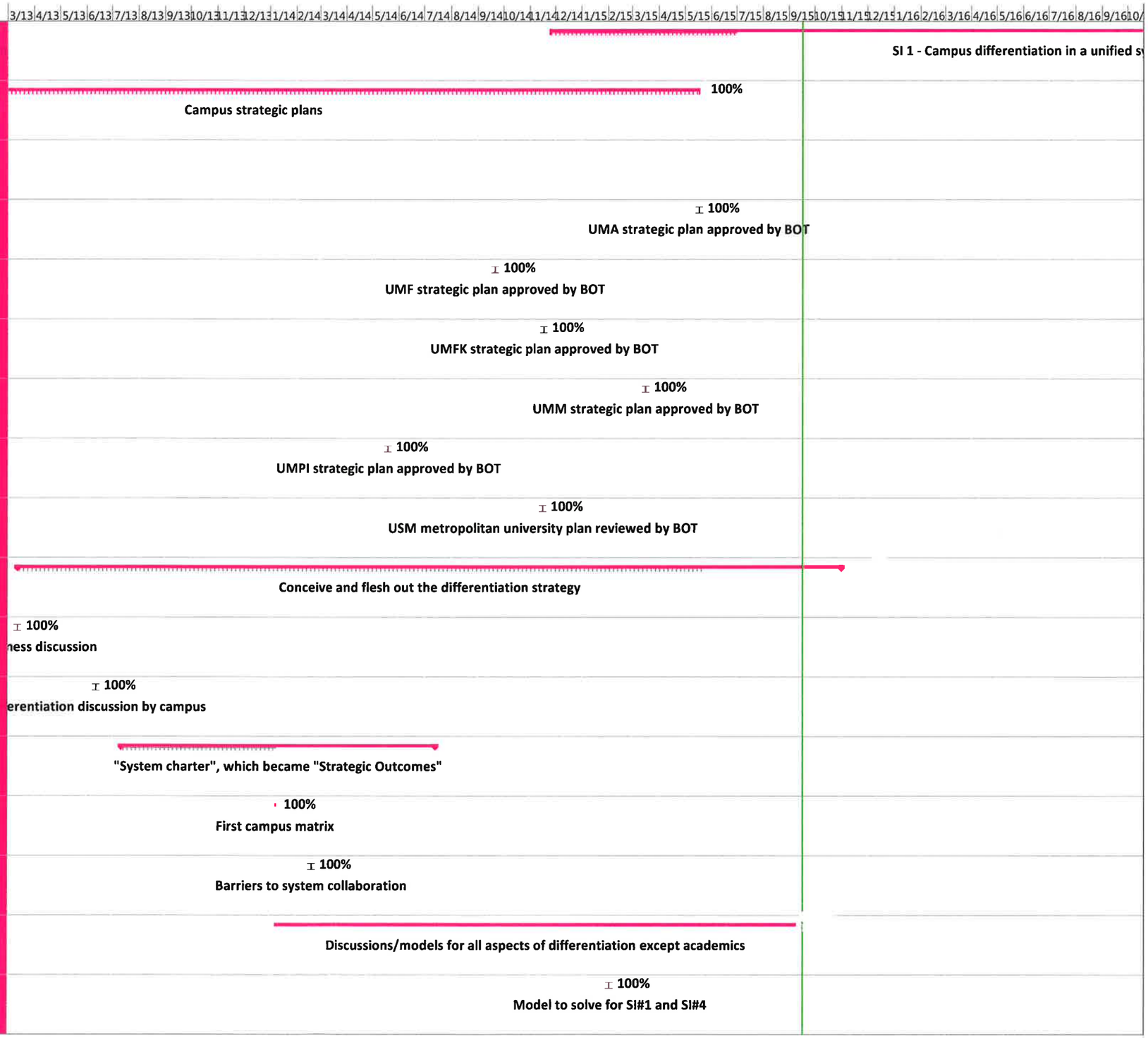
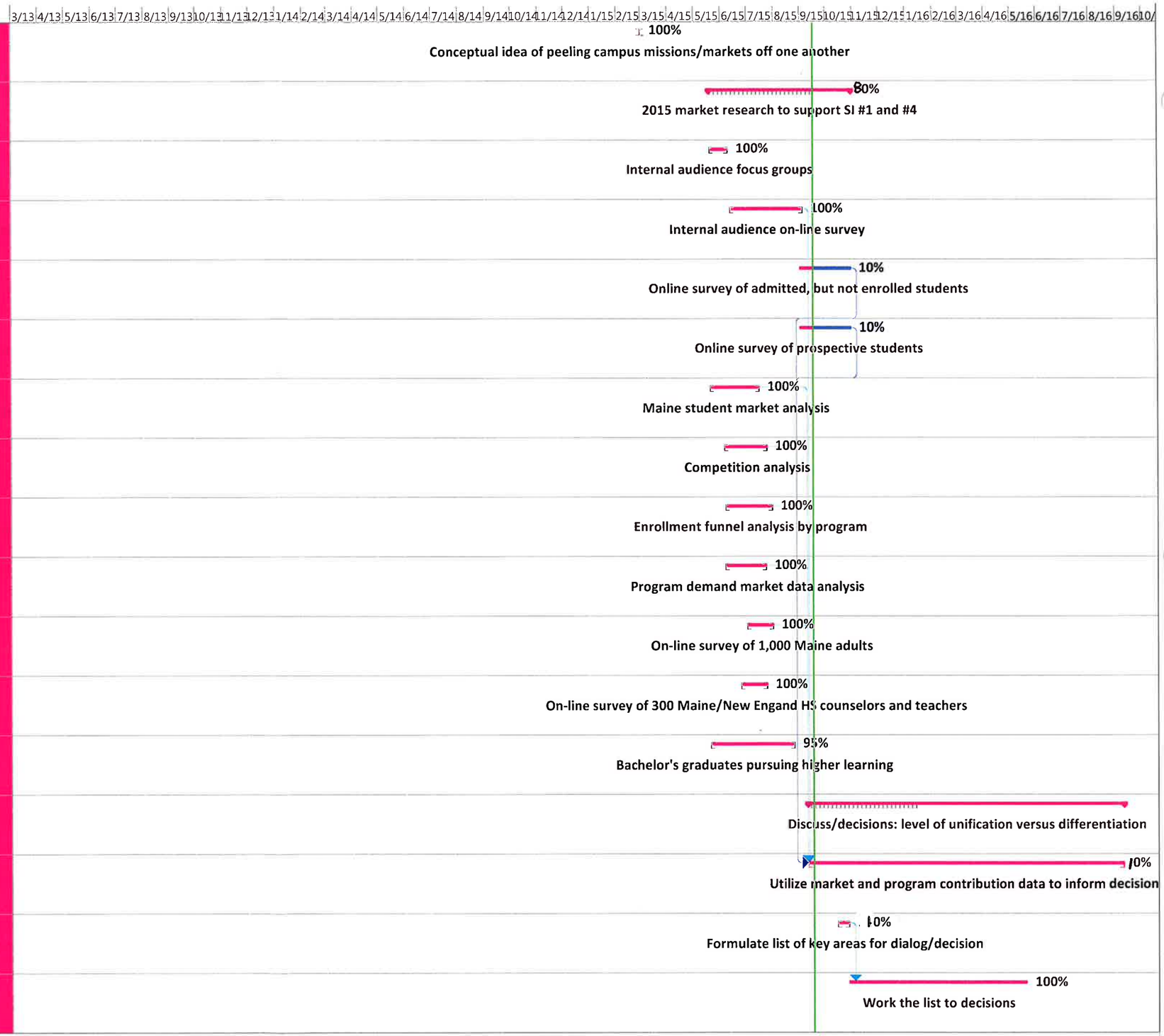
ID	Task Name
1	**SI 1 - Campus differentiation in a unified system**
2	**Campus strategic plans**
3	UM strategic plan approved by BOT
4	UMA strategic plan approved by BOT
5	UMF strategic plan approved by BOT
6	UMFK strategic plan approved by BOT
7	UMM strategic plan approved by BOT
8	UMPI strategic plan approved by BOT
9	USM metropolitan university plan reviewed by BOT
10	**Conceive and flesh out the differentiation strategy**
11	First awareness discussion
12	Differentiation discussion by campus
13	**"System charter", which became "Strategic Outcomes"**
14	First campus matrix
15	Barriers to system collaboration
16	Discussions/models for all aspects of differentiation except academics
17	Model to solve for SI#1 and SI#4



ID	Task Name
18	Conceptual idea of peeling campus missions/markets off one another
19	**2015 market research to support SI #1 and #4**
20	Internal audience focus groups
21	Internal audience on-line survey
22	Online survey of admitted, but not enrolled students
23	Online survey of prospective students
24	Maine student market analysis
25	Competition analysis
26	Enrollment funnel analysis by program
27	Program demand market data analysis
28	On-line survey of 1,000 Maine adults
29	On-line survey of 300 Maine/New Engand HS counselors and teachers
30	Bachelor's graduates pursuing higher learning
31	**Discuss/decisions: level of unification versus differentiation**
32	Utilize market and program contribution data to inform decisions
33	Formulate list of key areas for dialog/decision
34	Work the list to decisions