

# The University Senate of Michigan Technological University

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## **PROPOSAL 15-97**

### **RECOMMENDATION FOR A MARKETING SURVEY ON THE ACADEMIC CALENDAR**

The Senate recommends that the Administration conduct a marketing survey of the impact on enrollments of a shift to another academic calendar, especially to a semester or late quarter system. This survey should be done at minimal cost, preferably by elaborating on the current questions now used by Enrollment Management in surveys of enrolling and nonenrolling applicants.

The Senate asks that the results of the survey be communicated to the Senate in Fall Term, 1997.

**Adopted by Senate: April 30, 1997**

**Rejected by Administration: November 7, 1997**