Focus Discussion

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Fall 2003 Outcomes

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Enrollment Related Goals
1998-2005

- Appropriation per FYES ($ per FYES)
- Student Credit Hours (SCH)
- Fiscal Year Equated Students (FYES)
- Headcount Enrollment
- Students who are academically qualified to be successful at NMU
Appropriation per FYES Goal

- FY00 Appropriation per FYES - $6,843
- Goal - Reach $5,500 per FYES by FY06 in FY 2000 dollars
- Current Appropriation per FYES - $5,648 in FY04 dollars
Student Credit Hour Goals*
(in thousands)

*Goals Presented at the December 13, 2001 Board Meeting
FYES Goals*

*Goals Presented at the December 13, 2001 Board Meeting
Headcount Enrollment Goals*

*Goals Presented at the December 13, 2001 Board Meeting
New Freshman Enrollment Goals*

*Goals developed based on the President’s Summer 2000 Enrollment Retreat with overall enrollment targets fueled by new freshman enrollment.
Fall 2003 EMN Targets and Projected Final Enrollments

- Freshmen: 1,880 (Target), 1,840 (Projected)
- Transfers: 510 (Target), 530 (Projected)
- Continuing: 5,630 (Target), 5,655 (Projected)
- Graduate: 850 (Target), 855 (Projected)
- Other: 480 (Target), 470 (Projected)

Legend:
- Target 9,350
- Projected 9,350
Academic Credentials of Baccalaureate New Freshmen

![Graph showing HS GPA trend from 1993 to 2003.](image-url)
Academic Credentials of Baccalaureate New Freshmen

ACT:C
Enrollment Targets for Fall 2004 – 2007

- Projected Final 2003 = 9,350
- Original EMN Target for Fall 2004 = 9,888
- Original EMN Target for Fall 2005 = 10,329
- Realization that planning must be dynamic
- While Fall 2003 Targets were successfully attained, targets for 2004 and 2005 have a low probability of being attained.
- Factors such as the poor economy, “9-11” and enrollment volatility were not anticipated in 2000.
Enrollment Marketing

**Mix**
- Academic Programs, co- and extra-curricular activities, residence life, student services (Product)
- Location, off campus, distance learning (Place)
- Financial aid and scholarship programs (Price)
- Recruitment and promotional activities (Promotional)

**Growth Strategies**
- Market penetration
- Market development (Wisconsin, Illinois, Transfer)
Marketing Support for Recruitment Activities

- Advertising
  - Two types
    - Awareness/positioning
    - Program/direct response
  - Positioning objective
    - High touch, high tech, right size, right place, right price
  - Strategies
    - Upper Peninsula
    - Lower Peninsula/out-of-state
Target audience
- Upper Peninsula
- Lower Peninsula/out-of-state

Seasonality
- Fall and spring
- ACT test registration dates
Media Strategy

• Radio, Print and Outdoor, Limited T.V.

Creative

• Leverage

• Break through the clutter
## Media Budget
### Planned 2003-2004

<table>
<thead>
<tr>
<th>Region</th>
<th>2003-2004</th>
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<tbody>
<tr>
<td>Upper Peninsula</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Athletic Trade</strong></td>
<td>$15,620</td>
</tr>
<tr>
<td>Eastern UP/N. Michigan</td>
<td>$12,500</td>
</tr>
<tr>
<td>Lower Michigan</td>
<td></td>
</tr>
<tr>
<td>SE Michigan</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mid Michigan</td>
<td>$20,250</td>
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<tr>
<td>West Michigan</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$78,250</td>
</tr>
<tr>
<td>Illinois</td>
<td>$12,500</td>
</tr>
<tr>
<td>Other</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$157,620</strong></td>
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</tbody>
</table>

## Enrollment
### Headcount, Fall Final

<table>
<thead>
<tr>
<th>Region</th>
<th>1998</th>
<th>2002</th>
<th>Change</th>
</tr>
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<tbody>
<tr>
<td>Upper Peninsula</td>
<td>5,180</td>
<td>5,328</td>
<td>+148</td>
</tr>
<tr>
<td>Lower Michigan</td>
<td>1,746</td>
<td>2,235</td>
<td>+489</td>
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<tr>
<td>Wisconsin</td>
<td>312</td>
<td>516</td>
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<tr>
<td>Illinois</td>
<td>218</td>
<td>429</td>
<td>+211</td>
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<tr>
<td>Other</td>
<td>411</td>
<td>508</td>
<td>+97</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>7,867</strong></td>
<td><strong>9,016</strong></td>
<td><strong>+1,149</strong></td>
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</table>
Other Promotional Support

- **Collateral**
  - Academic/program brochures
  - Other support

- **Direct Mail**
  - View master project

- **Multi media**
  - New “Connect” video
Partnerships/Tie-ins
  • Lake Superior Community Partnership, Ski Free, lodging partners

Web
  • Content Management Solution or CMS
Recruitment

- Admissions Recruitment Staff

  9 admissions counselors + director
  (3 regionally based; 6 campus based)
  (1 focused on transfer students)

2003-2004: 1840 New Freshmen; 530 New Transfers
  16 admissions counselors + director
  (9 regionally based; 7 campus based)
  (4 focused on transfers)
Recruitment Regions

Michigan – THEN:

6 admissions counselors
(5 freshman counselors [3 regionally based] and 1 transfer counselor)
Michigan – NOW:

7 admissions counselors
(6 freshman counselors [5 regionally based] and
1 transfer counselor
focused on Lower Peninsula)
Recruitment Regions
1997-1998 vs. 2003-2004 (continued)


Wisconsin and Illinois: 1 admissions counselor traveled from campus and visited selected Schools and fairs; Select community colleges were visited by the transfer counselor covering Michigan.

Minnesota: A staff member from campus covered the National College Fair; Dean of the College of Business visited 15 high schools.
Out-of-State – NOW:

Wisconsin: 4 admissions counselors
(3 freshman counselors [2 regionally based] and 1 transfer counselor who covers Wisconsin and Illinois)

Note: One regionally-based admissions counselor covers Southwest Wisconsin and Northeast Illinois.
Recruitment Regions
1997-1998 vs. 2003-2004 (continued)

Out-of-State – NOW:

Illinois: 4 admissions counselors
(3 freshman counselors [3 regionally based] and 1 transfer counselor who covers Wisconsin and Illinois.)

Note: One regionally-based admissions counselor covers Southwest Wisconsin and Northeast Illinois.
Out-of-State – NOW:

Minnesota: Wisconsin West counselor covers Minnesota Twin Cities’ fairs and follow-up; Wisconsin North counselor covers Duluth high schools, fairs, and follow-up; Chicago counselor does follow-up with Southeast Minnesota prospects.
Recruitment Regions
1997-1998 vs. 2003-2004 (continued)

Indiana and Ohio: Southwest Lower Peninsula counselor covers Indiana North fairs and all Indiana follow-up; Southeast Lower Peninsula counselor covers Ohio North high school visits, fairs, and all Ohio follow-up.
Recruitment

Each year, recruitment results are analyzed for possible changes in regions, strategy, activities.

- Factors considered include:
  - numbers of applications, admissions, enrollments, yield
  - competition and other environmental factors
Since 1998...

- Regions have changed 7 times
- High school visits up 74%
- Community college visits up 15.5%
- College fair programs attended up 174%
- Campus Visit Program visitors up 55%
Recruitment (continued)

Since 1998…

- Web/Electronic communication has increased to include:
  - Welcome Web Site
  - Cost estimator
  - MyRoom
  - Online request for info
  - Online application for admission
  - Online campus visit reservation, scholarship competition and open house program reservations
  - Message Board (coming online this month)
Recruitment (continued)

Publications

• Developed with Stamats Communications, based on teen research, focus groups, etc.

• Series (consistent look) developed to deliver messages throughout the funnel (HS sophomore through HS senior; transfer, etc.)

• New this year:
  ♦ redesigned application
  ♦ financial aid “you can” pieces
  ♦ HS/CC visit posters and postcards

• Last year introduced the Welcome Packet