

Strategic Positioning *Update*

Chancellor Charles H. Casey

June 24, 2008



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Crookston Campus on the Move

- **Strategic Positioning plan identified areas for decisive action**
- **Actions connect to and support campus vision and mission**
- **Actions align Crookston campus with University's aspiration to be a top research university**



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Who is the U of M, Crookston?

- **Regional hub in northwestern Minnesota**

- undergraduate education leading to a U of M diploma;
- technology applications in higher education;
- innovation, entrepreneurship and regional sustainability;
- leadership development; and
- global and diverse cultural experience.



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Guiding Goals

- **Educate exceptional students**
- **Foster and encourage exceptional faculty and staff**
- **Strengthen an exceptional organization**
- **Promote exceptional innovation**

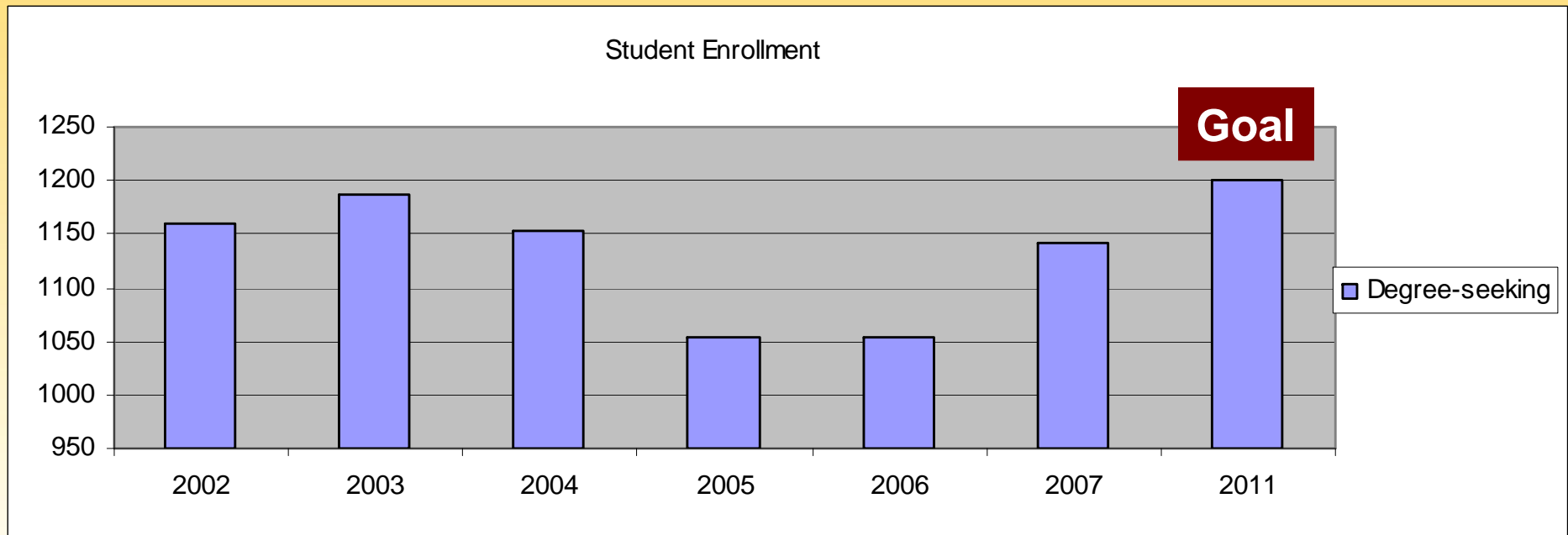


UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Educate Exceptional Students

- Enrollment trends reversed



Educate Exceptional Students

- **Enrollment growth**

- 8.5% increase in degree-seeking students over last fall: Fall 2007, 1142
- 13% increase in degree-seeking students over last spring: Spring 2008, 1072
- Fall 2008 outlook excellent:
 - Total registrations 1017 up 19.4%
 - Total new student registrations 229 up 44%
- Action strategies working: add new degree programs and options; increase retention rates and international and online student enrollment; target market; focus investments

Data as of June 16, 2008



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Educate Exceptional Students

- **10 program areas targeted for strategic growth to drive enrollment by 2011**
 - 5 in top 5 with greatest increase in applications (w/o Biology)
 - **Biology** (new degree Fall 2007)
 - **Animal Science • Natural Resources**
 - **Business Management • Early Childhood Education**
 - **Sport & Rec Management**
 - account for more than 50% of admits for Fall 2008 and are in line to achieve Fall 2008 goals

Data as of May 12, 2008



UNIVERSITY OF MINNESOTA
CROOKSTON
Small Campus. Big Degree.

Educate Exceptional Students

- **New academic programs doing well**
 - Biology +36 NHS applications (40 total)
 - Organizational Psychology 14
 - Communication +13 (21 total)
 - Ag Systems Mgt. w/ new bio-fuels and renewable energy technology option +16 (28 total)

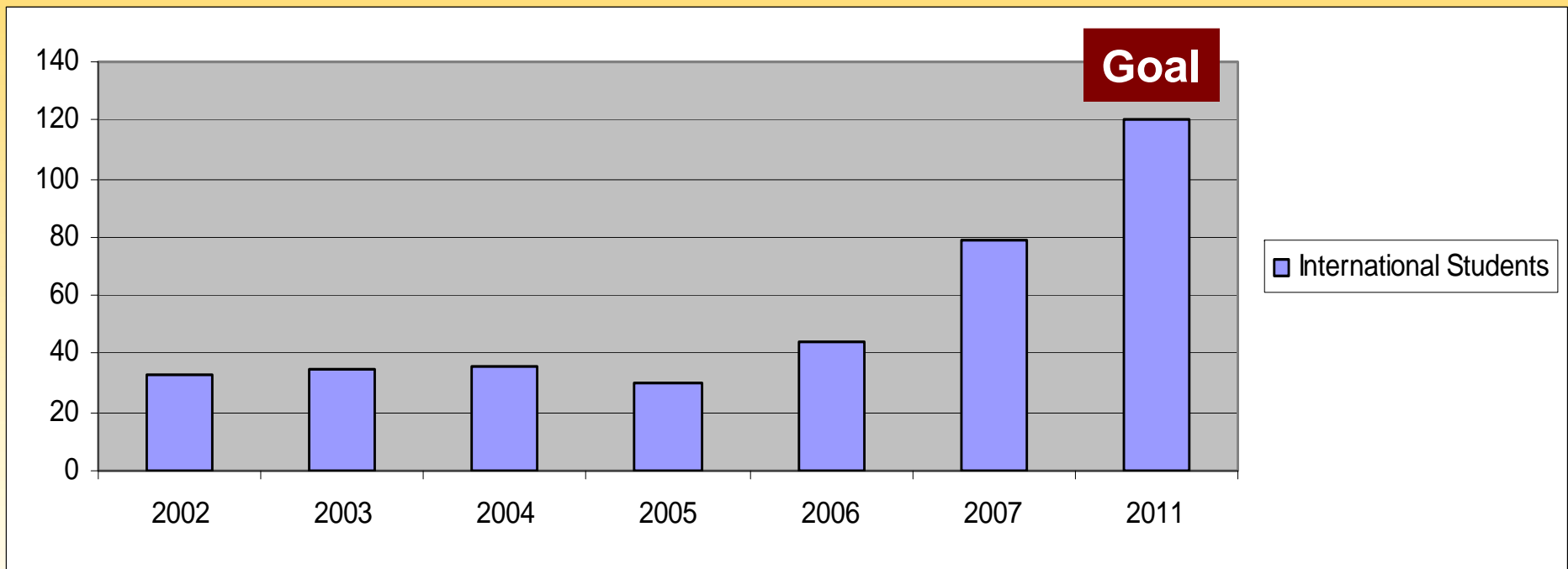
Data as of June 16, 2008



UNIVERSITY OF MINNESOTA
CROOKSTON
Small Campus. Big Degree.

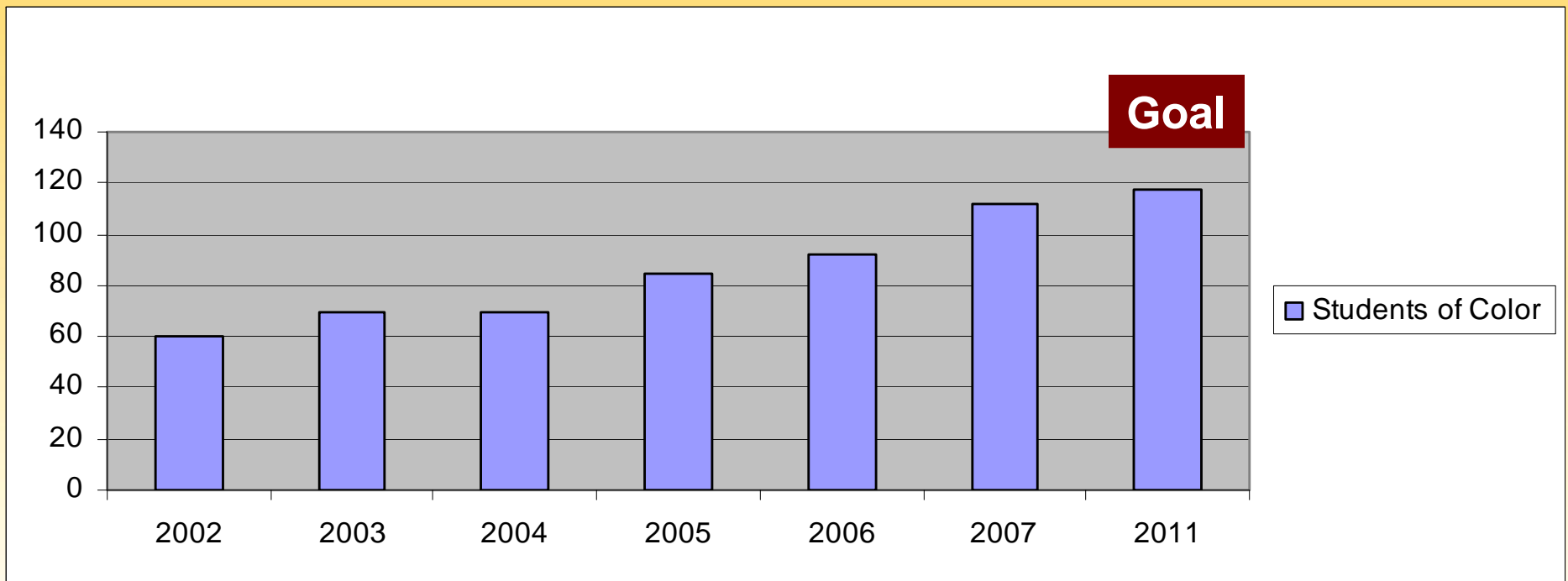
Educate Exceptional Students

- **International student enrollment up**



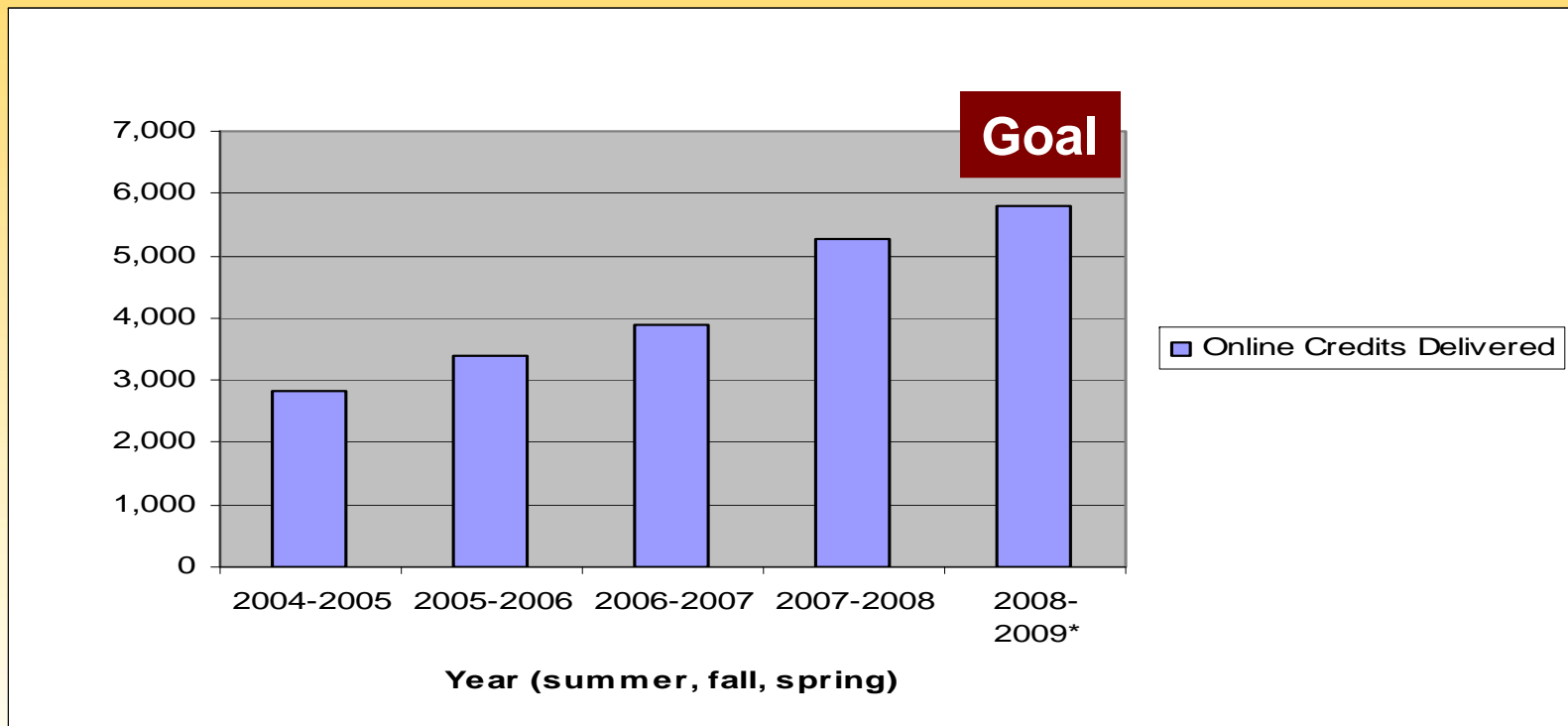
Educate Exceptional Students

- **Student body becoming more diverse**



Educate Exceptional Students

- **Online delivery of credits up**



Educate Exceptional Students

- **Achievements**

- Josiah Loll, National Daily Point of Light Award for volunteerism
- Mary Jo Geldert, Student Conservationist Award from the Minnesota Chapter of The Wildlife Society
- SIFE team named third in their league at national business competition and regional champions for ninth consecutive year
- Crops Judging Team placed second at both Chicago and Kansas City (Missouri) Collegiate Crops Judging Contests
- Six student-athletes recognized by the NSIC for academic achievement 2007-08 winter season



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Educate Exceptional Students

- **Investments in retention**

- First-Year seminar conceptualized, implemented with conditional admits, with plans to expand next year
- Two half-time counselor positions filled (one for student-athletes)
- Online faculty advisor in place
- MN Campus Compact collaboration on peer mentoring initiative
- Honors program established
- Strong academic assistance support
 - Writing Center • Strong Tutoring • English as a Second Language
- Focus on benchmarking and measuring retention across campus through time and resources



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Educate Exceptional Students

- **Investments in retention working**
 - 85% retention fall to spring of students in First-Year Experience courses
 - 124 total: 74 conditional admits; 50 traditional admits
 - 80% retention conditional admits (up 10% over 2006)
 - 92% retention traditional admits
 - 86.5% overall freshmen retention from fall to spring (up 0.4% over 2006)



Foster Exceptional Faculty/Staff

- **Award-winning, dedicated**
 - North American Colleges and Teachers of Agriculture (NACTA) 2008 Teacher Fellow Award, Harouna Maiga, Ph.D.
 - U of M 2008 Tate Advising Award Recipient, Chuck Habstritt
 - Member of Board of Directors for The Collaboration for the Advancement of College Teaching & Learning, Kevin Thompson, Ph.D.
 - President of National Wildlife Society, Dan Svedarsky, Ph.D.
 - Completed Ph.D., David Crawford
 - 2007 Minnesota Horsewoman of the Year, Nicky Overgaard



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Foster Exceptional Faculty/Staff

- **Successful, dedicated**
 - U of M Emerging Leaders, Tricia Sanders
 - Financial Aid Office, clean audit second year in a row
 - Northwest Minnesota Counselors Association Post Secondary Counselor of the Year, Laurie Wilson
 - Nominated for Class V Minnesota Agriculture & Rural Leadership Program, Krista Lemos
 - Crookston Early Childhood Champions, Gina Gunderson and Lea Oseth
 - American Wilderness Leadership School (AWLS) Scholarship, Laura Bell



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Foster Exceptional Faculty/Staff

- **Attracting talent and ideas**
 - **Arts, Humanities and Social Sciences Dept. Head**
Jack Geller, Ph.D.
 - **Math, Science and Technology Dept. Head**
Adel Ali, Ph.D. January 2009
 - **Ag. Business/Economics Assistant Professor**
Margot Rudstrom, Ph.D.
 - **Chemistry Assistant Professor Venugopal Mukku, Ph.D.**
 - **Horticulture Assistant Professor Eric Castle, MLA**
 - **Soil Science Assistant Professor Henry Wilson, M.S.**
(Ph.D. expected December 2008)



Strengthen Exceptional Organization

- **Refreshed vision and core values**
 - integrity, excellence, diversity, innovation, learner centered
- **Foster open two-way communication**
 - regular participation by administration in faculty consultative committee, staff executive committee and Crookston Student Association meetings
- **Nearly 70% of survey respondents read/review the bi-monthly *Campus E-Update* “frequently” or “always”**



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Strengthen Exceptional Organization

- **Reposition and re-brand**
 - Have firmly aligned with U of M brand
 - block M, maroon and gold, leverage Driven to Discover
 - Defined unique niche
 - Small Campus. Big Degree.
private-campus setting and world class degree;
applied, career-oriented learning and research;
top-level, integrated technology
 - Phasing out two-year programs

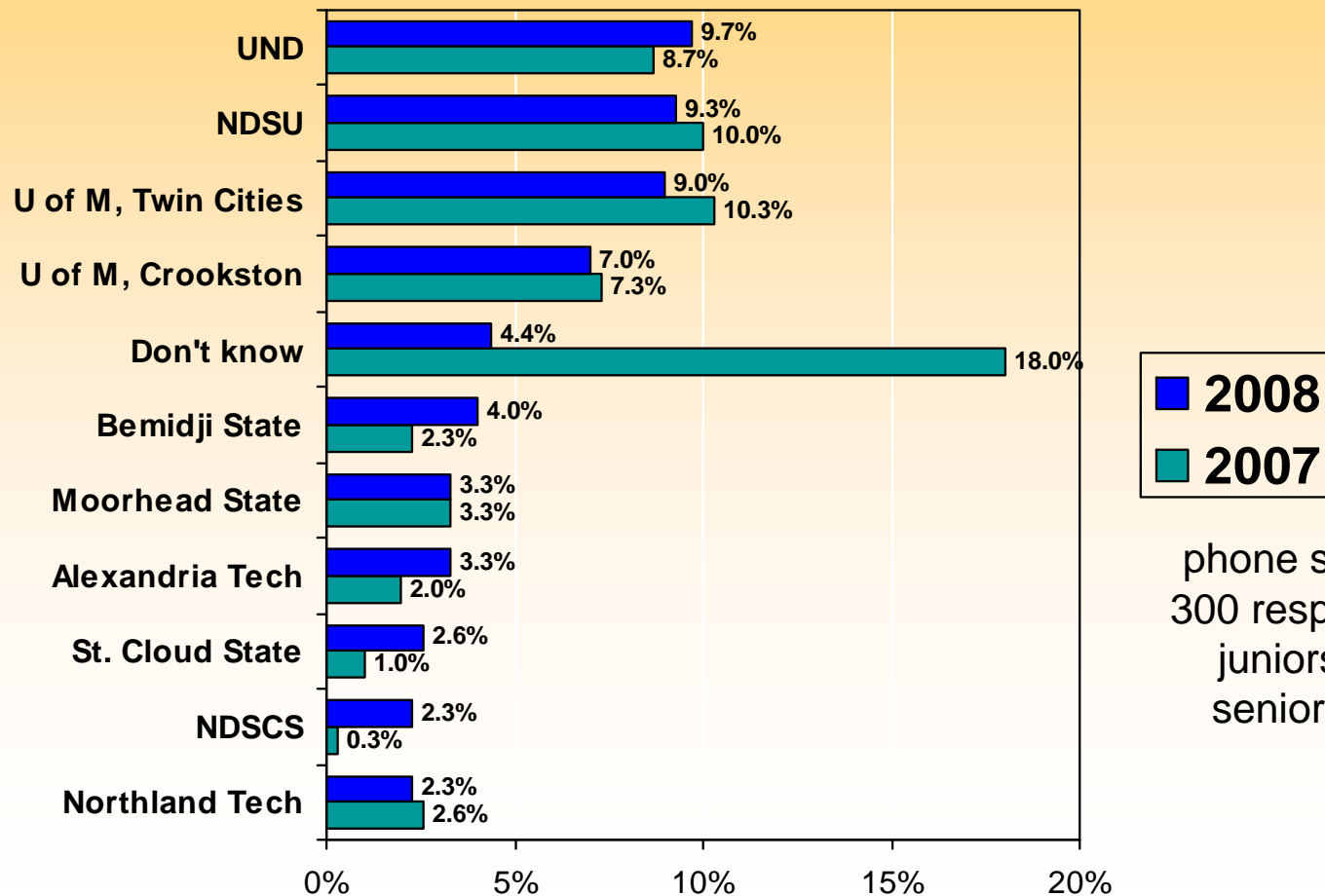


UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Prospective Student Results

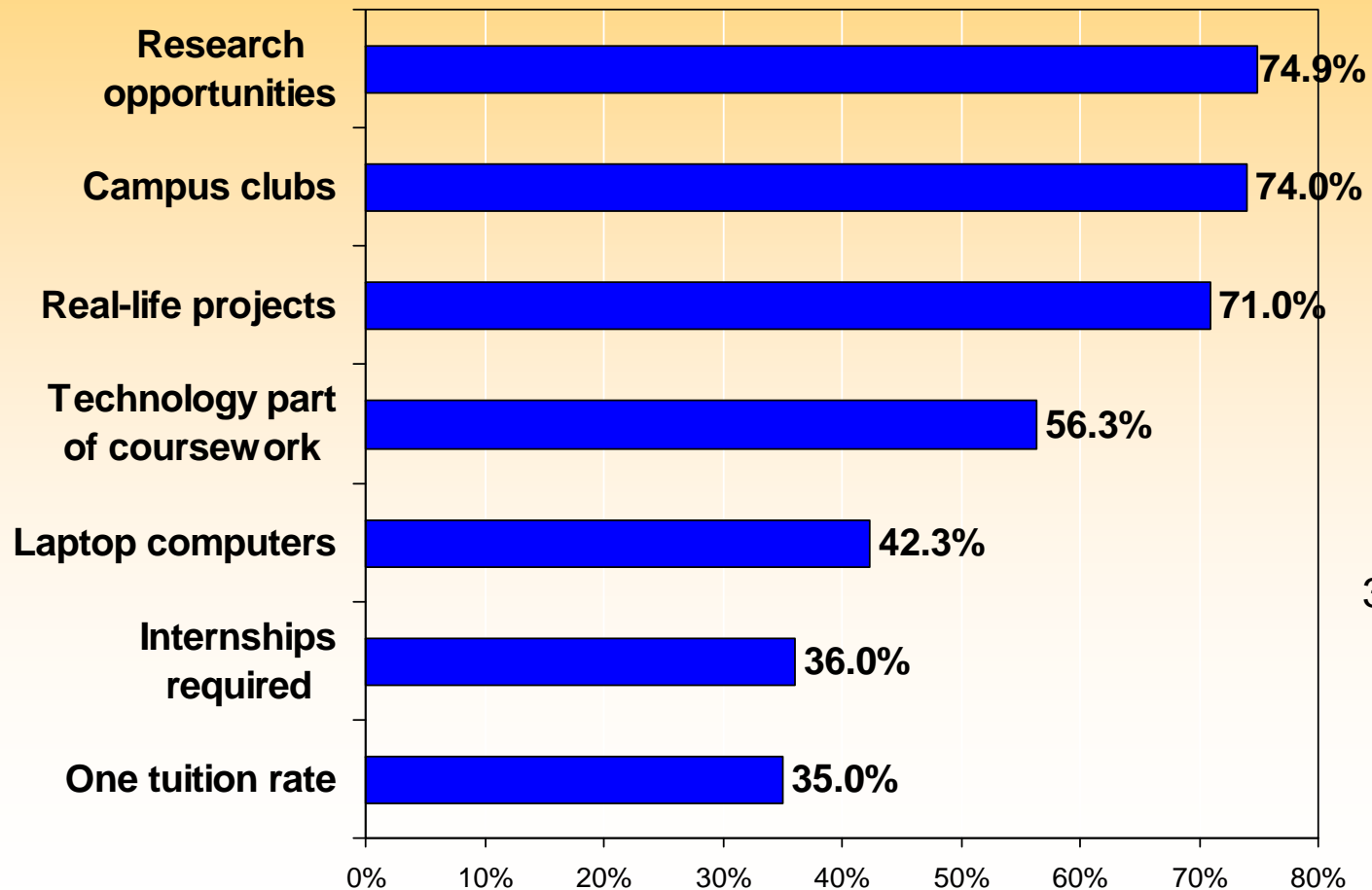
- **7% consider Crookston campus first choice**



phone survey of
300 respondents:
juniors 2007
seniors 2008

Prospective Student Survey

- **Known characteristics of Crookston campus**



phone survey of
300 respondents:
juniors 2007
seniors 2008

Strengthen Exceptional Organization

- **Investment in Golden Eagle Athletics**
 - Commitment to NCAA Division II
 - Student-athletes make up 25-28% of student body
 - Increased investment in scholarships, coaching, staff
 - Stronger, more cohesive teams and better recruitment opportunities
 - Focus on outside fundraising; challenges exist
 - Competitive success in a family-friendly environment: operations are lean, however we are moving forward
 - Student-athletes successful academically and recognized in the conference



UNIVERSITY OF MINNESOTA
CROOKSTON
Small Campus. Big Degree.

Strengthen Exceptional Organization

- **Global/diverse cultural experiences**
 - 31% of faculty (11% of faculty/staff) have traveled abroad/will be traveling since Spring 2006
 - 33 students participated in study abroad in 2007-08 (up from 7 last year)
 - Hosted several visits annually from international partner universities or potential partners and their students over the past three years
 - 32% of students are from out-of-state (34 states and 15 countries represented)
 - Full-time director of international programs onboard



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Promote Exceptional Innovation

- **Technology integrated curriculum enhances teaching and learning**
 - 86% said that attending the Crookston campus helped them develop computer skills (compared with 58%, 54% and 52% at Duluth, Morris and Twin Cities)^
 - 81% say that courses that use technology help them do better research for courses than in courses that do not use technology (70%, 59% at Duluth and Morris)*
 - 71% say the use of information technology in courses has improved learning (compared with 61%, 52% at Duluth and Morris)*
 - Employer research shows technology skills as the number one competency of Crookston campus graduates**

^2006 U of M Graduate Exit Survey

*2006 EDUCAUSE Student Survey of Technology

**Spring 2008 employer focus group



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Promote Exceptional Innovation

- **Undergraduate research opportunities**
 - 37 campus projects funded since January 2007
- **Faculty scholarship**
 - interdisciplinarity research (qualities in studies that cut across disciplines)
 - alternative feed for dairy cows
 - reptile sex determination factors affected by temperature
 - prairie wildlife and prairie conservation
 - farm-scale bio-diesel and renewable energy research
- **Release time for faculty increasing**
 - 12 credits for spring 2008 and 11 credits for fall 2008

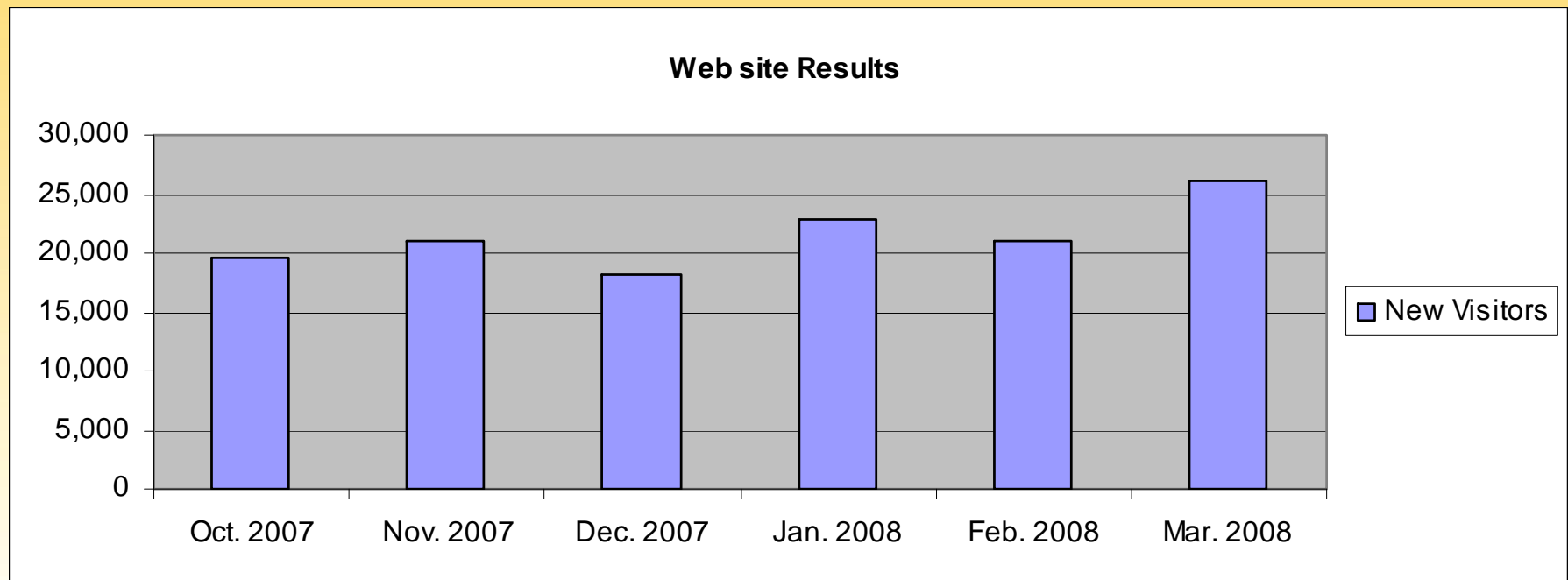


UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

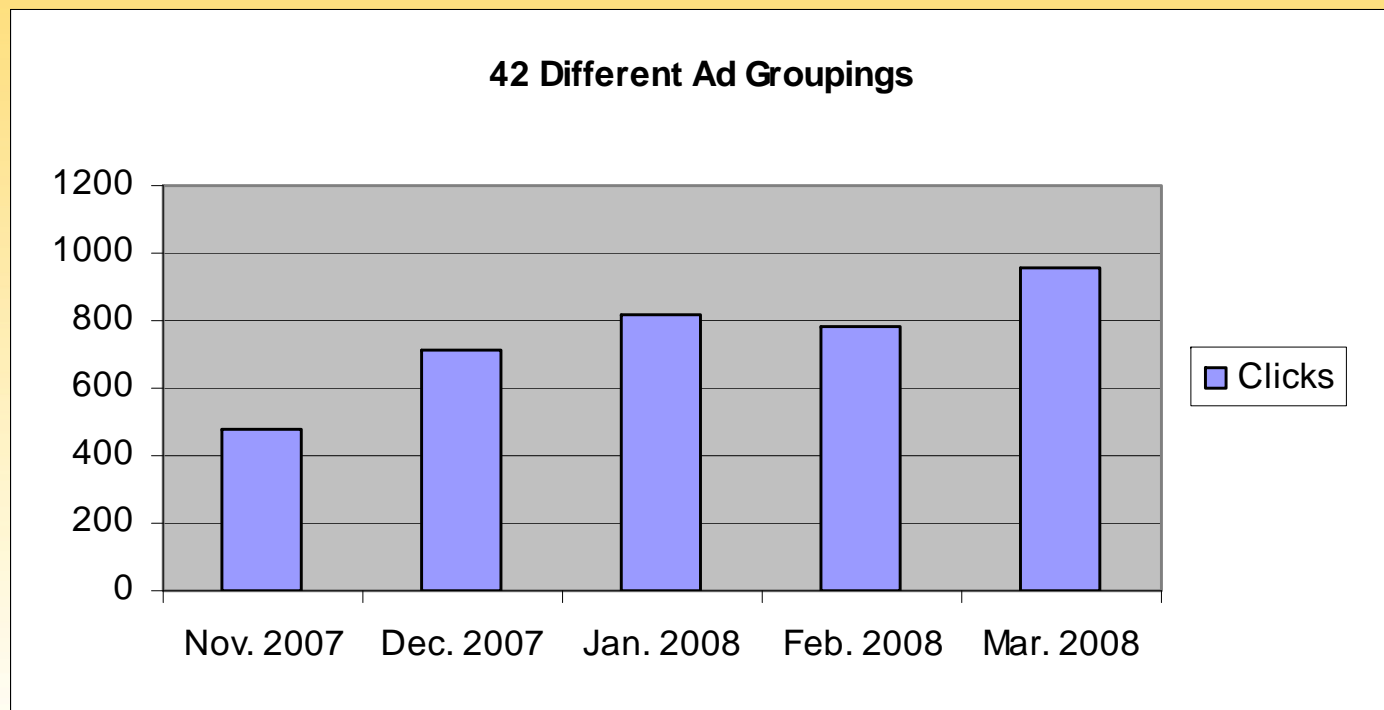
Pay-Per-Click Ad Campaign

- **Web site visitors increasing**



Pay-Per-Click Ad Campaign

- **Visitors choose ads on Google searches**



Promote Exceptional Innovation

- **Extension, NW Research and Outreach Center, NW Regional Sustainable Development Partnership**
- **Partnerships with ZJETP and ZFU in China**
- **Home Grown Economy Conference**
- **River Watch Program**
- **Career Day – Crookston Area Chamber**
- **Business Activities Day**



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.

Build on Campus Momentum

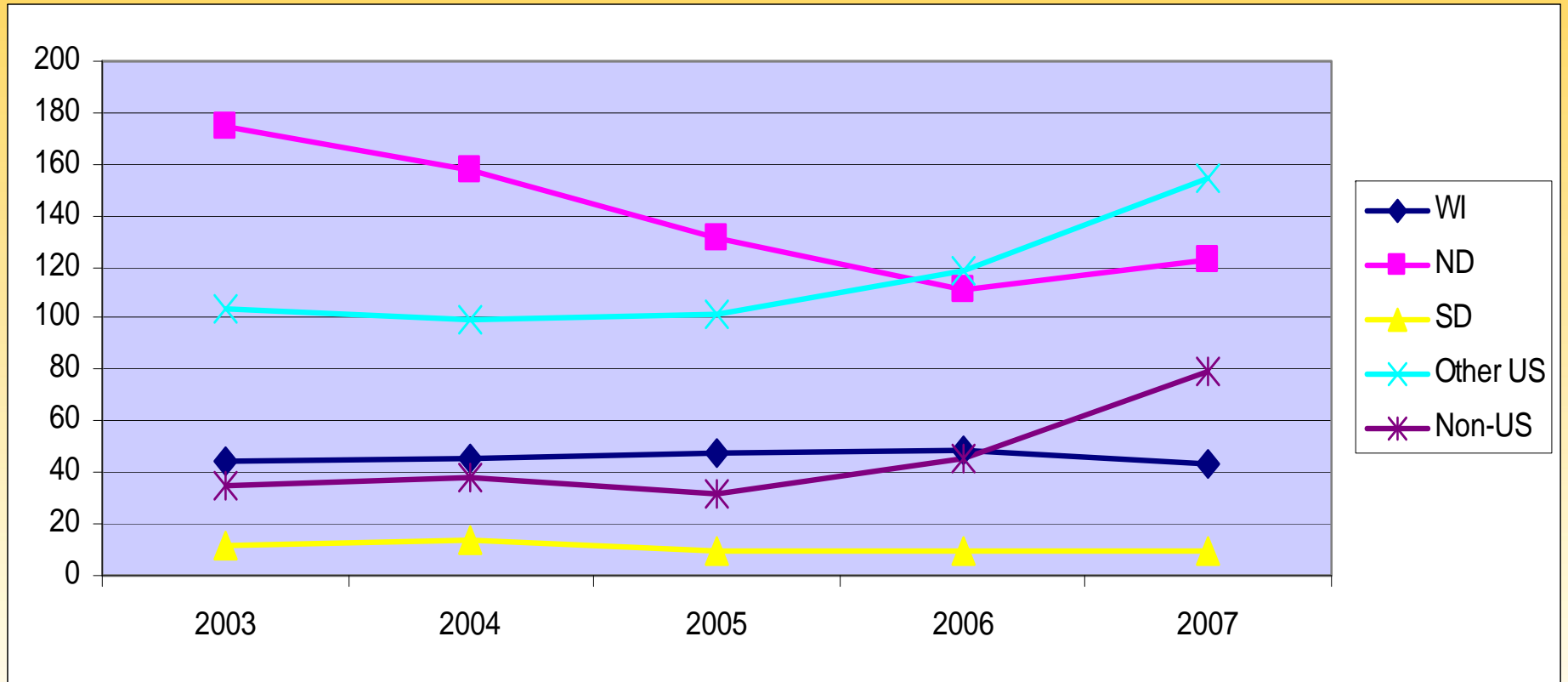
- **Established higher ACT goals for Fall 2008**
- **Set higher retention goal**
- **Hire a diversity/multicultural director and focus efforts in valuing diversity and campus dialogue**
- **Strengthen advising and campus culture and climate**
- **Increase research productivity of faculty**



UNIVERSITY OF MINNESOTA
CROOKSTON

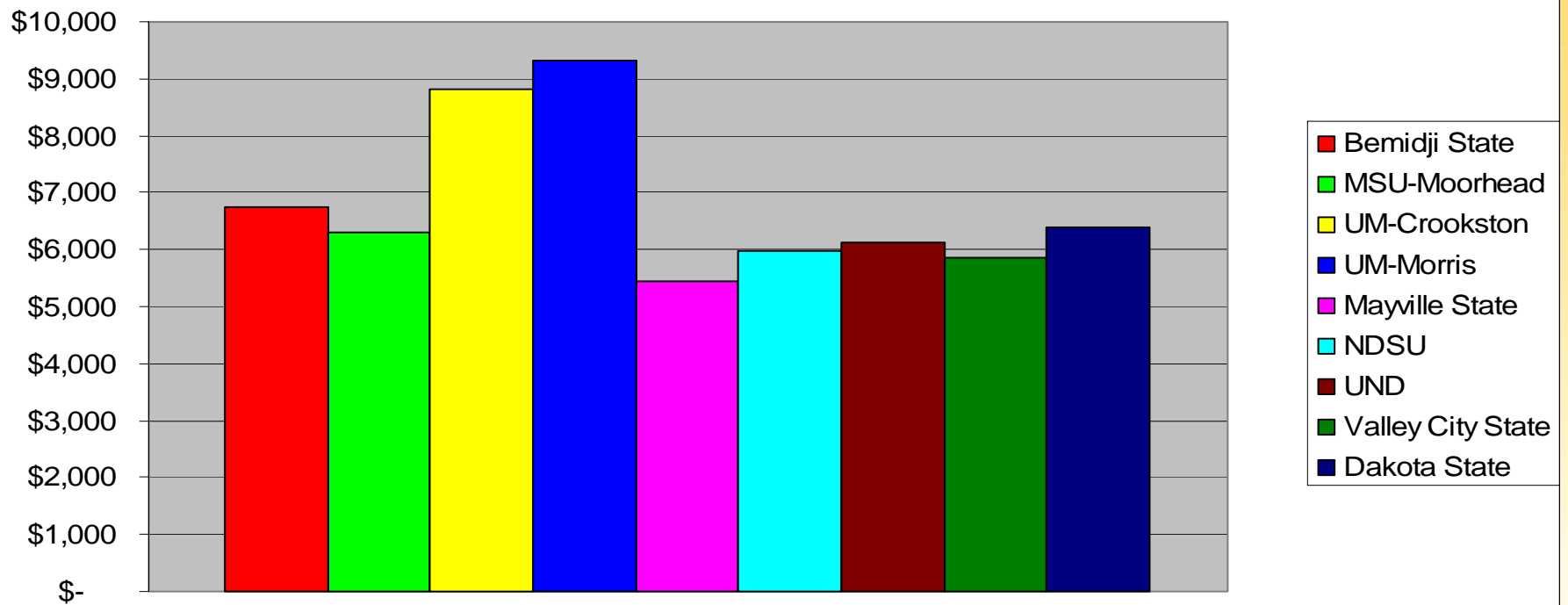
Small Campus. Big Degree.

Non-Minnesota Degree Enrollment



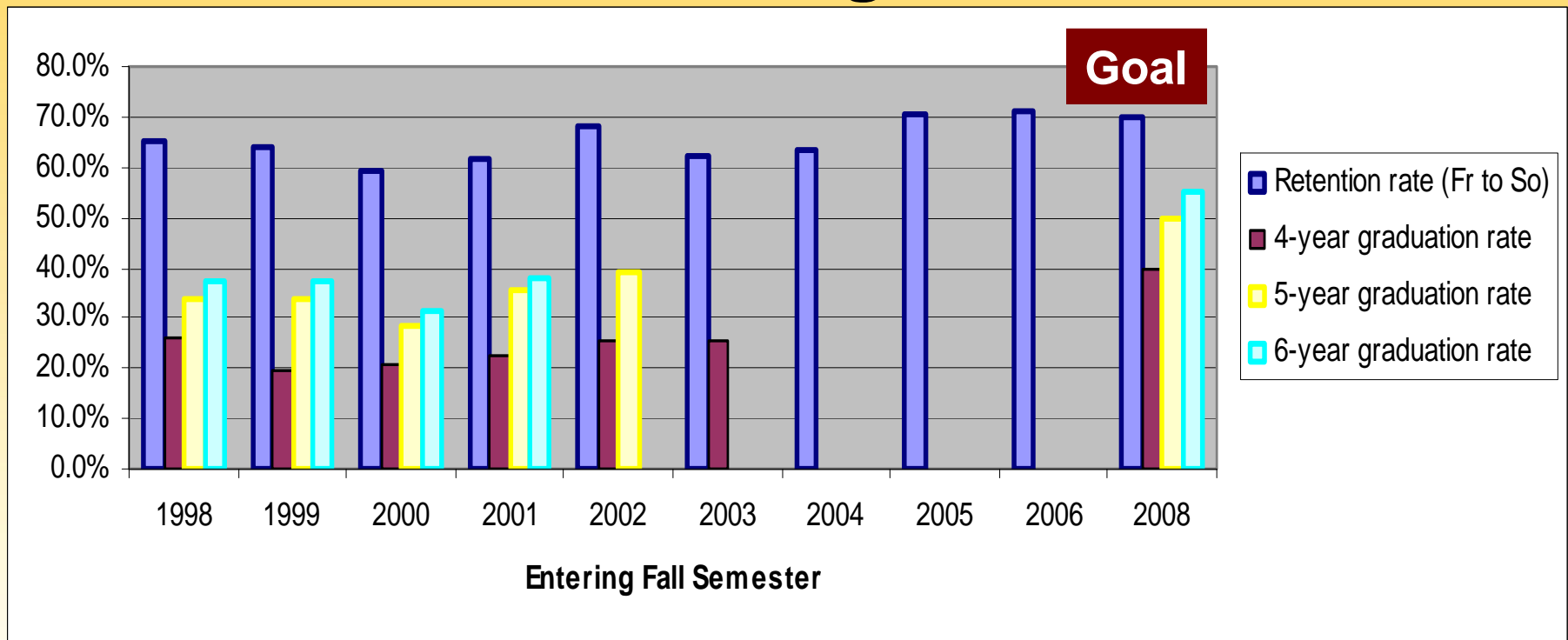
South Dakota Board of Regents Cost Study

2007-08 Resident Tuition & Fees



Build on Campus Momentum

- Continue to focus on graduation rates



Crookston Campus on the Move

- **Educate exceptional students**
- **Foster and encourage exceptional faculty and staff**
- **Strengthen an exceptional organization**
- **Promote exceptional innovation**



UNIVERSITY OF MINNESOTA
CROOKSTON

Small Campus. Big Degree.