

**University of Minnesota Crookston
Strategy Screen**

April 22, 2015

Criteria by which we will evaluate strategies:

1. Mission of providing ... applied, career-oriented learning programs that combine theory, practice and experimentation in a technologically rich environment
2. Competitive advantages of:
 - Success in creating student leaders, small campus where students can thrive (and can't disappear), enviable faculty/student ratio, high engagement, student diversity, ability to really work with less prepared students, flat tuition in-state/out-state, University of Minnesota name
 - Excellent social media, students with great stories
 - Strong niche academic programs, focus on teaching (by faculty, not TAs), direct work with students, face time, UG research, required internships, hands-on/active learning, career preparation, completely online programs
 - Workforce impact, global citizenship, strong positive impact on individual student lives, regional importance, innovative learning, personal touch, collaborative working relationships, opportunity to be generalists, competitive employee benefits
 - Ability to leverage UM systems and structures (e.g., Extension, Research and Outreach Center, IT, HR, Institutional Research) in ways that most small institutions can't
3. Student-centeredness
4. Resources (human, physical, fiscal, systems) sufficient to successfully execute the strategy, or the ability to generate needed resources through successful execution of the strategy
5. Need and demand as measured by data regarding workforce need, competitors, student demand, life cycle (growing, declining, etc.) of the idea
6. Impact on existing programs and services
7. Degree to which key external stakeholders (President Kaler, alumni, region) will respond favorably to the strategy
8. Ability to achieve excellence at a level that meets U of MN expected standards and contributes to the value of the University of Minnesota brand.