After much anticipation, Western Michigan University is now offering a bachelor’s degree in event management beginning fall 2023. Housed in the College of Education and Human Development, the 51-credit hour interdisciplinary program is made up of a unique set of courses representing 12 departments from four colleges on campus. “The WMU Event Management curriculum is different than a hospitality major that focuses on how to support an event within your facility. Students in this program will learn how to produce an event that could be hosted anywhere in the facility or another venue. Events are back and they are focused on customer experience and engagement. We are teaching event innovation and design based on the outcomes created by the Certified Meeting Planner certificate,” explains Deb Droppers, faculty and program coordinator.

‘Ultra Reflection’ student fashion show takes sustainability to the stage

Green is the new black. Student fashion designers at Western Michigan University took sustainability to the stage during their annual spring fashion show. The Merchandising Opportunities & Design Association (MODA) registered student organization challenged designers to reflect on the environmental impact of their fashion lines with its show, “Ultra Reflection,” held before a sold-out crowd at the Kalamazoo Expo Center on Friday, April 7.

Showing our donors with gratitude on Thank You Day!

This past Giving Day, thousands of alumni and friends came together to make a difference at WMU, and we wanted to show how much our students appreciate their Bronco love! On Thursday, April 13, we set up stations around campus—from the Bernhard Center to the College of Aviation—where current Broncos had the opportunity to write messages of appreciation to our amazing donors.

May is Leave a Legacy Month

Michiganders are remarkable and generous, with more than an estimated 80% of households making charitable contributions every year. Despite this, only about 21% have an up-to-date will in place to protect themselves and their families, as well as the charities and causes closest to their hearts. Fewer still have chosen to include a charitable donation in their estate plan. To help you achieve greater peace of mind and leave the legacy you envision, Western Michigan University Foundation has partnered with FreeWill, an online tool that guides you through the process of creating a legally valid will.