Bob Harrison: 
Project history
- Only 250 manufacturing workers in the Benton Harbor/St Joseph facility, other employees at this Whirlpool facility are knowledge-based workers
- 7-8 years ago, Whirlpool was considering moving a number of employees out of this area.
- Whirlpool received incentives to retain and grow employment in this area, including Call Center

How do we go about developing talent in Whirlpool?
- Develop skills in the incumbent workforce
- Create a portal for people in local area to obtain jobs at Whirlpool

Sharon Purnell:
- Call Center—about 400 employees at call center today
- 4 week vigorous training program, including information about systems, policies, customer service
- Lake Michigan College certificates and associates in business administration courses are offered at Whirlpool, in house, and all employees are encouraged to register
  - Each semester, 7-8 classes are offered, with a total of about 90 students participating.
    - LMC instructors teach right at Whirlpool locations
    - This helps to eliminate road blocks to education, including day care, transportation, school after working all day
- They are now moving from certificate program to degree program and this has had a great reception from employees
- Registration process
  - Add more classes at Whirlpool and as employees/students progress toward degree, they can take classes at the LMC campus.
  - Best Ticket courses at Whirlpool have web-based registration, including necessary HR forms, supervisors’ signatures—all through the company intranet

Denise Martin
- LMC is committed to maintaining academic integrity for classes offered off campus, including those at Whirlpool, to ensure that students get what they need from program
• Requirements and prerequisites for each course are outlined in the brochure that employees receive.
• Gen Ed courses to be offered each semester are determined by company—what Whirlpool needs
• Because of Whirlpool's placement in the international market, a foreign language is encouraged
• All courses offered onsite, with exception of lab science course
• Recruitment
  o Utilizing Whirlpool's intranet for communication with employees
  o Open houses at least once per semester to talk with new students & returning students
  o Employee word of mouth
  o Lake Michigan College is named as one of Whirlpool's preferred academic partners
• Initial Assessment
  o Important to maintain academic and transfer integrity
  o If there are enough new students requiring the assessment, counselors will take test to Whirlpool; if not, employees come to LMC for Compass assessment
  o If an employee has previous education, LMC will conduct a transcript evaluation, resulting in possible waiver of Compass parts
• Onsite advising
  o Electronic EDPs—through LMC Wavelink system
  o On campus advisers are aware of program so if employee comes to campus they get consistent information
  o Telephone contact for advising
  o Registration for semester courses is completed through the Whirlpool intranet website
  o Registration does not flow directly into LMC's Banner system; therefore, it does require some manual data entry to verify course registration permissions
  o CRNs (course section numbers) are not published in schedules to ensure that Whirlpool has some control over who gets into these courses. The courses onsite for Whirlpool are only open to Whirlpool employees
• Instruction Methods
  o Accelerated courses, involving more intensive classes in a shortened time format, did not work—students wanted traditional 15-week courses
  o Allows students to take more than one per semester.
  o Courses offered year round, including spring & summer. Some courses run for the combined spring/summer terms
  o Technology in classroom, Blackboard technology in rooms, instructors use same instruction techniques as on those on campus
  o Special speakers from Whirlpool to supplement educational information in classes, e.g. marketing course had director of marketing available

Joe Pepple, Training Coordinator
Pieces of the puzzle for the company
• Coordination through resource sharing
• Selling program idea to academic deans and instructors
• Logistical issues
  o Bill company directly—how does the Business Office coordinate with finance
  o LMC & Whirlpool each have a team of people working on the Best Ticket Program
  o Whirlpool pays for everything including books—student does not even have to come to the bookstore. The coordinator meets them at first night of class & gives them books
  o Instructors & coordinators have Whirlpool badges for access to the facility
  o Student services—
• Over 200 WP employees in program, resulting in over 900 credit hours

Sharon Purnell
Results of the Best Ticket in Town Program
• 12 employee promotions as a result of program
• Changes in morale, networking among employees
  o The confidence level of employees has increased
  o Employees are excited about learning
  o Supervisors have enthusiastic employees
  o Making differences in people’s lives
  o Instructors incorporate real examples from Whirlpool in class work
• Employees have transferred to other facilities within the Whirlpool Corporation as a result of AAS from LMC
• The program has created an opportunity to develop and expand LMC’s relationship with WMU for BBA
  o 14 students at LMC’s WMU campus in Fall 2005
  o One class is offered this semester through WMU and there will be two more next semester

Bob Harrison
• WMU had its moved BBA courses back to Kalamazoo, but is now is migrating back to the LMC campus, which is good for this area
• These employees are adult learners, either returning to college after an absence or just beginning their college careers

Q & A
• How many courses are offered each semester? 6 -8 courses
• Is the cohort the same for each? Some are the same, but it depends upon which class each student takes each semester. Best Ticket team will decide which courses are offered for the year, based on enrollments from previous year. Also, the cohort depends on where the students are in the program and what credits they may have been able to transfer.
• EDJT funding? This was originally an 8-year program, but at this point, Whirlpool pays. Whirlpool pays for each contracted course for a minimum of 14 students.
• The courses are taught mostly by adjunct faculty, but there are some full-time faculty. Dept. chair is responsible for assigning faculty.
• How does the company feel about the expense? Whirlpool sees this as an economical investment. The company has a reimbursement policy for those students who do not make acceptable grades. Although there are no specific career plans for employees, this is part of an employee's performance review for year.
• Turn-over at WP? Sustainability? We have not saturated the Whirlpool market as employees/students move up within the corporation.
  o WP is very community minded corp., so some migrating to other area employers is still considered a good investment for the community.
• Are all requirements for Whirlpool courses the same as campus courses? Absolutely—to maintain academic standards and integrity. Receive letter grades, same time periods for withdrawing, dropping, same criteria, same prerequisites.
• Are there any commonalities for Whirlpool students? These students tend to be older, with a lower number of international students. They are very committed to doing well, and the grades may be a little higher than for those students on campus. Many take advantage of on-campus tutoring.
  o Signed release of student information is imperative in order to share info with company HR department, including assessment/placement score, grades.
• What about LMC's relationship with Whirlpool's HR dept? There are quarterly meetings with HR to track budget and align the process with HR's policies and procedures. Additionally, a representative from the HR department is on the Best Ticket in Town committee.
• Relationship between academic plan and career plan? Not specifically, but employee is encouraged to investigate promotion possibilities and discuss with supervisor.