

Northern Michigan University

Presidential Search Survey Results Summary

October 10, 2003

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Methodology

Online instrument.

Available for input from September 2 – 29, 2003.

Total responses – 1,398.

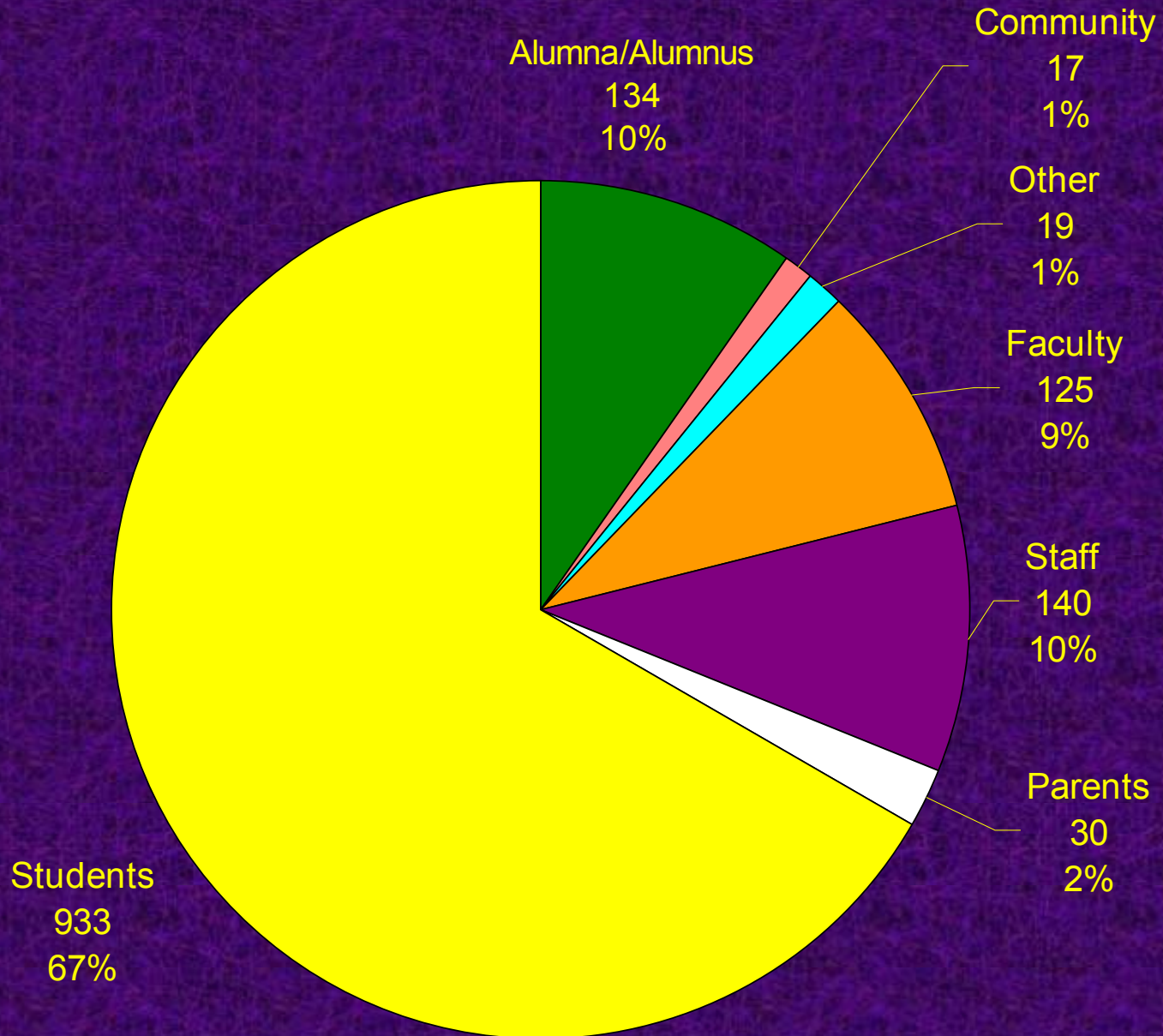
Convenience sample—not scientific.

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

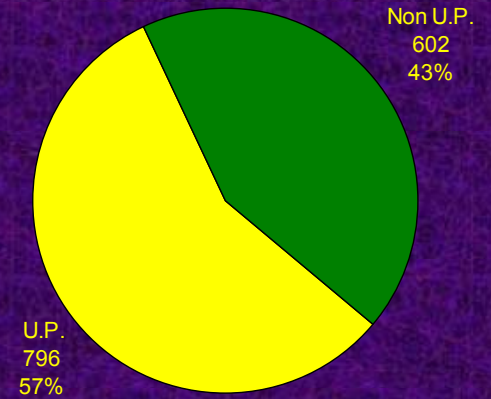
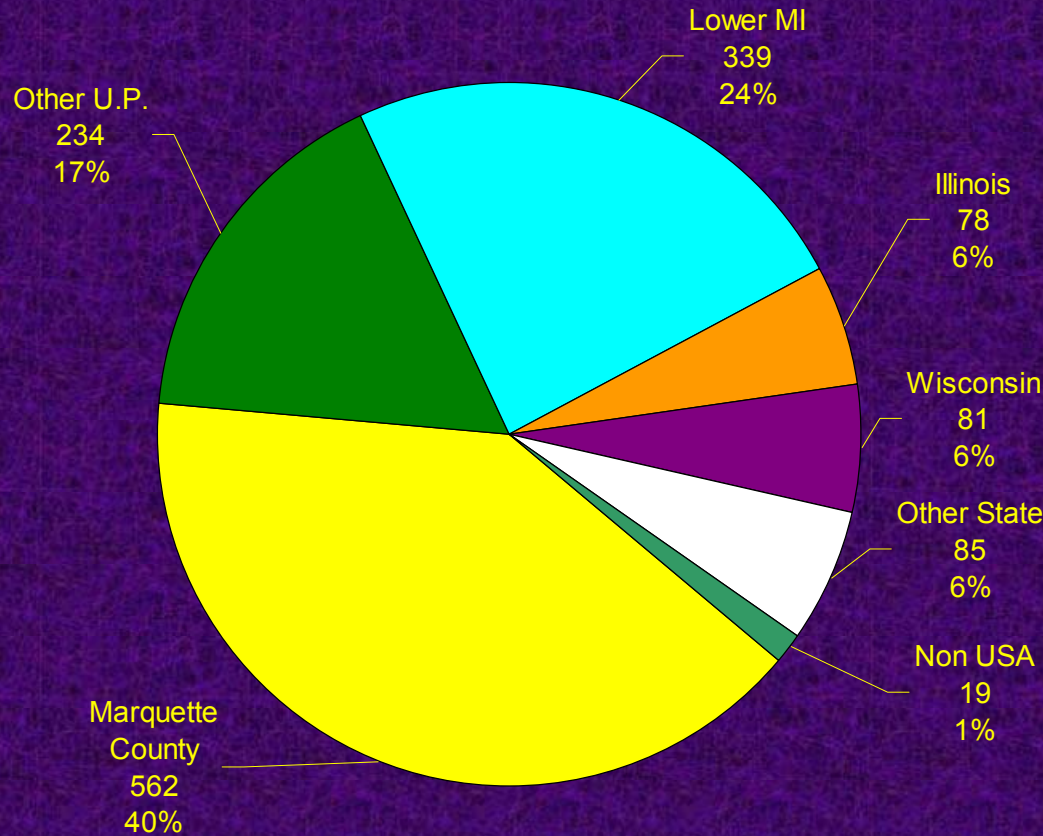
The location of this survey was publicized in local and campus media and pushed by e-mail to all NMU students, faculty and staff and Parent Partnership and Community Connection newsletter recipients.

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

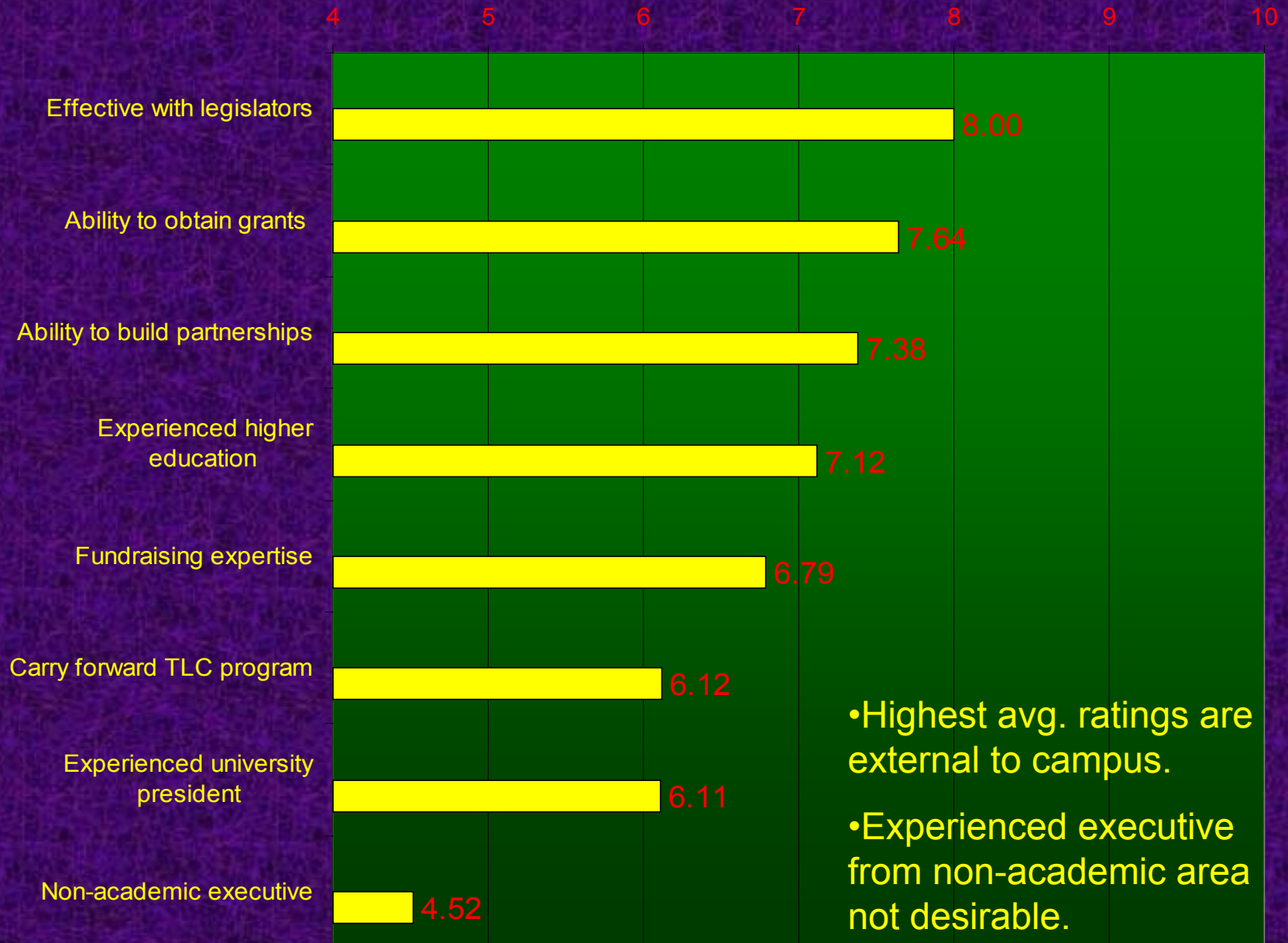
Response by Affiliation



Response by Residency



Characteristics Summary



Characteristics of Greatest Importance

Rank #1, #2 or #3

Effective with legislators 21 %

Ability to build partnerships 17 %

Ability to obtain grants 15 %

Experienced higher education 14 %

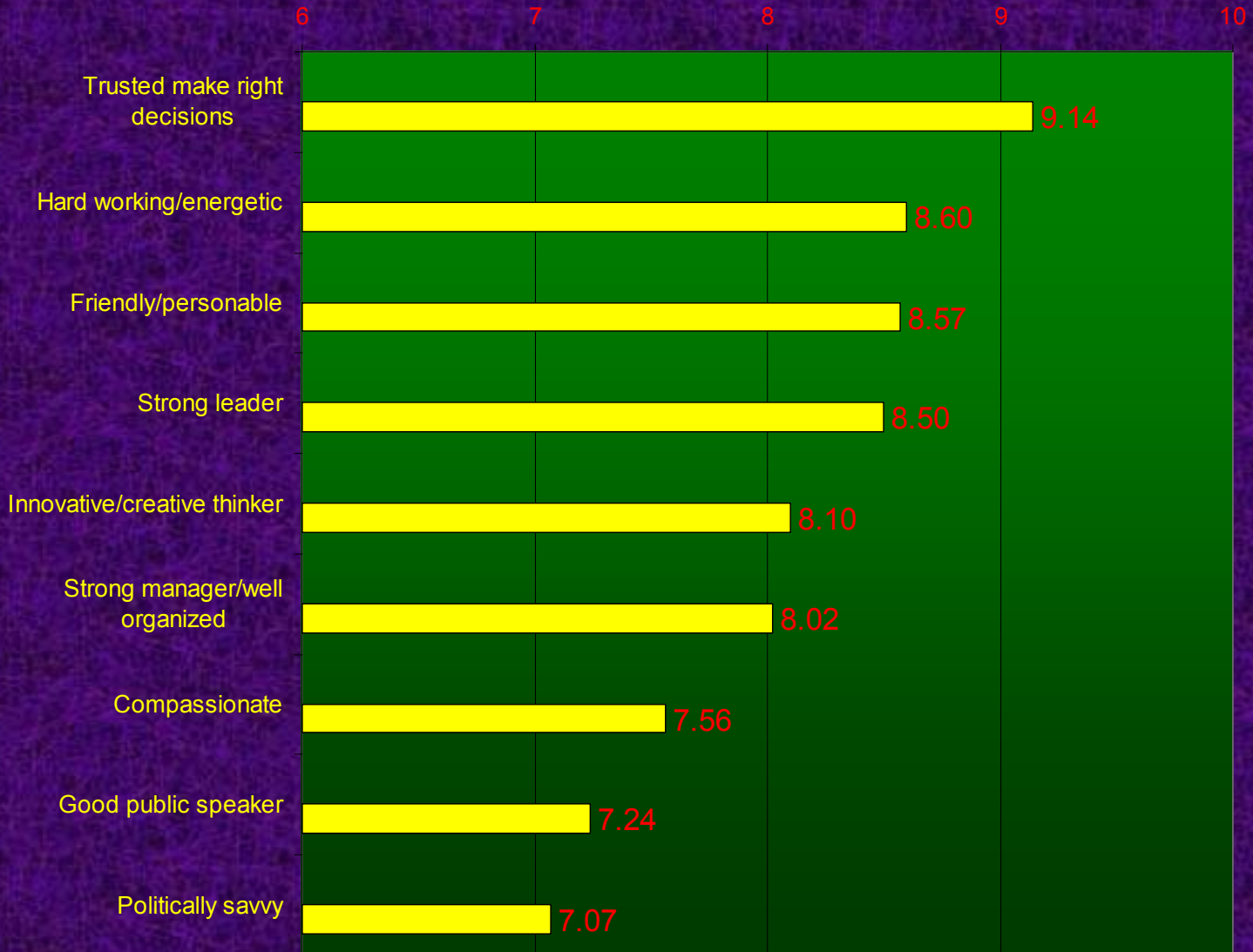
Experienced university president 11 %

Fundraising expertise 9 %

Carry forward TLC program 8 %

Non-academic executive 4 %

Personal Qualities



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 %