

Investment Priority Survey - Spring 2017

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Survey Methodology

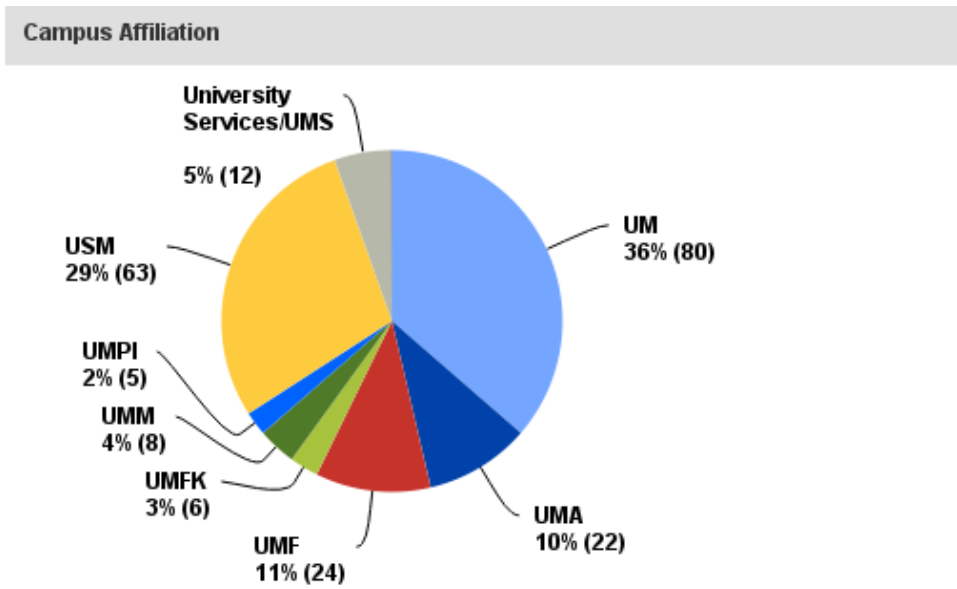
Survey Dates: April 24, 2017- May 7, 2017

Responses were solicited via email to all UMS employees and a public link from the ThinkMissionExcellence website.

Total Responses: 220

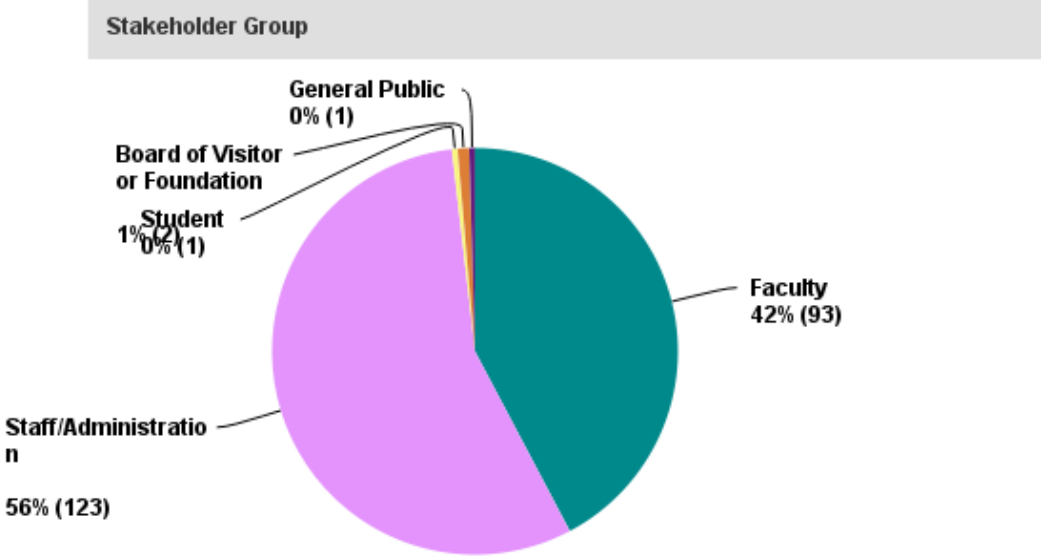
Respondent Data

Answered: 220 Skipped: 0



Respondent Data Continued

Answered: 220 Skipped: 0



Respondent Data Continued

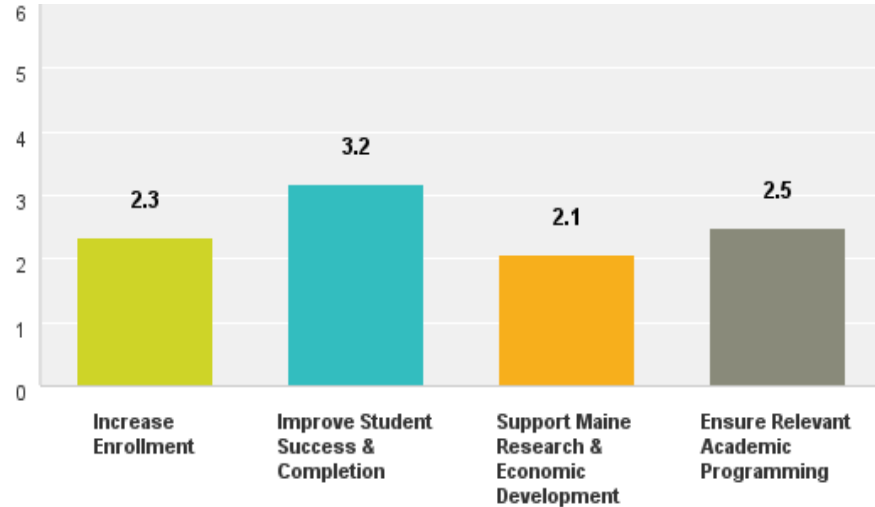
Campus	All Regular Employees	Participated in Survey	Participation by Campus	% of Faculty Participation
UM	2,145	80	3.73%	7.99%
UMA	303	22	7.26%	11.24%
UMF	316	24	7.59%	9.40%
UMFK	107	6	5.61%	3.33%
UMM	70	8	11.43%	2.86%
UMPI	137	5	3.65%	5.00%
USM	994	63	6.34%	7.11%
UM Governance/ University Services	372	12	3.23%	N/A
System Total	4,457	220	4.94%	7.94%

Survey Data

Prioritized Investment Categories

Answered: 219 Skipped: 1

- Improve Student Success and Completion
- Ensure Relevant Academic Programming
- Increase Enrollment
- Support Maine Research & Economic Development

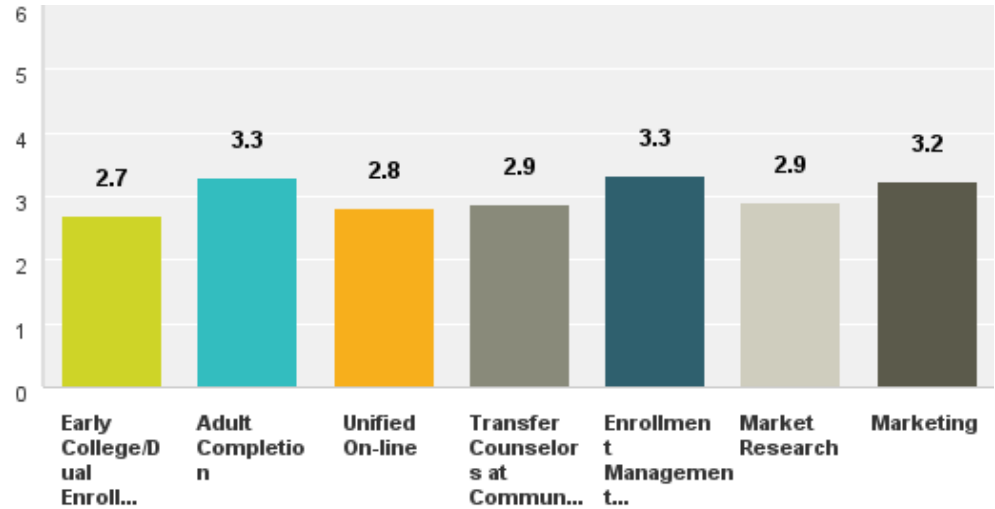


*Weighted average on four point scale

Priorities for Enrollment Initiatives

Answered: 210 Skipped: 10

- Adult Completion
- Enrollment Management
- Marketing
- Market Research
- Transfer Counselors at Community Colleges

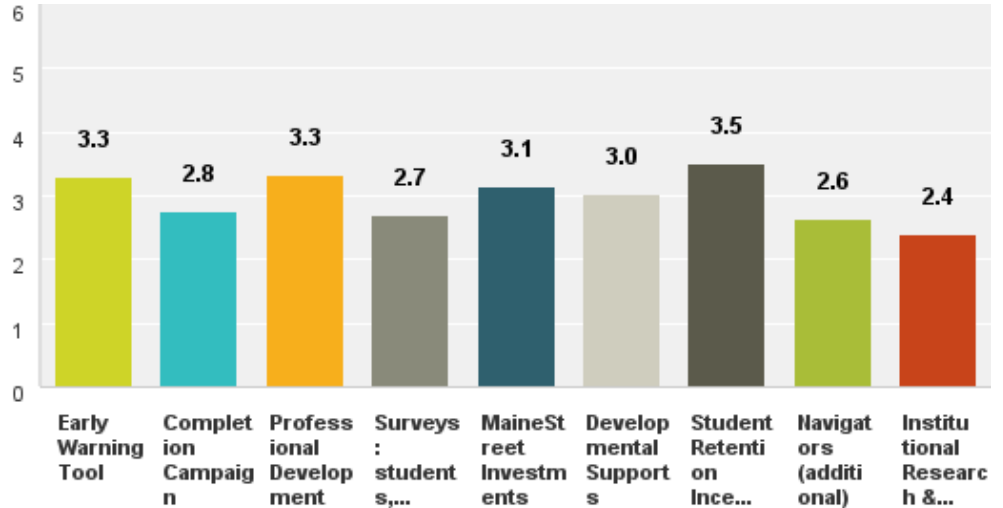


*Weighted average on four point scale

Priorities for Student Success Initiatives

Answered: 211 Skipped: 9

- Student Retention Incentives
- Early Warning Tool
- Professional Development
- MaineStreet Investments
- Development Support

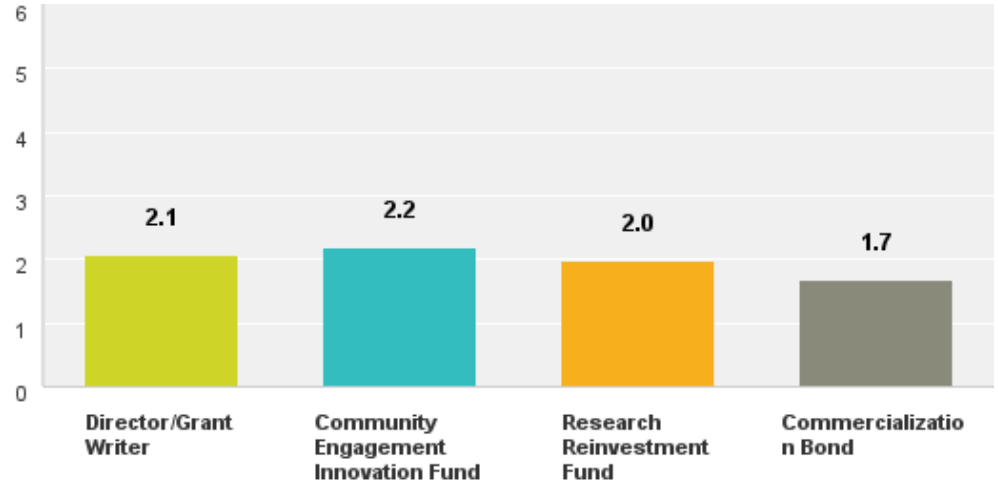


*Weighted average on four point scale

Priorities for Maine Research and Economic Development Initiatives

Answered: 201 Skipped: 19

- Community Engagement Innovation Fund
- Director/Grant Writer
- Research Reinvestment Fund
- Commercialization Bond

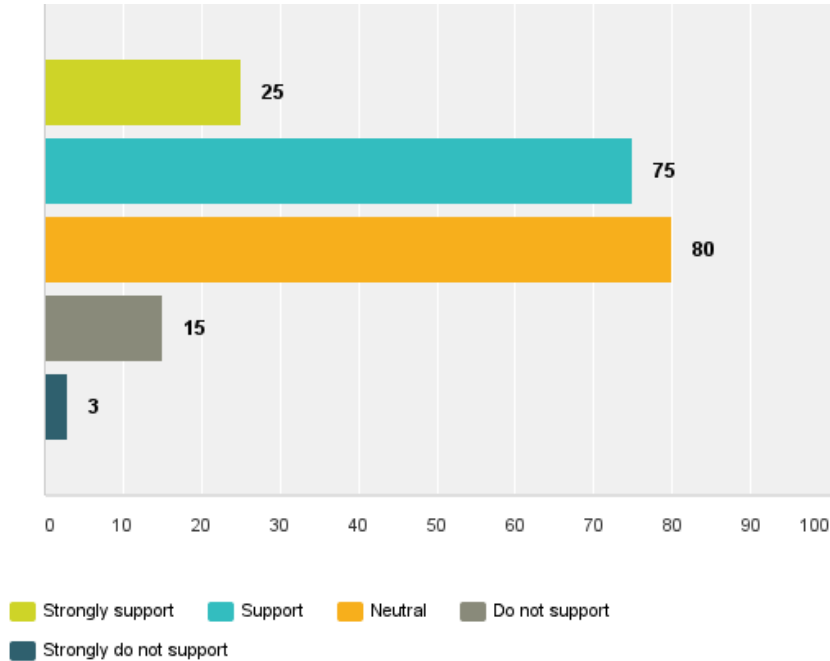


*Weighted average on four point scale

Support for Proposed Enrollment Metric:

Five year enrollment management plan projections by population segment and campus

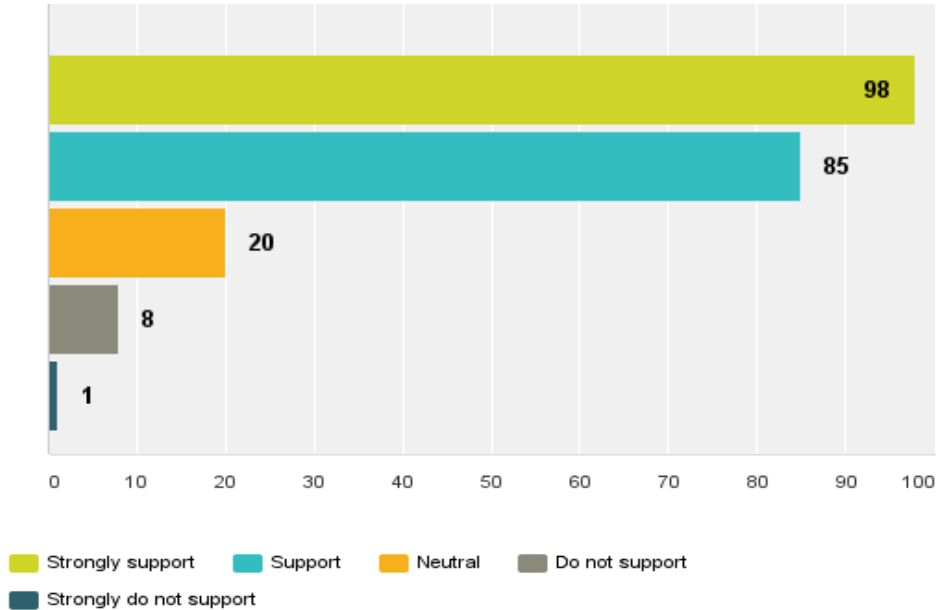
Answered: 198 Skipped: 22



Support for Proposed Student Success and Completion Metric:

Retention and completion rates at or above peers

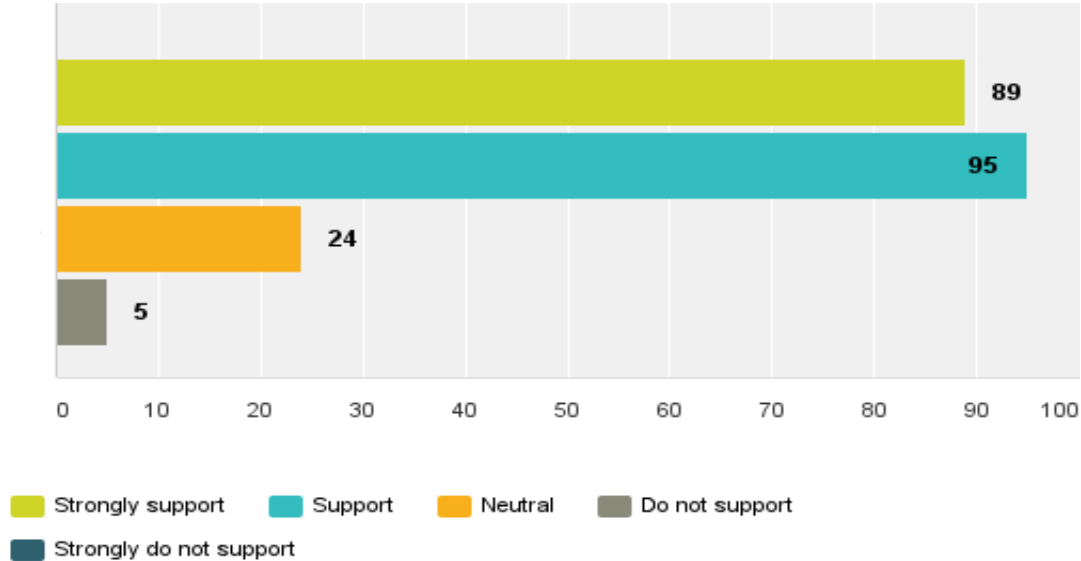
Answered: 216 Skipped: 4



Support for Proposed Student Success and Completion Metric (cont.):

Student satisfaction/engagement rates at or above peers

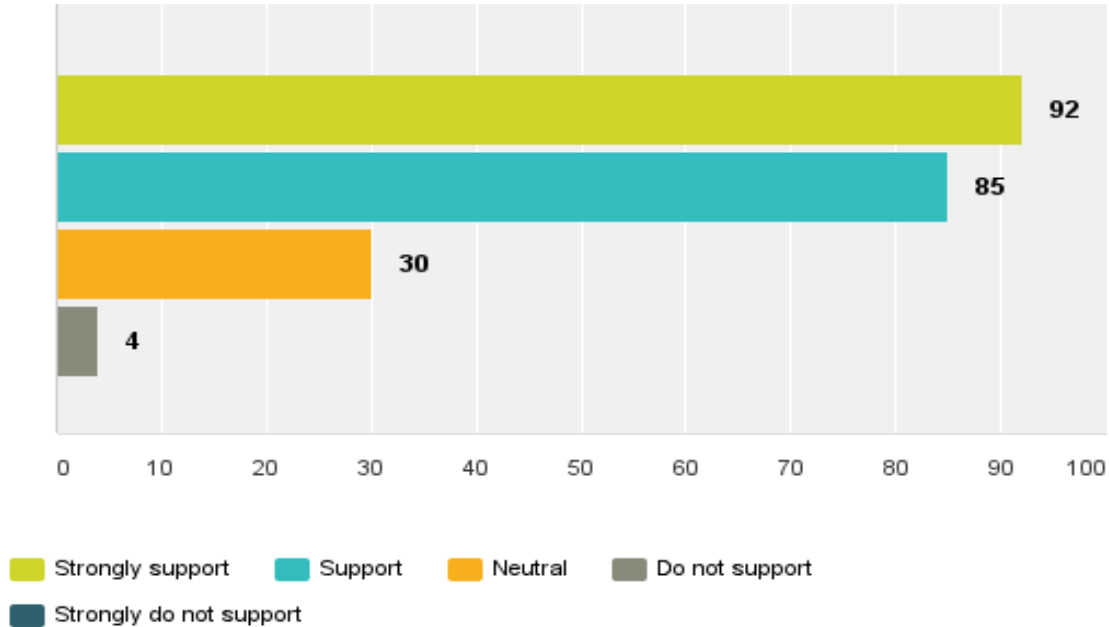
Answered: 216 Skipped: 4



Support for Proposed Student Success and Completion Metric (cont.):

Alumni satisfaction rates at or above peers

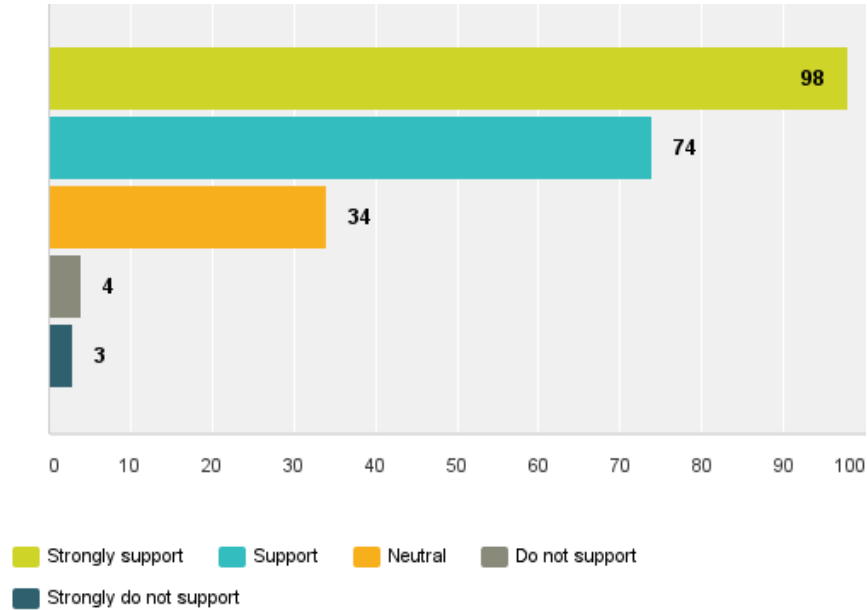
Answered: 216 Skipped: 4



Support for Proposed Student Success and Completion Metric (cont.):

Reduce average debt of students

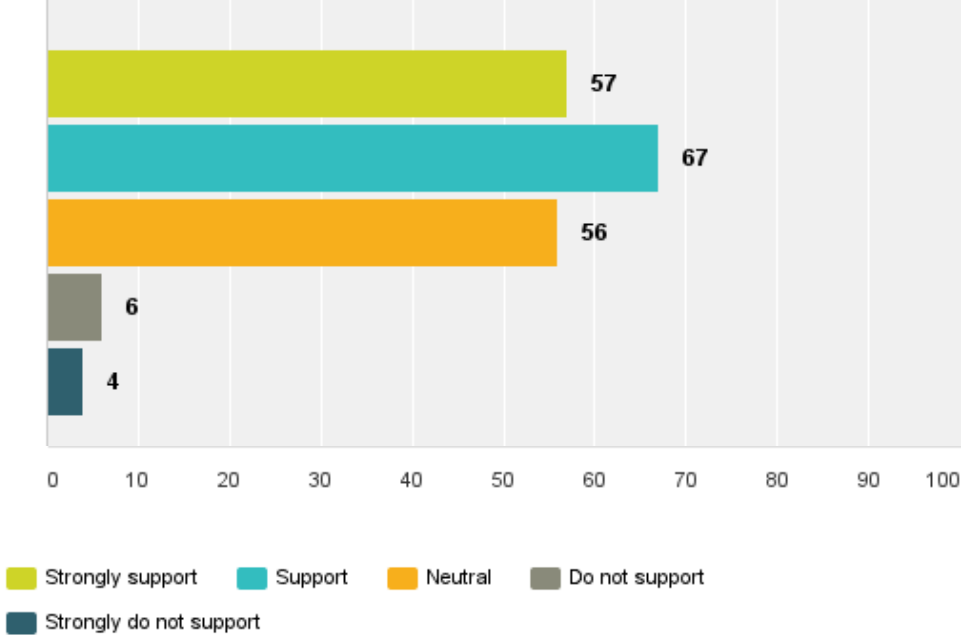
Answered: 216 Skipped: 4



Support for Proposed Enhanced UMS Fiscal Positioning Metric:

Eliminate the structural gap

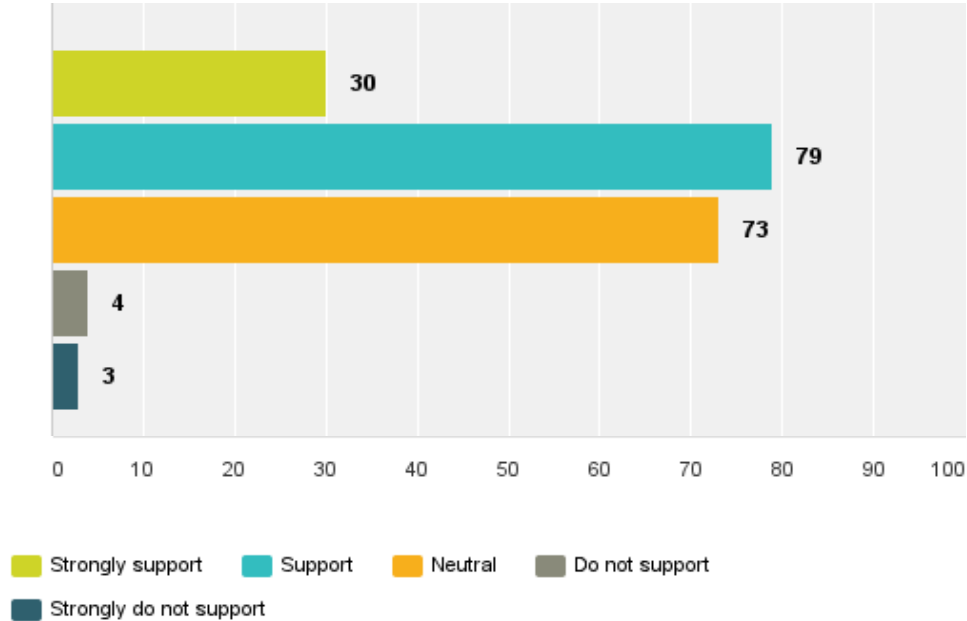
Answered: 193 Skipped: 27



Support for Proposed Enhanced UMS Fiscal Positioning Metric (cont.):

Year-over-year improvement in core financial ratios

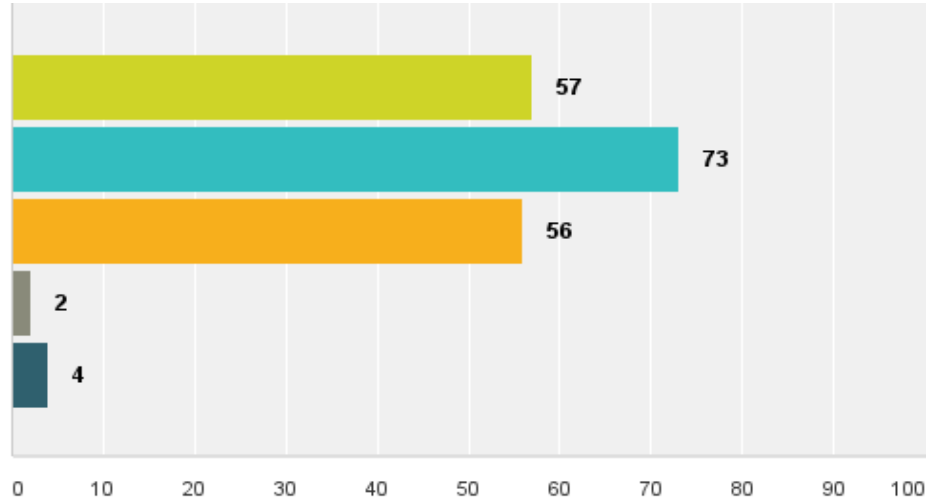
Answered: 193 Skipped: 27



Support for Proposed Enhanced UMS Fiscal Positioning Metric (cont.):

Acquire funds necessary for Strategic Resource Allocations

Answered: 193 Skipped: 27

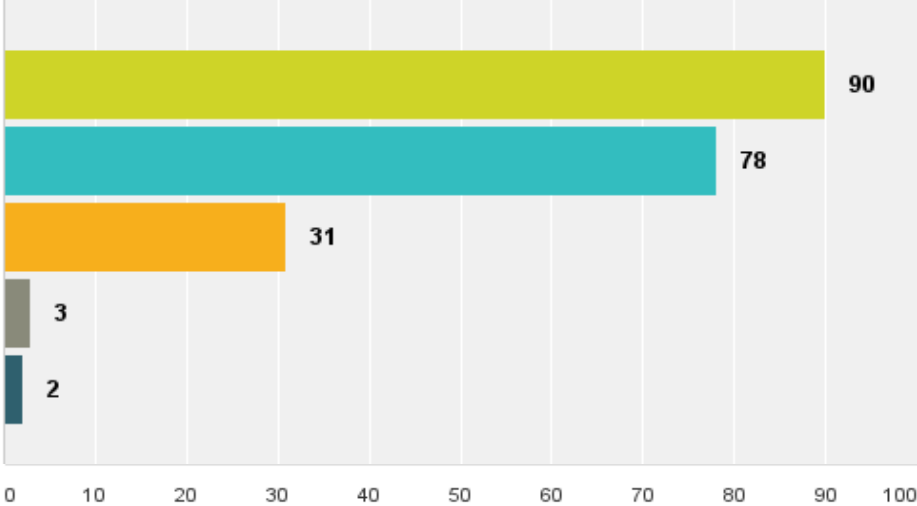


Strongly support Support Neutral Do not support
Strongly do not support

Support for Proposed Maine Research and Economic Development Metric:

Increase investment in research and economic development that supports Maine

Answered: 206 Skipped: 14

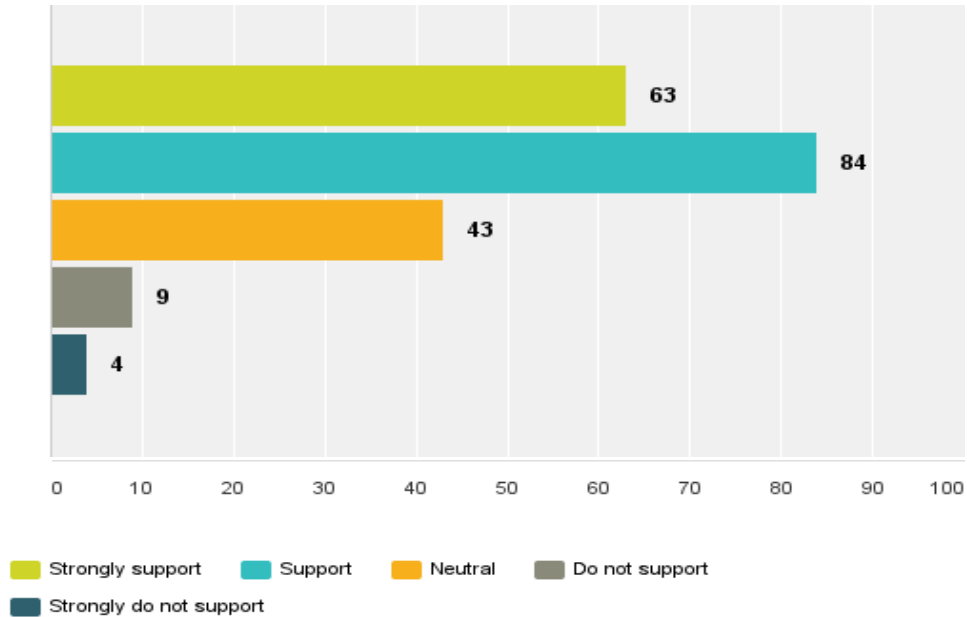


Strongly support Support Neutral Do not support Strongly do not support

Support for Proposed Maine Research and Economic Development Metric (cont.):

Increase number of commercialization and other partnerships with Maine industries

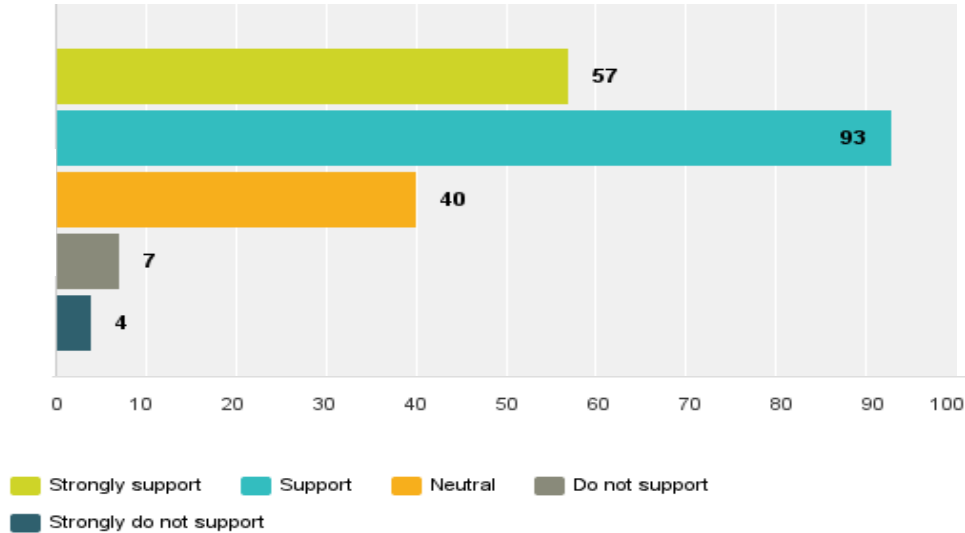
Answered: 206 Skipped: 14



Support for Proposed Maine Research and Economic Development Metric (cont.):

Upward trend of economic impact on relevant industries by major programs

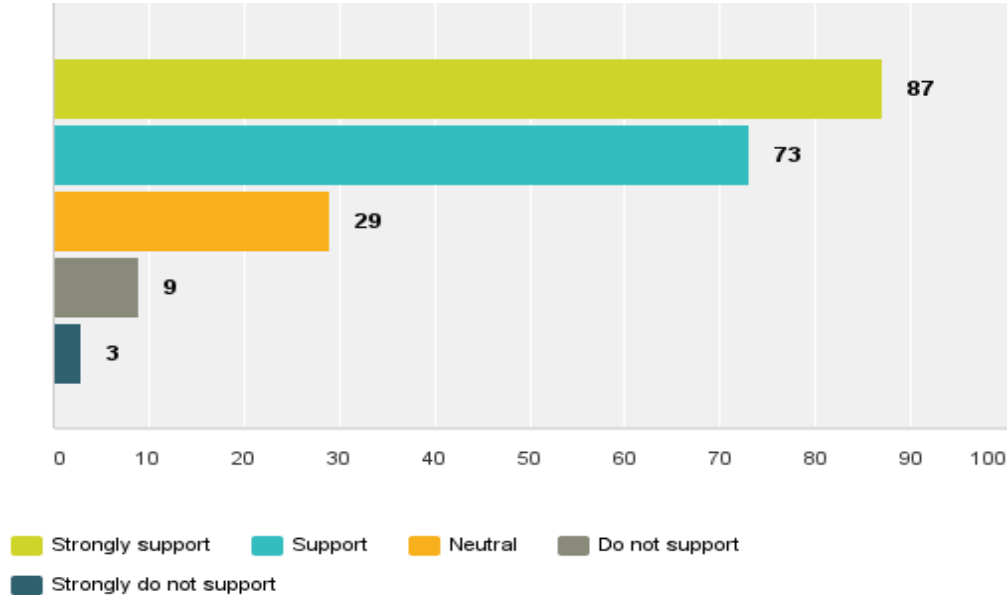
Answered: 206 Skipped: 14



Support for Proposed Maine Research and Economic Development Metric (cont.):

Upward trend of economic impact on relevant industries by major programs

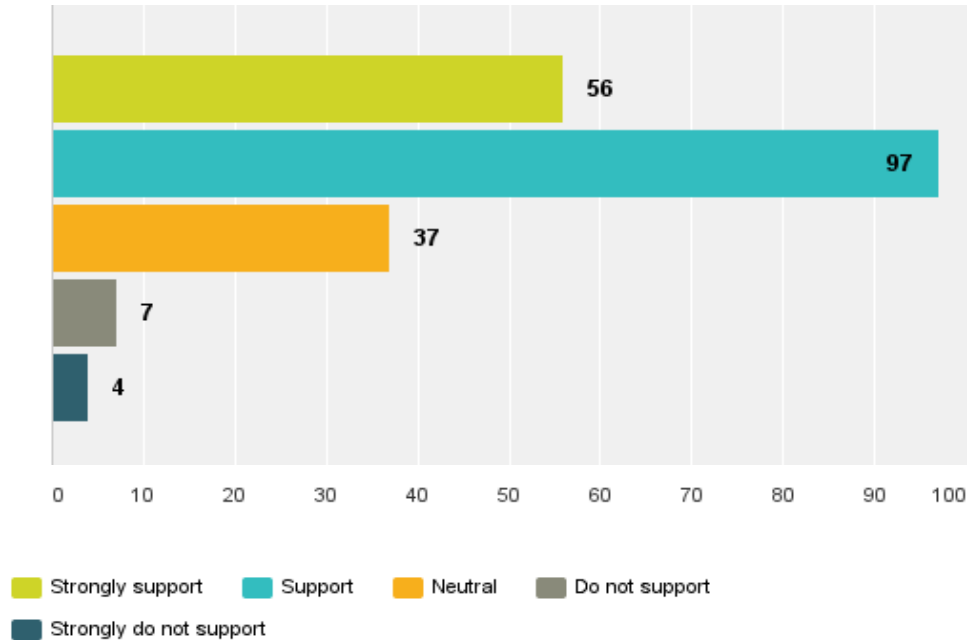
Answered: 206 Skipped: 14



Support for Proposed Relevant Academic Programming Metric:

Track program vitality

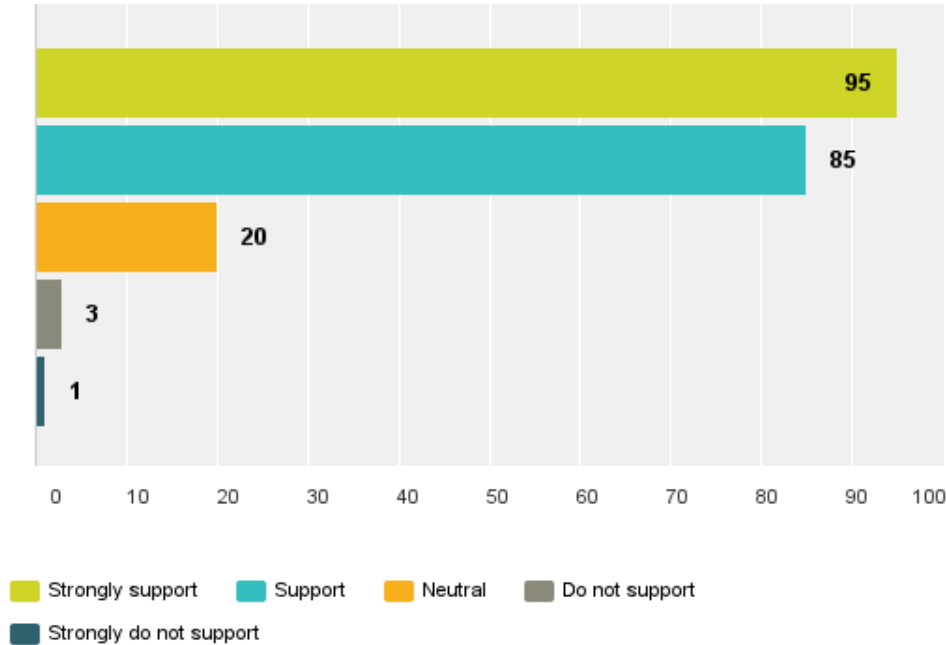
Answered: 206 Skipped: 14



Support for Proposed Relevant Academic Programming Metric (cont.):

Ongoing development of sustainable, innovative programs that meet regional and state needs

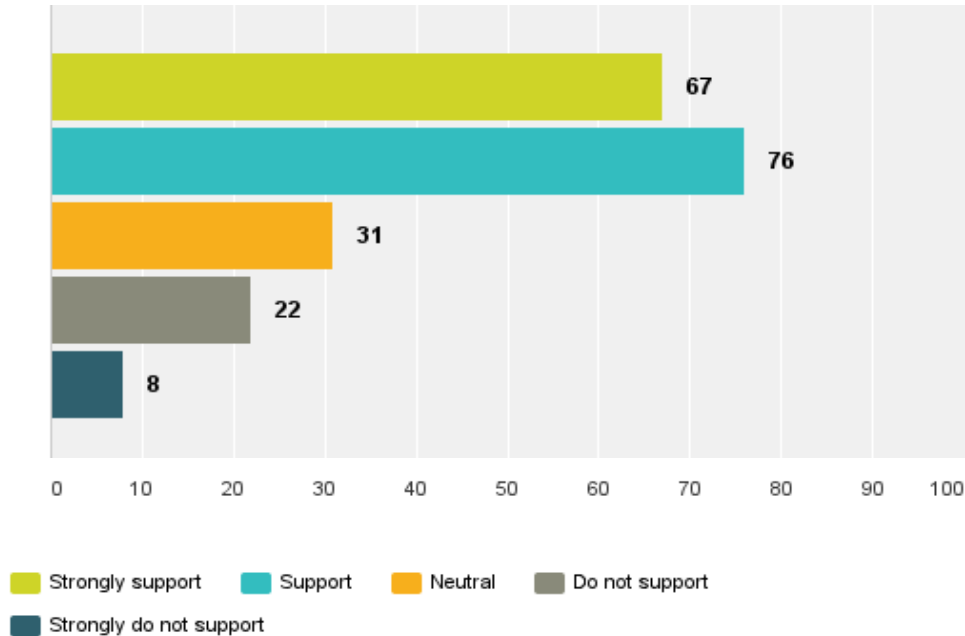
Answered: 206 Skipped: 14



Support for Proposed Relevant Academic Programming Metric (cont.):

Maximize shared programming utilizing existing faculty expertise and academic resources

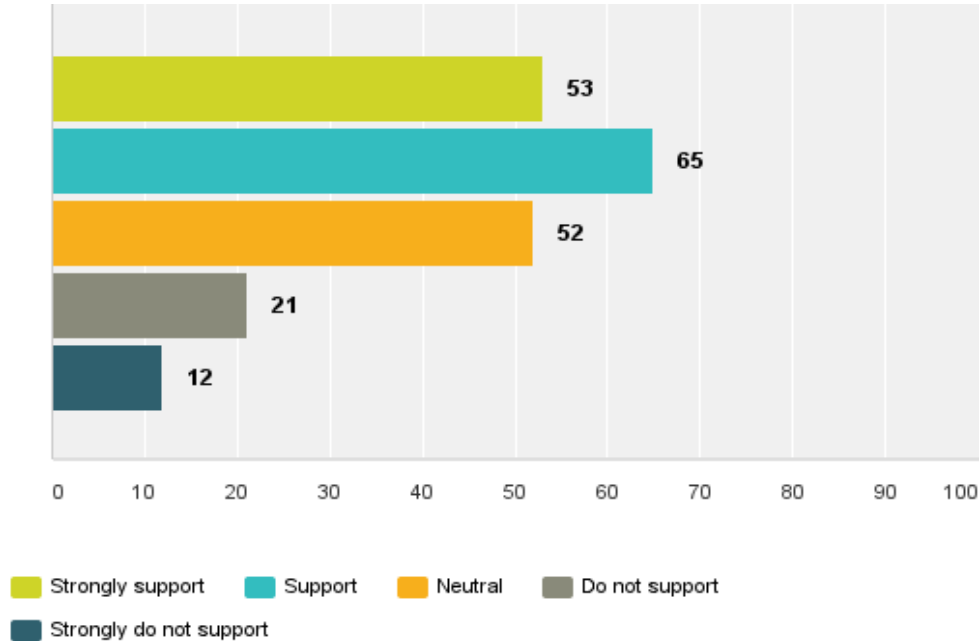
Answered: 206 Skipped: 14



Support for Proposed Relevant Academic Programming Metric (cont.):

Quantify market opportunities for growth of online programs aligned with university capacity

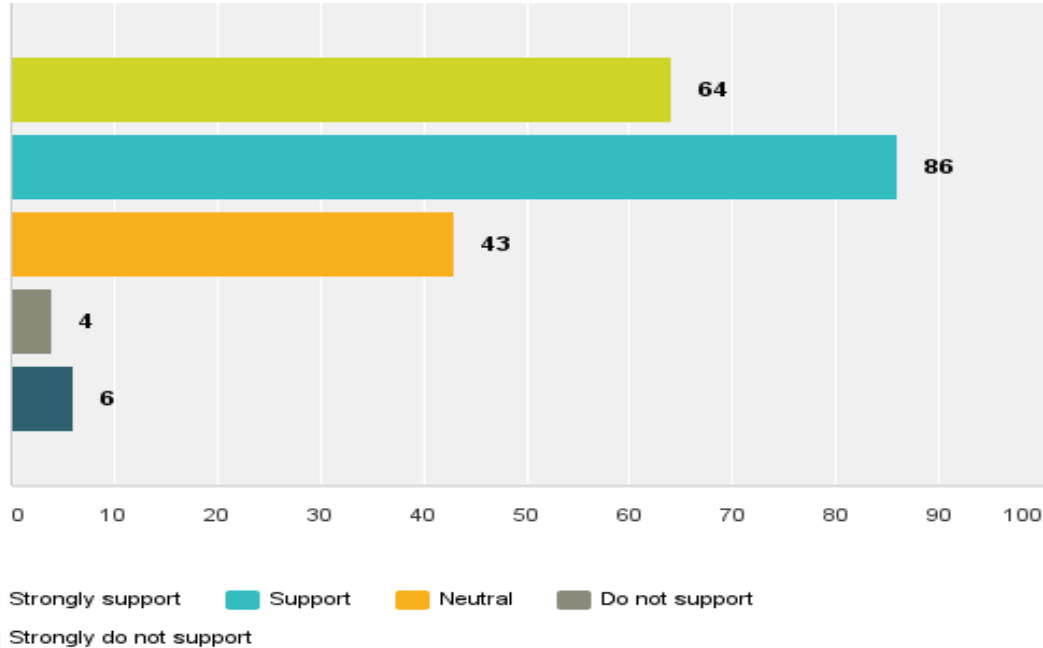
Answered: 206 Skipped: 14



Support for Proposed University Workforce Engagement Metric:

Demonstrate continual improvement in employee engagement survey scores

Answered: 203 Skipped: 17



Tentative Investment Priorities by Campus

(Note: Due to overall low participation, caution must be used in drawing conclusions from the data.)

Prioritization of Proposed Investment Categories

	N	First Priority	Second Priority	Third Priority	Fourth Priority
UM	79	Student Success	Research&ED	Academic Prog	Enrollment
UMA	22	Student Success	Enrollment	Academic Prog	Research&ED
UMF	24	Enrollment	Student Success	Academic Prog	Research&ED
UMFK	6	Student Success	Enrollment	Academic Prog	Research&ED
UMM	8	Student Success	Enrollment	Academic Prog	Research&ED
UMPI	5	Student Success	Enrollment	Academic Prog	Research&ED
USM	63	Student Success	Academic Prog	Enrollment	Research&ED
Combined*	219	Student Success	Academic Prog	Enrollment	Research&ED

*Combined count includes University Services (12) as well as campuses

Note: Due to overall low participation, caution must be used in drawing conclusions from the data.

- Student Success was very high for all campuses (Priority 1 or 2)
- Although the combined rankings indicate Academic Programming as the second priority, for the five medium and small campuses, Enrollment was prioritized higher than Academic Programming
- Unlike other campuses, UM ranked Research and ED second and Enrollment fourth (consistent with mission and enrollments.)

Prioritization of Proposed Enrollment Initiatives

	N	First	Second	Third	Fourth	Fifth
UM	73	Enrollment Mgmt.	Marketing	Market Research	Adult Completion	Early College/Dual
UMA	21	Adult Completion	Unified On-line	Marketing	Enrollment Mgmt. CC Transfer Counselors	(See tie for fourth)
UMF	23	Enrollment Mgmt.	Marketing CC Transfer Counselors	(See tie for second)	Market Research	Unified On-line
UMFK	6	Marketing	Enrollment Mgmt.	Market Research	Unified On-line	Adult Completion
UMM	8	Enrollment Mgmt.	Marketing	Market Research	Adult Completion CC Transfer Counselors	(See tie for fourth)
UMPI	5	CC Transfer Counselors	Enrollment Mgmt.	Early College/Dual	Marketing	Adult Completion
USM	62	Adult Completion	Enrollment Mgmt. Marketing	(See tie for second)	Market Research	CC Transfer Counselors
Combined*	210	Enrollment Mgmt. Adult Completion	(See tie for first)	Marketing	Market Research CC Transfer Counselors	(See tie for fourth)

* Combined count includes University Services (12) as well as campuses

Note: Due to overall low participation, conclusions cannot be accurately drawn from data.

- Considerable variability among campuses
- As a whole, Unified Online and Early College/Dual Enrollment were least important, although both investments were priorities for individual campuses.

Prioritization of Proposed Student Success Initiatives

	N	First	Second	Third	Fourth	Fifth
UM	74	Professional Dev. Early Warning	(See tie for first)	Student Retention Post Grad Surveys	(See tie for third)	MaineStreet Dev. Supports
UMA	22	Student Retention	Professional Dev. Early Warning	(See tie for second)	Navigators	MaineStreet
UMF	24	Student Retention	Navigators	Dev. Supports	Professional Dev.	MaineStreet
UMFK	6	MaineStreet	Post Grad Surveys	Professional Dev. Early Warning	(See tie for third)	Inst Research
UMM	8	Professional Dev.		Student Retention	Dev. Supports	Early Warning
UMPI	5	Student Retention Professional Dev.	(See tie for first)	Post Grad Surveys	Early Warning Completion Campaign	(See tie for fourth)
USM	60	Student Retention	Early Warning	MaineStreet	Completion Campaign	Dev. Supports
Combined*	211	Student Retention	Professional Dev. Early Warning	(See tie for second)	MaineStreet	Dev. Supports

*Combined count includes University Services (12) as well as campuses

Note: Due to overall low participation, conclusions cannot be accurately drawn from data.

- As expected, priorities appear to be based on individual campus needs

Prioritization of Proposed Maine Research & Economic Development Investments

	N	First	Second	Third
UM	75	Research Reinvestment Fund	Community Engagement	Director/Grant Writer
UMA	18	Director/Grant Writer	Community Engagement	Research Reinvestment Fund
UMF	22	Director/Grant Writer	Community Engagement	Research Reinvestment Fund
UMFK	5	Director/Grant Writer	Commercialization Bond	Community Engagement
UMM	8	Director/Grant Writer	Community Engagement	Commercialization Bond
UMPI	5	Research Reinvestment Fund	Community Engagement	Director/Grant Writer Commercialization Bond
USM	58	Community Engagement	Director/Grant Writer	Research Reinvestment Fund Commercialization Bond
Combined*	201	Community Engagement	Director/Grant Writer	Research Reinvestment Fund

*Combined count includes University Services (12) as well as campuses

Note: Due to overall low participation, conclusions cannot be accurately drawn from data. .