Northern Michigan University
Presidential Search Survey Results
Summary

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Methodology

Online instrument.


Total responses – 1,398.

Convenience sample—not scientific.

Primary links were from www.nmu.edu homepage and www.nmu.edu/President/search.htm presidential search page.

The location of this survey was publicized in local and campus media and pushed by e-mail to all NMU students, faculty and staff and Parent Partnership and Community Connection newsletter recipients.

*Percentages may not add to 100% due to non-responses and rounding.
Response by Affiliation

- Students: 933 (67%)
- Alumna/Alumnus: 134 (10%)
- Other: 19 (1%)
- Community: 17 (1%)
- Faculty: 125 (9%)
- Staff: 140 (10%)
- Parents: 30 (2%)
Response by Residency

Marquette County: 562 (40%)
Lower MI: 339 (24%)
Other U.P.: 234 (17%)
Illinois: 78 (6%)
Wisconsin: 81 (6%)
Other State: 85 (6%)
Non USA: 19 (1%)
Non U.P.: 602 (43%)
U.P.: 796 (57%)
Characteristics Summary

- Effective with legislators: 8.00
- Ability to obtain grants: 7.64
- Ability to build partnerships: 7.38
- Experienced higher education: 7.12
- Fundraising expertise: 6.79
- Carry forward TLC program: 6.12
- Experienced university president: 6.11
- Non-academic executive: 4.52

• Highest avg. ratings are external to campus.
• Experienced executive from non-academic area not desirable.
### Characteristics of Greatest Importance

**Rank #1, #2 or #3**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective with legislators</td>
<td>21 %</td>
</tr>
<tr>
<td>Ability to build partnerships</td>
<td>17 %</td>
</tr>
<tr>
<td>Ability to obtain grants</td>
<td>15 %</td>
</tr>
<tr>
<td>Experienced higher education</td>
<td>14 %</td>
</tr>
<tr>
<td>Experienced university president</td>
<td>11 %</td>
</tr>
<tr>
<td>Fundraising expertise</td>
<td>9 %</td>
</tr>
<tr>
<td>Carry forward TLC program</td>
<td>8 %</td>
</tr>
<tr>
<td>Non-academic executive</td>
<td>4 %</td>
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<tr>
<td>Personal Qualities</td>
<td>Rating</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Trusted make right decisions</td>
<td>9.14</td>
</tr>
<tr>
<td>Hard working/energetic</td>
<td>8.60</td>
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<tr>
<td>Friendly/personable</td>
<td>8.57</td>
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<tr>
<td>Strong leader</td>
<td>8.50</td>
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<tr>
<td>Innovative/creative thinker</td>
<td>8.10</td>
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<tr>
<td>Strong manager/well organized</td>
<td>8.02</td>
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<tr>
<td>Compassionate</td>
<td>7.56</td>
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<tr>
<td>Good public speaker</td>
<td>7.24</td>
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<tr>
<td>Politically savvy</td>
<td>7.07</td>
</tr>
</tbody>
</table>
Personal Qualities of Greatest Importance
Rank #1, #2 or #3

- Trusted make right decisions: 21%
- Hard working/energetic: 17%
- Friendly/personable: 14%
- Strong leader: 13%
- Innovative/creative thinker: 10%
- Strong manager/well organized: 8%
- Compassionate: 7%
- Good public speaker: 5%
- Politically savvy: 3%