

*Business 336 – Applied Statistics*  
*Dr. Mark Skean, Professor of Business*

**The Problem:**

Mayville State University's traditional students hail from smaller populated (rural) high schools. Those rural systems have rapidly declining enrollment rates. Becoming more efficient with recruiting strategies to help address the enrollment issue is necessary. MSU cannot focus entirely on future recruitment from those rural schools.

Fargo is the largest city in North Dakota, and is continually growing. Traditionally, MSU has not recruited successfully from this area. Perhaps these students feel differently about choosing a college than do the students from MSU's traditional feeder schools.

Your objectives are to explore how high school students from smaller populated and larger populated schools feel about issues related to colleges and universities, to discover how the high school students make the selection of a particular college or university, and how the students from the two groups differ in these regards.

1. What information gathered from high school students would help Mayville State recruit successfully? How would you go about gathering this data? Among the various means considered to gather data, highlight some advantages and disadvantages for each. For the method you consider best, what measures should be taken to mitigate the disadvantages?
2. Assume that a mailed questionnaire to the homes of HS students has been chosen as the data gathering method. What question format(s) would you choose, and why did you choose this (these) format(s)? What would it cost to gather such data? From whom might you seek funding? Diagram the process you will use to obtain the data.
3. Use the process outlined above to gather the information. What unanticipated problems did you incur? How did you resolve the problems?
4. Apply your knowledge of inferential statistics to make sense of the data.
5. What recruiting recommendations do you have based on the research? Develop a paper and an electronic presentation of the entire process, and invite faculty members, administrators and coaches to the actual presentation

The result was a 20-page paper with several additional exhibits. The 30-minute presentation was well-received.

