



Enrollment Management

New Staff Member



Greetings! My name is Kendra and I just started working at NDSU in Enrollment Management. From the time when I was a student at NDSU I knew I wanted to be a part of this great university for as long as possible!

After receiving my BS in Human Development, I worked for Girl Scouts for two years. I couldn't stay away for long – the positive environment, the history, and the impressive future of NDSU pulled me



back in. I can't stop celebrating the fact that I'm back and am excited for my future at NDSU.

In my personal time, I enjoy spending time with my husband renovating our 1972 rambler in West Fargo. It wasn't a typical home purchase – a unique 4 bedroom, 3 bath home with sprawling cathedral ceilings -- all with original appliances, flooring, and wallpaper! When I'm not busy opening my 2,684th can of paint, I enjoy cooking, baking, gardening, and hosting parties for our family and friends.

Submitted by Kendra Otto

inService Information Session Academic Resources Workshop

November 7
10:00 a.m. - 11:00 a.m. in Hidatsa
or 2:00 p.m. - 3:00 p.m. in Meadow Lark

Division of Student Affairs Philosophical Statement

To promote an environment built on collaboration and relationships which models servant leadership and principle-centered leadership in all aspects of our service delivery.

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Enrollment Management

ENROLLMENT MANAGEMENT 101: HISTORY AND OVERVIEW

KATE HAUGEN, PH.D.



The birth of the Enrollment Management movement took place in the 1970s at Boston College. As it grew, the emerging work in Enrollment Management converged with:

- ◆ The booming research and theories of student departure [*retention*]
- ◆ The emerging sensitivity to *marketing* in student recruitment and in higher education generally

These factors resulted in intentional programmatic and organizational development of enrollment management across the country.

The most commonly accepted definition nationally is that ‘enrollment management is an organizational concept and systematic set of activities whose purpose is to exert influence over student enrollments.’ (Hossler, Bean, and Associates. 1990. “The Strategic Management of College Enrollments.” San Francisco: Jossey – Bass).

Enrollment Management is defined as both a concept and a procedure. As a **concept** it implies an assertive approach to ensuring the steady supply of qualified students required to maintain institutional strength. As a **procedure** it becomes a set of activities to help institutions interact more successfully with potential and current students.

Some basic principles for Enrollment Management have been established:

- ◆ Extends responsibility for the enrollment of students beyond traditional structures such as admission and financial aid
- ◆ Places retention on an equal plane with recruitment as an institutional priority
- ◆ Is driven by the Institution’s mission and its academic vision & is tightly coupled with institutional strategic and academic planning

At NDSU, through a formal enrollment management unit, we follow the general concept and procedures identified above. Added to it is a highly comprehensive cyclical model of enrollment management that encompasses strategies involving initial prospective student contacts to the development of loyal alums.

The NDSU Enrollment Management model is guided by the mission, vision, and underlying themes of the University. It is undergirded by the leadership and framework provided by the President. As the dynamics of the university and greater society change, a comprehensive enrollment management plan must be responsive to the factors which direct those changes.

The intent of the NDSU plan is to identify strategies to recruit and enroll the desired student body at the undergraduate level, and to have in place services which will assist in the retention of those students. A strong and positive relationship exists between the division of student affairs and the academic units of the university. Through such a partnership, objectives for ongoing coordinated retention activities can be achieved.



Admission

New Staff Member



My name is Melissa Daniel, I have recently moved to Fargo from Myrtle Beach, SC with my husband Stephen, who is pursuing his doctorate at NDSU in the Communication department. I am originally from Buffalo, NY and graduated with a Bachelor's of Science from Buffalo State College. I have just started as a

Campus Visit Assistant/Admission Officer in the Office of Admission at NDSU.

My most recent position was at Coastal Carolina University (Conway, SC) in the Office of Human Resources and Equal Opportunity. While there, I processed "workflows" to hire over one-thousand student workers, Graduate Assistants and Teaching Associates. It was one of the best learning experiences I have had and my first professional experience in Higher Education.

I am an avid crafter and self-proclaimed neat freak. I enjoy watching Bison football games and Buffalo Sabres Hockey. I love to read, listen to music (rock, indie, orchestra, metal), and watch movies.

Submitted by April Helgaas

Student Financial Services

NDASFAA High School Counselor Workshop

Student Financial Services will be holding the annual NDASFAA High School Counselor Workshop on November 14. The workshop will be at the Skills and Technology Building on 19th Avenue North.

The workshop is geared toward high school counselors and others who work with individuals headed for post-secondary education, however anyone is welcome to attend.

The goal of the workshop is to provide useful information about financial aid that can assist in the transition to college. The workshop will consist of a variety of topics including an update on Federal Financial Aid programs and information about changes to the FAFSA.

There is a \$10 registration fee for the workshop which includes all materials and a continental breakfast. Fees are paid to NDASFAA and can be mailed in advance or paid the day of the event.

Participants are asked to pre-register by Friday, October 25 by contacting Tammie Reger at: tammie.reger@ndsu.edu or by completing the online registration at:
<http://webapp.und.edu/org/ndasfaa/counselorWorkshops.php>

Submitted by Brigit Springer

Division of Student Affairs Vision Statement

"Connecting students with people who care."

Bison Connection

Changes

Fall certainly seems to be a time of change, and Bison Connection is in the thick of it!

We are currently in the process of hiring two new associates, as Sara moved to another department and Saadia's last day with us will be October 18. She will be taking some time to spend with her little

one, before they head back to Pakistan next May.

We interviewed some really great candidates, so it's just a matter of time before we're at full strength again.

Another change in our department is that Bison Connection no longer

processes the New Hire paperwork for Human Resources. All new work-study and Graduate Assistants need to complete their paperwork either with their department or with HR at the Stop-N-Go center.

Submitted by Julie Bietz

Orientation & Student Success

Tutoring When Students Need It... Even at 2 a.m.!

NDSU offices of Orientation and Student Success and Distance and Continuing Education have partnered to provide Smarthinking online tutoring services free of charge to undergraduate students enrolled at NDSU. Smarthinking, Inc. provides online tutoring up to 24 hours a day, 7 days a week enabling students to get tutoring help when they need it. Students work one-on-one in real-time with an expert tutor using a virtual

whiteboard. Students who do not require immediate feedback may choose to submit an asynchronous question. Finally, students may schedule an online tutoring appointment with a tutor of their choice. Tutors are available for a wide variety of subjects including Math, Accounting, Statistics, Finance, Economics, Biology, Anatomy and Physiology, Physics, Chemistry, Office Applications, and Spanish.

All undergraduate students enrolled in courses at NDSU have free access to Smarthinking for up to five hours each semester. They may access Smarthinking with their NDSU electronic ID at www.ndsu.edu/studentsuccess/onlinetutoring. Please help make students aware of this service.

Submitted by Angela Seewald-Marquardt

The Office of Orientation and Student Success Prepares for Name Change

There are six programs coordinated through the Office of Orientation and Student Success. They include ACE Tutoring, Alcohol and Other Drug Prevention, Athletic Academics, Family Programs, Orientation, and Welcome Week. While the different programs have

distinct purposes and goals, they all focus on the success of students.

The current name of the department highlights just one of the six programs, Orientation. To better encompass all six programs, the name of the department will

change to **Student Success Programs** as of **November 1**. If your documents and/or website references the Office of Orientation and Student Success, please make updates to reflect the name change the next time you print documents.

Submitted by Angela Seewald-Marquardt

Registration and Records

Two New Staff Members



Hi everyone! I'm Tracy Hill, the newest Registration Assistant in Registration & Records. I earned my Bachelor of Science in Apparel & Textiles at NDSU. Before coming back to NDSU, I spent a couple years as Vanity's only eCommerce Customer Service Specialist, and before that I worked as a bridal consultant at LeeAnne's Bridal in Fargo, ND.

My husband and I live near Harwood, ND about five miles north of West Fargo with our five rabbits and two cats. During our free time, we enjoy watching Twins baseball and competing against each other in our Fantasy Football leagues.

Submitted by Jodi Pierce



Hello everyone! My name is Kavitha Gopalakrishnan and I am a Data Analyst in the Office of Registration & records.

I am originally from India. I have completed my Bachelors in Science from Bharathiar University and Masters in Software Engineering from Birla Institute of Technology, India.

Prior to my current position, I have worked as a Software engineer/ Application Analyst for five years at Wipro Technologies and University of North Dakota. In my spare time, I like to spend time with my family and doing art works.

Submitted by Jodi Pierce

Career Center

NDSU Career Center Welcomes Two New Staff Members

The NDSU Career Center welcomed two new staff members to the team this summer. Sheila Baumgartner has been hired as the Recruiting Assistant and Jamie Blazek as the new Events Assistant.



Originally from Wahpeton, ND, Blazek graduated from NDSU in May 2013 with a degree in Marketing. Not only is she an NDSU graduate, but Blazek was also a student intern at the Career Center and previously held the position of Communications Assistant at the Upper Great Plains Transportation Institute.



Baumgartner holds a degree in management and brings experience in client relations, marketing and project management.

Submitted by Larissa Kunde

NDSU Career Center Sponsored 2013 Engineering & Tech Expo

The Career Center's Engineering & Tech Expo on September 25 was a HUGE success. Attendance for students and employers reached an all-time record. There were 432 recruiters, representing 175 different companies from around the country and 1,549 students representing 56 majors in attendance. The top five majors represented were Mechanical Engineering, Civil Engineering, Electrical Engineering, Industrial Engineering & Management, and Computer Science.

As a result of this event, over 500 interviews were conducted in the two days following. Many internship and full-time employment offers will come as a result.

The Career Center takes great pride in providing quality career fairs throughout the academic year for both students and employers. We know we can't do it

alone, and we take this time to thank all of you who volunteer your time to assist us. Here are just a couple of comments received from employers:

"Thank you so much for having us it was a fantastic day! We look forward to being a part of these events going forward. Your hospitality is much appreciated." Erica – Superior Industries

"Just wanted to send a quick note stating you and your team truly showed respect and care for not only the employers but the students as well yesterday. I tip my hat to you and your staff. Menards will definitely be attending this event in the future." Joe – Menard's

Submitted by Larissa Kunde

WE'RE ON THE WEB!

WWW.NDSU.EDU/ENROLLMENTMANAGEMENT



Student Kaizen!

A note from the New Student Affairs Assessment Department

In the summer of 2012, my wife and I toured the Toyota Motor Manufacturing plant outside of Lexington, Kentucky (exciting, I know, but we didn't yet know about Darwin Minnesota's *World's Largest Ball of Twine*). One of the things that struck me during the tour was how careful they were to avoid wasting any materials during the assembly of the Camrys, Avalons, and Venzas. The vehicle parts are carefully stamped out in just the right shape and size by enormous presses exerting hundreds of tons of force. The plant itself is a "zero landfill facility," as all waste produced onsite is recycled or reused. There is no wasted storage space, as items that arrive at the plant already assembled, like seats, are scheduled for "just-in-time" delivery immediately prior to their installation in a vehicle. Yet when it came to quality control the plant seemed downright wasteful. Our guide told us that 20% of the gas tanks produced at the plant are destroyed so that the quality control team can inspect the quality of the welds inside the tanks. The destruction and inspection of gas tanks is just one example of what the plant calls "kaizen," which is Japanese for "improvement" or "change for the better." At its heart, kaizen is a philosophical approach to the operation of the facility that uses reflection on current practices to inform continuous improvement. Kaizen is notable because it's not just a task for the quality control team. On our tour we heard about new tools being developed at the recommendation of line workers – like an elevated seat workers can use when installing ceiling liners and the creation of a special tool for holding a dashboard in place as it is attached. In this way kaizen is an expectation that everyone participate in the work to improve.

I share this story with you because kaizen – applied to operational effectiveness and student learning and development – is at the heart of the work of the new Department of Assessment in the Division of Student Affairs. While we will not be destroying any of our students as part of our improvement efforts, I hope we can bring the same kind of passion for improving our programs and services that Toyota has for its gas tanks.

The work of assessment is not new to the Division of Student Affairs. Programs and services in the Division have long been interested in students' satisfaction and their rates of participation in events and activities. In recent years, due to changes in accreditation requirements and new ways of thinking about programs and services, assessment has focused more on student learning outcomes – what students know or are able to do as a result of participating in a program – instead of only on

satisfaction or participation counts. Over the last six years Bunnie Johnson-Messelt, Director of Disability Services, coordinated assessment in the Division and helped move the focus toward assessment of student learning outcomes. As the work of assessment grew, it was clear that there was a need for more support, resources, and coordination of assessment activities. Hence, a new department was formed and I was brought in as the full-time Director of this new department.

The mission of the Department of Student Affairs Assessment is 1) to promote student learning and development through a systematic process of gathering and using assessment evidence to improve programs and services, and 2) to communicate evidence of student learning and development to a variety of stakeholders, building recognition for the work of the Division and supporting accountability and accreditation. Services offered include data analysis, consulting on project or survey design, report creation, and staff development. More resources and information are available on the website at <http://www.ndsu.edu/vpsa/assessment/>.

In closing, the next time you are putting gas in your car, I encourage you to take a moment and remember the many gas tanks that were destroyed in the pursuit of perfection. More importantly, I hope you remember the principles of kaizen and consider the ways in which you can put the principles of continuous improvement to action in your work. I look forward to working with you over the coming years.

Submitted by Jeremy Penn



Jeremy Penn is the Director of Student Affairs Assessment. Prior to coming to NDSU he was the Director of Assessment and Testing at Oklahoma State University in Stillwater, OK. He earned a bachelor's degree in secondary education, a master's degree in curriculum and instruction, and a doctoral degree in qualitative, quantitative, and psychometric methods, all from the University of Nebraska-Lincoln. In his spare time he enjoys playing music (bass guitar and trombone) and spending time with his wife, 1 year old son, and pouty golden retriever.

TRiO Department

The TRiO Department is in full swing with students. Here are updates in each of the four areas.

Veterans Upward Bound

Veterans Upward Bound has transitioned into its new program, now called Veterans Educational Training (VET). This state funded program follows the same premise as before; assisting veterans in North Dakota gain skills levels that will allow them to be successful in their college careers. Under the new program, however, there are no longer restrictions requiring they be low income and/or first generation.

VET still has classrooms located at NDSU and UND where veterans meet with instructors. In addition, the program is available state-wide for veterans who want to take advantage of the online program.

Currently, there are collaborations in place with University of Mary and Minot State University to

allow veterans in those areas to utilize donated computer space to take the online courses. More agreements are possible in the near future. Pre-college level courses offered to veterans include basic computer, mathematics through pre-calculus, and English composition.

In the meantime, VET staff is preparing for the upcoming Veterans Stand Down, which will take place Oct. 9 at the Fargo Dome and a conference in Bismarck on Oct. 24, hosted by the North Dakota Work Force Executive Committee.

Submitted by Jeri Vaudrin

Student Support Services

Student Support Services started the year at capacity with a total of 363 students actively participating in the program. Our staff is busy with one-on-one advising sessions, providing instruction, and ensuring the students are getting regular tutoring appointments. We are delighted to share that both of our SSS instructors, Ray Smith and Charles Cherry, will be presenting at the 2013 Regional ASPIRE Conference in Fort Collins, CO. The title of the

presentation is Freshman Student Retention: An SSS Success Story. SSS had a 100% retention of their 2011 freshman cohort and we are sharing the recipe to our success with our regional colleagues.

Submitted by Aida Martinez-Freeman

ENROLLMENT MANAGEMENT MISSION STATEMENT

The enrollment management unit at NDSU is comprised of Admission, Bison Connection, Career Center, Student Financial Services, Orientation & Student Success, Registration & Records, TRIO and Technology Services. The unit promotes the concept of integrated and collaborative efforts by the total campus to maximize the best student/institution match which will positively impact the recruitment and retention of the student population.

Upward Bound

Upward Bound has been awarded a grant from the United Way of Cass Clay for the next three years. Upward Bound will receive \$15,000 each year to support the Living Learning Program as part of the Summer Program. Within our UB Program, a non-residential program, the Living Learning Program (LLP) has been developed to allow students the opportunity to experience life in the residence hall



while balancing classes and social activities. UB is participating in United Way Education Collaborative with 30 other groups/organizations in the area to come together to discuss and share resources and strategies for students.

This past summer program was

awesome. Upward Bound found a new home in the C.I. Nelson Hall for our classrooms and for a staff office. Everyone really enjoyed having space and a place to call home.

Students learned Korean as their foreign language. The students not only learn the language but customs from our instructor Kyo Yeon Hwang, an International student from Korea. The class was very lively with dialog, singing and ended with a traditional dress fashion show.

One science component was downright gross: dissection of rats!! Yep, that's right students worked in pairs as they learned more about the different systems: circulatory, digestive and more from science instructor Jen Shearer. When asked if they would like more dissection, the answer was an overwhelming "yes."

Another science component was sidewalk astronomy. Students created chalk images of the solar system on the sidewalk outside C.I. Nelson Hall to the scale. As you can imagine, this project attracted the

attention of many folks on campus including the approval from our Provost, who has degrees in physics and astronomy.

This summer, Upward Bound students rocked. Really! Students formed UB Rocks, a rock band. They were led by volunteers Mark Berntson and Brad Storm, both teachers in the West Fargo School District. Students learned to play guitar and drums during their weekly practice.

By the end of the summer, they performed "Next to Me" by Emeli Sande and "Girl on Fire" by Alicia Keys to a "sold out" crowd of NDSU personnel, area school teachers and principals, family members, and of course the rest of the NDSU TRiO family.

Students even made refreshments and hosted a reception to celebrate. Plans are already in place to learn more songs next summer. Rock on!

As always the Upward Bound is involved in community service and this past summer was no different. Several projects were Ronald McDonald House, Salvation Army, Great Plains Food Bank, CHARISM and River Keepers. Students and staff worked with River Keepers to plant 300 seedlings in just a few hours. Despite the mud and insects this was a very successful endeavor and the group received a huge "thanks" from the organization.

The last day of the Summer Program the students and staff enjoyed the traditional day at Buffalo River State Park to swim, play games, chill and a great picnic. Staff presented students with "Fun Awards" for hard work, humor, academics and leadership that afternoon. A great day!

Submitted by Kristy Mickelson



McNair Scholars Program

The McNair Scholars Program has sent scholars to two conferences this year.

Six undergraduate students attended the 21st annual Ronald E. McNair California Scholars Symposium Aug. 1-4 at the University of California, Berkeley. The symposium's theme was "McNair Scholars: Creating the Discourse."

In addition to keynote speakers and a series of plenary and breakout sessions, the students learned about the graduate school application process from admissions staff and former McNair Scholars. "Learning about and meeting graduate schools was a definite highlight as well as meeting other undergraduate McNair Scholars and being able to discuss ideas with them," said Krystal Kalliokoski, a chemistry and chemistry education major from Bottineau, N.D.

Most recently, we had seven undergraduate students attend the 21st annual McNair Scholars Research Conference in University of Maryland, Baltimore County. The conference's theme was "Reaching Back and Moving Forward: Transforming Education, Self, and the World."

We have three scholars who will be attending graduate schools on a full-tuition scholarship. They are:

Austin Maples, B.S.'13 in Chemistry, is attending University of Southern Mississippi in the Polymer Science & Engineering program.

Samantha Skinner, B.S. '13 in Zoology, is attending the Masters in Education program at NDSU.

Anna-Alicia Watson, B.S. '12 in Criminal Justice, is attending University of Wisconsin-Milwaukee in the Social Work program.

Submitted by Anna Sheppard



UPCOMING EVENTS!

Timely Topics | Thursday, October 31, 2013 — 9:00 a.m.- 10:15 a.m. or 2:00 p.m.- 3:15 p.m.

inService | Thursday, November 7, 2013 — 10:00 a.m.- 11:00 a.m. or 2:00 p.m.- 3:00 p.m.

Fall All Staff Division Meeting | Wednesday, November 20, 2013 — 9:00 a.m.- 10:00 a.m. or 2:00 p.m.- 3:00 p.m.

New Employee Orientation for Student Affairs Staff | Wednesday, November 20, 2013 — 10:15 a.m.- 11:15 a.m. or 3:15 p.m.- 4:15 p.m.