

Future Business Model

April 22, 2015

Scope	Includes	Excludes
Geographic Area Served	<ul style="list-style-type: none"> • Primarily within Minnesota • Regions (mostly urban) with high concentration of diverse students • U.S. states that lack capacity to meet full demand for higher education • Countries where recruitment for international students is feasible 	<ul style="list-style-type: none"> • North Dakota as marketing focus
Customers Served	<ul style="list-style-type: none"> • Undergraduate degree seekers (traditional-aged students, online adult learners, and diverse/international students) • Post-Secondary Educational Opportunity (PSEO) and College in the High Schools (CIHS) students • Non-degree seeking adults • Partners engaged in rural economic development and workforce development in the NW region and the state 	<ul style="list-style-type: none"> • Graduate students
Programs and Services Offered	<ul style="list-style-type: none"> • Current academic programs • Possible new programs in: areas in which our existing faculty have expertise; pathways programs to graduate and professional programs that exist at the TC campus; and there is employment demand for graduates (e.g., ag education, pre-nursing, exercise science and wellness, veterinary technology, data management, data security, STEM secondary education); and niche liberal arts programs that fit within UMC mission) • Grand challenges majors and minors (e.g., global major/minor certificate) • Continuing education (CEU) and professional development programs for which there is strong regional demand and faculty expertise • Services: notebook computer program/support; Academic Success Center and other academic support; Bursar's Office; Advising and placement support; Career Services; Internships; Service Learning and Community Engagement; diversity and equity initiatives; student leadership development and opportunities • Outreach and service to the NW region and state (e.g., Center for Rural Economic Development) 	<ul style="list-style-type: none"> • Graduate programs • Associate degrees • Performing arts • Fine arts • Nursing
Funding Sources	<ul style="list-style-type: none"> • State support • Tuition (including third party payers like GI Bill, employer reimbursement) • Grants • Alumni gifts • Private investments, particularly unrestricted gifts • Funding for special populations • Camps & conferences (summer) • Funding for international students • Corporate gifts (e.g., ag businesses) & scholarships for programs of interest 	<ul style="list-style-type: none"> • Copyrights & patents • EPSCoR • Private donations with restrictions straying from UMC mission