THE MODEL OF A SUPPORTIVE CAMPUS*

1. An actively supportive president or dean
As the prime advocate for the campus’s services to businesses, industries and public sector organizations, the president or dean fulfills three distinct responsibilities:
   • Internal champion
   • External marketing agent
   • Process improvement leader

2. Employer services operations effectively connected to campus mission and activities
The campus actively encourages and facilitates appropriate, productive coordination among all campus operations -- including the operation which develops, implements and maintains lasting, productive partnerships with corporate customers.

3. A director of employer services with strategic authority
To meet the needs of corporate customers, the individual responsible for services to employers has the flexibility to operate as a business within the academic environment. The campus enables the director to do business with business like business does business.

4. An employer services operation with differentiated, funded core positions
The campus supports crucial core positions in the business and industry operation as an indispensable investment. Critical staff are responsible for administration, sales, marketing and corporate services.

5. Hiring policies fully supportive of the employer services operation
In order to operate as a business in the market, the campus establishes and implements human resources policies that uniquely support the needs of customers from business and industry.

6. Employer services performance standards and processes that are tracked and continually improved
Even when business-friendly policies and systems are implemented, the campus has a reliable, standards-based process for ensuring fast, seamless service delivery.

7. Complementary marketing efforts
The campus systematically coordinates the marketing and advertising efforts of the campus at large with those of the employer service operation.

8. Budgetary policies supportive of the employer services operation
The campus promotes a system which enables the director of employer services to lead the operations with control of the operation’s budget, as well as a portion of the surplus which results… all with an eye toward becoming self-sufficient and reinvesting in the operation. As a result the campus does business with business like business does business.

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