MEET THE NEXT GENERATION OF NMU STUDENTS

Target Audience Research on Gen Z Attitudes about Attending NMU



WHO IS GENERATION Z?

DEMOGRAPHIC DETAILS

1995-2010

⅓ of the US Population by 2020

Racially Diverse

Digital Natives

World at War

PERSONALITY CHARACTERISTICS

Loyal

Thoughtful

Compassionate

Open-minded

Responsible

Determined

WHAT DO THEY WANT?

Social justice

Racial equality

Career skills

Don't want debt

Parents are mentors, "co-pilots"

RESEARCH QUESTION:

What factors influence a student's decision to attend NMU?

What will "attract" Gen Z students to NMU?

PRIOR RESEARCH

NOEL-LEVITZ (2012)

HOYT & BROWN (2003)

Why They Enroll?

- 1. Cost
- 2. Financial Aid
- 3. Academic Reputation
- 4. Size of Institution
- 5. Family & Friends
- 6. Geographic Setting
- 7. Personalized Attention

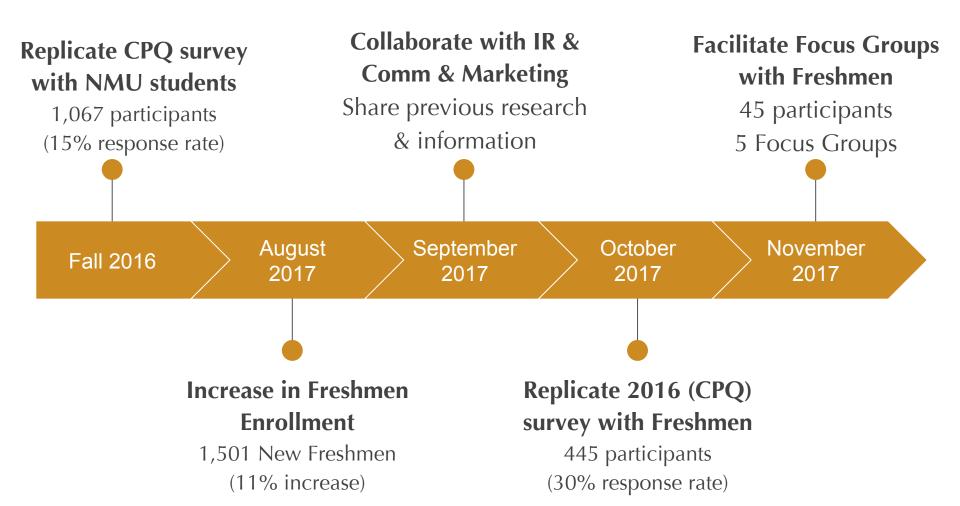
College Choice Factors

- 1. Academic reputation
- 2. Quality of faculty
- 3. Location
- 4. Cost
- 5. Financial Aid

DAVIDSON et al. (2009)

College Persistence Questionnaire

- 1. Institutional commitment
- 2. Degree commitment
- 3. Academic integration
- 4. Social integration
- 5. Support services
- Academic conscientiousness



WHAT DID WE LEARN **ABOUT THE NEXT** GENERATION OF NMU STUDENTS?



TOP REASONS FOR ATTENDING

ACADEMIC PROGRAM

NMU has the academic program that I want.

53% "Top 3 Reasons"

29% #1 reason for attending NMU

The instruction here is excellent or good

84% agreed

85% are satisfied or very satisfied

COST OF TUITION

Cost of tuition was one of the most important factors in my decision

56% agreed; **59%** currently feel financially strained

Do you worry about money?

31% always; 22% most of the time

SIZE OF NMU

The size of NMU played a significant role in deciding to attend NMU

52% agreed

"NMU is the right size for me"

35% agreed; student-to-faculty ratio was a "plus"

PERCEPTIONS OF NMU

THE UNIVERSITY

Low name recognition

Low academic standards

"Party School"

THE LOCATION

Local geography

"Middle of Nowhere!"

Great community

Great recreation

THE PEOPLE

Friendly

Hippies

Hicks

Not that smart

WHY STAY AT NMU?

ACADEMICS

Quality of faculty & staff

Small classes

Good programs

Right-sized programs

COMMUNITY

Housing & Residence Life is top notch

Yooper(ish) culture

"I made a place for myself"

So much to do here!

COST

Can't afford anything else

It's a great deal

I have financial aid or a scholarship

KEY OPPORTUNITIES

Emphasize the value of an NMU education

Emphasize the variety of programs

Emphasize academic rigor & innovation

Emphasize equity & community