Town Meeting  
April 27, 2010

Topics

- Updates
- Summer Session
- Enrollment Management
- Marketing
- Foundation
- Transition
- Facilities Planning

Updates

- Finalists for the provost position will be on campus during the first two weeks of May.
- Open forums for the university college dean finalists and the business and industry dean finalists will be sometime before commencement.

Summer Session

Thanks to the hard work of the Summer Session Task Force, Dean Richard Adler, and our Marketing team, summer session looks good, again. For comparison, the total number of students registered grew from 780 FTE in 2008 to 902 in 2009 and is 946 so far for 2010. Net revenue was $527,000 in 2009, and is at $868,000 so far for 2010.

Enrollment Management

The new innovations in Admissions recruitment strategies have paid off:

- We are up 11% in applications over both 2009 and 2008
- We are up 7% in admitted students over 2009 and up 3% in admitted students over 2008
- We are up 150 freshman registered for Dragon Days as compared to this point in time last year
- Staff attended the Winnipeg Rotary Career Fair in Winnipeg, Canada and saw over 500 students (only MnSCU institution there)
- Thank you to the faculty who have met with prospective students and their parents! We continue to hear wonderful feedback from appreciative families about how important those meetings are in their student’s decision to attend MSU Moorhead.
- All 10 of our Learning Communities are almost full. We have received very positive feedback from our students who participated in the program this year.

Marketing

General Plans:

- Dual Site Creation of Internal and External Sites
- Timeline: Fall ’10 Internal Site, Spring ’11 External Site

Research/Analysis Phase (Ongoing):

- Best Practices Review 250 + Higher Education Websites
- Secondary Research Including Conferences, Webcasts, Industry Articles and Newsletters
- Content Management System (CMS) Evaluation

Content Building Phase (April – August):
Identified Key Content Areas

Electronic Form Submissions Created for:
- Testimonials
- Alumni Profiles
- Multimedia Resources
- Student Showcase

Photography + Video Efforts Underway

Brand Development (May - Launch):
- Stamats Project Update = Results/#'s
- Visual Identity Team and/or External Firm for Visual Identity Creation

Foundation
The Alumni Foundation exists to help build, maintain and maximize relationships with MSUM alumni and friends and to increase philanthropy for the university priorities.

Our three year strategic plan sets goals of increasing scholarship funding, completing the Wellness Center funding, and increasing funding for the athletic department (both for scholarships and programming). We also have a goal of increasing the number of new donors.

This past year the foundation gave $579,000 in scholarships from annual and endowed funds. Our goal is to increase this amount by 10% every year.

The Alumni Foundation brought in 1.76 Million in cash and pledges last fiscal year. This year, after 9 months, we have already raised 1.8 Million and our goal for the year is 2.25 Million.

The Alumni Foundation has raised 1.9 Million over the past 3.5 years for the Wellness Center. Two Million in total will be raised by May 1, 2010 and at that time the Gerdin matching pledge will have been met. The annual campaigns of Dragon Fire Walk/Run, Campus Campaign, and the Phonathon have also done well this year.

Transition
The transition team has continued to review and discuss all major campus organization charts. They have completed review of the divisions of academic and student affairs as well as finance, facilities, and administration. In addition, they have reviewed information technology, printing and publications, and enrollment management. Other areas to be covered include the president’s office, human resources, the Alumni Foundation, athletics, continuing studies and customized training, and library and instructional technology. Some organizational charts have already been updated and are posted on the HR website by the end of the week. Searches have been initiated for the Provost; Dean of University College; and VP for Finance, Facilities, and Administration.

Facilities Planning
The Master Facility Planning process has identified a framework for prioritizing incremental restoration and capital project development that supports the university’s strategic plan and mission. Note that all projects as well as their sequencing are depending on acquisition of funding.

Short Term (0-4 years)
Projects will address pressing safety, asset preservation, program needs and enhancement of exteriors: Major projects include safer pedestrian/vehicular crossings, restoration of Library/Information Technology Center, and Dahl and West Snarr remodeling. Additional emphases include a more “welcoming” exterior using sustainable landscaping and art, improvement of stadium lighting and field
turf, and the possible acquisition of the Newman Center property.

Medium Term (5-9 years)
Projects will address continued asset preservation and renewal, including planning and restoration of Weld Hall, planning and remodeling of the Center for Arts, as well as renewal of Nemzek Hall. An additional possibility is a new upper class residence hall on the west end of campus supported by a public/private partnership initiative.

Long Term (10 or more years)
Long term planning is less certain. However possible projects include both new construction and continued asset preservation, including additions to Nemzek Hall and the Center for Business Addition, a connection from the Library to the CMU, an addition to the Wellness Center, and a parking facility.