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## Summer 2013 USM Direction Package: External Scan Summary

University of Southern Maine

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# Summer 2013 USM Direction Package Work

External Scan  
Team Summary

# Charge

- Competitors?
- Markets?
- Students' Needs?

# Process

- 2 facilitated meetings
- 2 meetings without facilitation
- Homework assignments discussed at meetings

# Reference Materials

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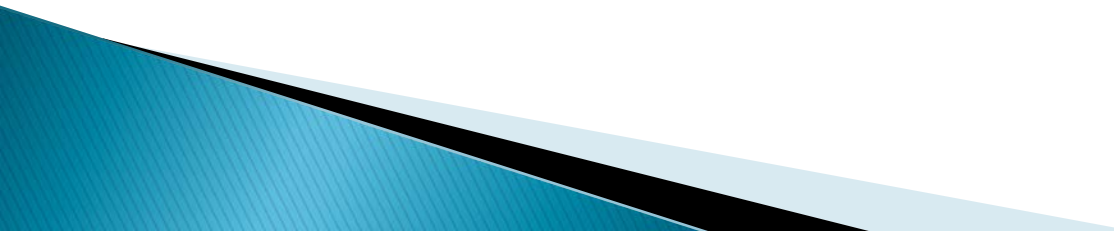
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# Economic Context

- ❖ ME not back to pre-recession job levels until 2017
- ❖ Leading sectors in ME recovery: professional & business services, leisure & hospitality
- ❖ Slower growing ME sectors: Government, retail trade, health care & social assistance

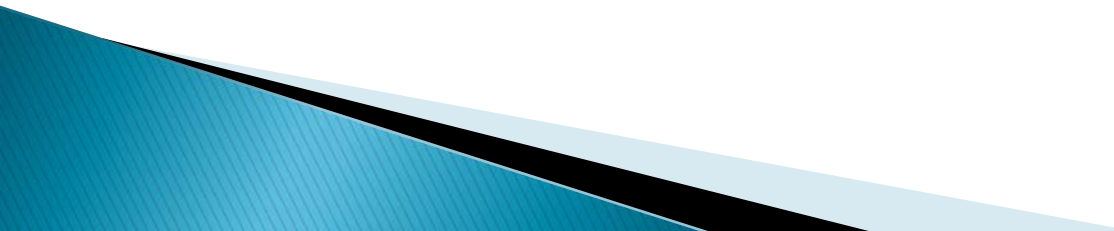
<http://newenglandcouncil.com/assets/ME-NEEP-FALL-2013.pdf>



# Demographic Context

- ❑ “Maine as a whole has not yet moved into a period of natural population decrease, though 14 of Maine’s 16 counties have.”
- ❑ “Within five years the only population growth in Maine will come from net in-migration, and this will have significant implications because it will require a complete reversal of recent in-migration trends.”

<http://newenglandcouncil.com/assets/ME-NEEP-FALL-2013.pdf>





# Findings

## Competitors:

UM

UMA

UMF

UNE

St. Joseph's

Husson

Plymouth State

Keene State

So. New Hampshire

SMCC

Kaplan

Variety of None of the Above

# Findings

## Market:

In ME job growth sectors, opportunities are greater for employment in jobs requiring high-end or low-end skills

Employment rate is better for workers with a college degree than without

Employers seek skills: judgment, decision-making, complex problem-solving, critical thinking, time management, intellectual & interpersonal skills, active learning, innovation, clear communication

# Findings

## Students' Needs:

Our students: high school students, current undergrads, working adults (undergrad & grad), influencers (of students to attend), employers

What drives them in looking for higher ed (top 7 averages for all students)?

- ✓ Relevant areas of study
- ✓ Career benefit
- ✓ Cost
- ✓ Location
- ✓ Flexible format
- ✓ Personal benefit
- ✓ Customer service

# Audience Segments

## Market Drivers to Attend USM (from application to enrollment)

	Cost	Quality of Faculty	Relevant Area of Study	Quality of Facilities	Quality of Campus Life/School Spirit	Fit (the ability for a person to positively envision themselves as a university student)	First Impression of Visit to Campus	Scheduling (morning, afternoon, evening, weekends, semester length, asynchronous offerings)	Flexible Format (on campus, online, courses throughout the year)	Personal benefit (goal fulfillment & sense of accomplishment)	Career benefit (the ability to begin and progress in a career)	Location	Internships/Experiential Learning	Customer Service	Positive user-experience with technology (Mainstreet & Website)	Easier Application/Registration Process
High School Students	3	2	4	3.5	4	4	4	2	2.5	3.5	3.5	3.5	3	4	3.5	2.5
Current UG students	3	3	4	3.5	3.5	4	3	3	3	3.5	4	4	3.5	4	3.5	3
Working Adults UG	4	3	4	3	1.5	3	2	4	4	3	4	4	2	4	3.5	3.5
Working Adults Grad	4	4	4	2	1.5	2	1	4	4	3.5	4	4	3	4	3.5	3.5
Working Adults PDP	4	3	4	2	1	1	1	4	4	2.5	4	4	1	4	2	2
Employers	2	1	4	1	1	1	1	1	3	2	3	1	1	1	1	1
Influencers (GC, Coaches)	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3
Influencers (parent)	4	2.5	4	3.5	3	3.5	4	2	2	3	4	4	3	4	3	3.5
<b>Totals</b>	<b>27</b>	<b>21.5</b>	<b>31</b>	<b>21.5</b>	<b>18.5</b>	<b>21.5</b>	<b>19</b>	<b>22</b>	<b>24.5</b>	<b>24</b>	<b>29.5</b>	<b>27.5</b>	<b>19.5</b>	<b>28</b>	<b>23</b>	<b>22</b>
<b>Averages</b>	<b>3.38</b>	<b>2.69</b>	<b>3.88</b>	<b>2.69</b>	<b>2.31</b>	<b>2.69</b>	<b>2.38</b>	<b>2.75</b>	<b>3.06</b>	<b>3.00</b>	<b>3.69</b>	<b>3.44</b>	<b>2.44</b>	<b>3.50</b>	<b>2.88</b>	<b>2.75</b>
<b>Scale 1-4</b>																
1 = not a driver    2 = somewhat of a driver    3 = a driver    4 = significant driver																

These two columns represent word of mouth experiences in the marketplace that, if negative, will prevent people from applying.