

MEET THE NEXT GENERATION OF NMU STUDENTS

Target Audience Research on
Gen Z Attitudes about Attending NMU



GENERATION

Z



WHO IS GENERATION Z?

DEMOGRAPHIC DETAILS

1995-2010

1/3 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)

Why They Enroll?

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

HOYT & BROWN (2003)

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
6. Academic conscientiousness

**Replicate CPQ survey
with NMU students**

1,067 participants
(15% response rate)

**Collaborate with IR &
Comm & Marketing**

Share previous research
& information

**Facilitate Focus Groups
with Freshmen**

45 participants
5 Focus Groups



**Increase in Freshmen
Enrollment**

1,501 New Freshmen
(11% increase)

**Replicate 2016 (CPQ)
survey with Freshmen**

445 participants
(30% response rate)

WHAT DID WE LEARN ABOUT THE NEXT GENERATION OF NEMU 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