

## Strategic Planning & Budgeting Advisory Committee

Wed., April 4, 2018

3-5 p.m., Cadillac/Brule Room, UC

(Open Block-style set-up)

### A) Class Study: Why students choose NMU -- **Jessica Thompson, Associate Professor, CAPS**

Top reasons why students choose NMU:

- 1) Academic Program
- 2) Cost of tuition
- 3) Size of NMU

Why Stay at NMU:

- 1) Academics
- 2) Community
- 3) Cost

Jes will send out her presentation to the group.

### B) Overview of Branding, Marketing and Advertising -- **Derek Hall, Chief Marketing Officer**

- Currently working on a Marquette County brochure
- Showed the latest youtube video:  
<https://www.youtube.com/watch?v=I5uarnNHSWQ>
- Running 7,000 ads downstate (between Comcast & Charter)
- Spent approx.. \$700,000/year in the last two years. This includes Pandora Radio ads. It also includes advertising on billboards which run between \$2,000 – \$2,400/mo.
- Have videos on nmu.edu/youtube
- Coming soon: Instagram story (NMU Tortoises)

University Marketing and Communications has a staff of 14, plus 20 students.

### C) Student Recruitment, NMU's Customer Relationship Management System (CRM) and Enrollment Outlook -- **Gerri Daniels, Director of Admissions**

(Small delay--projector quit working; Derek Hall & Chris Lewis saved the day and got us up and running)

Admissions Office went live with CRM (Customer Relationship Management) in September 2016. It is a system that keeps track of all interactions with students (example, every piece of mail, every email). The presentation shows several examples.

As of last Thursday, the number of admitted freshmen was up 10% compared to previous years, and those attending orientation was up by 8.2%. Our numbers are all looking positive this year.

### D) Wrap-up

President Erickson stated that Marketing & Communications is a very energetic group that has good ideas. He also mentioned that we 'do Admissions' amazingly. He said it still drives down to the personal touch. If you see folks walking around campus with their yellow bookstore bags, stop and say hello.

President Erickson also mentioned that we are going through the SRA process right now, and these pieces of information we heard today are very helpful.

E) Group Discussion—*DID NOT COMPLETE GROUP DISCUSSION DUE TO TIME CONSTRAINT.*

What questions do you have about marketing/recruitment?

What other aspects of NMU should be highlighted in marketing/recruitment?

How does that vary by targeted population (geographic, disciplinary, undergrad vs. graduate)

Respectfully submitted,

Terri L. Williams  
Administrative Assistant  
Office of the President