MINNESOTA STATE UNIVERSITY MOORHEAD
OFFICE OF THE PRESIDENT

2006-2009

UNIVERSITY ADVANCEMENT MASTER WORK PLAN

Minnesota State College and Universities Strategic Plan Priority 1—Increase Access and Opportunity

The Minnesota State Colleges and Universities will provide more people from different backgrounds with the opportunity to experience the benefits of higher education.

Minnesota State University Moorhead Strategic Plan Goals III (1 & 4), V (1 & 5), VI (4, 5, 6 & 7), and VII (2)

GOAL: University Advancement will expand its marketing reach to regions with larger populations of color—including the Twin Cities metro area, south central and east Minnesota—and promote the importance of diversity.

To achieve the goal, Advancement will research marketing opportunities in the expanded recruitment area and place strategic advertising. Advancement will reallocate the budgets supervised by the office to help address this goal.

Measurement would assess whether the plan increased enrollment from the expanded recruitment area and resulted in a more diverse campus student population.

Advancement will continue its work with Admissions on a recruitment initiative using a CD-ROM with a “Dragon Agent.”

Measurement would assess the quality and number of recruitment responses that resulted from the direct mailing of the CD-ROM to potential students.

Advancement will work with Admissions to continually refine personalized printing appeals to potential students.

Measurement would assess the quality of recruitment responses to direct mail appeals.
Advancement will collaborate with System administration as requested to coordinate marketing and messaging objectives.

Success will be measured by the quality and number of responses that accrue to MSU Moorhead.

Advancement will assist with the establishment of a Fargo-Moorhead Business Leadership Network, an employer-led coalition that promotes opportunities that benefit businesses and people with disabilities.

The establishment of a stand-alone BLN with a budget and a director will measure success.

Minnesota State College and Universities Strategic Plan Priority 2—Expand high-quality learning programs and services

The Minnesota State Colleges and Universities will provide students with a full range of high-quality learning programs and services that respond to student needs and document student achievement.

Minnesota State University Moorhead Strategic Plan Goal I (1 & 5)

GOAL: University Advancement will raise awareness about MSU Moorhead’s high-quality programs and services and its collaboration with its System partners and its Tri-College University partners.

Advancement will work with media representatives to publicize the importance of higher education and the availability of high-quality programs at MSU Moorhead and within the System and the TCU.

Success will be measured by media responses.

GOAL: University Advancement will build on a pilot project involving professional television producers and students. The Pitch Project prepares students to present a concept tailored to a specific audience.

University Advancement will collaborate with MSU Moorhead’s Department of Mass Communications, MSUM’s Film Studies major and communications colleagues at Concordia College and North Dakota State University.
Measurement would include the response of producers to the quality of the targeted concepts and student success. (In the past year, two students received internships due to the project and the producers asked four students to meet with them regarding their cable television program proposals.)

Minnesota State College and Universities Strategic Plan Priority 3—Strengthen Community Development and Economic Vitality

The Minnesota State Colleges and Universities will work in new and collaborative ways to maintain and build vital communities and economies at the local, regional and state levels.

Minnesota State University Moorhead Strategic Plan Goal IV (1 & 3) and VI (3 & 7)

GOAL: University Advancement will provide assistance to community and regional programs that serve to improve community, strengthen economic vitality and raise the profile of the University as a regional resource and service center.

To achieve the goal, Advancement will accentuate efforts to place stories about the University’s community and regional services and outreach in local and regional media.

Success will be measured by media responses.

Advancement will monitor the Fargo-Cass County Development Corporation and its merger with Moorhead and Clay County’s economic development programs. The larger economic development corporation will have the capability to more effectively promote our greater metropolitan area and its higher education assets.

Success will be measured by increased awareness about the higher education assets available in Moorhead and Fargo. The awareness will be assessed by the response of local, regional and national media.

Advancement will serve as a liaison for the University in its relationship with communities working with Minnesota’s JOBZ program.

Success will be measured by increased economic activity and increased awareness of the University’s role in assisting economic development.
Advancement will provide leadership for the Fargo-Moorhead Chamber of Commerce’s Business-Education Partnership Committee.

The level of student participation and the quality of business partnerships would measure success.

Advancement will serve as vice-chair of the Community Campaign for the United Way of Cass-Clay, and as chair of the 2008 campaign.

Success would be measured by the outcome of the campaign.

Advancement will assist with an effort by the Moorhead Healthy Community Initiative, Moorhead Police, Centro Cultural, community volunteers and the University to provide mentoring services for at-risk youth in the adjacent Romkey Park neighborhood. Advancement will also work with University volunteers and local businesses to support the annual Holiday Party for families in surrounding Moorhead neighborhoods.

Romkey Park project success would be measured by the number of at-risk youth who are connected with mentors. Holiday Party success would be measured by business support and neighborhood participation.

Advancement will provide emcee and associated services for non-profit organizations like the MSU Moorhead Alumni Foundation, MSUM’s Fourth of July Celebration, the MSUM Department of Athletics and DragonFire. (In the past year those services were also provided to the Historic Fargo Theatre, the Jazz Arts Group, MeritCare Children’s Hospital, Fargo Public Schools, the Moorhead Rotary Club, and several other nonprofit groups.)

Opportunities to promote the University to other audiences will measure the success of these activities.

Advancement will represent the University at community and regional meetings and events, at the request of the President and/or within the purview of public affairs.
Opportunities to promote the University to other audiences will measure the success of these activities.

Advancement will update existing presentations and develop or assist with the development of new presentations for external audiences.

Opportunities to promote the University to other audiences will measure the success of these activities.

Minnesota State College and Universities Strategic Plan Priority 4—Fully integrate the system

The Minnesota State Colleges and Universities will become a more fully coordinated and integrated system of distinct higher education institutions that provide high-quality education.

Minnesota State University Moorhead Strategic Plan Goal II (2), III (4), IV (3)

GOAL: University Advancement will work with its campus and System colleagues to promote partnerships and initiatives.

Advancement will assist its System neighbor, Minnesota State Community and Technical College, to promote our collaborations.

Success will be measured by media responses.

Advancement will participate in TOCAR.

Advancement will support the System’s efforts to provide timely information, to offer access to faculty experts on a wide range of topics, to enhance relationships with community and regional enterprises in the interests of University and System goals, and to promote the University and the System to local and regional media.

Success will be measured by media responses.