



For Release February 27, 2024

Media Contact:

Chris Knape, University Communications

(616)331-2953, knapech@gvsu.edu

Omni from Grand Valley State University provides adults with pathway for degrees and skills

New model combines best of online and in-person support for adult learners

ALLENDALE, Mich. – Grand Valley State University today announced a new delivery model for adults to advance their economic mobility and career opportunities.

Omni from Grand Valley State University combines an expertly taught curriculum from a leading state university with the agility of flexible education delivered across GVSU's expanding regional campus network and online, allowing adult learners anywhere to advance their education on a schedule that works with their life and work commitments.

GVSU's Omni is designed to help Michigan residents advance in their careers through an educational experience that is flexible, fast and trustworthy.

"Omni represents a new commitment to adult learners in Michigan, many of whom have previous college credits or work experiences that can be recognized to create a custom path toward a GVSU certificate or degree," said Philomena V. Mantella, president of GVSU.

By blending regional campuses across Michigan with flexible online learning, GVSU Omni makes a GVSU education accessible to more adult learners than ever before.

"The needs of Michigan's workforce demand bold solutions," said La June Montgomery Tabron, president and CEO of the W.K. Kellogg Foundation, which is providing support for GVSU's expansion in Battle Creek. "Opportunities like these are crucial to move our communities toward becoming more equitable places of opportunity, and also help parents better support their children so they can thrive."

GVSU Omni is being developed and led by Chief Executive Kara Van Dam, previously GVSU's vice provost for graduate and lifetime learning. Van Dam brings more than two decades of experience in adult post-secondary education from the University of Maryland Global Campus and Kaplan University (now Purdue Global).

Van Dam joined GVSU's leadership team in 2021 to lead a university effort to develop new ways to help the 2.5 million Michigan adults who do not have a post-secondary credential improve their career path and earning potential by completing or continuing their education.

"Michigan faces a daunting challenge," Van Dam said. "Nearly 50 percent of its adult population lack a postsecondary credential despite unambiguous evidence that continued educational achievement is the surest path out of poverty toward sustained economic security. Our regional network of campuses across the state and online educational offerings mean that no matter where people are in their careers and education GVSU Omni meets students where they are and guides their next step for advancement."

Enrollment in GVSU Omni's initial programs will begin in the spring of 2024 with more offerings beginning in the fall.

For more information about Omni, visit gvsu.edu/omni.