



WESTERN MICHIGAN UNIVERSITY
Government Relations and
External Partnership

BRIDGING CAMPUS *and the* COMMUNITY

FALL 2025

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CHENG KIDD SUN, MANAGER, EXTERNAL PARTNERHIPS



Your Advocates!

Agenda

Overview

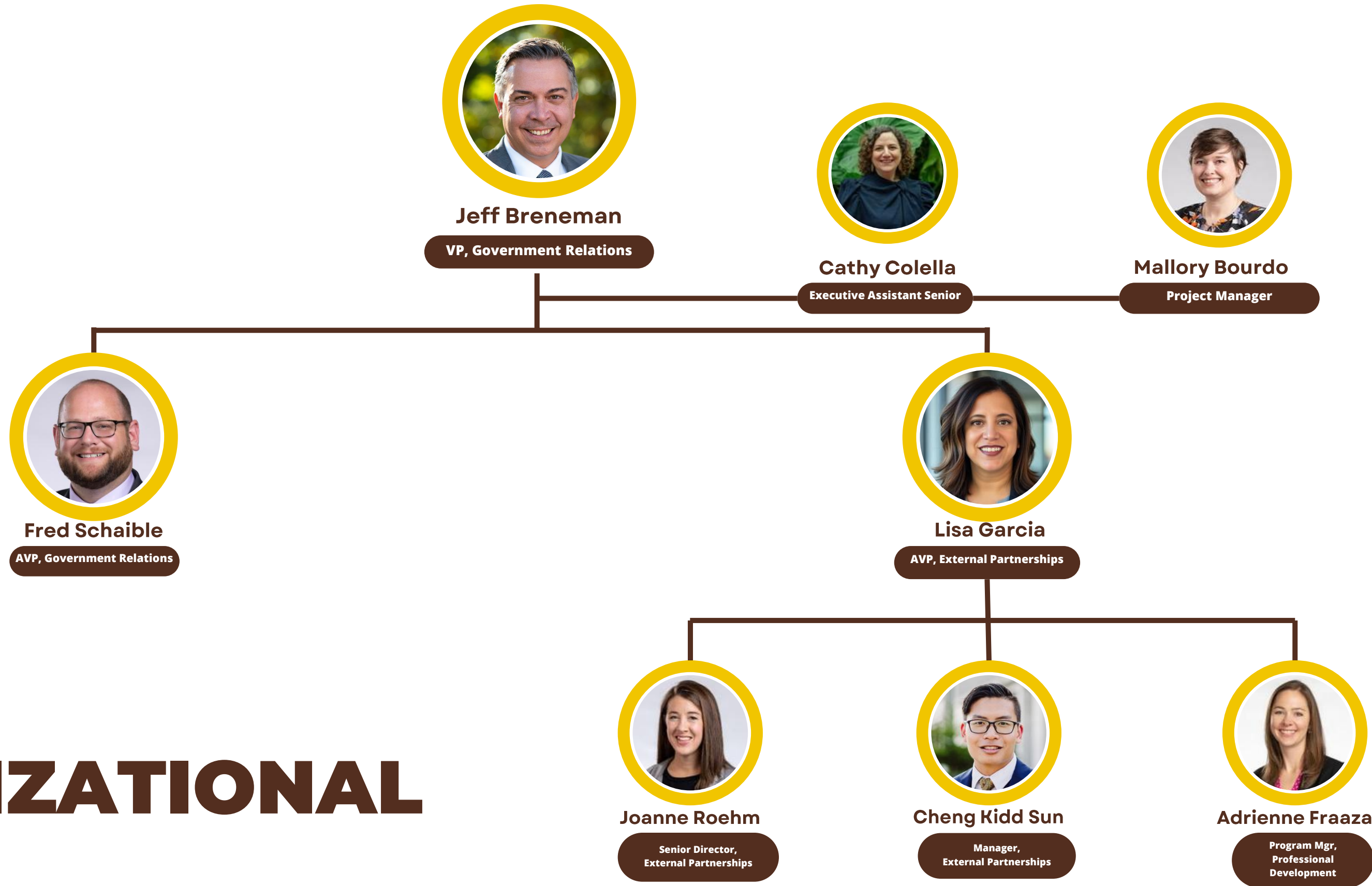
External Partnerships

- Corporate Engagement
- Community Partnerships
- Professional Development



What a public research university can offer





OGR-EP ORGANIZATIONAL CHART



Our Mission

To advance WMU's mission and values by **advocating for favorable public policy, increased investments, and strategic partnerships.**



INVESTMENT

Increase and diversify
federal, state, and
community investments

to provide all WMU
students with access to
enhanced educational
opportunities and
facilities.



PARTNERSHIPS

Cultivate mutually
beneficial partnerships

between WMU's internal
and external stakeholders
to increase opportunities
for experiential-driven
learning to foster
economic development.



ENGAGEMENT

Advance student, faculty,
and staff opportunities
through civic, corporate,
and community
engagement.



External Partnerships

Advancing WMU's Mission and Values

- Create **experience-driven learning opportunities** for students
- Build **holistic, mission-aligned partnerships** across sectors
- Strengthen **community connectivity**
- Position WMU as a **visible, trusted community partner**





UNITE 5-Step Corporate Engagement Process

Priority Assessment

**Engagement Team
Formation**

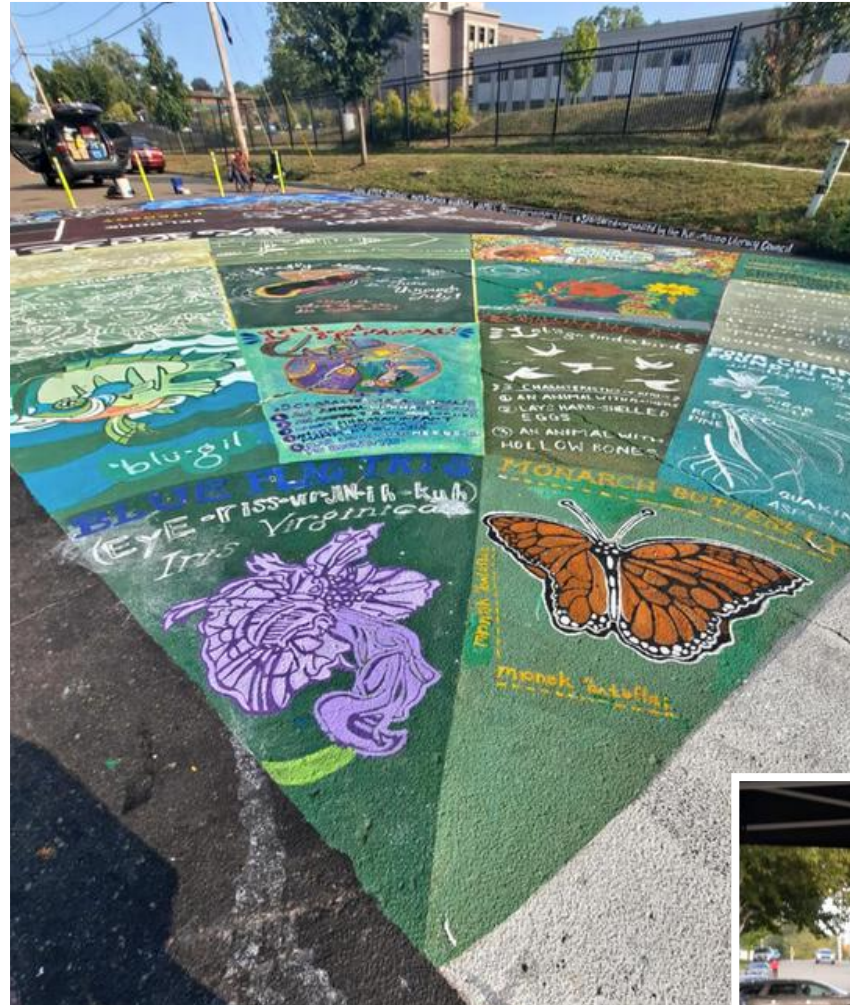
**Strategic Engagement
Plan**

**Corporate Partner
Presentation**

Feedback Loop



Kalamazoo Literacy Council



- **Longstanding collaboration** supporting adult literacy, workforce readiness, and family learning throughout Kalamazoo
- **WMU as host and co-convenor of the WMU/KLC Advisory Board**, bringing together representatives from across the University, the KLC, and community partners to guide shared initiatives.
- **Deep place-based work in the Edison Neighborhood**, connecting WMU faculty, staff, and students with residents to advance education, health, and economic mobility
 - Support for creation community assets like **Literacy Lane and the Albert White Trail** — neighborhood projects that celebrate literacy, wellness, and community pride
 - **Edison Resident Scholars Program** — partnership with KLC, OLLI, and local organizations providing intergenerational learning experiences and mentorship for adult learners
- WMU as host and partner for major KLC initiatives, including the annual **Adult Literacy Research and Training Symposium**
- **Service-learning, internships, and community-based research** engaging students from Education, Health & Human Services, and Arts & Sciences



Bring together City and WMU
constituents on issues
affecting us both



Kalamazoo neighborhood
engagement/development of WMU
neighborhood plan

Monthly/quarterly
meetings with city
leadership & staff



Off-campus housing &
pedestrian safety



Meetings with county &
township staff



Public Infrastructure &
transportation needs



kalamazooliteracycouncil
#EveryoneNeedsToRead



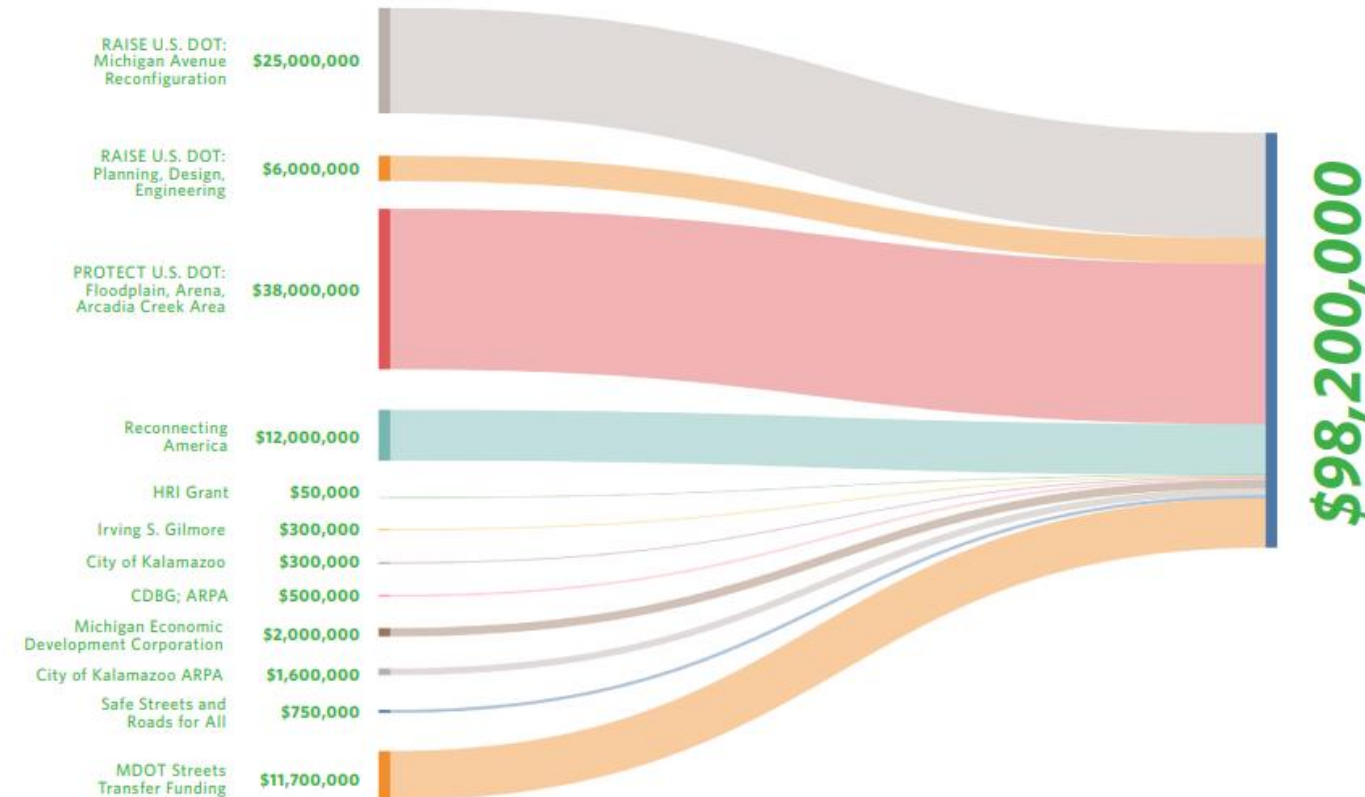
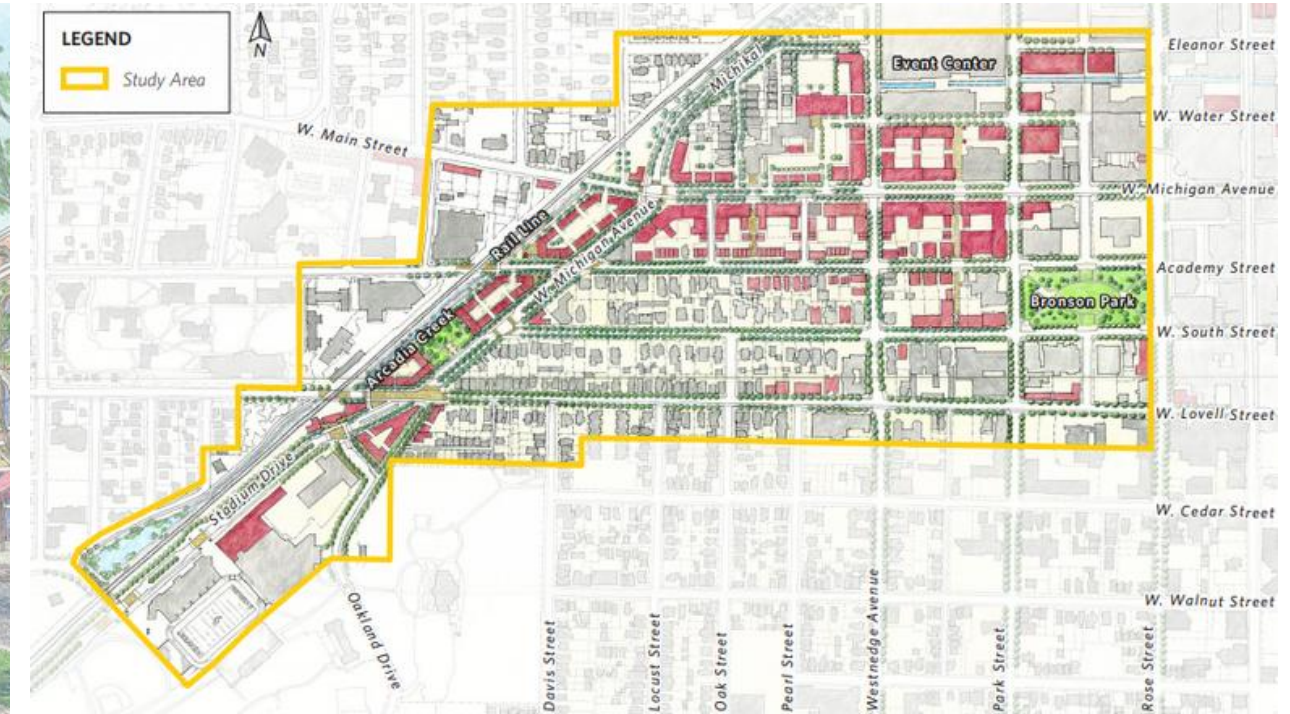


Discover Kalamazoo Visitor Center





West Gateway Plan





Students

WMU regularly posts upcoming volunteer opportunities in the community to ExperienceWMU. Click here, make sure to be signed in, and then select "join" on the Community Engaged Learning page to receive e-mail alerts as new events are posted.

[Sign Up For Alerts](#)

See currently posted volunteer opportunities for WMU students. Make sure to be signed in to see all opportunities.

[View Current Volunteer Opportunities](#)

[View life stories from those we serve](#)

Community Partners

[Volunteer Request Form](#)

We require community partners to share WMU's commitment to the safety and support of all our students

Western Michigan University prohibits discrimination or harassment that violates the law or that limits opportunities of admission, employment, or education based on the protected classes of race, color, religion, national origin, sex, pregnancy, sexual orientation, gender identity, age, protected disability, protected veteran status, genetic information, height, weight, or marital status. For full policy, please click below.

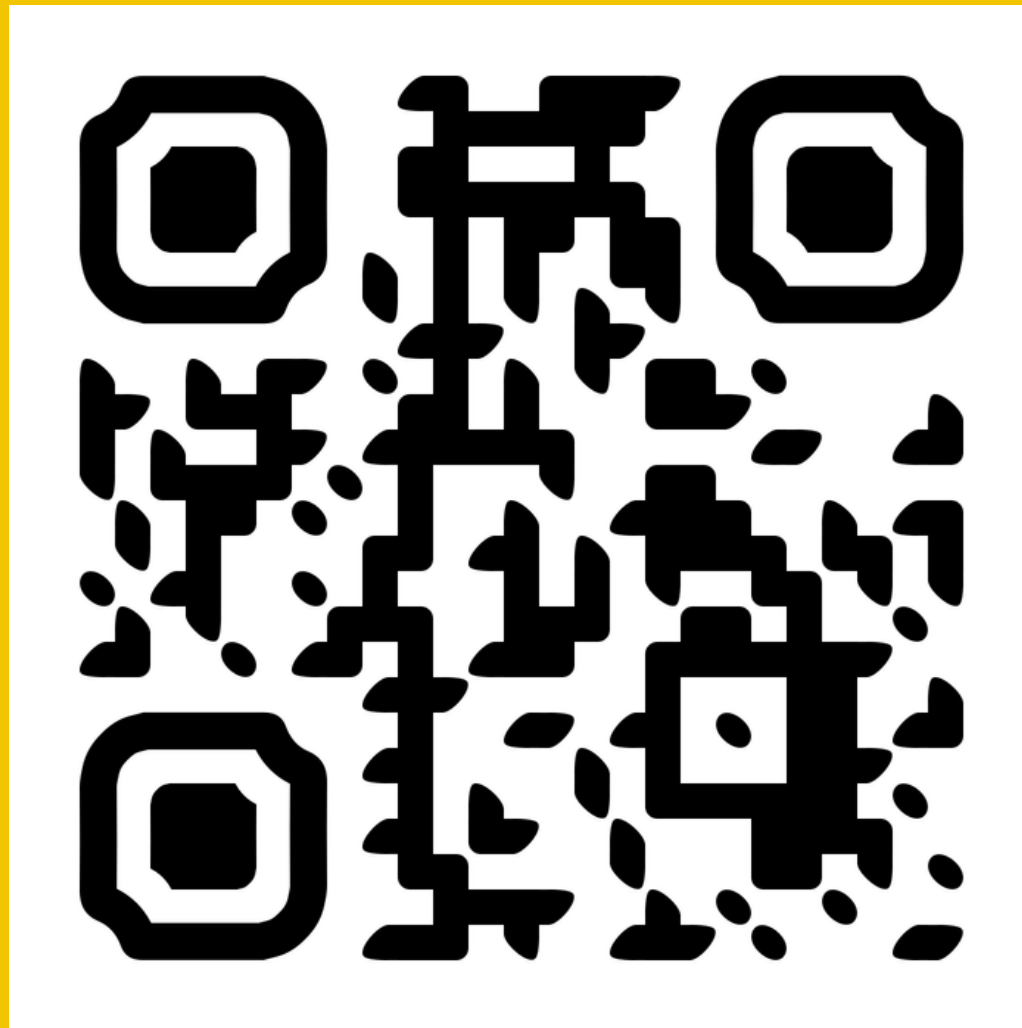
[WMU Non-Discrimination Policy](#)



Professional Development

- Offer SCECHs for K–12 educator professional learning.
- Develop non-credit PD programs (workshops, trainings, certificates) to generate revenue.
- Engage Subject Matter Experts interested in teaching and facilitating adult learners.





THANK YOU!

Q&A?

<Learn more about us!