



**Strategic Priority Funding
Application Form
2007-2008**

#13

Project Name 169 Corridor South Metro Market Research

Applicant's Name Pat Lipetzky Mailing Address AF 116

Applicant Signature *[Signature]*

Email Address pat.lipetzky@mnsu.edu Phone Number 1094

Dept. Chair Signature _____ Date _____

Dean Signature _____ Date _____

Vice President Signature *[Signature]* Date 11-28-06

Date Submitted to Office of Institutional Planning: November 27, 2006
(Deadline is November 30, 2006)

Priority Number

Minnesota State University, Mankato FY08 Strategic Priority Funding Request

1. **Which Strategic Priority and Objective does this funding request support? See link for Strategic Priority definitions. <http://www.mnsu.edu/president/priorities/definitions/>**

Strategic Priority: Distance Learning Innovative Idea: 169 Corridor/South Metro Market Research

Strategic Priority Objective Increase off campus and online enrollments

2. **Provide a brief description of your project. Please attach a one page project narrative:**

See attached

3. **How will the funding request support the Strategic Priority?**

- a. Analysis of potential educational demand along the 169 corridor and south metro
- b. Identify access needs and barriers to higher education
- c. Identify potential partners and competition in the geographic region identified
- d. Identify appropriate delivery models including space (building needs)

4. **Describe the measurable outcomes:**

- a. RFP is conducted and research firm identified
- b. Study begins March 2007 and concluded July 2007
- c. Needs including program, delivery methods, locations are identified

5. **Assessment Measures – Define what methods will be used in assessing the effectiveness of the project.**

- a. Monitoring of outcomes identified above
- b. Correct mix and increase in off campus and online programs
- c. Increase in off campus and online enrollments

d. _____

Reports Due:

6. **Mid Year Report due** _____ January 31, 2008

7. **Summary Report due** _____ June 30, 2008

8. **Budget Request:** From Strategic Initiative Funding

	<u>Request</u>	<u>Match</u>
Salary	_____	_____
Fringe	_____	_____
Grad Assistant	_____	_____
Grad Assistant Stipend	_____	_____
Non Salary (Specify) _____	_____	_____
Market Research_____	\$50,000	_____
_____	_____	_____
Equipment	_____	_____
Total Budget Requested *	\$50,000	_____

9. **Special consideration (e.g. room, building, office or any impact on other divisions):**
During project set up and initiation, involvement from administration is expected. Successful completion of the market research/needs analysis has the potential to impact every unit on campus.

* Pending funding.

Following the recent Aslanian Group consulting visit, a lack of clear need/demand data was identified as an issue for Minnesota State University, Mankato. The funding request of \$50,000 for market research for the 169 corridor and south metro area is proposed to provide data on need and demand in that particular area.

The south metro and 169 corridor are identified as a growth corridor for Minnesota and Minnesota State Mankato is positioned to effectively meet needs in this area. One approach would be to continue to offer a mix of programs and generate enrollment by trial and error. While this approach may be fruitful, it also can be costly, time consuming and demoralizing. Reliable and appropriate data can assist in decreasing risks and assist in identifying appropriate programs, locations and scheduling options increasing the efficiency of off campus and online programming and generating enrollments.

Recent studies in Fairmont and Owatonna have proved to be of value in documenting needs and demands. This funding request is to continue the academic assessments in the geographic areas most recently served by Minnesota State Mankato.