



FOR IMMEDIATE RELEASE

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DAVENPORT UNIVERSITY PROVIDES BUSINESS STUDENTS AN ADVANTAGE IN THE WORKPLACE WITH CERTIFIED MANAGER (CM) EDUCATION AND TRAINING

A “preferred partner” of the Institute of Certified Professional Managers, Davenport University has been expanding its CM program

HARRISONBURG, VA. and GRAND RAPIDS, MICH. — February 18, 2010 — In a successful partnership between Davenport University and the Institute of Certified Professional Managers (ICPM), more than 60 students have enrolled in the Certified Manager (CM™) program - a prestigious management certification that prepares students to meet real-world challenges by utilizing learned management and leadership techniques. In four years, the CM program at Davenport University has steadily expanded, recently accepting its largest class yet with 42 students.

The CM certification program is a blended course of study covering a variety of topics in management and leadership, including ethics, project management, decision-making, quality control, communication, organization and more. Students must meet eligibility requirements for education and experience and pass three challenging certification exams in order to obtain the professional CM credential. Proudly, Davenport University has a 100 percent pass rate.

“It is important for students to be prepared to meet new management and leadership challenges,” said Dr. Jack Cichy, Professor of Management and CM Program Coordinator at Davenport University. “ICPM’s CM program presents management concepts that are relevant and pragmatic. We view the CM certification as a capstone course that prepares our students for employment in management positions.”

“Davenport University is a model of success for the CM certification, with growing interest in both student and corporate enrollment in the CM Program,” said Lynn Powell, CM, Director of ICPM. “Strong support by the business community and Davenport’s administration has resulted in the university awarding more than 20 CM academic scholarships to exceptional students, giving them a leg-up on their fellow graduating peers.”

Recent Davenport CM graduates agree that the certification gives them an advantage in the job market. “There are a lot of college graduates knocking on doors for jobs,” said Michael Cox, a DU graduate from Fennville, Mich. who completed his CM certification along with a degree in management focusing on manufacturing and human resources. “All things being equal, experience- and education-wise, the CM credential gives me an edge over other job seekers.”

In addition, Davenport University is partnering with local companies to offer on-site training and certification. Cascade Engineering in Grand Rapids, the first company to offer CM training through Davenport University, began offering the training to its managers several years ago.

“There has been enthusiastic interest in the Certified Manager Program in the past at Cascade Engineering,” said Dave Barrett, Director of Talent Management for Cascade Engineering, Inc. “Senior management views the CM as a valuable credential in terms of career ladder advancement.”

“The CM Program is an excellent complement to DU’s BBA programs as it prepares managers to meet workplace challenges,” adds Dr. Cichy. “It does a superb job of taking on everyday issues of change, ethics, social responsibility, delegation, communication, time management and other challenges. The CM study materials are the most practical and concise resources for management and leadership our faculty has seen.”

ABOUT ICPM

Founded in 1974 by the National Management Association (NMA) and the International Management Council (IMC), the Institute of Certified Professional Managers (ICPM) has a 35-year history of educating managers, supervisors and leaders through the CM certification program. The CM program certifies a level of management competency which supports enhanced on-the-job performance. CM certificants are recognized worldwide by the “CM” professional credential. ICPM is a business center of the College of Business at James Madison University in Harrisonburg, Va. It is governed by a Board of Regents comprised of business executives, industry representatives, academicians, and the NMA president. For more information visit www.icpm.biz or call (800) 568-4120.

ABOUT DAVENPORT UNIVERSITY

Davenport University—the only West Michigan-based private university specializing in business, technology and health professions—serves an enrollment of approximately 12,000 students at its W. A. Lettinga Campus in Grand Rapids, at campuses throughout Michigan, and online. Davenport focuses on innovative, practical and affordable education and offers graduate and undergraduate programs. For more information visit <http://www.davenport.edu>.

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