

News Release

Michelle Christopherson Named Director of Outreach and Engagement

By Elizabeth Tollefson on Friday, August 31, 2018

U of M Crookston Chancellor Mary Holz-Clause understands the importance of a university's outreach activities and engagement with its local community and region. "As chancellor, one of my strategic initiatives for the campus is to refocus on our land grant mission and to highlight the engagement and outreach aspects of that mission within the region," say Holz-Clause.

With that in mind, Holz-Clause has appointed veteran staff member and Crookston resident Michelle Christopherson to new responsibilities as the director of outreach and engagement at the University of Minnesota Crookston. "I am looking forward to working with Michelle and combining our efforts to reach our strategic goals. Michelle's marketing and business development experience, skills, and energy prepare her well for the work as the director for outreach and engagement," says Holz-Clause.

Christopherson's office will be located in Selvig 108B, and she can be reached at 218-281-8369.



Background

Christopherson holds an M.A. in education, curriculum and instruction from the University of St. Thomas in St. Paul, Minn., and a B.S. in mass communication from Moorhead State University, Moorhead, Minn. Most recently, she served as director of admissions at the U of M Crookston including international, on campus and online recruitment. Under her leadership of Admissions, she unified two critical campus units, established multiple international relationships, and led the office which resulted in an increased fall cohort while continuing to serve the community, state, and region in delivering online degrees.

Prior to her work in Admissions, she served as the director of the Center for Adult Learning, where she successfully grew online enrollment and led the customer service and student support efforts for the U of M Digital Campus Calling Center from 2009 to 2014.

The University of Minnesota Crookston now delivers 35 bachelor's degree programs, 25 minors, and 40 areas of emphasis on campus as well as 16 degree programs entirely online. These degrees are offered in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from more than 20 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. "Small Campus. Big Degree." To learn more, visit www.umcrookston.edu.

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