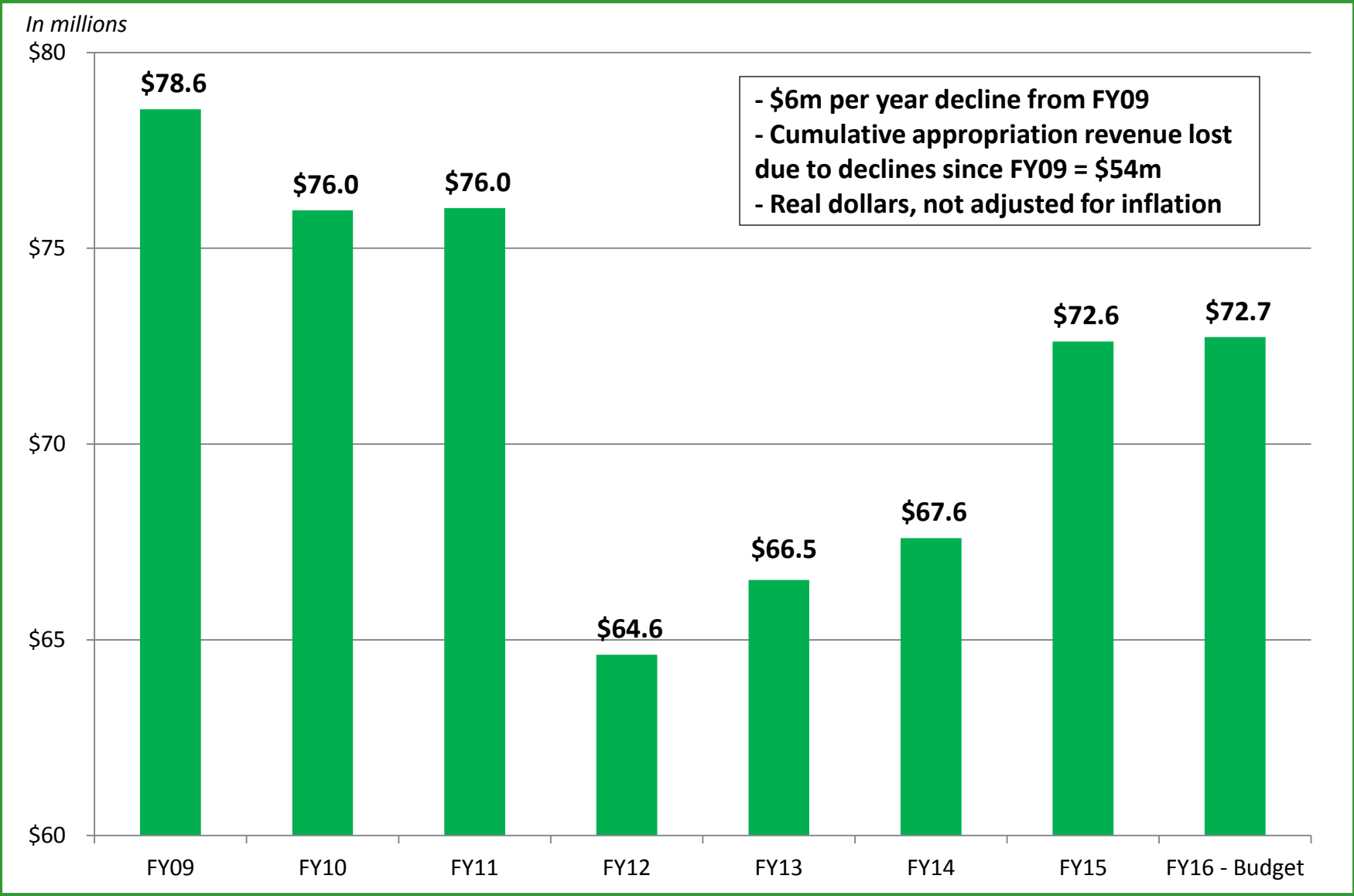


**Administrative  
Leadership  
Meeting**

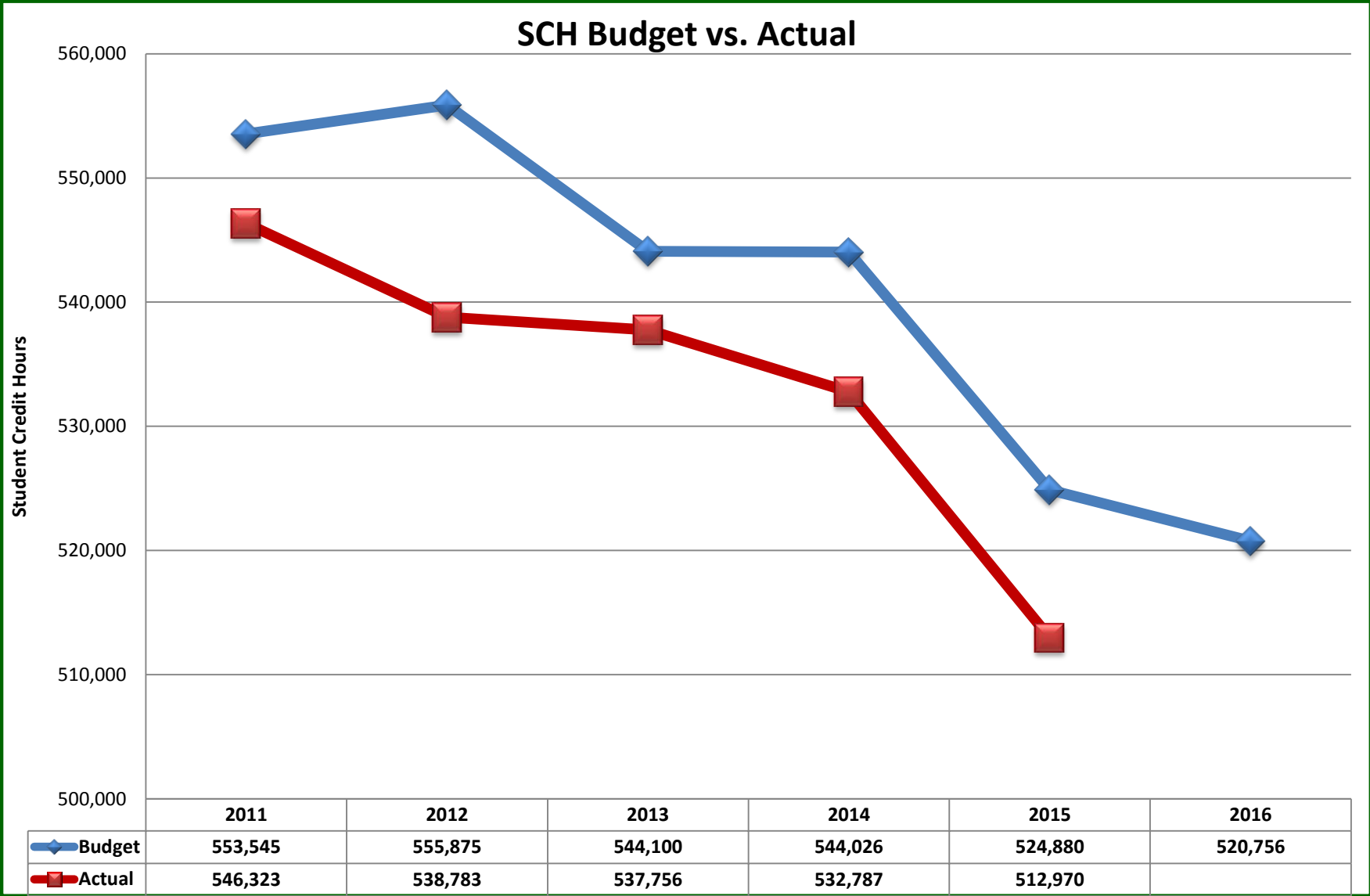
**Wednesday, February 17, 2016**

**8:30 a.m.**

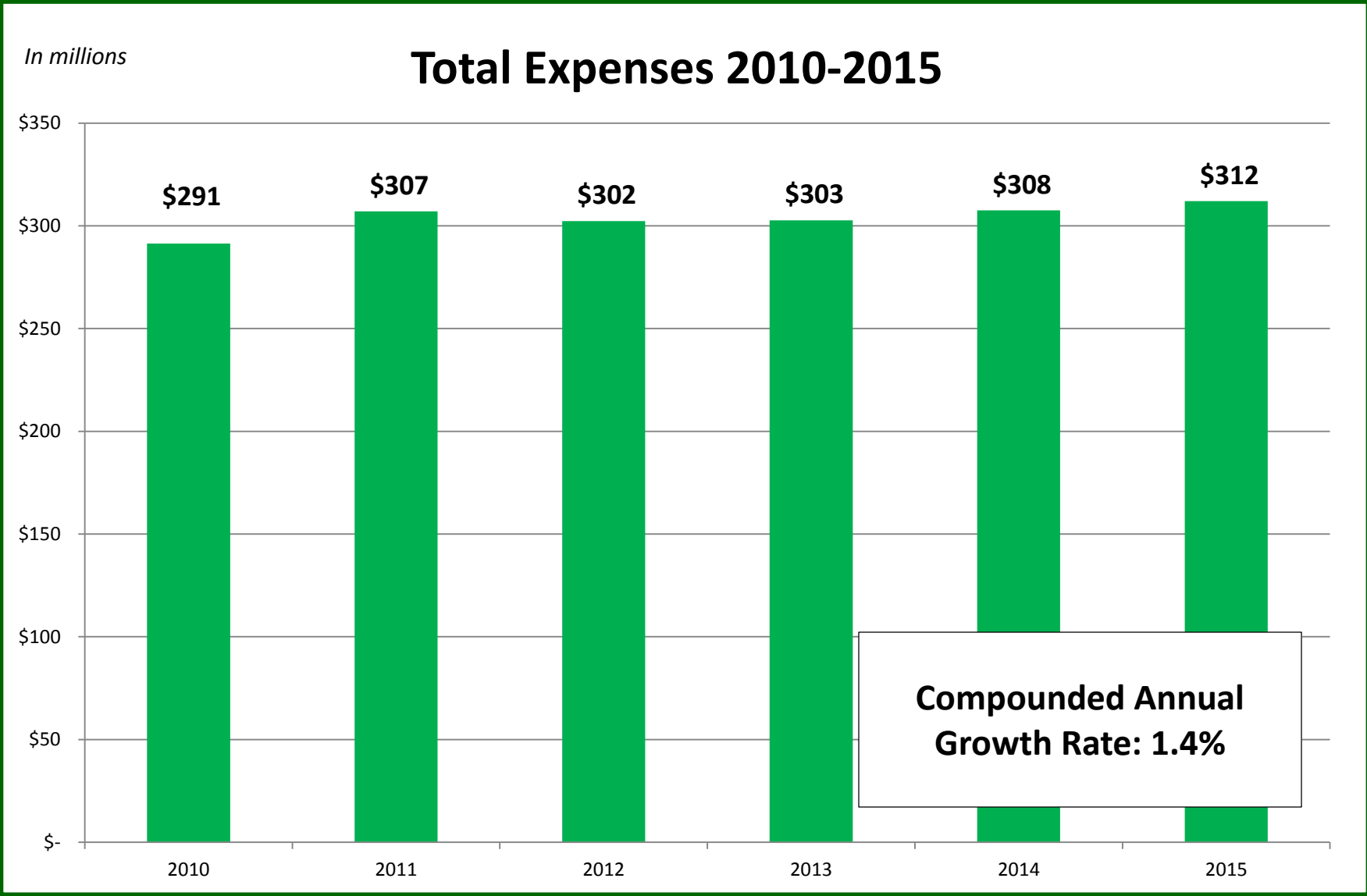
# State of Michigan Appropriations



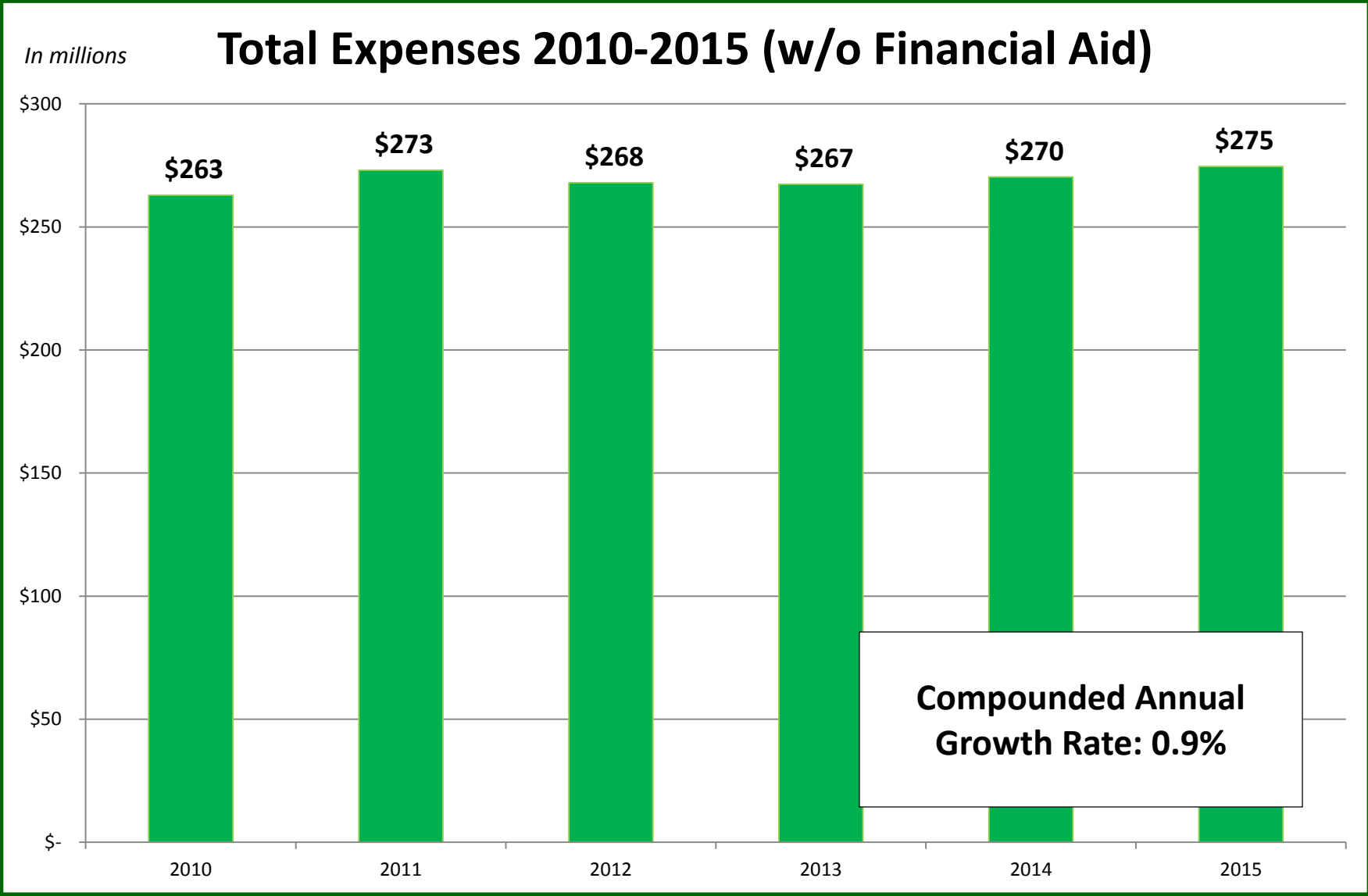
# Student Credit Hour Budget vs. Actual



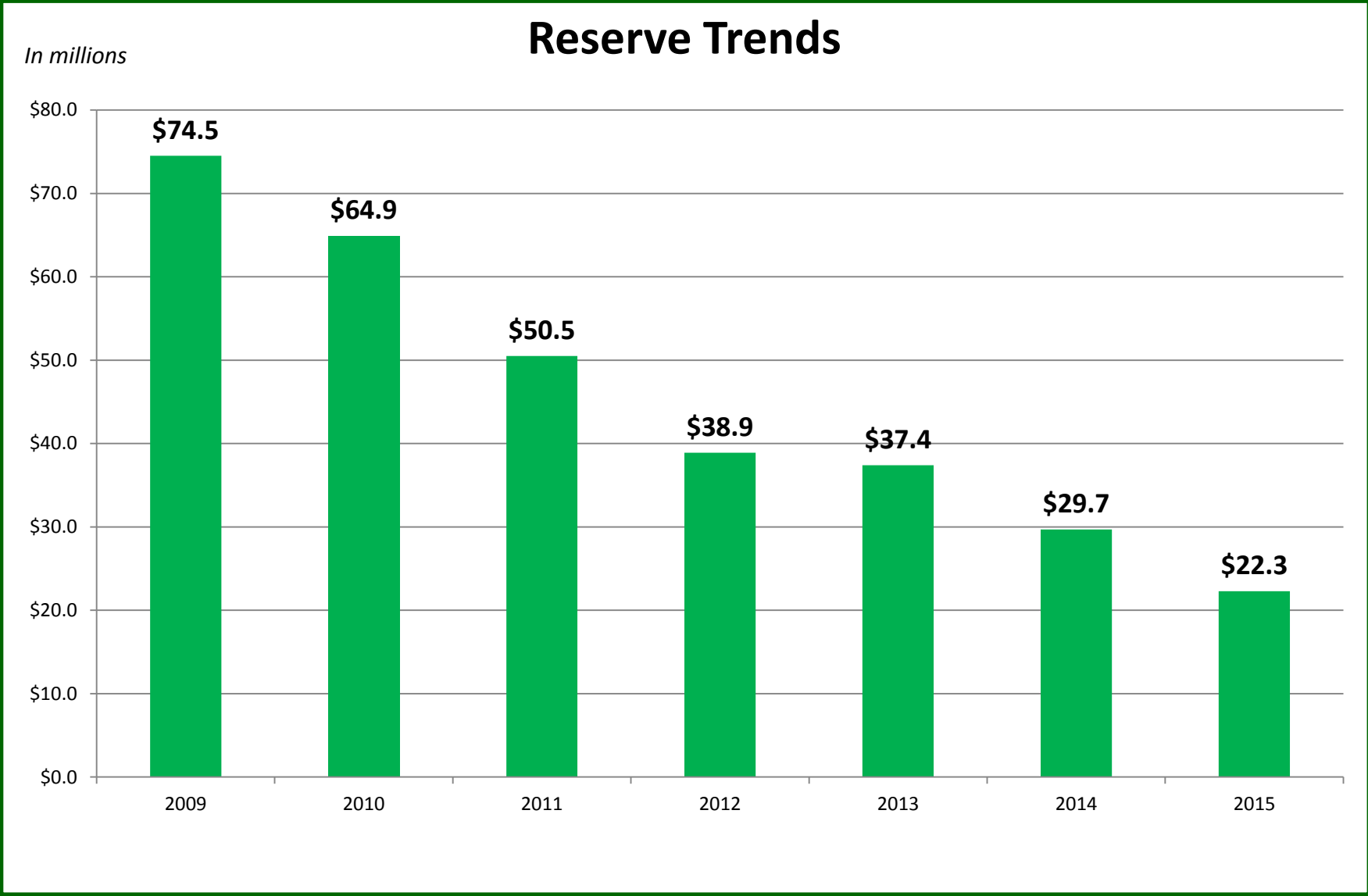
# Expenses



# Expenses (w/o Fin Aid)



# Financial Reserves





# BRANDING RESEARCH

# OVERALL OBJECTIVE

- Strengthen Eastern's brand awareness and perception among our key audiences
- **TRUEMU** and *Education First* have served us very well
- Time to revisit/refresh



# BRAND RESEARCH

- **Conduct comprehensive brand research to better understand current perceptions of the Eastern Michigan University brand**
- **Quantitative and qualitative research**
  - Small group sessions
  - Mass survey

# RESEARCH FINDINGS

- **Identify key points of distinction that will provide direction regarding:**
  - Evolving current TRUEMU / *Education First* campaigns
  - OR
  - Developing entirely new campaign

# RESEARCH PARTNER

- **Selected through RFP process**
- **National firms specializing in higher education brand research and development**

# OLOGIE

- **University clients include:**
  - Northwestern
  - Purdue
  - West Virginia
  - Ohio University
  - University of Buffalo
  - ... and others
- **Clients outside higher ed include:**
  - Food Network
  - Lowes
  - Cleveland Clinic
  - BMW Financial Services

**TRUEMU.**

