

# METRO STRATEGY

**Minnesota State University, Mankato**

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01/14/10

GO  
FURTHER  
THAN YOU  
THOUGHT  
POSSIBLE



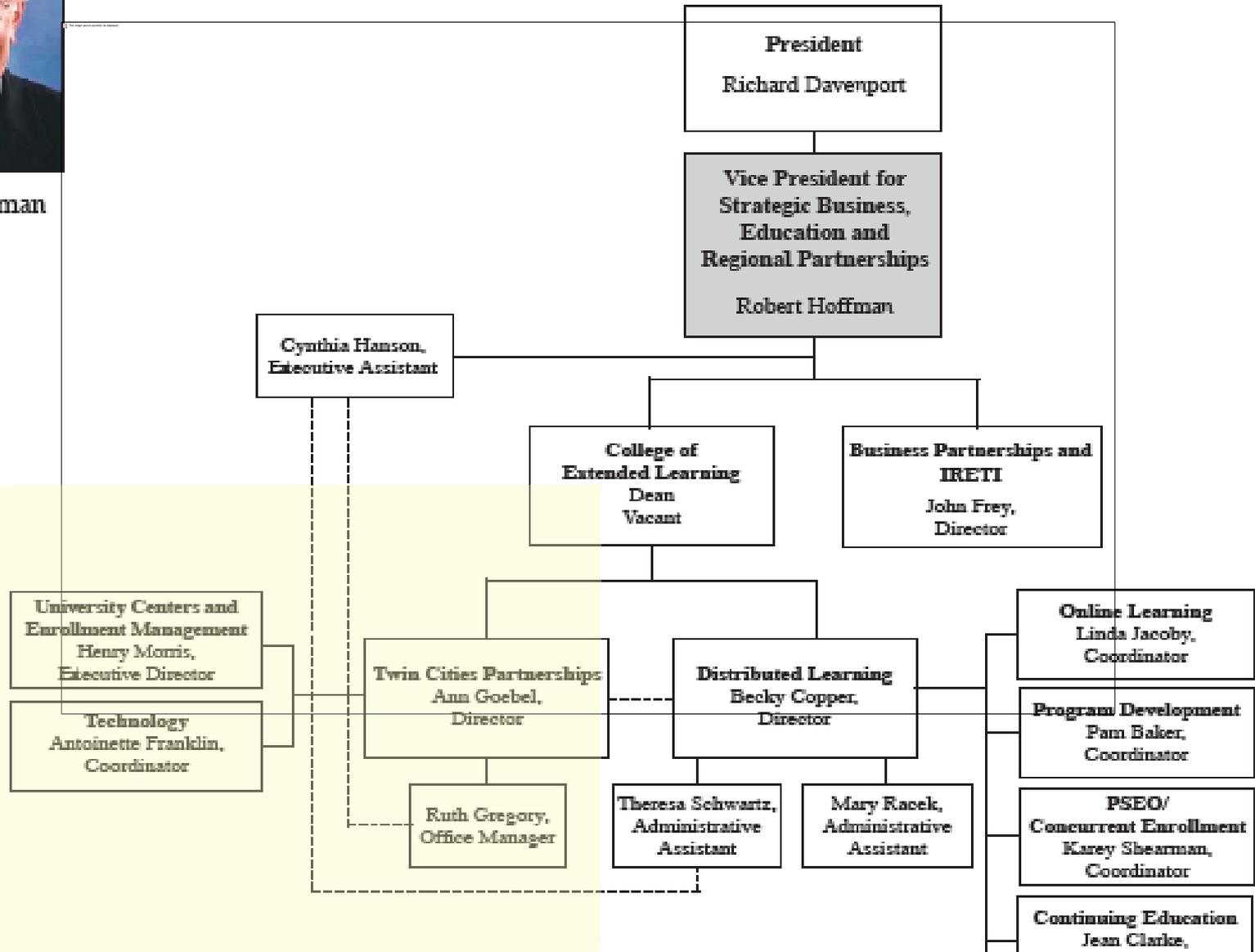
# Strategic Business, Education and Regional Partnerships

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***

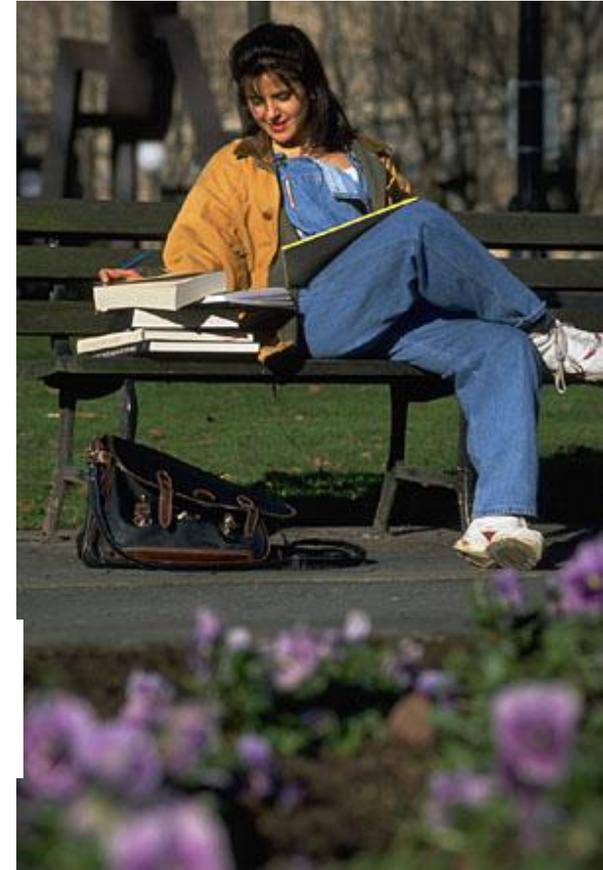
1. **Develop Voice of the campus**: Meet with admin, colleges, departments, and faculty to share current market data to identify areas of metro growth
2. **Develop Voice of the partners**: **Meet with local 2 year institutions, to define student capacity and interest in 4 yr in core demand growth areas.**
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



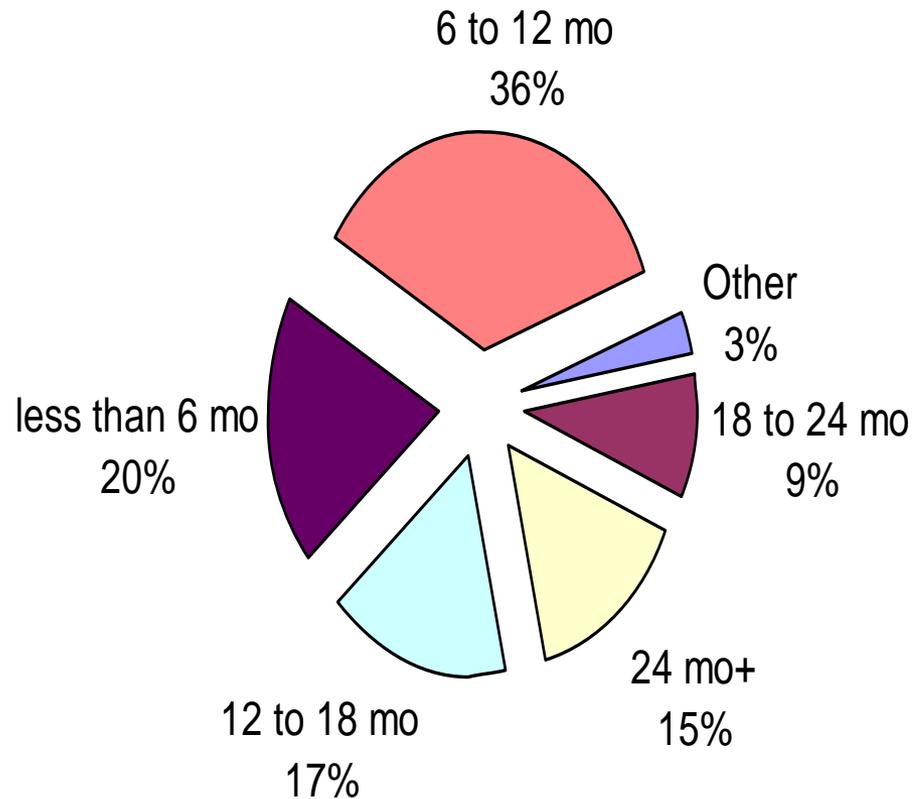
# RESEARCH DOCUMENTS CONSIDERED

- ◆ “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

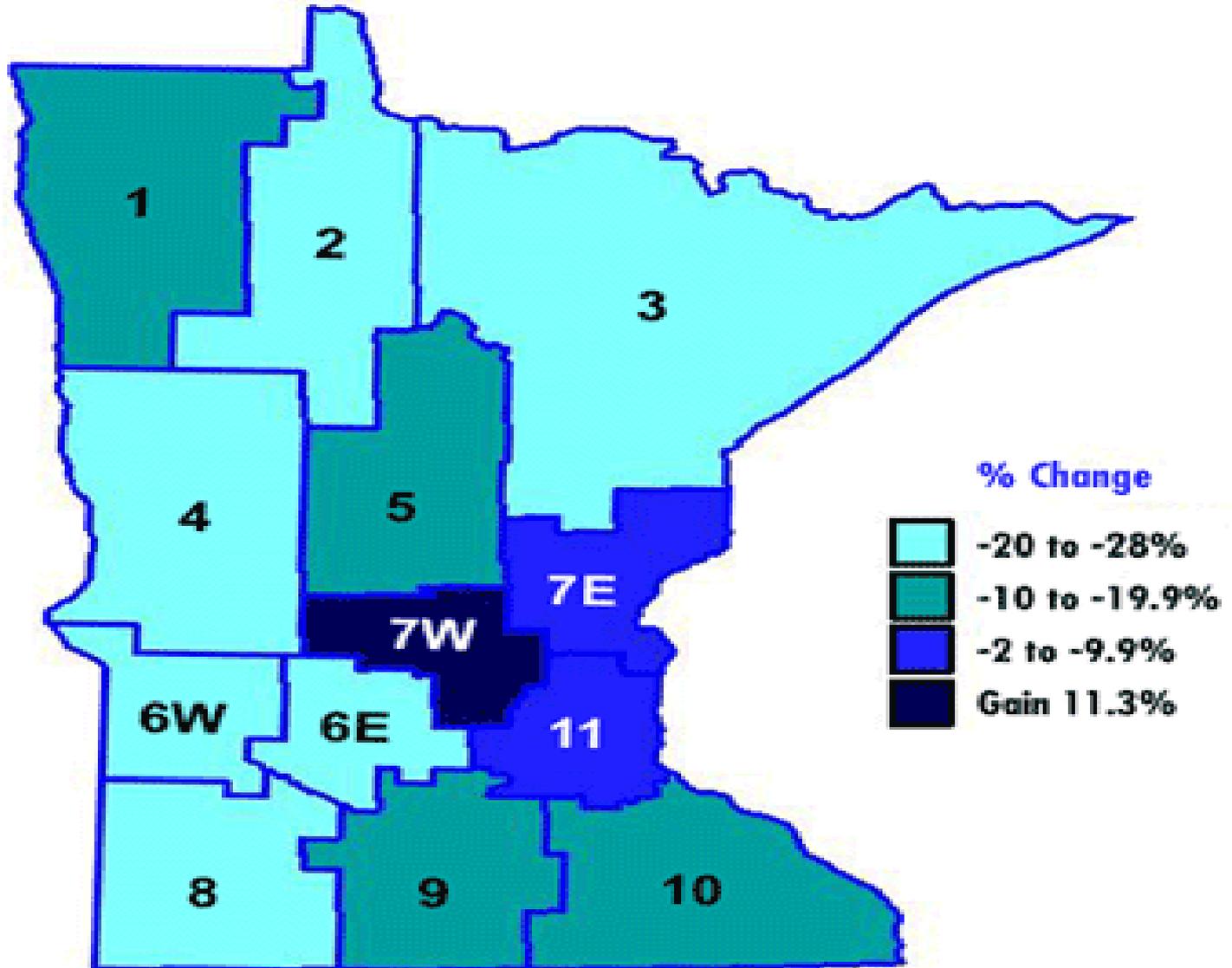
*(Eduventures 2008)*



# CHANGING DEMOGRAPHICS

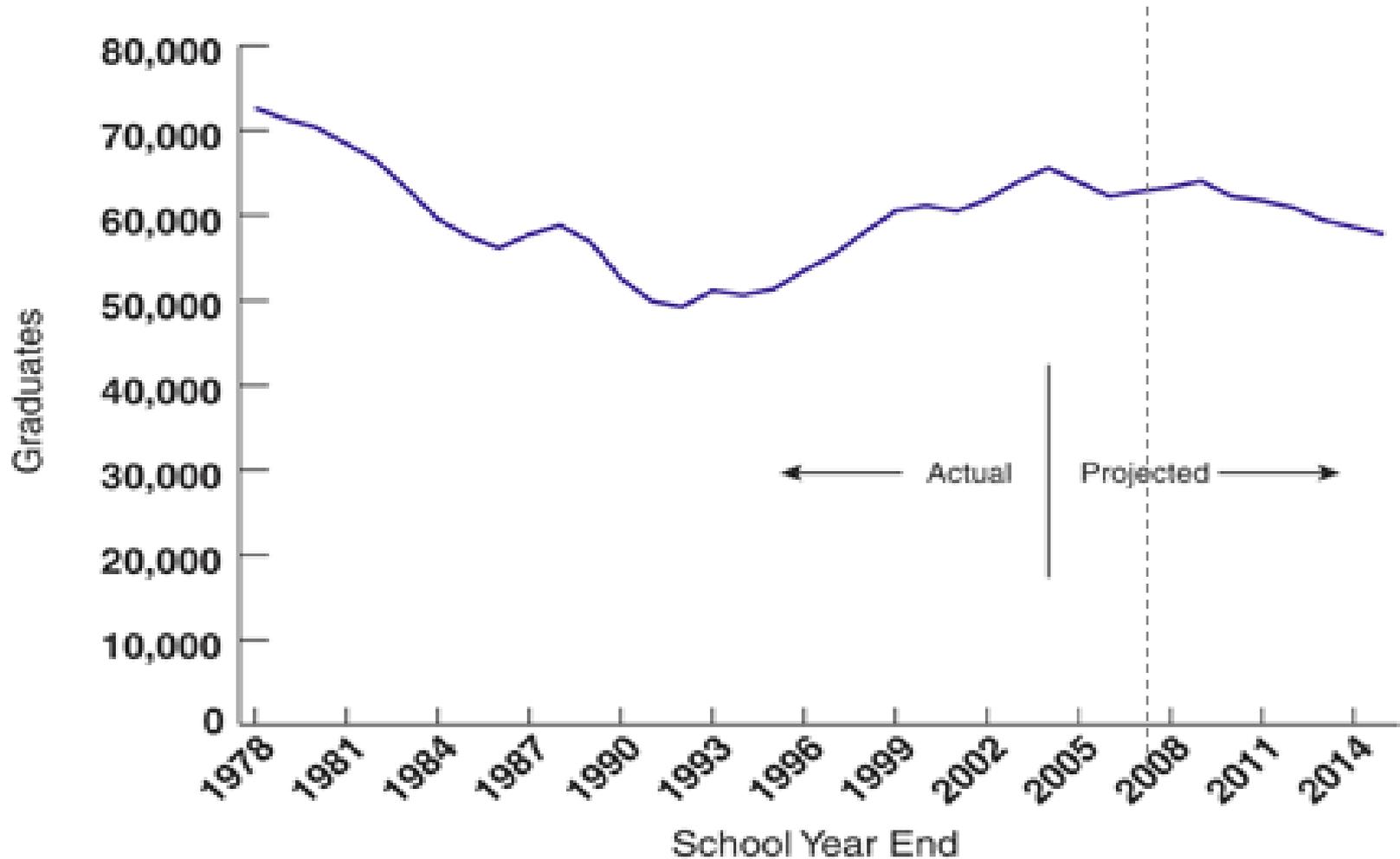
# High School Graduation Rates

## PROJECTED GROWTH BY REGIONS



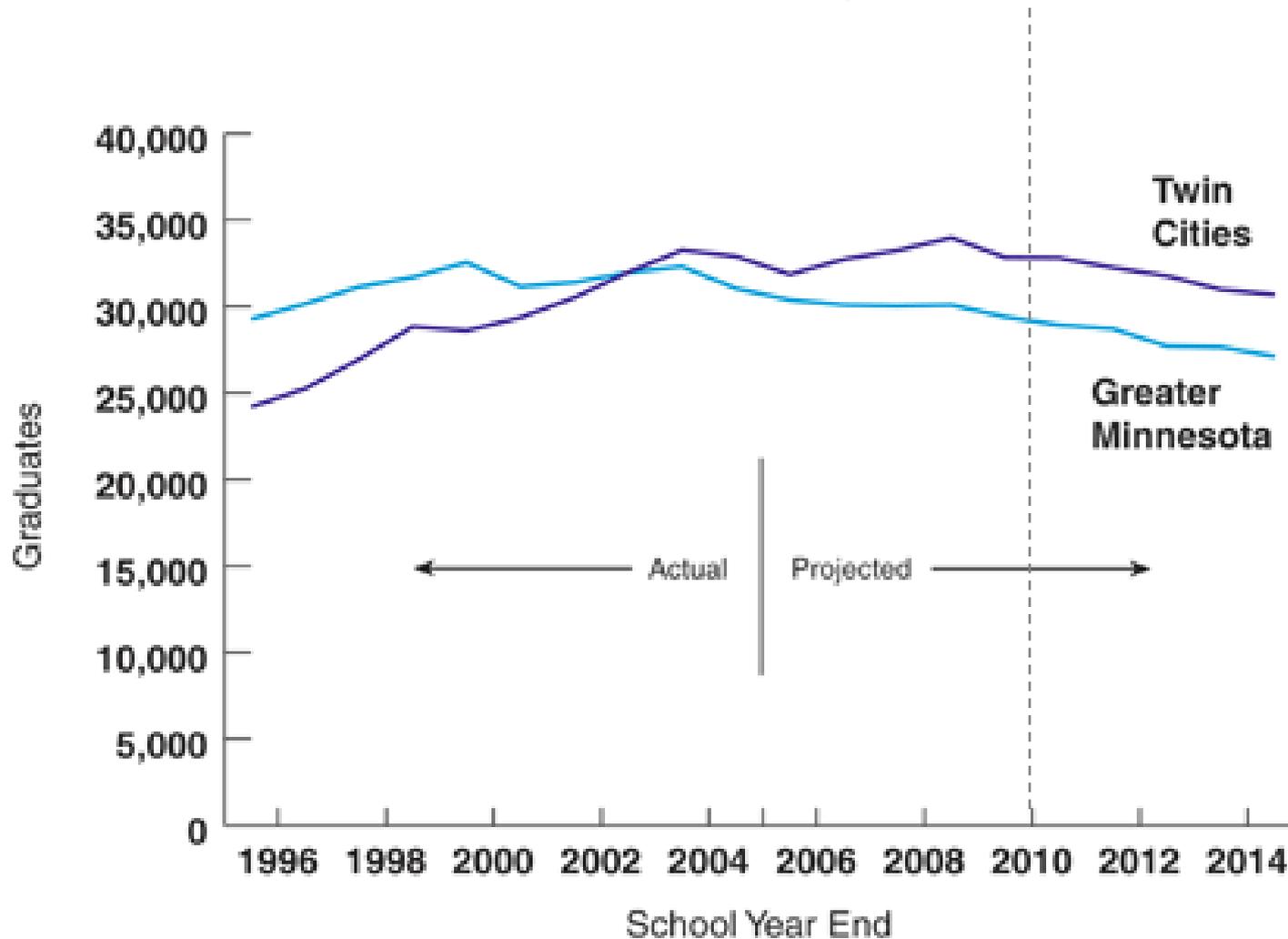
Source: Minnesota State Demographic Center

# Minnesota HS Graduates will peak in 2009



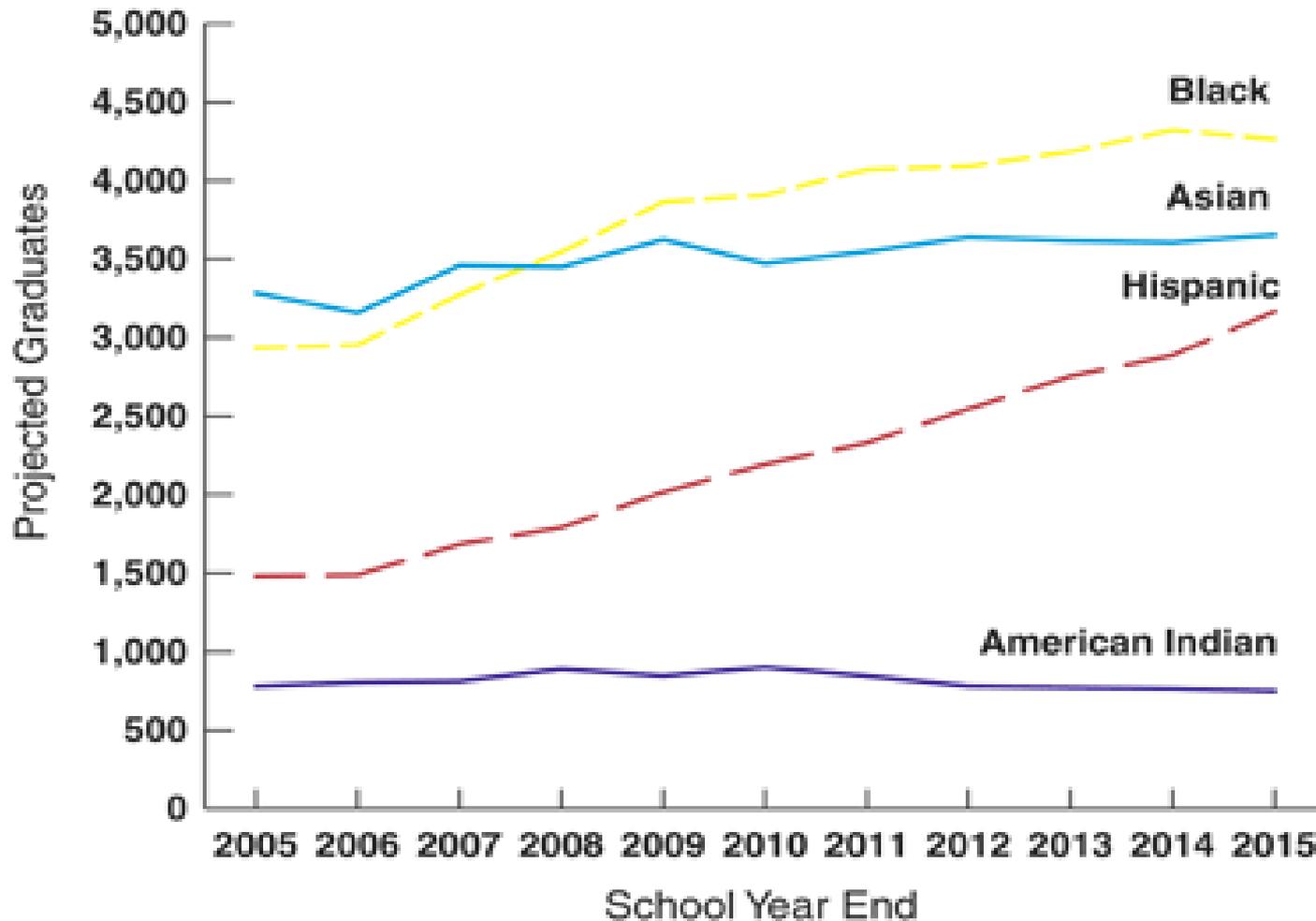
Source: Minnesota Office of Higher Education

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



Source: Minnesota State Demographic Center, 2005

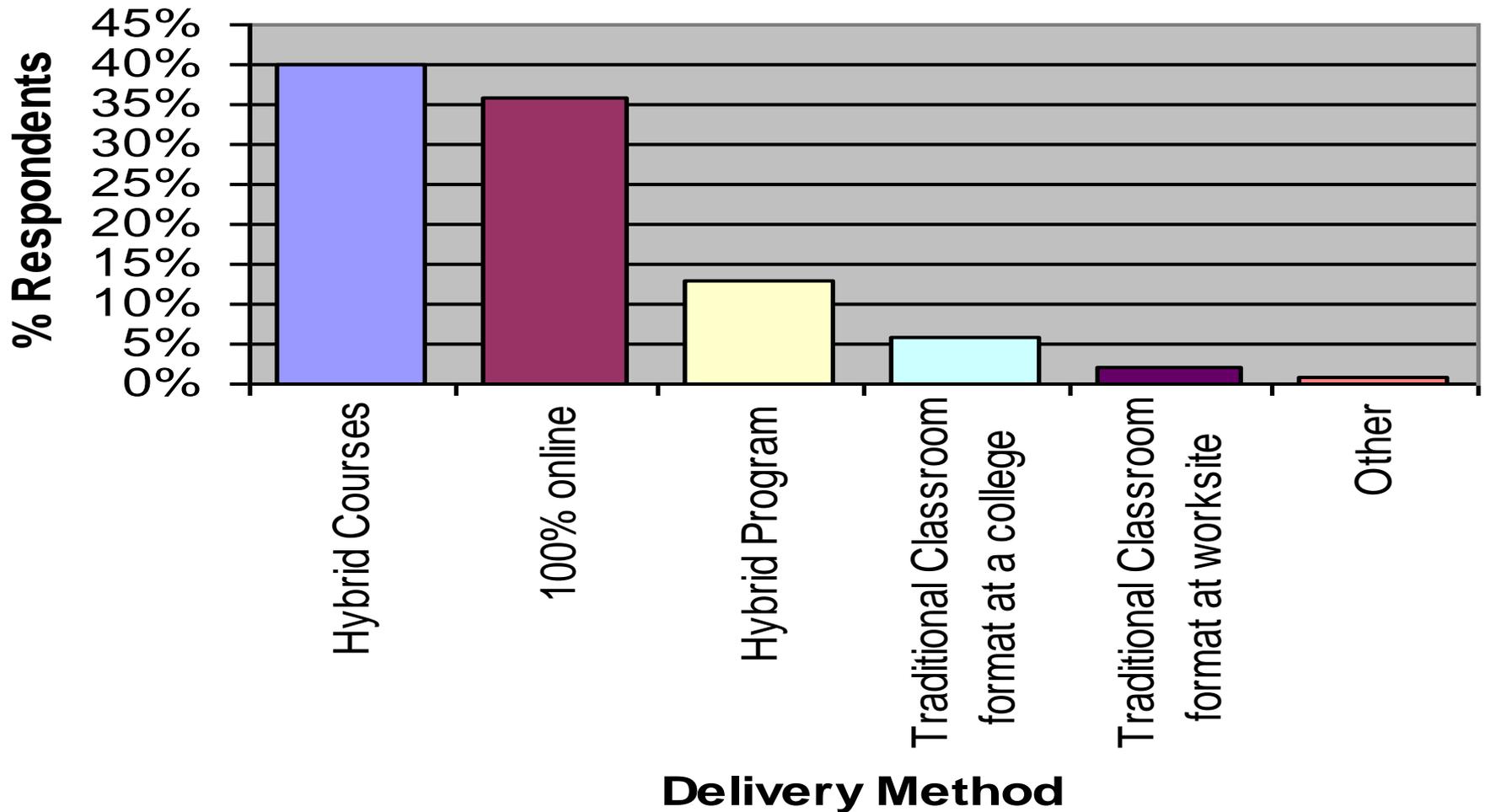
# White graduates Decline graduate of color expected to increase



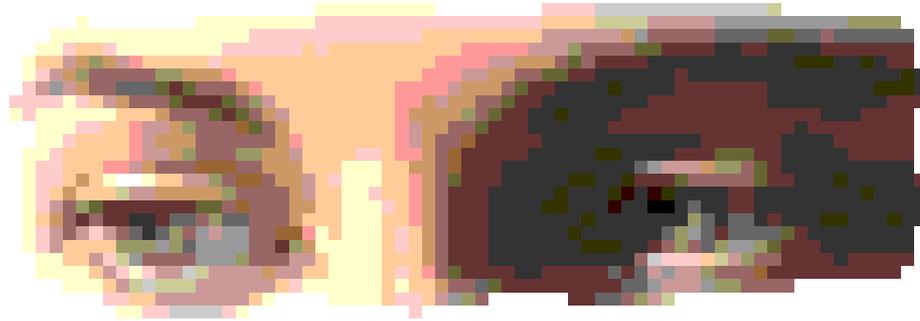
Source: Minnesota Office of Higher Education

# 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*

