

Board of Trustees Meeting

Focus Discussion

May 4, 2007

Enrollment Challenges

President Les Wong

Dr. Fred Joyal

Mr. Bill Bernard

Dr. Cindy Prosen

Ms. Cindy Paavola

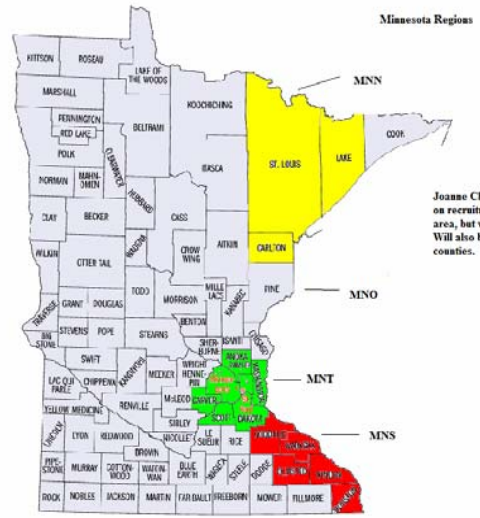
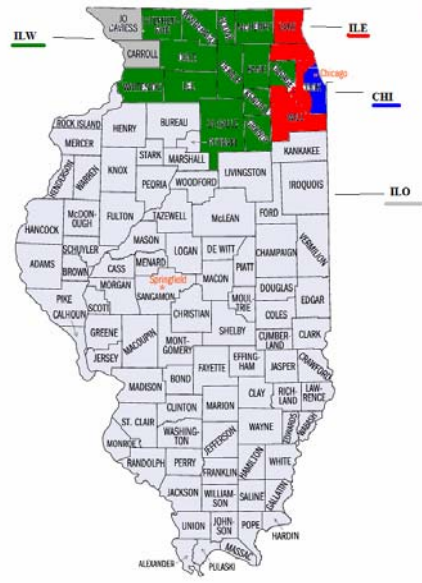
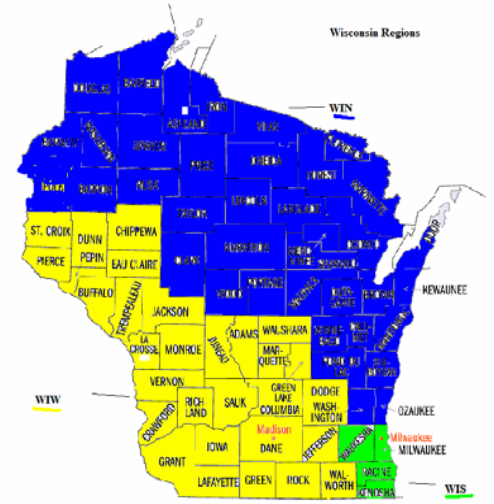
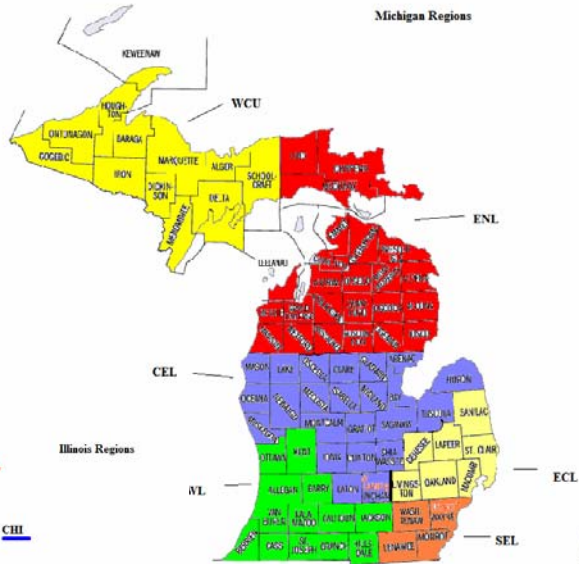
Dr. Paul Duby

Ms. Gerri Daniels

Recruitment Cycle

Activity	January	February	March	April	May	June	July	August	September	October	November	December
High School and Community College Visits	→								→			
College Fairs	→								→			
Direct Mail Search	→	→			→	→						
Campus Visits	→							→				
Wildcat Weekend		→								→		
Scholarship Competition										→	→	
Student-to-Student Calling	→								→			
Admissions Counselor Follow-Up Activity	→											
Transfer Guide Creation and Distribution	→							→				
High School and Community College Counselor Communication	→							→				
Counselor Bus Trip Weekend	→											
Student Ambassadors' Visits to High Schools	→	→		→	→						→	→
Agency and Summer Program Outreach				→			→					
Orientation and Housing Communications	→							→				
First Year Experience Communications		→										
Orientation Sessions	→				→							

Recruitment Regions



Joanne Chalgon will be focusing primarily on recruitment in MNT and in the Duluth area, but will work with all MN prospects. Will also begin exploring additional counties.

Changes in Admissions Recruiting

- Technology
- Access to the target markets

Market Share

- Marquette County
- Upper Peninsula
- Lower Peninsula

*Marquette County Enrollments
15 Michigan Public Universities*
Fall 2006*

	NEW FTIAC	UNDERGRAD	GRADUATE	TOTAL
CMU	17	62	17	96
EMU	0	6	2	8
FSU	14	48	13	75
GVU	6	32	7	45
LSU	9	20	0	29
MSU	14	91	46	151
MTU	39	179	18	236
NMU	419	2,817	326	3,562
OU	0	5	3	8
SVU	1	3	0	4
UMA	13	60	18	91
UMD	0	0	1	1
UMF	0	0	0	0
WSU	1	3	9	13
WMU	2	26	15	43
TOTAL	535	3,352	475	4,362
NMU %	78.3%	84.0%	68.6%	81.7%

Upper Peninsula Universities Market Share of FTIAC Students

Fall 2004 - Fall 2006

	CMU			LSSU			MTU			NMU			Total FTIAC		
	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006
Alger	1	3	3	2	3	2	3	4	8	29	35	30	51	45	56
Baraga	4	0	1	6	1	2	16	12	3	23	19	37	61	32	51
Chippewa	11	17	5	157	150	132	7	1	8	18	18	19	229	186	189
Delta	16	7	6	1	4	0	9	24	11	26	26	24	101	61	89
Dickinson	14	25	17	7	10	4	14	24	29	57	50	58	142	109	159
Gogebic	3	1	2	0	0	0	4	5	6	10	19	9	26	25	21
Houghton	4	5	5	2	2	1	96	118	102	61	81	59	204	206	202
Iron	4	7	2	1	0	4	6	11	13	24	34	37	47	52	66
Keweenaw	1	0	1		0	0	4	5	4	1	4	1	8	9	6
Luce	5	2	1	13	9	14	1	4	2	4	9	6	30	24	30
Mackinac	5	5	6	13	11	16	4	4	5	4	5	7	48	25	67
Marquette	8	13	17	3	6	9	57	44	39	384	405	419	515	468	535
Menominee	5	5	10	6	7	5	3	19	12	33	31	31	70	62	84
Ontonagon	1	1	2	4	1	0	10	4	3	14	23	24	31	29	33
Schoolcraft	11	14	10	6	1	2	2	2	3	8	9	12	30	26	32
Total	93	105	88	221	205	191	236	281	248	696	768	773	1,593	1,359	1,620

*Upper Peninsula Universities Market Share of FTIAC Students
Fall 2004 - Fall 2006*

	CMU			LSSU			MTU			NMU		
	2004	2005	2006	2004	2005	2006	2004	2005	2006	2004	2005	2006
Alger	2.0%	5.9%	5.9%	3.9%	5.9%	3.9%	5.9%	7.8%	15.7%	56.9%	68.6%	58.8%
Baraga	6.6%	0.0%	1.6%	9.8%	1.6%	3.3%	26.2%	19.7%	4.9%	37.7%	31.1%	60.7%
Chippewa	4.8%	7.4%	2.2%	68.6%	65.5%	57.6%	3.1%	0.4%	3.5%	7.9%	7.9%	8.3%
Delta	15.8%	6.9%	5.9%	1.0%	4.0%	0.0%	8.9%	23.8%	10.9%	25.7%	25.7%	23.8%
Dickinson	9.9%	17.6%	12.0%	4.9%	7.0%	2.8%	9.9%	16.9%	20.4%	40.1%	35.2%	40.8%
Gogebic	11.5%	3.8%	7.7%	0.0%	0.0%	0.0%	15.4%	19.2%	23.1%	38.5%	73.1%	34.6%
Houghton	2.0%	2.5%	2.5%	1.0%	1.0%	0.5%	47.1%	57.8%	50.0%	29.9%	39.7%	28.9%
Iron	8.5%	14.9%	4.3%	2.1%	0.0%	8.5%	12.8%	23.4%	27.7%	51.1%	72.3%	78.7%
Keweenaw	12.5%	0.0%	12.5%	0.0%	0.0%	0.0%	50.0%	62.5%	50.0%	12.5%	50.0%	12.5%
Luce	16.7%	6.7%	3.3%	43.3%	30.0%	46.7%	3.3%	13.3%	6.7%	13.3%	30.0%	20.0%
Mackinac	10.4%	10.4%	12.5%	27.1%	22.9%	33.3%	8.3%	8.3%	10.4%	8.3%	10.4%	14.6%
Marquette	1.6%	2.5%	3.3%	0.6%	1.2%	1.7%	11.1%	8.5%	7.6%	74.6%	78.6%	81.4%
Menominee	7.1%	7.1%	14.3%	8.6%	10.0%	7.1%	4.3%	27.1%	17.1%	47.1%	44.3%	44.3%
Ontonagon	3.2%	3.2%	6.5%	12.9%	3.2%	0.0%	32.3%	12.9%	9.7%	45.2%	74.2%	77.4%
Schoolcraft	36.7%	46.7%	33.3%	20.0%	3.3%	6.7%	6.7%	6.7%	10.0%	26.7%	30.0%	40.0%

*Upper Peninsula Enrollments
15 Michigan Public Universities*
Fall 2006*

	NEW FTIAC	UNDERGRAD	GRADUATE	TOTAL
CMU	88	482	75	645
EMU	3	41	6	50
FSU	71	359	47	477
GVU	59	287	25	371
LSU	191	874	3	1,068
MSU	76	449	131	656
MTU	248	1,239	116	1,603
NMU	773	4,692	531	5,996
OU	1	13	7	21
SVU	19	55	1	75
UMA	55	234	51	340
UMD	0	0	6	6
UMF	0	3	0	3
WSU	3	14	30	47
WMU	33	161	37	231
TOTAL	1,620	8,903	1,066	11,589
NMU %	47.7%	52.7%	49.8%	51.7%

*Lower Peninsula Enrollments
15 Michigan Public Universities*
Fall 2006*

	NEW FTIAC	UNDERGRAD	GRADUATE	TOTAL
CMU	3,624	19,015	3,512	26,151
EMU	1,449	14,279	3,240	18,968
FSU	2,039	10,387	1,008	13,434
GVU	3,331	18,475	3,528	25,334
LSU	264	1,227	3	1,494
MSU	6,081	31,358	5,325	42,764
MTU	557	2,771	217	3,545
NMU	499	2,166	52	2,717
OU	2,167	12,864	3,445	18,476
SVU	1,387	7,507	1,580	10,474
UMA	3,402	16,370	5,882	25,654
UMD	795	6,577	1,783	9,155
UMF	508	5,452	862	6,822
WSU	2,763	19,556	9,626	31,945
WMU	3,185	18,316	3,765	25,266
TOTAL	32,051	186,320	43,828	262,199
NMU %	1.6%	1.2%	0.1%	1.0%

Northern Michigan University's Core Business

- First-time, Full-time Baccalaureate

Possible New Markets

- Online Education
- Articulation Agreements with Community Colleges
- International Student Recruitment
- New Geographic Regions
- Expansion of Graduate Programs

Marketing To New Student Groups

- NMU is extremely strategic with its marketing resources
- NMU uses data driven approach
- NMU uses multi-platform approach:

Traditional media

Print (newspapers, magazines, etc.)

Radio

Television

Direct mail

Billboards

New media

Web – Banner ads

Social Networking (ex. My Space)

Hybrids

International services

- NMU uses “free marketing” as primary U.P. approach

Future Marketing Challenges

- General budget situation (media costs rise about 5% annually; budget stays the same)
- Current “transitional” media consumer period
- Stretching same marketing dollars over core business marketing and new initiatives.
- Marketing to worldwide audiences – international initiative and online
- Traditional-aged prospective students change their idea of a “hot” new messaging tool very quickly

Constant Recruiting Elements

- Our Location
- Demographics
- Economic Factors

Changes in the Recruiting Environment

- Multiple Applications and Deposits
- Late Decisions
- Parental Involvement

Policy Issues

- Physical Campus
- Staffing
- Tuition
- Curriculum

Physical Plant

- Master Plan development: student flow
- Recruiting/Retention power of Residence Hall design and location
- Capacity
- How can we reconnect functionality and space allocation?

Staffing

- Faculty model; target ratios; mix
- Support staffing benchmarks
- Professional development/training

- What should be our basic benchmarks?

Tuition

- Elasticity
 - Competition
 - Access – Quality – Value
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- How do we re-establish a closer connection between value and cost, value and enrollment?

Curriculum

- Determine/match needs
- Cost and quality issues – staffing, space, equipment, duration
- Planning resources
- What are the hallmarks of an attractive curriculum?

NMU in 2015

- What will Gil Ziegler and Steve Adamini “see” on campus as we honor them for their 8 years on the board?