

Jackson Alumni Group
MUW 20/20
Tuesday, February 12, 2008

STRENGTHS

Small classes
Size of institution
Individual attention
Women's emphasis
Interpersonal relationships
Beauty of the campus
Walking campus
Quality of professors
Attention from professors
Diversity of class offerings
Reasonable cost
Scholarship opportunities
Focus on academics

CHALLENGES

Need a consistent image
Need more publicity
Lack of marketing
People think it is a private institution and too expensive
Need a long-term marketing plan
Need good web presence
Need to keep ahead of technology curve
Need a website that speaks to its intended audience
Alumni issues
Lacking greater alumni involvement
People don't know who we are or what MUW is
Misperception that it is a school only for women
Lack of funding
Need to involve male alumni

WHAT ARE THE BIG QUESTIONS WE SHOULD ASK TO SECURE A BRIGHT FUTURE?

How do we attract more students?
How can we advertise and market more creatively?
How can we increase funding?
How can we teach alumni their role?
What do prospective students want?

How do we reach the students we want?

What do students want when they get to MUW (courses, extracurricular programs, etc.)?

How can faculty learn to be better teachers?

How do we communicate our strategic goals to our constituents?

How can we develop a long-term, consistent, multi-faceted marketing plan?

IN 2018, FOR WHAT SHOULD MUW BE KNOWN?

Quality

Academic excellence

Integrity

Unique, individual alumni

Business program