Student Success Metrics Update  
General Advisory Council: February 20, 2018

Minnesota State System Accountability Dashboard  
Student Success Metrics

• Percent persisting, transferring, or graduating by second fall
  – System, Fall 2013 - 2015: 69.3%, 70.8%, 70.5% **Down 0.3**
  – M State, Fall 2013 – 2015: 66.6%, 69.1%, 73.5% **Up 4.4**

• First generation students:
  – System-wide, Fall 2013 – 2015: 65.3%, 66.4%, 66.7% **Up 0.3**
  – M State, Fall 2013 – 2015: 57.7%, 60.2%, 65.6% **Up 5.4**
Student Success Metrics Update
General Advisory Council: February 20, 2018

Minnesota State System Accountability Dashboard
Student Success Metrics

• Students of color:
  – System-wide, Fall 2013 - 2015: 62.9%, 64.5%, 64.1% **Down 0.4**
  – M State, Fall 2013 – 2015: 49.1%, 56.1%, 61.5% **Up 5.4**

• Pell eligible:
  – System-wide, Fall 2013 – 2015: 64.4%, 66.3%, 65.9% **Down 0.4**
  – M State, Fall 2013 – 2015: 59.1%, 62.7%, 68.5% **Up 4.8**
# Enrollment Update

General Advisory Council: February 20, 2018

## FY06 – FY18 Student FYE Peak Year, Peak to FY15, Peak to FY18

<table>
<thead>
<tr>
<th>Institution</th>
<th>Peak Year</th>
<th>Full Year FYE</th>
<th>FY15 Full Year FYE</th>
<th>Peak to FY15 Change</th>
<th>FY18 Full Year FYE</th>
<th>Peak to FY18 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria TC/CC</td>
<td>FY2013</td>
<td>2324</td>
<td>2046</td>
<td>-12.0%</td>
<td>1919.4</td>
<td>-17.4%</td>
</tr>
<tr>
<td>Central Lakes TC/CC</td>
<td>FY2011</td>
<td>3558</td>
<td>2993</td>
<td>-15.9%</td>
<td>2542.4</td>
<td>-28.5%</td>
</tr>
<tr>
<td>Minnesota State CC/TC</td>
<td>FY2011</td>
<td>5116</td>
<td>4398</td>
<td>-14.0%</td>
<td>4061.3</td>
<td>-20.6%</td>
</tr>
<tr>
<td>Northland CC/TC</td>
<td>FY2010</td>
<td>2938</td>
<td>2299</td>
<td>-21.7%</td>
<td>2095.9</td>
<td>-28.7%</td>
</tr>
<tr>
<td>Northwest TC</td>
<td>FY2010</td>
<td>943</td>
<td>679</td>
<td>-28.0%</td>
<td>559.6</td>
<td>-40.7%</td>
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<tr>
<td>St. Cloud TCC</td>
<td>FY2011</td>
<td>3668</td>
<td>3462</td>
<td>-5.6%</td>
<td>3116.7</td>
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<tr>
<td><strong>Systemwide</strong></td>
<td>FY2013</td>
<td>100007</td>
<td>85411</td>
<td>-14.6%</td>
<td>76985.5</td>
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### MN SLEDs Data for West Central Economic Region

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</thead>
<tbody>
<tr>
<td><strong>Total HS Grads</strong></td>
<td>2586</td>
<td>2542</td>
<td>2305</td>
<td>2388</td>
<td>2356</td>
<td>2170</td>
<td>2262</td>
<td>2190</td>
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<tr>
<td><strong>Enrolling Minnesota</strong></td>
<td>51.4%</td>
<td>51.3%</td>
<td>49.7%</td>
<td>50.9%</td>
<td>46.5%</td>
<td>48.2%</td>
<td>48.5%</td>
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<td>47.8%</td>
</tr>
<tr>
<td><strong>Enrolling Non-Minnesota</strong></td>
<td>20.3%</td>
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<td>21.0%</td>
<td>19.5%</td>
<td>21.4%</td>
<td>21.8%</td>
<td>22.1%</td>
<td>22.1%</td>
<td>21.4%</td>
</tr>
<tr>
<td><strong>Enrolling Total</strong></td>
<td>71.6%</td>
<td>70.9%</td>
<td>70.7%</td>
<td>70.4%</td>
<td>67.9%</td>
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<td>69.1%</td>
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<tr>
<td><strong>M State</strong></td>
<td>17.4%</td>
<td>17.0%</td>
<td>18.2%</td>
<td>18.8%</td>
<td>19.0%</td>
<td>20.1%</td>
<td>18.1%</td>
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<td>21.8%</td>
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<tr>
<td>MSUM</td>
<td>13.6%</td>
<td>11.0%</td>
<td>10.6%</td>
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<td>11.1%</td>
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<tr>
<td>NDSCS</td>
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<td>13.5%</td>
<td>14.1%</td>
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<tr>
<td>UND</td>
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<td>4.7%</td>
<td>5.1%</td>
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<td>5.8%</td>
<td>4.1%</td>
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</table>
Marketing Update
General Advisory Council: February 20, 2018

Major Aligned Campaigns (Prosp, App, Acc/Unreg and Current, with Publications, Events, Trad. Advertising, Earned and Social Media)

- **September:** College Knowledge Month, Learn More/Pay Less
- **October:** Open House, Winter Bridge
- **November:** Fall Magazine, Now/Later, Winter Nudge, Make the Switch
- **December:** 1Stop2Enroll, Making a List
- **January:** New Years Resolution
- **February:** Enrollment Madness, Learn More/Pay Less
- **March:** Enrollment Madness
- **April:** Spring Magazine, Shine Bright
- **May:** Find Your Fit
- **June – August:** M State Summer, Door Is Still Open, 1Stop2Enroll
### College Communications Calendar 2017-2018

<table>
<thead>
<tr>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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<td><strong>Admissions</strong></td>
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<td><strong>Support Center</strong></td>
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<td></td>
<td></td>
<td></td>
<td><strong>Enrollment Team</strong></td>
</tr>
</tbody>
</table>

#### September
- **Admissions - Prospecting**
  - Kick off the year with a focus on preliminary outreach and engagement.
  - Initial alumni and parent communication.
  - Social media strategy and branding.
  - Website updates and thematic banners.
  - Email and direct mail campaigns.
  - Outreach through community events.
- **Admissions - Processing**
  - Final review of applications.
  - Final decision letters.
  - Acceptance notifications.
  - Enrollment agreements.

#### October
- **Admissions - Prospecting**
  - Final push for recruitment events.
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Admissions - Processing**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.

#### November
- **Support Center**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Enrollment Team**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.

#### December
- **Admissions - Prospecting**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Admissions - Processing**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.

#### January
- **Support Center**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Enrollment Team**
  - Final review of applications.
  - Final decisions and enrollment agreements.
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#### February
- **Admissions - Prospecting**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Admissions - Processing**
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#### March
- **Support Center**
  - Final review of applications.
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- **Enrollment Team**
  - Final review of applications.
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#### April
- **Admissions - Prospecting**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Admissions - Processing**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.

#### May
- **Support Center**
  - Final review of applications.
  - Final decisions and enrollment agreements.
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  - Email and direct mail campaigns.
- **Enrollment Team**
  - Final review of applications.
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  - Social media campaign.
  - Email and direct mail campaigns.

#### June
- **Admissions - Prospecting**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Admissions - Processing**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.

#### July
- **Support Center**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Enrollment Team**
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  - Social media campaign.
  - Email and direct mail campaigns.

#### August
- **Admissions - Prospecting**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.
- **Admissions - Processing**
  - Final review of applications.
  - Final decisions and enrollment agreements.
  - Social media campaign.
  - Email and direct mail campaigns.

### Contact Information
- Direct Mail
- Email
- Phone Calls
- Social Media
- Text Messaging
Marketing Update
General Advisory Council: February 20, 2018

Major Initiatives

• Strengthen relationships with top feeder high schools to carve away 2% from other institutions
• Improve awareness of M State value proposition to carve away 5% of the 30% of HS grads who don’t go on to college the following fall
• Expand our region to attract those just beyond commuting distance to attract online learners familiar with the M State brand
• Internal campaigns to encourage successful behaviors
• Continue to measure our results, fail faster, and replicate our successes
# Marketing Update

**General Advisory Council: February 20, 2018**

<table>
<thead>
<tr>
<th>CAMPAIGNS BY SOURCE</th>
<th>December 4</th>
<th>December</th>
<th>Ears/Eyes</th>
</tr>
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<tbody>
<tr>
<td>Radio</td>
<td>35</td>
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<td>39,690</td>
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<td>25</td>
<td>23,150</td>
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<td>21,330</td>
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**Miscellaneous**

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<tr>
<th>Social Posts/Video/Lives</th>
<th>Social Clicks - Ads</th>
<th>Billboards - OTW</th>
<th>Delivered</th>
<th>Opened</th>
<th>Clicked</th>
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<tbody>
<tr>
<td>Facebook</td>
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<tr>
<td>Facebook</td>
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<tr>
<td>Indoor</td>
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<td>76,650</td>
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<tr>
<td>Emails</td>
<td>Delivered</td>
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<tr>
<td>Emails</td>
<td>Opened</td>
<td>1,233 (23.8%)</td>
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<td>Emails</td>
<td>Clicked</td>
<td>80 (6.4%)</td>
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</tbody>
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## Marketing Update

**General Advisory Council: February 20, 2018**

**Makin' a list ...**

- Wrap presents
- Bake cookies
- Hang decorations
- Get accepted to

<table>
<thead>
<tr>
<th>Web Traffic</th>
<th></th>
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</thead>
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<tr>
<td>Total # of Applicants 2016</td>
<td>314</td>
</tr>
<tr>
<td>Total # of Applicants 2017</td>
<td>310</td>
</tr>
<tr>
<td>Total Campaign Cost:</td>
<td>$4,994.80</td>
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<tr>
<td>Target Demo:</td>
<td>Adults 18-29</td>
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<tr>
<td>Total Ears/Eyes</td>
<td>246993</td>
</tr>
<tr>
<td>CPM</td>
<td>$20.22</td>
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</tbody>
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Workforce Development Scholarship Update
General Advisory Council: February 20, 2018

High School Partners/Community Partners Program

• 2007 – 2015 Statewide Longitudinal Education Data System (SLEDS) data:
  – 30% of regional grads do not continue on.
  – Regional grads enrolling at a MN C or U has decreased by 3.6%.
  – The “share” choosing to enroll at M State has increased by 4.4%.
  – M State has been the college of choice each year.

• 16 of 18 MN high schools. HS Principals:
  – Affordability and quality of two-year pathways
  – Disproportionate value on four-year institutions.
  – Appreciation of data sharing.
Workforce Development Scholarship Update
General Advisory Council: February 20, 2018

High School Partners/Community Partners Program

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<td>M State</td>
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<td>5.4%</td>
<td>7.0%</td>
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</tbody>
</table>
High School Partners/Community Partners Program

Goals:

- Partner with HS’s to increase college readiness and ensure a smooth transition
- Enhance value proposition of recruiting relationship by sharing of HS M State First Time In College (FTIC) cohort performance data with HS administration
- Identify additional opportunities to provide resources designed to address prospect/key influencers’ level of college preparedness prior to HS graduation
- Enhance M State’s value proposition within the community by sharing HS M State First Time In College (FTIC) cohort success data with media outlets
Workforce Development Scholarship Update
General Advisory Council: February 20, 2018

WDS Facts

• M State awarded 20 workforce development scholarships for $2500 each.
• M State Foundation and Alumni engaging business and industry
• The foundation is having community conversations.
• Marketing: College Magazine (100,000), Newspaper Inserts (70,000) and direct outreach.
• Chamber of Commerce.
• Student-signing day.
• Social media and newspaper press releases.
• Aspiration: Continue this program.