

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.

* The Enterprise Ohio Network, Making Learning for the Workplace Count; Ohio board of Regents, 30 E. Broad Street, 36th Floor, Columbus, Ohio 43266-0417, www.enterpriseohio.org, Phone: 614-466-6000.