



Resident Student Access

Scott Lemmon

Director of Admissions and Enrollment Strategy

September 2026

OCHE

Overview

Background

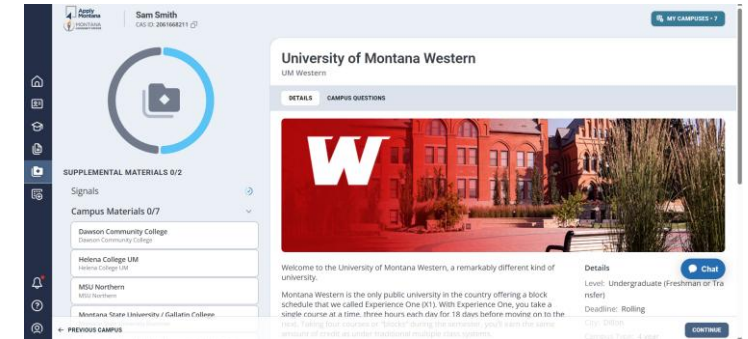
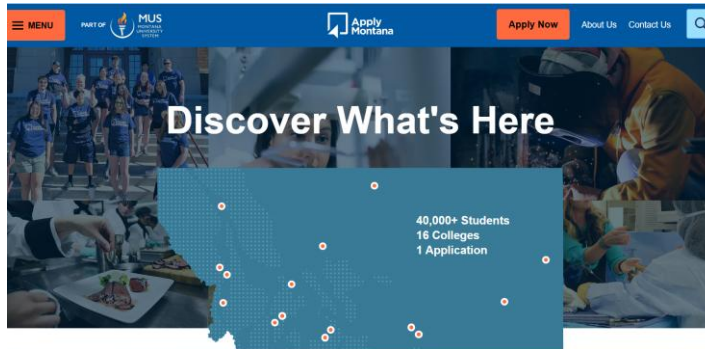
- Central Application Data
- Marketing
- New in 2026–27
- MUS Brand Kit

2026 Focus – RSA Core Priorities

- Marketing
- Data Utilization
- High School Connections

Discussion

Background



Apply Montana

Your launchpad to college & career



RSA Core Priorities

RSA Core Categories



Marketing



Data
Utilization



High School
Connections





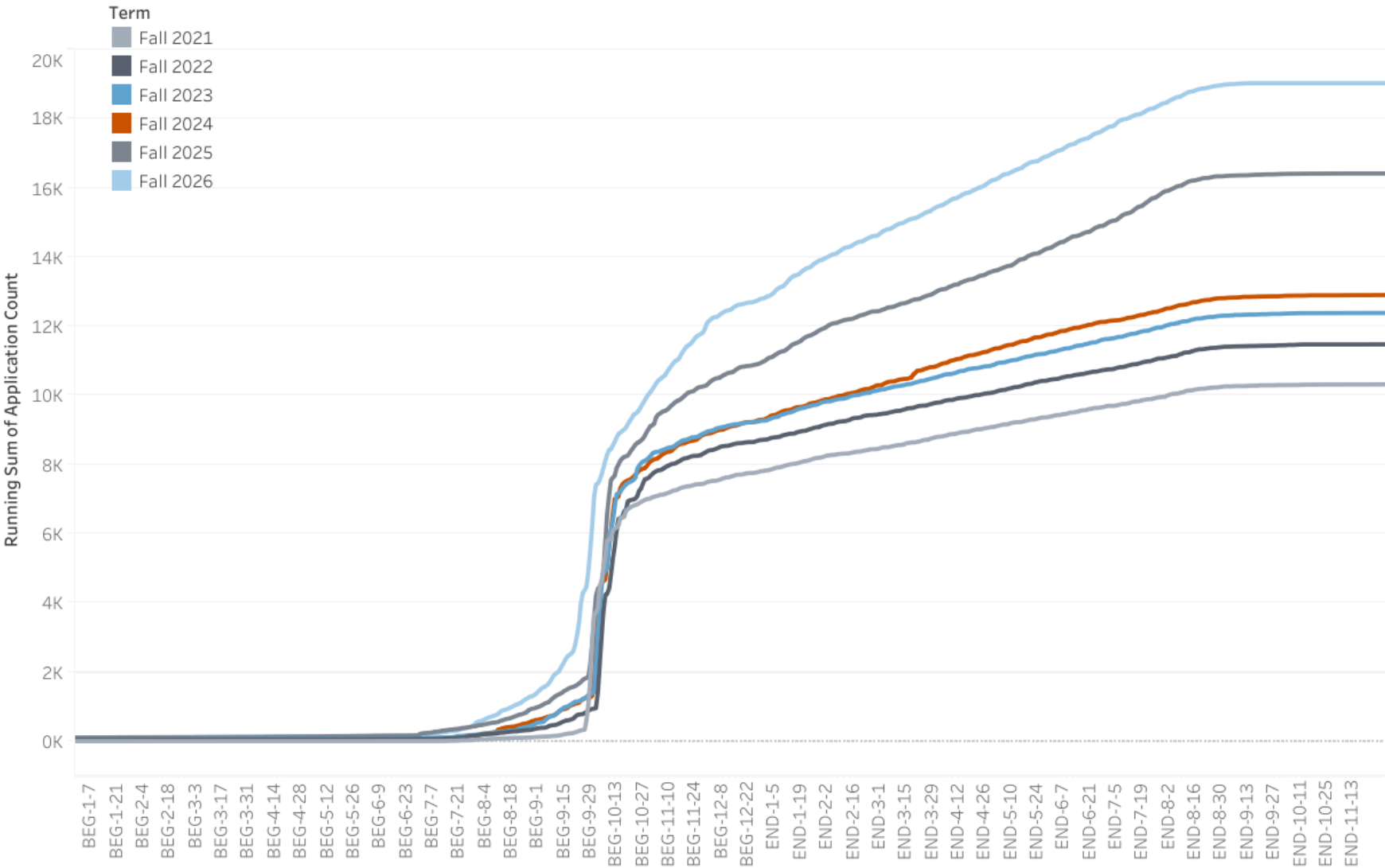
Central Application

MUS Applicants by Term/App Cycle

Running total of applications received over application cycles at the system level. The BEG- designation indicates applications recieved in the year prior to the term, whie the END- designation indicates the months in the same year as the term. Selecting "Distinct Apply Montana" from the Application Count Type dropdown will give the count of inividual applicants to Apply Montana regardless of the number of campuses selected by the applicant. "All Apply Montana" is the count of Apply Montana applications, counting an application for each campus the applicant selected. "All Applications" counts all applications received at the campuses, regardless of the method of appliction (Apply Montana/Common App/Campus App, etc.).



Measurement Period	Term	Residency Status	Application Count Type	Final Admission Status
Fall	Multiple va..	All	All Apply Montana	All

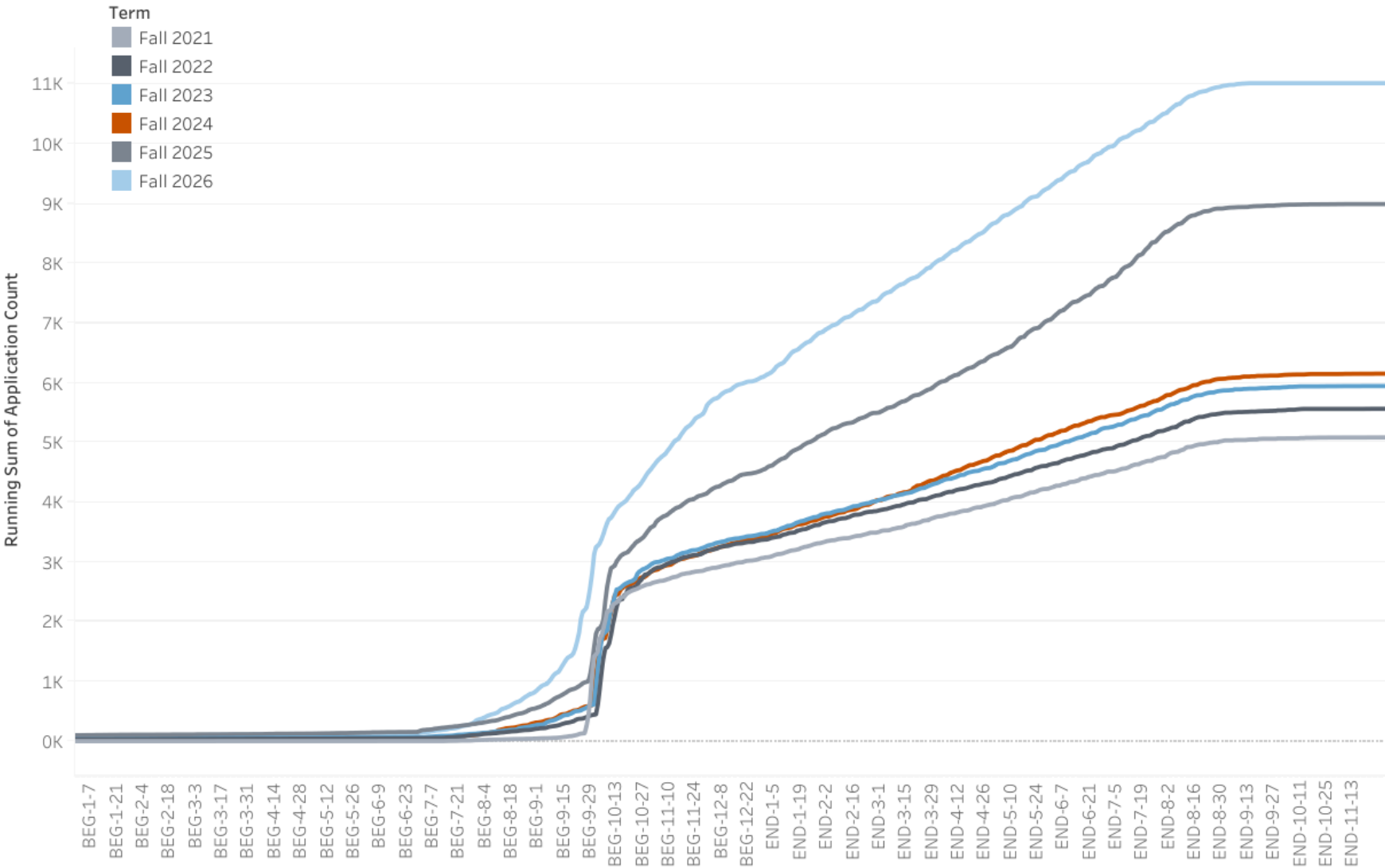


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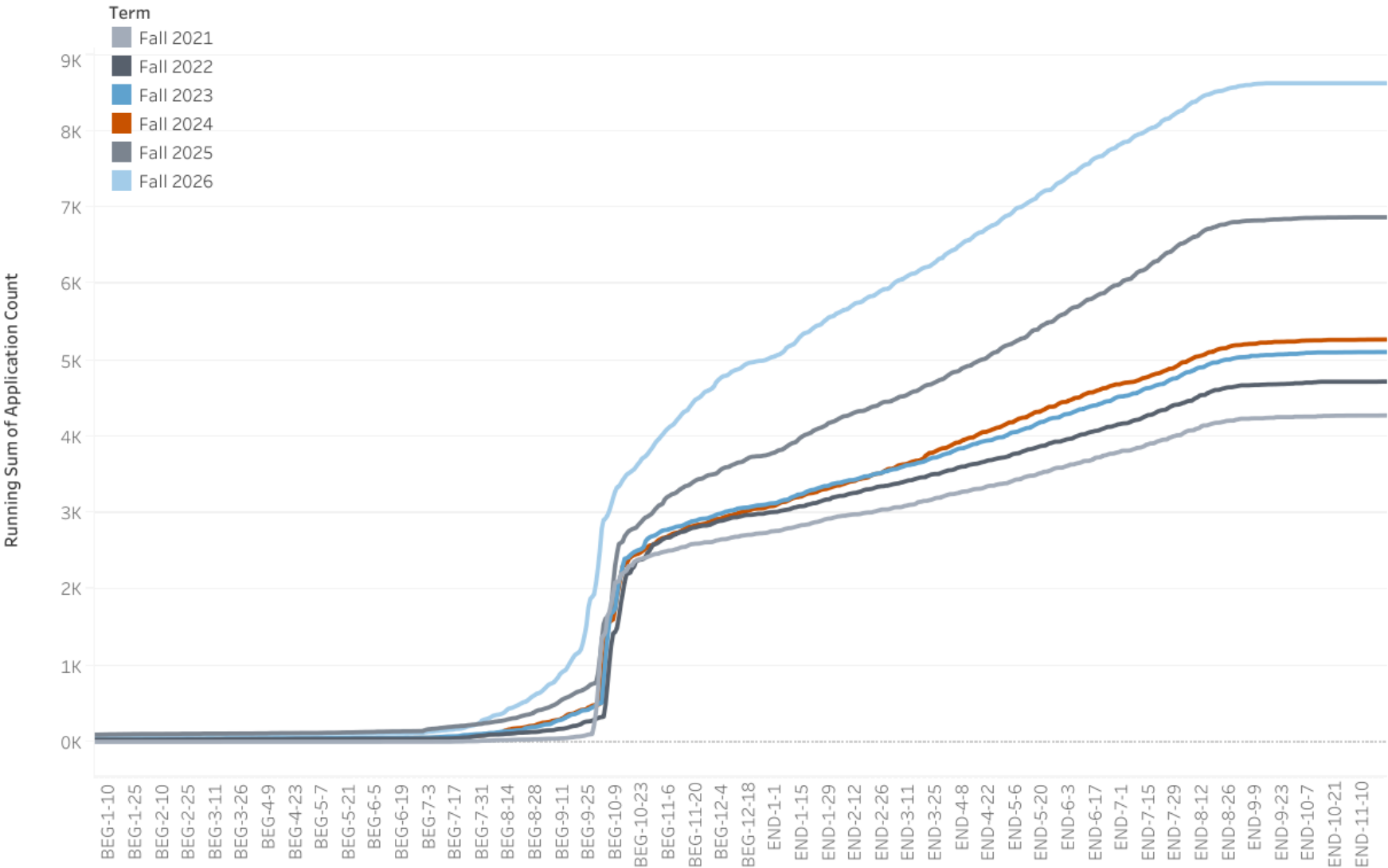


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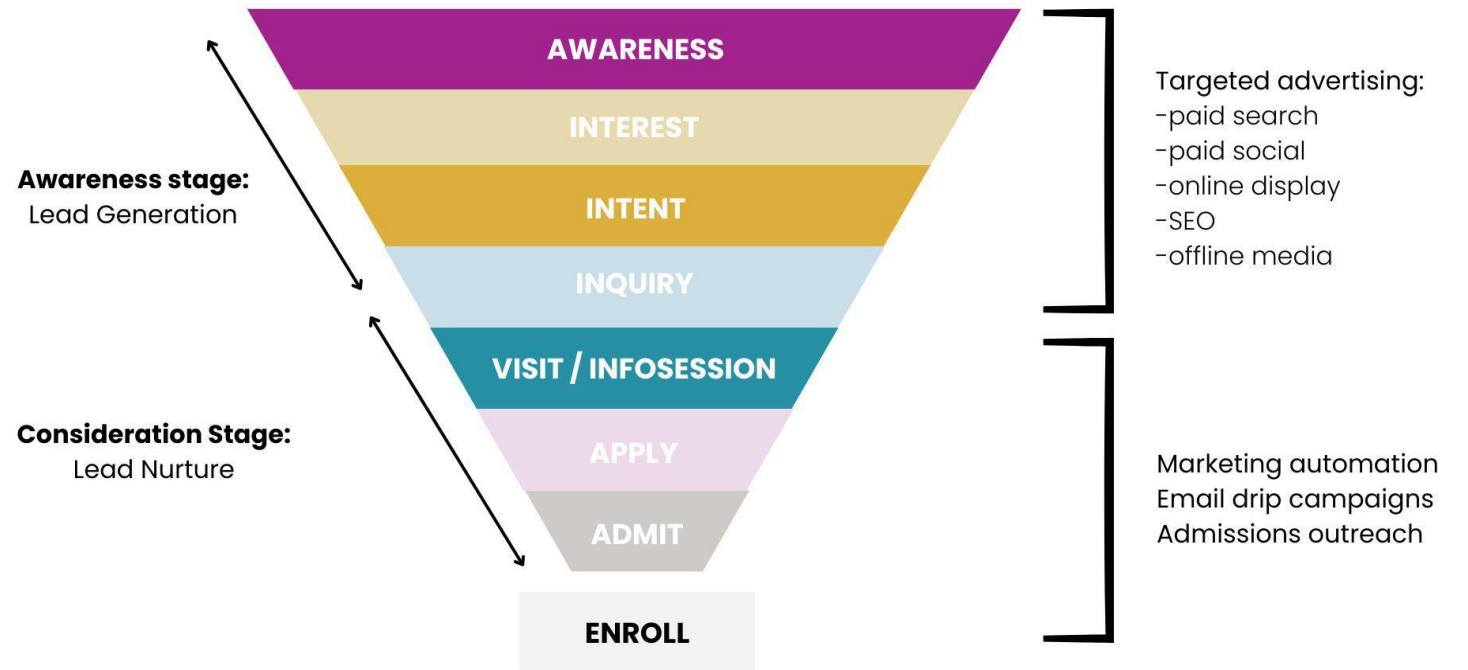
Measurement Period	Term	Residency Status	Application Count Type	Final Admission Status
Fall	Multiple va..	In State	Distinct Apply Montana	All



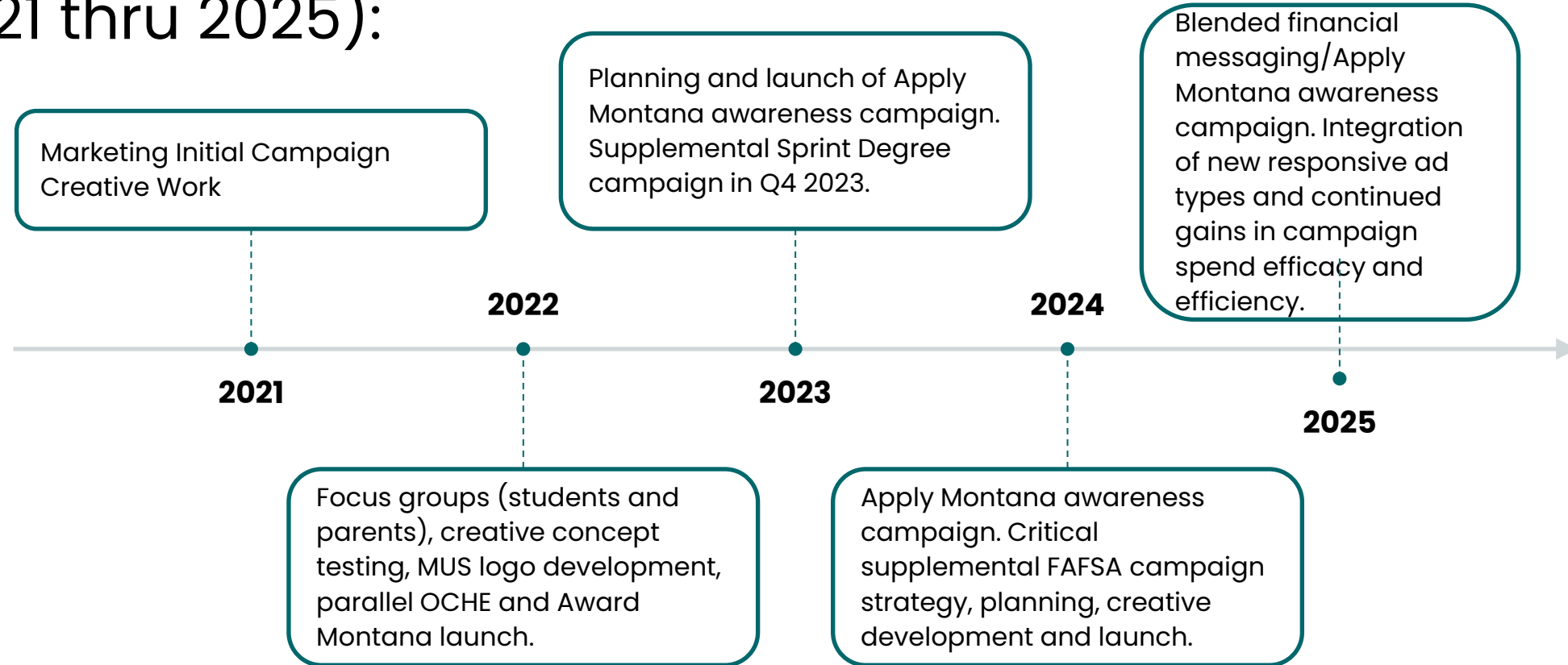


MUS Marketing

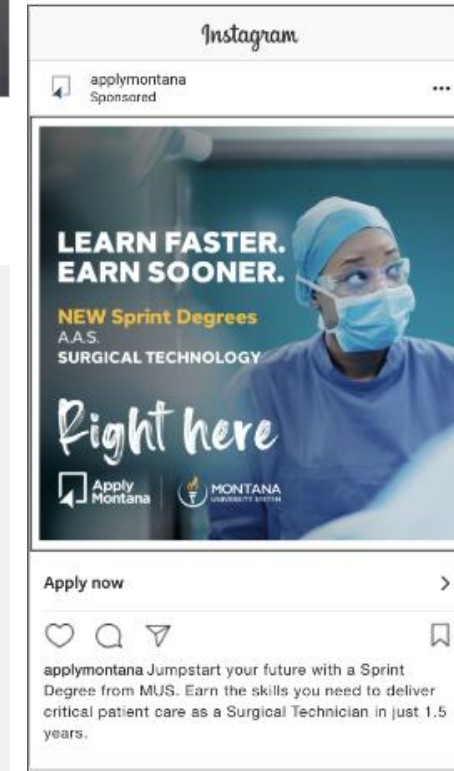
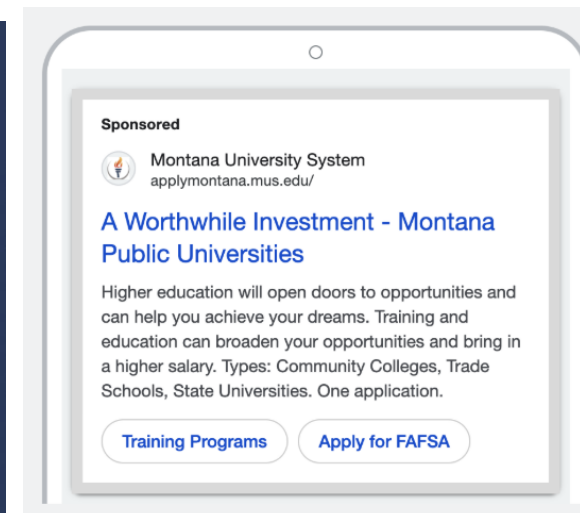
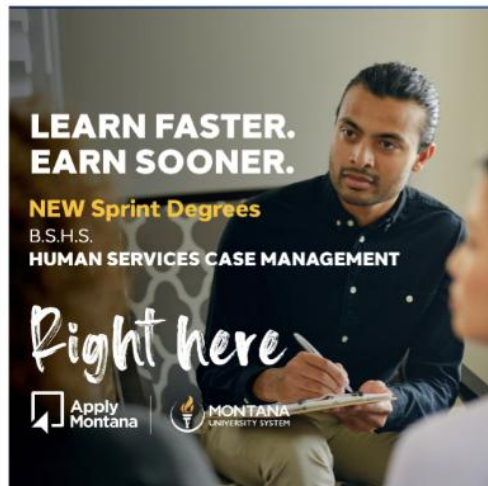
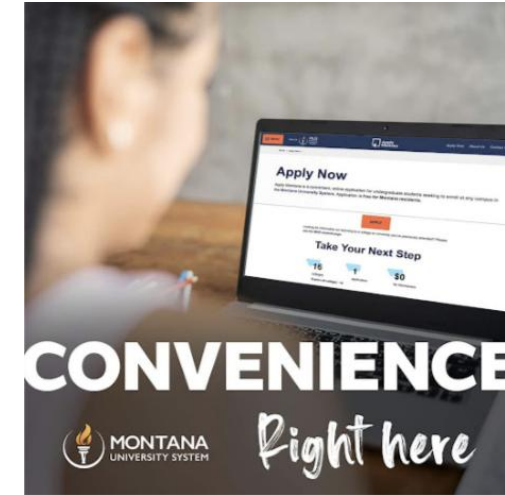
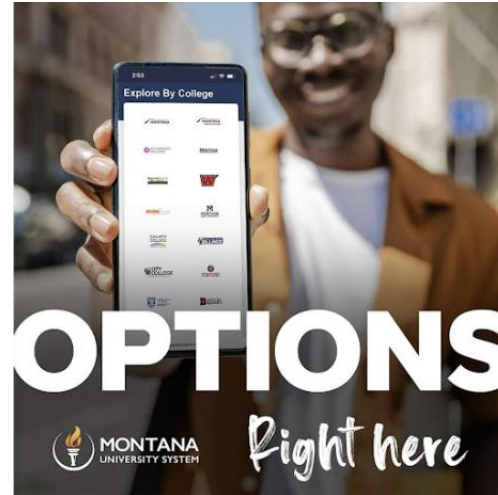
MUS Enrollment Marketing 2026 and Beyond



Lookback by year (2021 thru 2025):



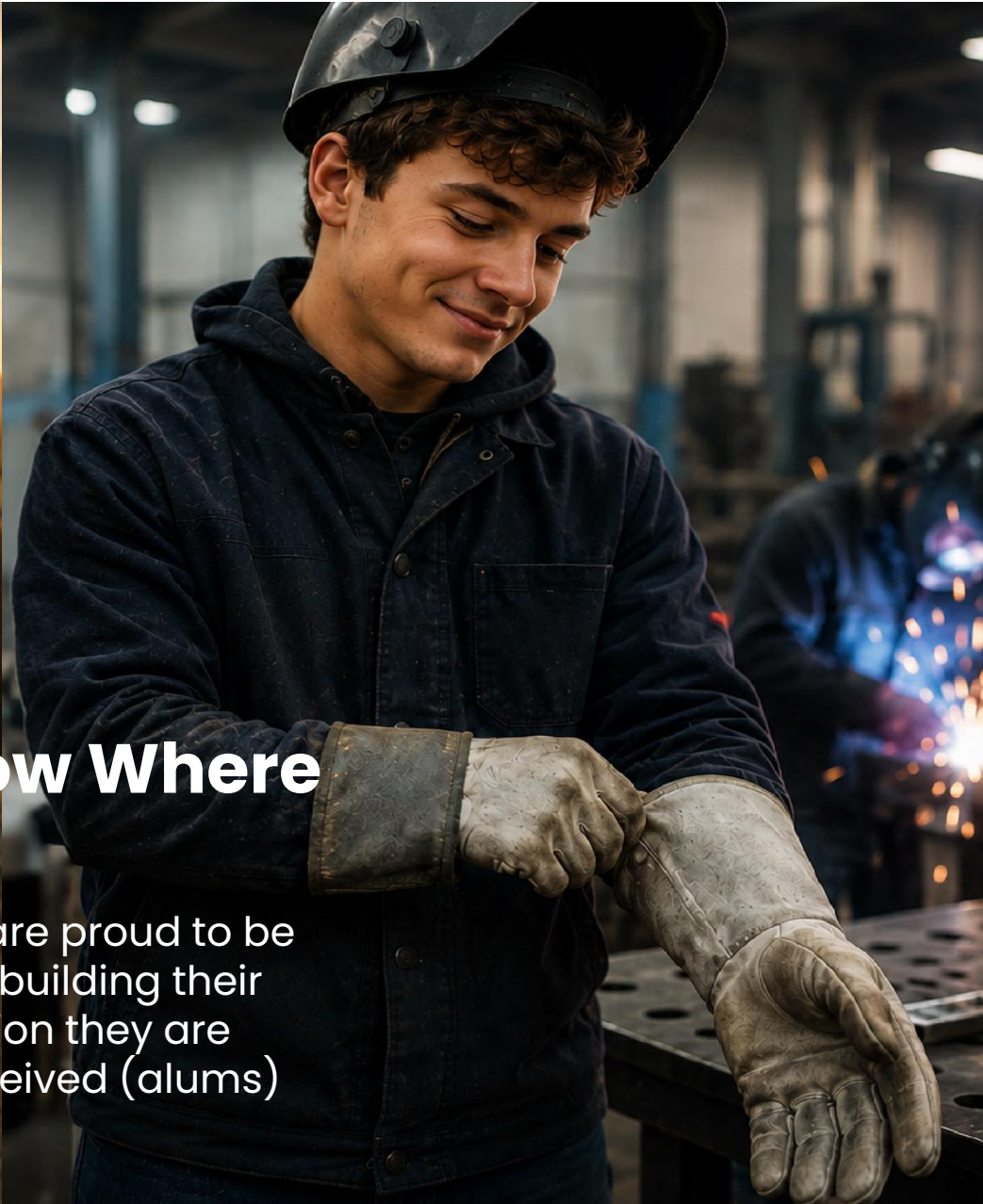
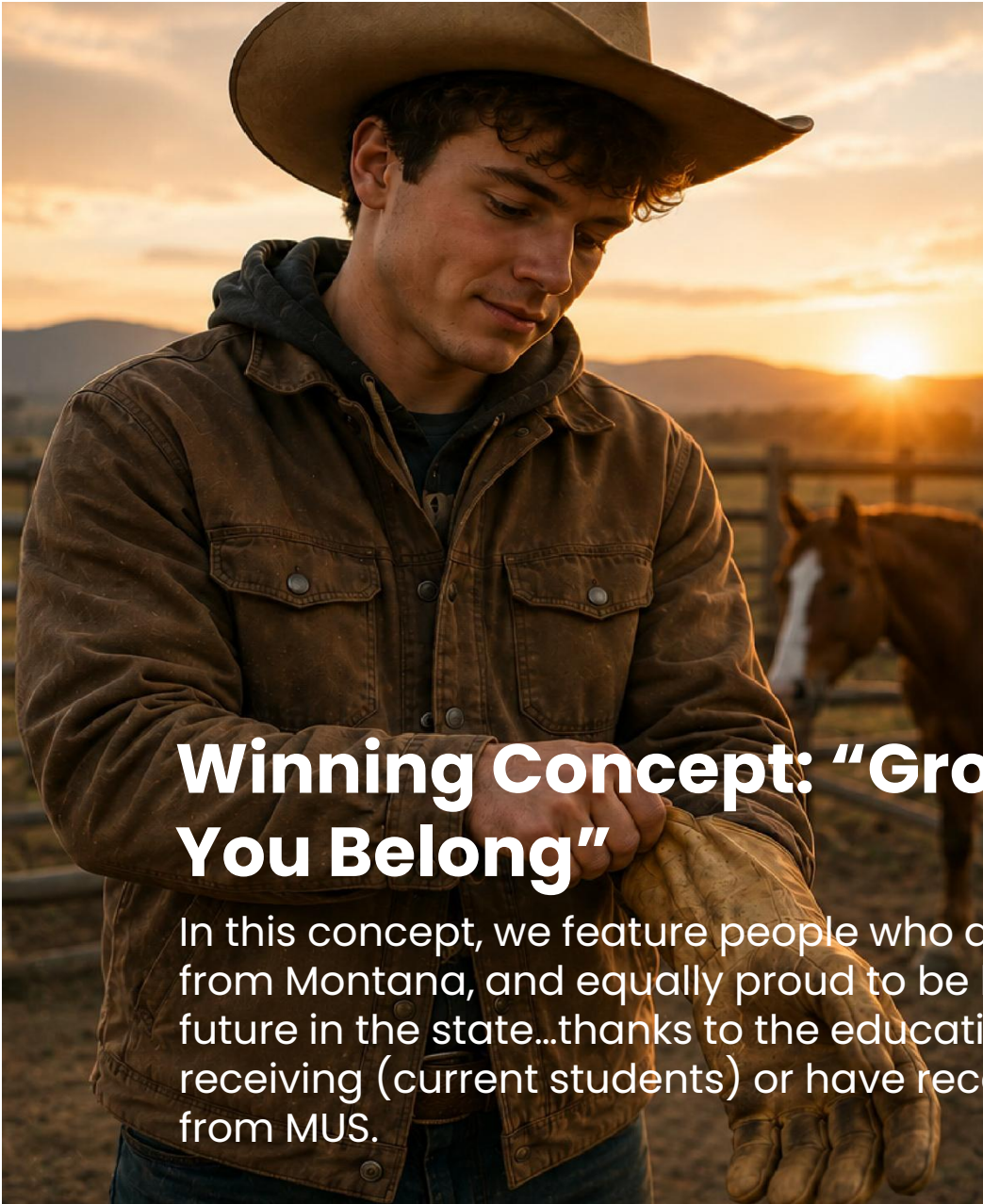
Existing Creative Assets



New MUS Campaign

- Convened an MUS steering committee
- Represented by both UM and MSU
- Joint statewide effort to create new messaging
 - Value proposition
 - Staying in Montana
 - College accessibility and affordability

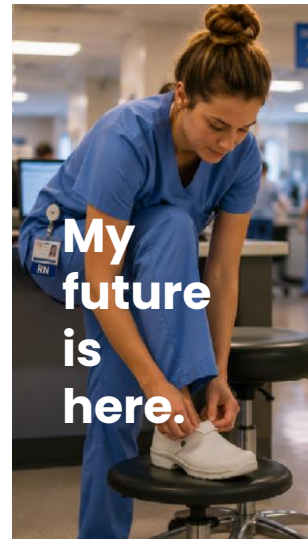
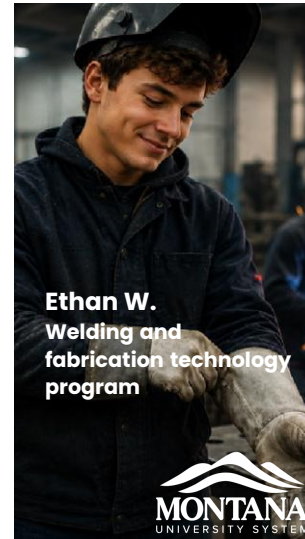
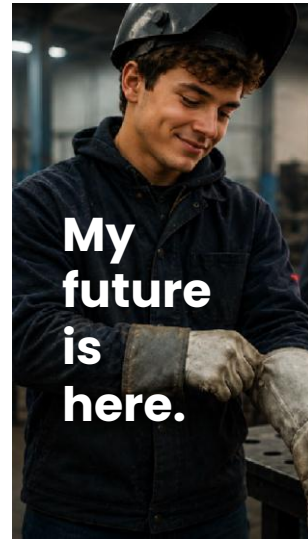
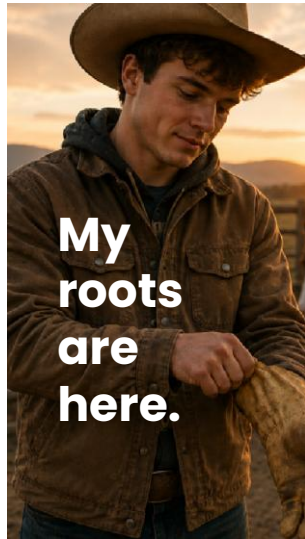




Winning Concept: “Grow Where You Belong”

In this concept, we feature people who are proud to be from Montana, and equally proud to be building their future in the state...thanks to the education they are receiving (current students) or have received (alums) from MUS.

Concept: Grow where you belong – Digital



Montana students don't leave their lives behind when they pursue higher education. They build on them.

This concept uses seamless match cuts to connect the passions, experiences, and values students already have with the futures they are creating through the Montana University System.

Ads can animate across the images.
Also can be split screen as space allows.

Examples:

A ranch glove becomes a welding glove.
A running shoe becomes a nurses work shoe.
A baseball cap becomes a forestry helmet.
A coffee cup becomes a business proposal.
An athletic wrap becomes a physical therapy treatment.

Each transition reveals the same person. The same work ethic. The same Montana values. Just a new opportunity.

The visual language is simple and memorable:
one motion, one match cut, one future taking shape.

Headline/super on animated ads

My roots are here.
My future is here.

Person's ID and program they major (or majored) in.

NOTE: These are stock images simply to thematically represent the concept. We will be using real students from UM, MSU and Helena College)

Concept: Locations, Program Identification, Casting

In collaboration with Dave Kuntz and Michael Becker at UM and MSU respectively, we will film students in the following programs both on campus and in natural environments during the week of September 21-25:

University of Montana – Missoula

Business & Law

Cybersecurity

Montana State University – Bozeman

Nursing

College of Agriculture

Helena College

Welding

Aviation

Target Audiences



	Young Learners	Parents	Additional Audience Considerations: Adult Learners
Student population	Approximately 76% are age 24 or younger*		~22% are aged 25 to 49
Target age	18 – 24	35 – 55**	25 – 49
Identifiers	• High school seniors • Recent grads	• Parents of College-Bound Teens • High School Household Decision-Makers • Households with Children Ages 14–18	• Working professionals • The “Goal-Finisher.” They may have some college credits but no degree • The active learner



New for 2026-27

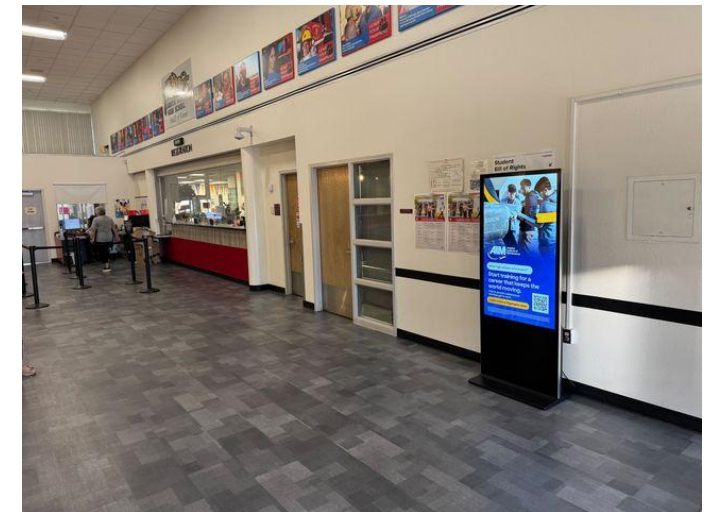
A few highlights – High school video screens

Digital screens in high schools reach students in their daily environment in a privacy-safe way. They reach students at every stage of the journey – getting in front of students actively planning for college and seeding awareness and brand equity with those not yet considering their next steps.

Placement: 15 second video across 8 High Schools

High School List:

- Sentinel High School
- Helena High School
- Billings Senior High School
- Billings West High School
- C M Russell High School
- Great Falls High School
- Skyview High School
- Capital High School



A few highlights – Standees and Posters

Placed within students' daily environments, high school standees and posters offer privacy-safe reach that builds early awareness while capturing those actively planning their next steps.

Placement: 30 High Schools across Montana (See Appendix for potential schools)

Timing: 2-month flight

Estimated Impressions: 9,360,000



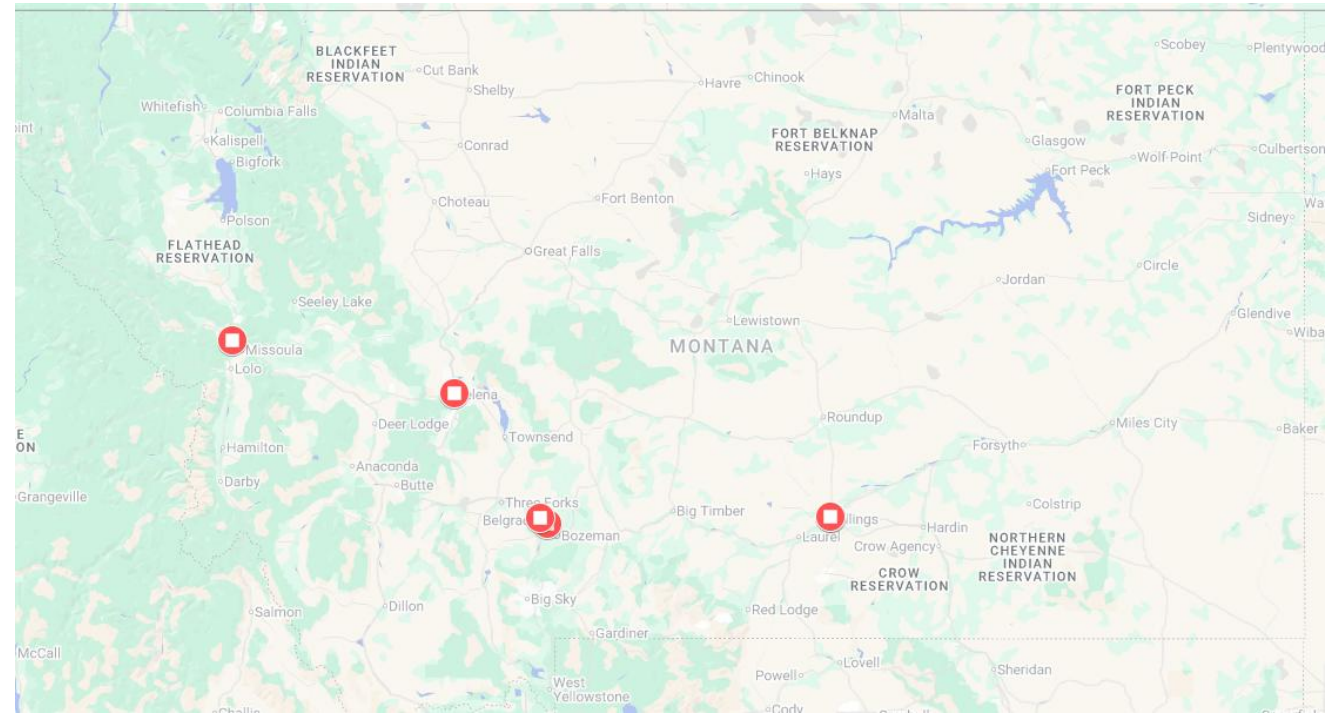
A few highlights – Billboards

Billboards deliver high-visibility reach in everyday environments, engaging students exploring college options as well as the family members and influencers shaping their decisions.

Placement: 6 Billboards w/ illumination

- Digital
 - #302 - Helena
 - #602 - Billings
 - #608 - Billings
 - #502 - Bozeman
- Static
 - #52102 - Bozeman
 - #80063 - Missoula

Estimated Impressions: 3,256,844



A few highlights – MHSA

The Montana High School Association delivers statewide reach across high schools, with sponsorship opportunities that connect with students in credible, school-affiliated environments.

Placement: Bronze Sponsorship

Timing: Oct 2026 – June 2027

What's Included:

- Digital State Championship Signage
- One 15 second PA announcement
- One activation during an MHSA State Championship
- One email blast per sports season
- One social media post per season during the school year
- Digital banners on website (50,000 guaranteed impressions)
 - Banner sizes include are 970x90, 728x90 and 300x250
- Website sponsor recognition
- Activation area during MHSA Annual Meeting (January 2027)
- Official sponsor designation with marks and logos



A few highlights – Broadcast TV (Brawl of the Wild)

Run broadcast TV advertisements during the Brawl of the Wild, the highly anticipated annual football rivalry game between Montana State University and the University of Montana.

Stations:

- KRTV
- KPAX
- KXLF+
- KTVQ
- KXLH

Timing: November 21st, 2026

Creative: 30-second video

Audience Familiarity Consideration: Given the strong statewide awareness of both Montana State University and the University of Montana, advertising during these flagship rivalry games may primarily reinforce existing perceptions rather than introduce MUS to new audiences.



Condensed Flowchart

[illegible]



New MUS Brand Kit



*Opportunity
for a Stronger
Montana.*

A DISTINCT IDENTITY.
A SHARED PURPOSE.
A BRIGHTER MONTANA.



COLOR PALETTE — APPROVED



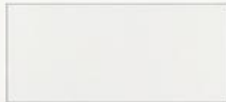
DEEP TEAL
#00676B
Bold. Distinctive.
Confident.



WARM GRAY
#A7ADA9
Balanced. Modern.
Versatile.



CHARCOAL
#2F3437
Strong. Neutral.
Readable.



STONE
#F4F4F2
Clean. Open.
Modern.

BRAND PILLARS



PEOPLE
Students. Faculty.
Staff. Communities.



PLACES
Across Montana.
In Every Region.



POSSIBILITIES
A Stronger
Montana.

A DISTINCT IDENTITY.
A SHARED PURPOSE.
A BRIGHTER MONTANA.

LOGO VARIATIONS



FULL COLOR
(Primary)



ONE COLOR
(Secondary)



REVERSED
(On Dark)

TAGLINE LOCKUP EXAMPLES

*Opportunity
for a Stronger
Montana.*

*Education
That Moves
Montana
Forward.*

*Educating
Montana.
Powering its
Workforce.*

PHOTOGRAPHY STYLE — EXAMPLES



REAL PLACES. REAL OPPORTUNITY.



Discussion