

METRO STRATEGY

Minnesota State University, Mankato

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01/14/10

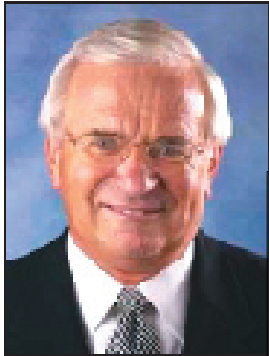
GO
FURTHER
THAN YOU
THOUGHT
POSSIBLE



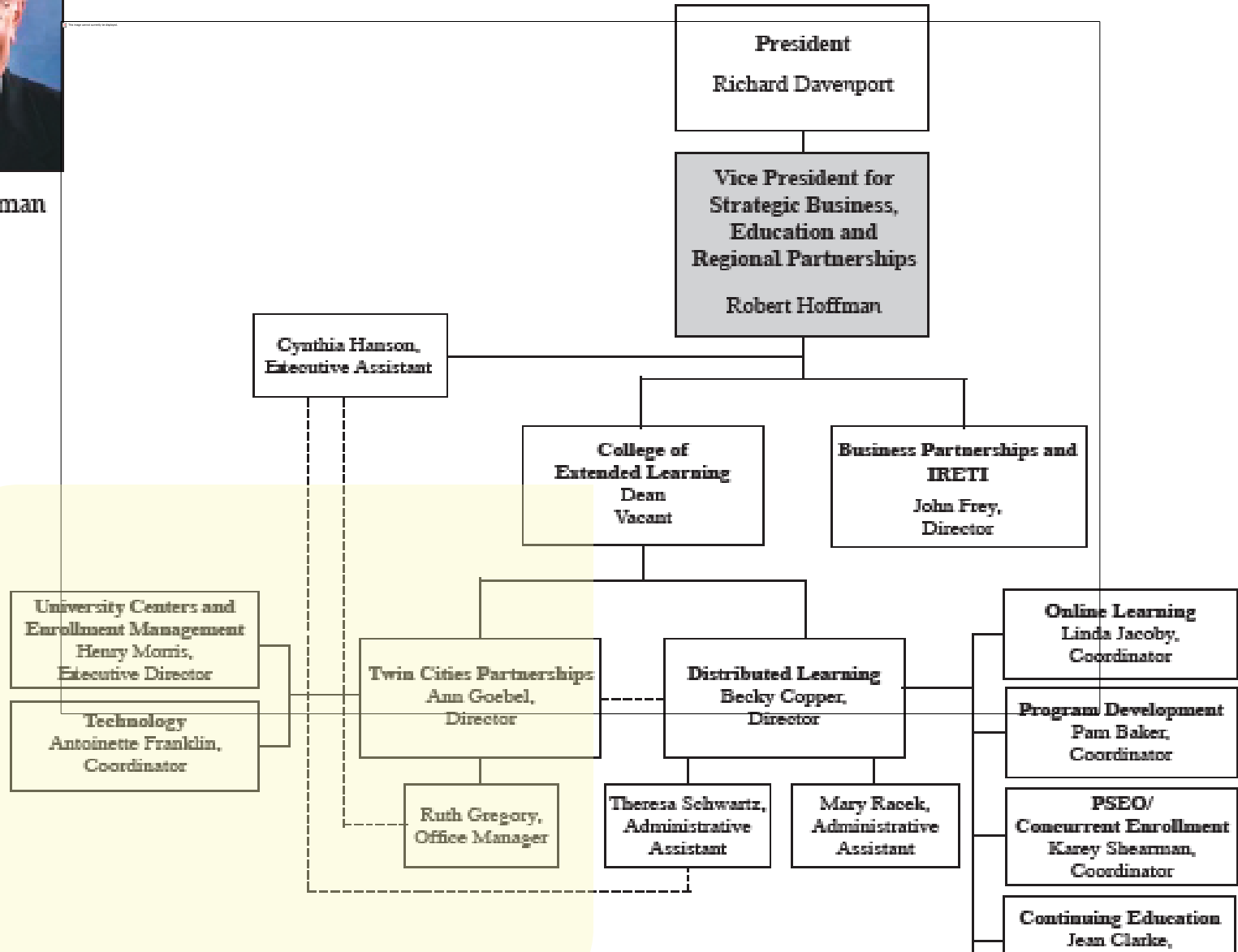
Strategic Business, Education and Regional Partnerships

Minnesota State University, Mankato

August 6, 2009



Robert Hoffman



“We don’t have to change...survival isn’t mandatory.”

W. Deming

VS

“Failure is not an option”

Apollo 13 Rescue

Twin Cities FY10-15 Strategic Plan

(formative for stakeholder input)

VISION:

Be the top metro market baccalaureate degree completion, graduate, and professional development provider in *select* programs by 2015.

MISSION:

Increase timely access to relevant quality higher education and life long learning opportunities for metro residents & other stakeholders.

KEY GOALS

FINANCIAL: Breakeven FY12 or earlier. Revenue at 1.7 million by FY14.

Credit

Increase # of
*new MSU, M
metro students*
from
1,048 (FY09)

1,400 (FY10)

2,000 (FY11)

Non-Credit

Increase
professional
development
revenue
from
0% to 66%+
by FY14

Rental

Important to
revenue
but not
displace
credit base.
Manage
efficiently
2.4%
(FY09)

Operational Effectiveness

Implement an
overall plan with
processes
for
facility conditions,
faculty
and student
services, and
communications

Credit *Strategies and Initiatives Proposed*

1. **Develop Voice of the campus**: Meet with admin, colleges, departments, and faculty to share current market data to identify areas of metro growth
2. **Develop Voice of the partners**: **Meet with local 2 year institutions, to define student capacity and interest in 4 yr in core demand growth areas.**
3. **Develop Voice of the Superintendants**: Develop plan for sharing market trends and program preparation with their students and staff.
4. **Develop Voice of the learners**; **learner initiatives including focus on students of color and under represented learners**
5. **Create clear start to finish bachelor degree program maps** with partners
6. **Develop Voice of Business and Industry**: **Showing overall cost comparison vs competing institutions for best value proposition.**
7. **Approve Applied Organizational Studies** degree completion for FY11 enrollments.
8. **Current staff to develop a stronger system of advising** on site and off site
9. **Be active with internal and external partner advisory boards.**

Factors working against us...

1. Cost (in 2 yrs 7+ billion in stimulus ends)
2. Time to position programs
3. Changing
 - Demographics
 - Behaviors
 - Faculty availability

Factors working for us...

1. Strong market demand projection
2. Willing partners
3. Dedicated development support in metro



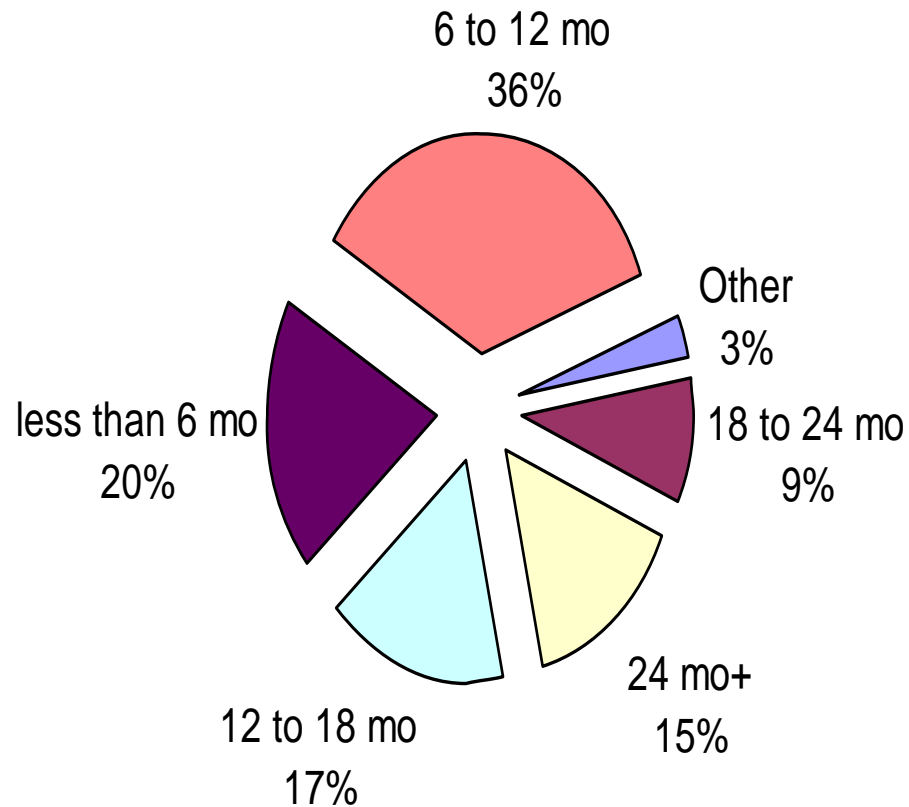
RESEARCH DOCUMENTS CONSIDERED

- ◆ “Aslanian” Report 03/08
- ◆ “Peer” Report 10/08
- ◆ “Minnesota Meeting”
- ◆ “*Guideline*” Report, MnCEME
- ◆ Forte’ Anecdotal
- ◆ “*Destination 2025*” BioBusiness Alliance
- ◆ “*Insight Report*”, Dept of Education 04/06
- ◆ “*DEED Labor Market Information LMI*)” 04/09
- ◆ “Current and Prospective Student Preferences for a Bachelor’s Degree Completion Program” EDUVENTURES, 06/08

Added Time Challenge

**Time Passed Between Decision to Enroll in BS Degree Completion
to Final Program and Provider Decision**

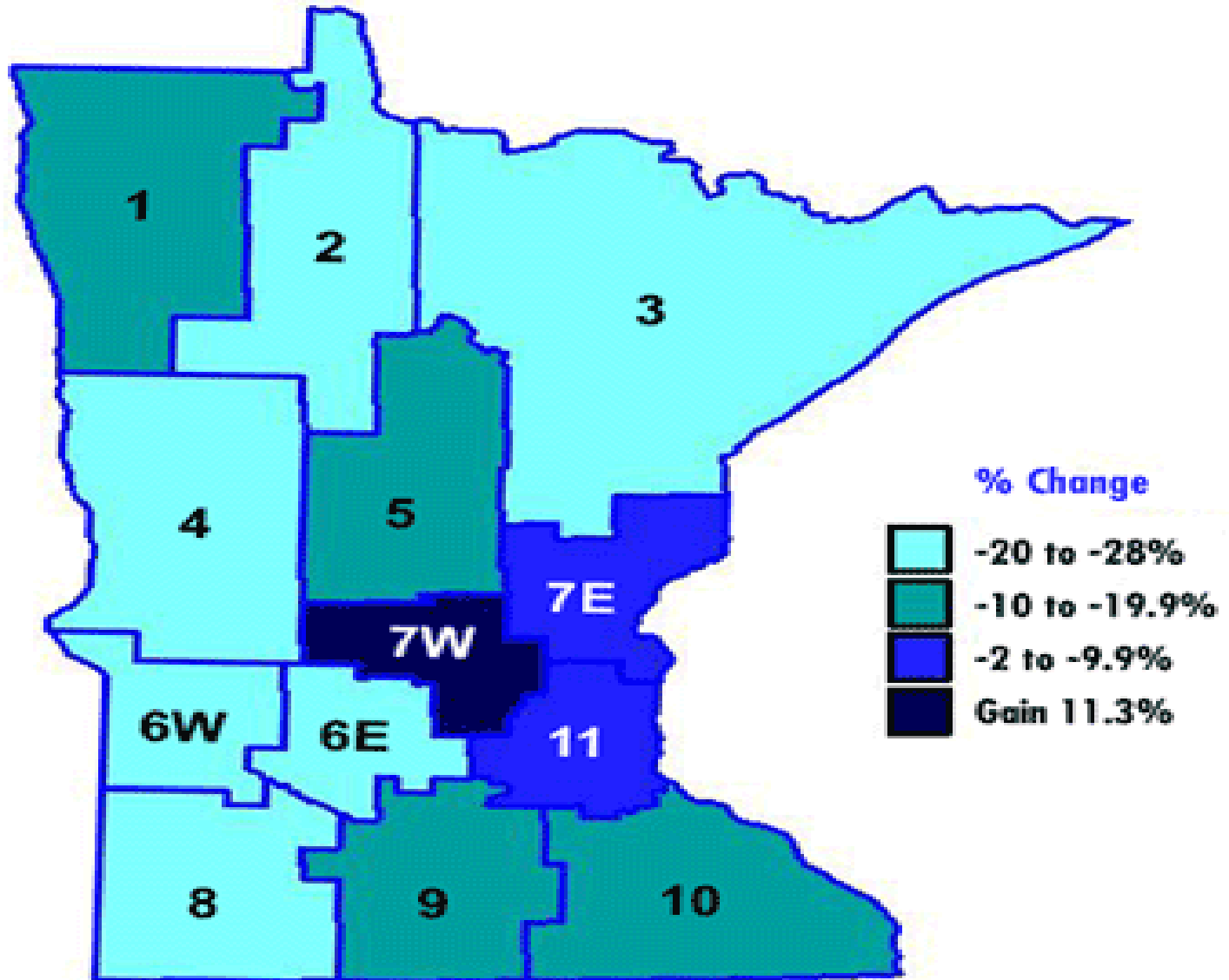
(Eduventures 2008)



CHANGING DEMOGRAPHICS

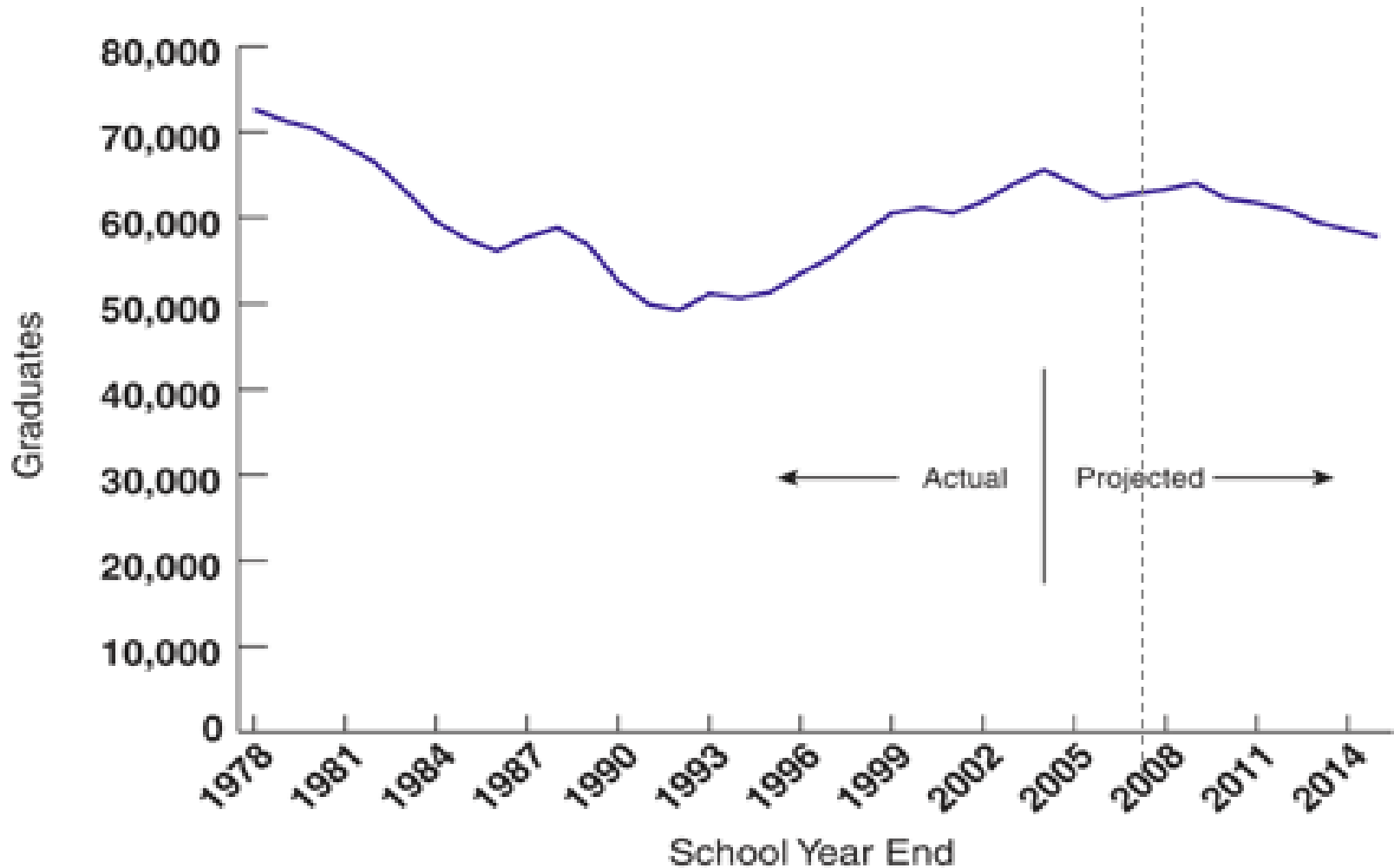
High School Graduation Rates

PROJECTED GROWTH BY REGIONS



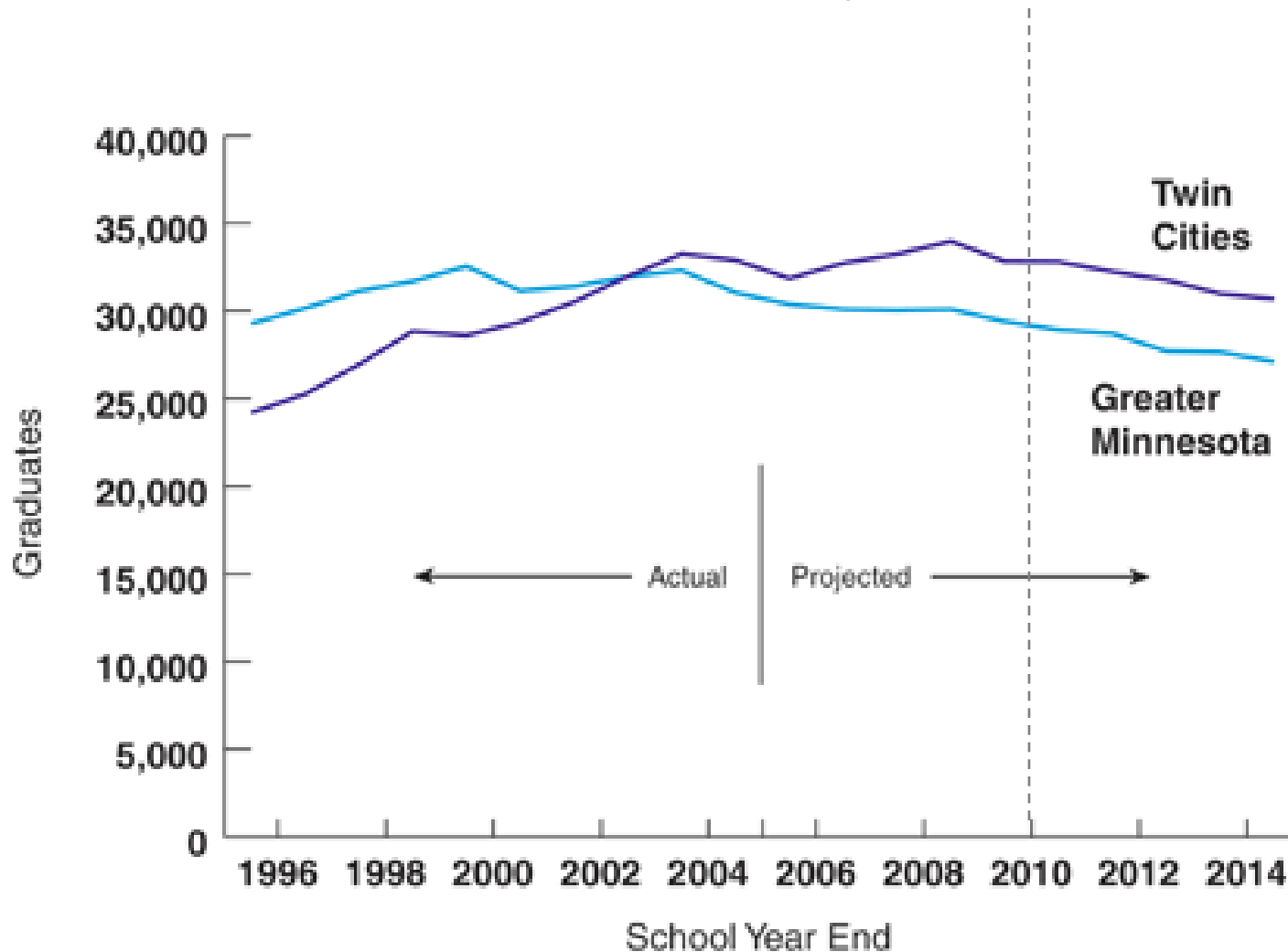
Source: Minnesota State Demographic Center

Minnesota HS Graduates will peak in 2009



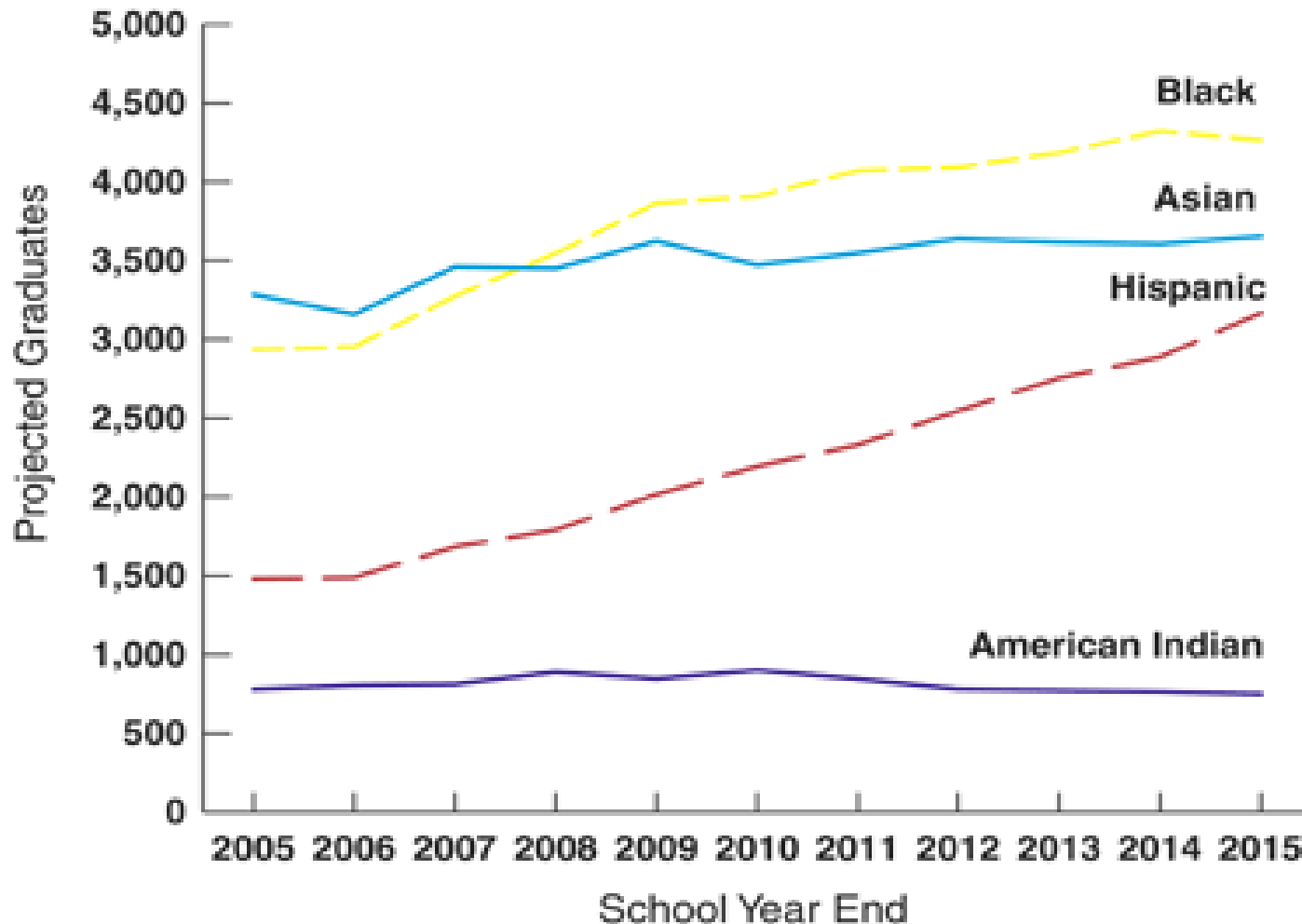
Source: Minnesota Office of Higher Education

Out State Vs. In State High School Graduation Rate 2005 Projection



Source: Minnesota State Demographic Center, 2005

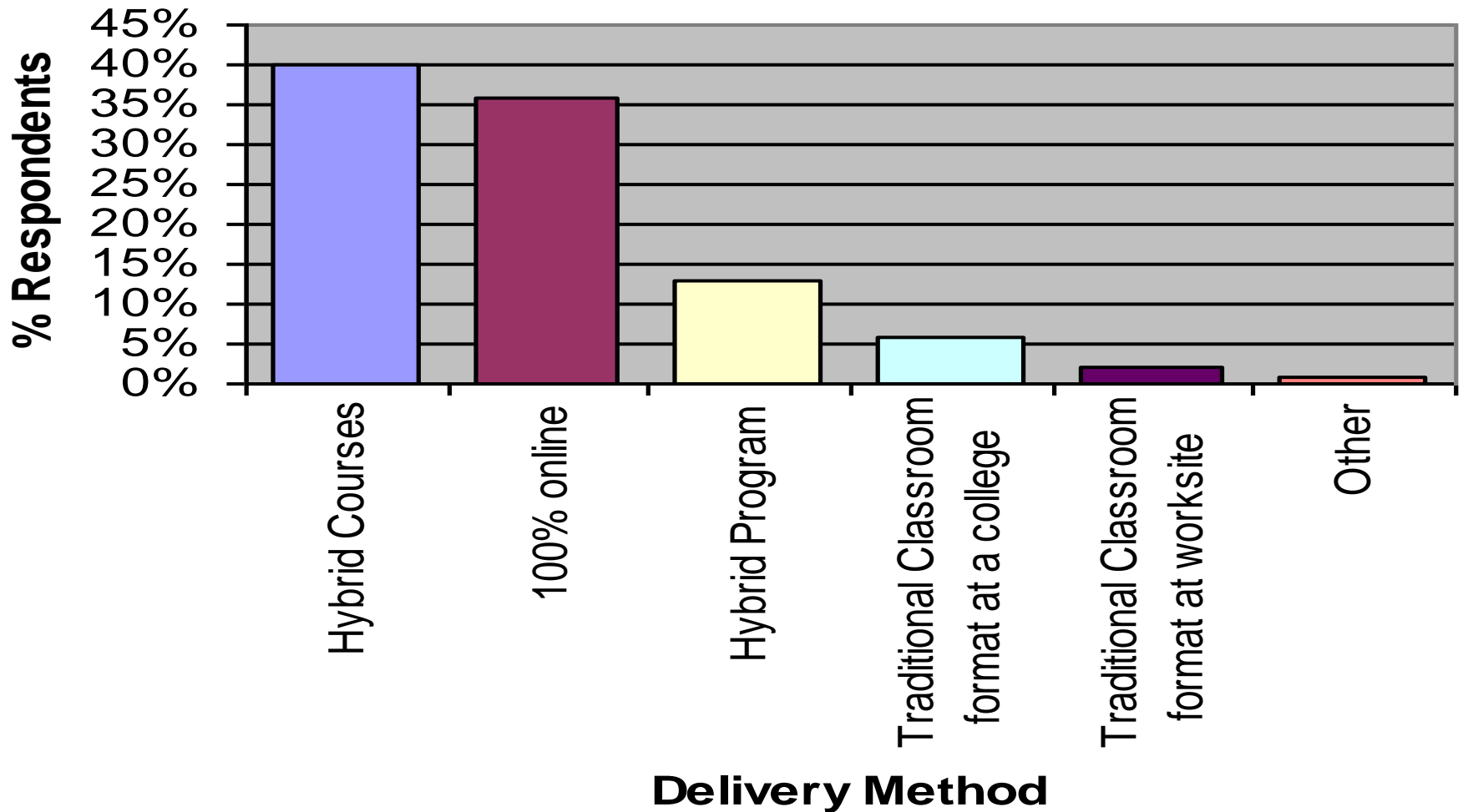
White graduates Decline graduate of color expected to increase



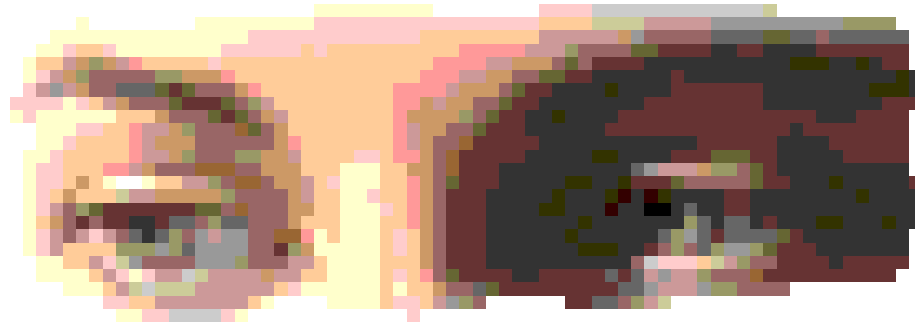
Source: Minnesota Office of Higher Education

CHANGING BEHAVIORS

Preferred Delivery Format Among Students Respondents



Adding Value to Higher Ed Supply Chain



What we see we can change

Strategy Discussion

“What we must decide is

how we are valuable,

rather than

how valuable we are.”

Friedenberg “The Impact of the School” 1959

