for WMU graduates increases due to their real-world experiences.

19 independent mentions and 299 likes

- Students receive real-life skills and training prior to graduation which helps job placement rates. idea #56, 36 likes
- Employers get well-trained graduates and students gain professional networks. idea #56
- Relative experience. idea #57, 10 likes
- Real world experience. idea #58, 24 likes
- Hands on experience. idea #60, 9 likes
- Hands-on real-world skills. idea #62, 19 likes
- Experience in their field. idea #64, 29 likes
- Hands on learning through cooperative experiences. idea #70, 14 likes
- Employer demand for WMU graduates increase. idea #34, 9 likes
- Real world experience to prepare for work or graduate school. idea #35, 18 likes
- Job skills and placements. idea #37, 7 likes
- Hands on real-world skills. idea #38, 13 likes
- Internships and co-ops. idea #11, 26 likes
- Practical education skills. idea #6, 8 likes
- Real practical skills. idea #1, 35 likes
- Marketable. idea #73, 13 likes
- Students will build their toolbox for life. idea #76, 15 likes
- Real world experience through student, faculty and community engagement. idea #81, 14 likes
- Apprenticeship for every undergraduate student. idea #94, n/a

2) WMU graduates are leaders.

3 independent mentions and 81 likes

- Student leaders in politics, trades, sciences, engineering regarding sustainability. idea #1, 35 likes
- Developing leaders on campus. idea #16, 32 likes
- Community leaders. idea #36, 14 likes

3) Students are rooted in a nurturing community and are more at ease and confident.

14 independent mentions and 118 likes

- Sense of community. idea #1, 35 likes
- Sense of belonging and community engagement. idea #34, 9 likes

- Long term relationships. idea #37, 7 likes
- Network and community. idea #40, 11 likes
- Sustained sense of belonging. idea #40
- Friendships and partnerships. idea #41, 16 likes
- Lifelong opportunities, contacts, mentors and networks. idea #41
- Building a campus community. idea #67, 15 likes
- Sense of belonging to the community. idea #68, 12 likes
- Be part of an integrated, engaged campus community. idea #72, 13 likes
- Student involvement in the community. idea #96, n/a
- Community engaged with students by offering events/activities. idea #96
- A faster way to be connected with community. idea #96
- This program would include a website that is known by all in kalamazoo as a place to post volunteer positions.
- idea #101, n/a

4) Campus and community collaboration builds a culture of reciprocity.

15 independent mentions and 72 likes

- Creates a culture of reciprocity. idea #2, 12 likes
- Community gains energy, resources and contributors. idea #3, 10 likes
- Culture and arts involvement. idea #5
- Collaboration with organizations and corporations. idea #5, 10 likes
- Resources for community. idea #36, 14 likes
- Future employees. idea #36
- Community investment. idea #36
- Company tours/discussion with diverse staff. idea #97, n/a
- Targeted focus on developing relationships with stakeholders and local communities that result in action based projects. idea #100, n/a
- Engagement with regional stakeholders, schools and businesses in SW to create community and provide opportunities for collaboration. idea #100 n/a
- Meet the needs of the community by addressing language and educational barriers (providing print, radio, media materials that are able to be understood by most.) idea #100 n/a
- Creating pipelines and a WMU fingerprint in the community that focuses on traditionally underrepresented students. (Latinx, rural, first generation,) to access WMU. idea #100 n/a
- WMU CCRC initiative is to have a life plan community for the biggest population this country will have encountered year to date (10,000 people a day go on Medicare). The benefits will be to the residents but also to the educational value of all our health professions, undergraduate and medical school. It will differentiate WMU as the leader in programs to maintain our aging in the independent or assisted living vs the more

expensive nursing home. It will be very attractive for not only the students wanting to become part of the CCRC but future residents. idea #141, n/a

- Student engagement in their business. idea #59, 5 likes
- Possible compensation or credits, emphasis on community partnership. idea #61, 21 likes

5) WMU is a high-quality institution with generous donors.

5 independent mentions and 30 likes

- An increase to donations to the University. idea #2, 12 likes
- Better prepared ambassadors to explain the value of WMU leads to donations that support enrollment. idea #82, 10 likes
- High value proposition for donors and contributors. idea #85, 8 likes
- Send representatives to the elementary, middle and high schools to participate in any and all programs at their schools so those around us grow up knowing that WMU has a vested interest in their education. Have business majors "intern" and teach Junior Achievements, become more involved with the sports community-have our players attend some of their games...I'm also a parent who has MS students-why don't we host STEM clubs, STEM camps during the school year here..it's a captive audience. idea #122, n/a
- Task every academic dean at WMU to hire at least one top scholar into their college using named endowed positions and appropriate salary incentives to attract the best and the brightest, eg Pulitzer Prize winners, Academy Award winners, Nobel Prize winners, past ambassadors and heads of federal government agencies...newsworthy academic leaders. idea #127, n/a

6) WMU students experience a healthy lifestyle.

10 independent mentions and 65 likes

- Healthy mind and body. idea #5, 3 likes
- Exposure to healthy lifestyle, diet and exercise. idea #28, 12 likes
- Well-rounded students graduate. idea #46, n/a
- Well-rounded graduate. idea #50, 13 likes
- Deal with the stress of the modern world. idea #75, 10 likes
- Holistic experience. idea #77, 15 likes
- WMU needs to show their commitment for DEI increased resources such as implicit bias for anyone that hires or has direct contact with students—our OIE office is great but understaffed and needs more funding. idea #108, n/a
- Through a facebook page, programs having events on campus can post towards the end of the event the remaining food they have available and where students can join them on campus for a meal. idea #110, n/a
- This would greatly encourage students to live on campus. It would also reduce food insecurity. idea #111, n/a
- Personal and professional growth and maturity. idea #68, 12 likes

7) **WMU graduates are career-ready.**

19 independent mentions and 257 likes

- People skills. idea #6, 10 likes
- Students learn and demonstrate skills needed by all employers. idea #62
- Communication skills. idea #62, 21 likes
- Soft skills, interview skills, problem solving skills. idea #77, 15 likes
- Career readiness. idea #82, 14 likes
- Career development. idea #70, 14 likes
- Job ready education for today's jobs and future. idea #83, 10 likes
- Skills , proficiencies, competencies that ensure personal and professional success. idea #87, no likes
- Improved employability skill sets. idea #88, 8 likes
- Better trained future Broncos. idea #59, 5 likes
- Career readiness. idea #67, 15 likes
- Students learn and demonstrate skills needed by all employers. idea #62, 19 likes
- More well-rounded student and employable student—they will get the tool box for success through the guarantee program. idea #77, 21 likes
- Job skills. idea #20, 52 likes
- Career based skills. idea #20
- Eye catching employability/resume. idea #13, 9 likes
- Students are better prepared for workforce. idea #2, 12 likes
- Student success and career prep. idea #61, 21 likes
- Graduating students that are skillful and job ready. idea #42, 11 likes

8) **Faculty, staff and students are able to focus on their work.**

7 mentions and 65 likes

- Increased retention and efficiency. idea #7
- Employee satisfaction. idea #7, 13 likes
- Less unexcused class time lost. idea #15, 14 likes
- Less work missed. idea #15
- Less time spent on “chores” (paying bills, advising appts, ect.) idea #9, 7 likes
- Student success and career prep. idea #61, 21 likes
- Career readiness. idea #82, 10 likes

9) **WMU alumni are actively engaged.**

8 independent mentions and 46 likes

- Building and sustaining the Bronco network—alumni development. idea #7, 13 likes

- Alumni who know the university and can articulate their experience. idea #16, 5 vote
- Student and alumni can identify with the leadership provided from WMU. idea #19, 2 likes
- Alumni engagement. idea #29, 11 likes
- A strong alumni group. idea #46, n/a
- Institution, commitment, loyalty, increased opportunities. idea #49, 13 likes
- Successful alumni. idea #58, 2 likes
- Strong Alumni Development program that provides opportunities for engagement and giving back other than monetary. idea #100, n/a
- Improved career readiness leads to student success.
- 7 independent mentions and 72 likes
- Student success will be improved. idea #17, 12 likes
- Student success and retention and graduation. idea #34, 9 likes
- Increased student success and outcomes. idea #64, 29 likes
- This program is created to incite healthy competition among the academic departments. Upperclassmen develop and give presentations that compete against each other in the spring semester. The winners earn a partial scholarship, funding for academic departments and the potential for a GA position at WMU (promotes excellence). idea #115, n/a
- This program would allow for healthy competition between various academic departments. idea #138, n/a
- Higher graduation rate. idea #39, 11 likes
- Increase in 4-year graduates. idea #88, 11 like

10) WMU celebrates diversity.

8 mentions and 51 likes

- Increased diversity and tolerance. idea #25
- Understanding the need to share. idea #25
- Diversity is strength. idea #25, 12 likes
- Increased diversity, sense of belonging. idea #7, 13 likes
- Increased diversity and access. idea #64, 19 likes
- Diversity of experience, people you meet. idea #80, 7 likes
- DEI increased resources. idea #107, n/a
- MLK program and success at WMU. idea #114, n/a

11) Graduates have a global perspective and are prepared for global, diverse workplaces.

11 independent mentions and 142 likes

- International exposure. idea #5, 10 likes
- Global perspective. idea #25, 12 likes

- Prepared to be global citizens. idea #26, 16 likes
- Common good university—make a global difference. idea #54, 11 likes
- Community and global connectivity. idea #57, 10 likes
- Broad based learning, exposure to people who are different, multi-faceted way to approach problems.
- idea #61, 21 likes
- Students who are professionally prepared for a futuristic and globally centered career. idea #68, 12 likes
- International experience available to undergraduates. idea #69, 7 likes
- Globally engaged. idea #77, 21 likes
- Exposed to global reality. idea #78, 8 likes
- Positions University as a global environmental leader. idea #81, 14 likes

12) Students learn to be critical and transformational thinkers.

5 independent mentions and 81 likes

- Transformational thinker. idea #10, 11 likes
- Ability to think across disciplines. idea #13, 9 likes
- Learn to think differently. idea #26, 33 likes
- Broad based learning, exposure to people who are different and multifaceted way to approach problems. idea #61, 21 likes
- Mind set and foundation of creative learning and doers. idea #80, 7 likes

13) WMU offers an education formula that is financially feasible.

10 independent mentions and 166 likes

- Affordable study abroad. idea#11, 26 likes
- Completing education in a timely fashion. idea #14, 14 likes
- Students graduate in three years. idea #11, 26 likes
- Financial literacy, access to scholarships and paid internships. idea #35, 18 likes
- Reduced student debt. idea #37, 7 likes
- Graduating with minimal debt. idea #46, 12 likes
- More affordable. idea #52, 13 likes
- Financial assistance. idea #64, 29 likes
- Reduced cost to students. idea #67, 15 likes
- Lowered cost, better perceived value. idea #83, 6 likes

14) Students experience individualized support from faculty, staff and other students.

9 independent mentions and 91 likes

- Better student/faculty connections. idea #12
- Improved communication. idea #12, 12 likes
- Casual conversations with faculty and staff. idea #29, 11 likes
- One to one faculty engagement. idea #47, 15 likes
- Engaged faculty. idea #38, 13 likes
- One on one meaningful mentorship/relationships. idea #44, 9 likes
- Core faculty mentors. idea #51, 21 likes
- Once a month a coffee hour is held at different locations on campus so students can relax and meet people from different walks of life. idea #119, n/a
- Personal concierge/one-stop resolution of problems. idea #23, 10 likes

15) WMU is committed to lifelong learning.

7 independent mentions and 75 likes

- Learn discipline to keep growing and meet goals over a lifetime. idea #27, 12 likes
- Get credit for experience/prior learning. idea #52, 13 likes
- Continued career development and knowing that they will always be a Bronco. idea #62, 19 likes
- Address teacher shortage. idea #74, 15 likes
- Lifelong learners able to succeed and thrive for life. idea #79, 9 likes
- Lifelong learning, relationships. idea #80, 7 likes
- Allow student with life and business experience to obtain credit to the school. idea #121, n/a

16) Enrollment increases.

3 independent mentions and 44 likes

- Increased enrollment. idea #58, 24 likes
- Increased out-of-state enrollment. idea #81, 14 likes
- Brand as an innovative leader—increase enrollment. idea #83, 6 likes

17) Graduates are confident, critical, transformational thinkers.

8 independent mentions and 116 likes

- Confident, competent students. idea #31, 22 likes
- Critical thinking, creative problem solving, communication. idea #38, 13 likes
- Students who are more confident in themselves. idea #65
- Critical thinkers who can answer and ask tomorrow's questions. idea #65, 27 likes
- More critical and creative thinking. idea #69, 12 likes
- Ethical thinking that employers seek and leads to ethical world leaders. idea #71, 10 likes
- Work force of engaged problem-solvers. idea #40, 11 likes
- Problem solving, critical thinking. idea #77, 21 likes

18) Students are exposed to current and emerging technologies.

4 independent mentions and 67 likes

- Relevant programs for the changing environment. idea #2, 12 likes
- Technological literacy and building and creating new emerging technologies for the future. Builds thinking skills and communication skills. idea #47, 15 likes
- Preparation for future cutting-edge careers that are developing over time. idea #48, 28 likes
- Students are professionally prepared for a futuristic and globally centered career. idea #68, 12 likes

19) Students find their passion through highly personalized learning.

3 independent mentions and 51 likes

- Focusing graduates toward a unique path of passion. idea #50
- Something individualized to allow the student to shine in an interview. idea #50, 23 likes
- Students: relevant, focused, adaptable, highly personalized learning. idea #49, 28 likes

20) Students are prepared for a lifetime of careers.

5 independent mentions and 76 likes

- Flexibility to switch careers. idea #48, 28 likes
- Students have proven entrepreneurial skills. idea #63, 19 likes
- Flexible adaptable students. idea #51, 21 likes
- Trains students to be adaptable. idea #78, 8 likes
- Experience implementing and maintaining business models. idea #109, n/a likes

21) WMU graduates make the world better.

7 independent mentions and 54 likes

- Ability to improve their own and others economic mobility. idea #71
- Ethical thinking that employers seek and leads to ethical world leaders. idea #71, 10 likes
- Sense that their work matters. idea #72, 13 likes
- A sense of efficacy and ability to make a difference. idea #75, 10 likes
- Socially driven students. idea #78, 21 likes
- Good citizenship. idea #106, n/a
- Unique advising services that touch the whole student and help them discover their unique gifts to benefit society. idea #125, n/a

22) Students are environmental stewards.

4 Independent mentions and 21 likes

- Green campus. idea #78, 21 likes
- Creating a sustainable world for the coming century. idea #116, n/a
- Ability to address the greatest challenge facing humanity in this century. idea #129, n/a
- Preserve green spaces. idea #130, n/a

23) It is easy to get to campus.

2 independent mentions and n/a

- Use google maps to find WMU. idea #128, n/a
- Use amtrak to travel directly to campus. idea #92. n/a

24) Faculty utilizes the most dynamic technology for teaching our students.

3 independent mentions and n/a

- Fully support collaborative conferencing, classroom, and lab related technologies throughout campus to provide a similar high-tech environment of student and staff interaction and learning experiences including web, cell phones, interactive displays/smart, simulation, gamification, social network, podcasts, AI, augmented reality, VR, 3D printing, cloud computing, MOOCs, wearable tech etc.
- idea #93, n/a likes
- Offer programs and degrees through VR technology. idea #136, n/a
- Communicate world knowledge using technology. idea #140, n/a

25) WMU's organizational plan for growth strengthens higher education in southwest Michigan.

1 mention and n/a

- WMU approaches GVSU and Ferris and proposes that we have a 10 year merger program in which we become a single university (the University of West Michigan) with three branch campuses in Kalamazoo, GR, and Big Rapids with one president and three chancellors—much like U of M AA, Dearborn, and Flint. idea #135, n/a

26) Students have direct engagement with employers.

7 independent mentions and 95 likes

- Employers engage with students with own eyes—not just a resume. idea #60, 9 likes
- Graduates who are more confident in themselves and have relevant skills. idea #65, 27 likes
- Timely and real-world perspectives and network started. idea #69, 7 likes
- Experience and direct connections to jobs—job preparation. idea #44, 9 likes
- Students will gain experience, apply learning and receive wage/lower tuition. idea #3, 10 likes
- Industry and community contacts. idea #67, 33 likes
- Create more corporate partnerships. idea #120, n/a

27) A stellar reputation is part of WMU's brand.

9 independent mentions and 131 likes

- WMU gains reputation. idea #3, 10 likes
- The University gets good press because are serving a population that nobody wants to serve. idea #18, 34 likes
- Visibility and reputation. idea #38, 13 likes
- Institutional image of academic quality. idea #39, 11 likes
- Brand increased. idea #58, 24 likes
- Visibility and reputation. idea #62, 19 likes
- Global reputation for welcoming all students and every background. idea #87, 8 likes
- Academics, not just a football team. idea #89, 12 likes
- An idea that is proactively pitched and covered in local and national media outlets. idea #118, n/a

28) Overhaul thinking to increase caregiver involvement in education

- The university needs to lead the charge to change the way school boards & principals plus caregivers view their own roles, the role of classroom teachers and the role of students in raising expectations of caregivers towards better involvement in the formal education of their pre-k - 12th graders. idea #123, n/a

29) WMU investments in athletics.

- Upgrade athletic facilities so we can: A) recruit the best and brightest student athletes and coaches; B) enhance the experience for our fans, donors, alumni and students; C) enhance our image to the community at large. Look hard at what the University of Central Florida has done and see what we can apply here at WMU. More partnerships with community and state of Michigan stakeholders. What partnerships can we create and develop with Pfizer, Stryker, GM, Ford, Bells Brewing, Airlines. idea #120, n/a

30) WMU 4H science program through NASA.

- Establishing a 4H program here on campus, greatly improves student's graduation and retention rates. idea #139, n/a