



MINNESOTA STATE

MINNESOTA STATE COLLEGES AND UNIVERSITIES

Education Client

www.mnscu.edu

PROJECT OVERVIEW: STRATEGIC PLANNING

The Advisory Services Group was engaged in 2015 to help Minnesota State Colleges and Universities (MnSCU) create a broader understanding of its potential adult learner profile. MnSCU serves nearly 400,000 students in 30 colleges, 7 universities, and 54 campuses.

SERVICES

- Strategic planning
- Market research analysis
- Location evaluation
- Market opportunity study

APPROACH

- MnSCU was undertaking a strategic planning process to expand services and grow upper division enrollment in the Twin Cities metropolitan area.
- Performed a demographic and market research analysis to guide the development of MnSCU's metropolitan area baccalaureate facility scoping and program location strategy.
- The 13-county study area was evaluated for large populations of adult learners using the ten previously identified personality segments.

RESULTS

- Identified 10 personality segments that provide opportunity for enrollment growth.
- Demographic analysis identified unmet demand in the Twin Cities region for the adult learner population and MnSCU's opportunity to expand upon its current leadership in offering education opportunities to this adult learner segment.