



Resident Student Access

Scott Lemmon

Director of Admissions and Enrollment Strategy

March 2026

OCHE



Overview

Background

- Central Application
- RSA Portal (Apply Montana)
- Ongoing marketing efforts

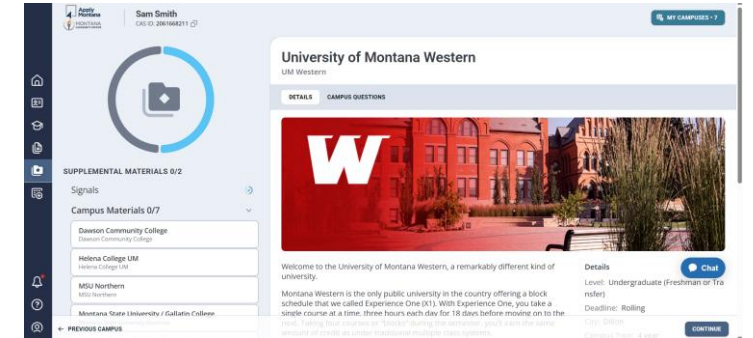
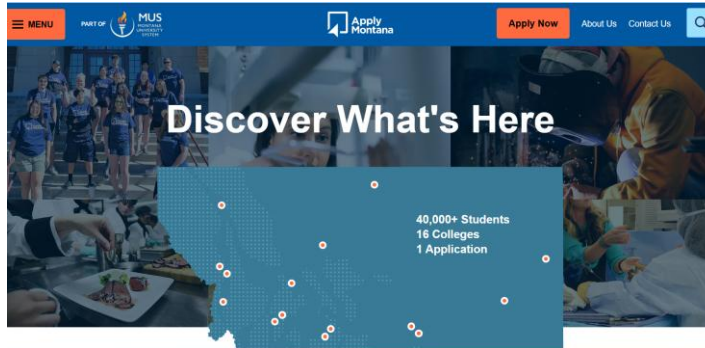
2026 Focus – RSA Core Priorities

- 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

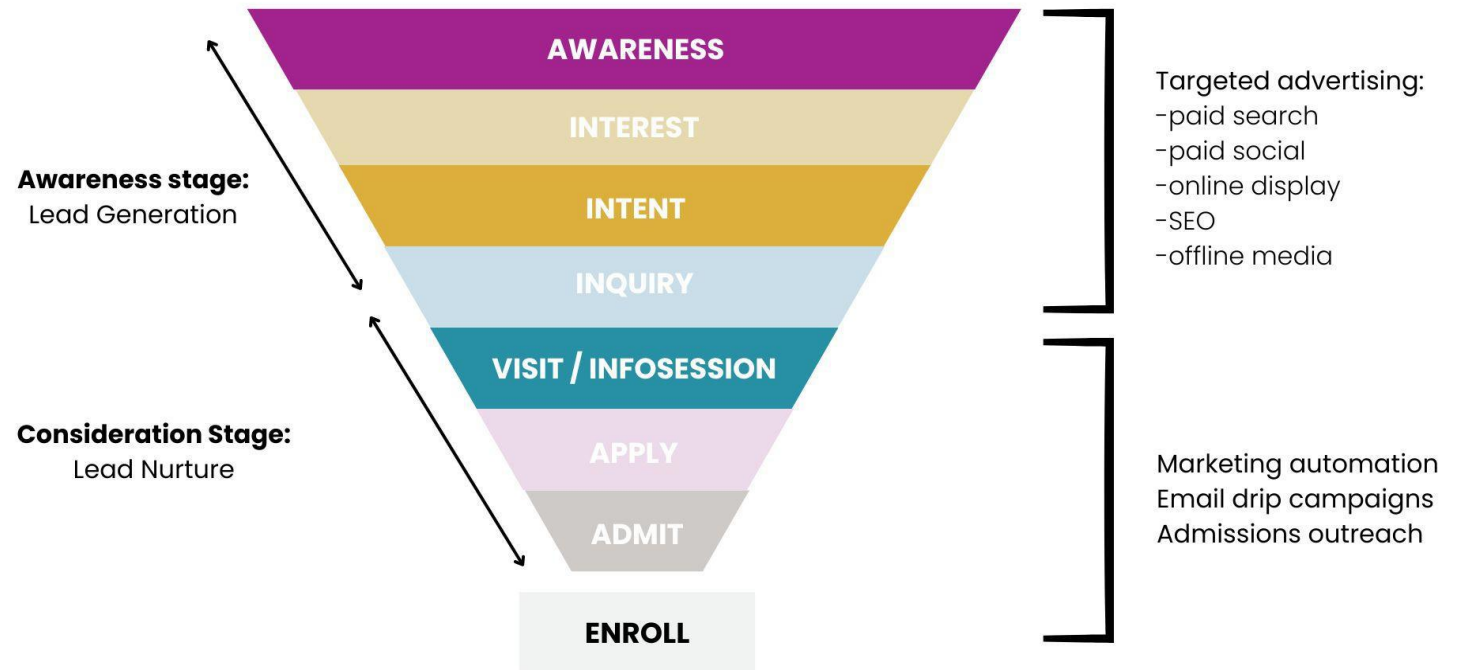




MUS Marketing

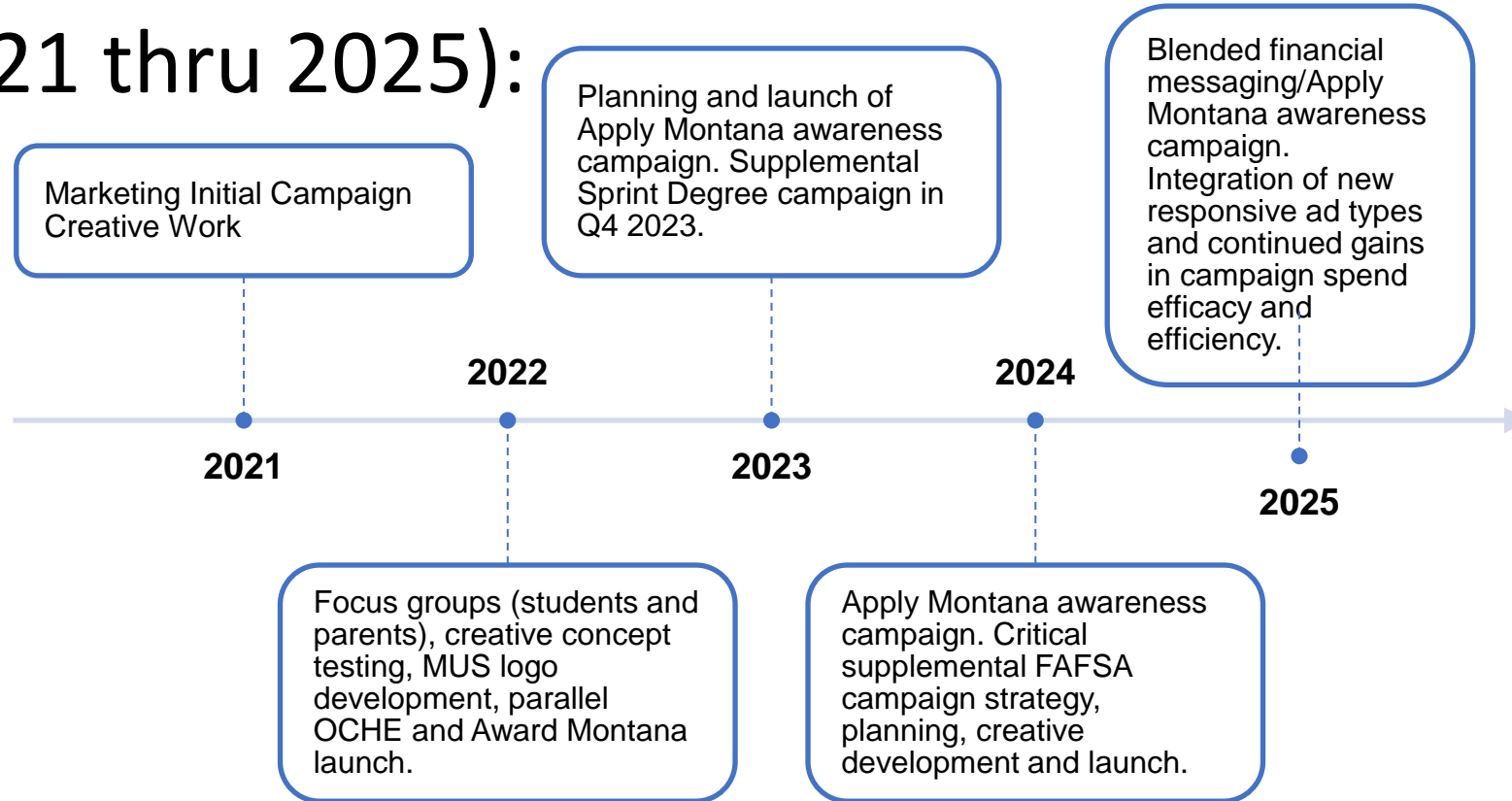


MUS Enrollment Marketing 2026 and Beyond

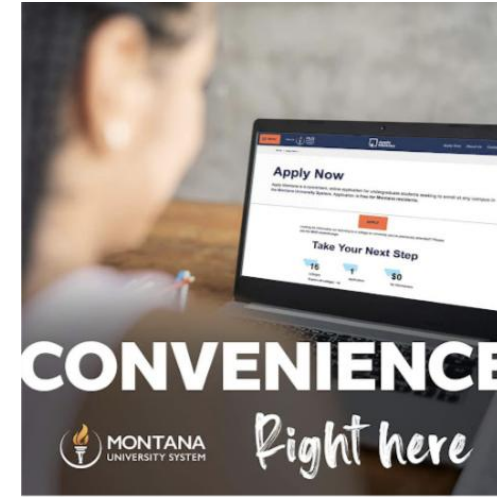




Lookback by year (2021 thru 2025):



Existing Creative Assets



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Fast track your career as a paramedic with a Sprint Degree from MUS. Learn lifesaving techniques with vast career applications through partnerships with local departments.

applymontana.mus.edu
Learn Faster. Earn Sooner. **Apply now**
Associate of Applied Scien...

Like Comment Share



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Montana University System
applymontana.mus.edu/

A Worthwhile Investment - Montana Public Universities

Higher education will open doors to opportunities and can help you achieve your dreams. Training and education can broaden your opportunities and bring in a higher salary. Types: Community Colleges, Trade Schools, State Universities. One application.

[Training Programs](#) [Apply for FAFSA](#)

Instagram

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Apply now

applymontana Jumpstart your future with a Sprint Degree from MUS. Earn the skills you need to deliver critical patient care as a Surgical Technician in just 1.5 years.

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



Your launchpad to college & career

Campaign Timeline



		2026																																																	
Monday Start Dates/2026		February					March					April					May					June				July				August				September				October				November					December				
MEDIA		26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	
Phase 1																																																			
Research; Ideation Session; Report		2/1 - 3/31																																																	
Creative Concept Refresh & Media Plan Development																																																			
Phase 2																																																			
Creative Concept Share, Refinement, Approval & Media Plan Share, Refinement, Approval																																																			
Creative Production of Campaign Assets; Media Negotiation and Buying																																																			
Campaign technical setup, asset trafficking																																																			
Campaign Launch																																																			
							4/1 - 4/30										5/1 - 5/15					5/15 - 6/30				6/30 - 7/15				7/15 - 12/31																					



Discussion