

NDSU NORTH DAKOTA
STATE UNIVERSITY

 STUDENT FOCUSED  LAND GRANT  RESEARCH UNIVERSITY

The Undergraduate Recruitment Landscape

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WELCOME &
THANK YOU

Topics

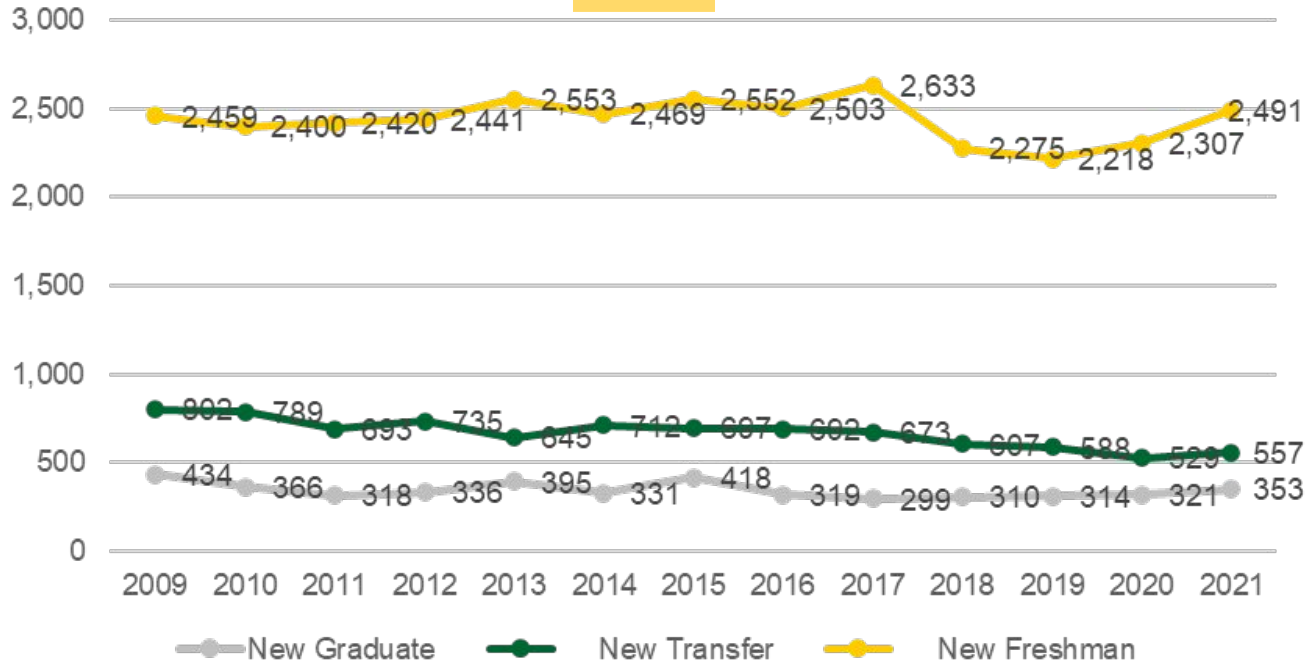
Higher Education Landscape

Office of Admission Overview

Your Impact

Recruiting First Generation and BIPOC students

NDSU New Student Enrollment



International students are included.

National & Regional Market Conditions

- Cultural narrative about value of college
- Increased cost, increased price sensitivity
- Projected demographic shifts
- Test optional/free admission
- Pandemic/Post-pandemic
 - Biggest impacts on low income, historically excluded, transfer students
- NDSU enrolls largest % of ND HS Grads
- Minnesota increasing efforts to keep their students in state

Our Team

ndsu.edu/admission/meet_our_staff

**Office of Admission
serves undergraduate
domestic students**

Other admission offices:

- International Study Abroad and Student Services (ISSAS)
- Graduate School

Admission Officers

Review and process all applications, transcripts and documents; send admission status updates to students

Visit Team

Coordinate all aspects of campus visits and events; work closely with faculty and advisors for academic appointments

Support Team

Provide support for all areas of the Office of Admission such as mailings, student database, office operations and supplies

Admission Counselors

Personalized, continual communication with students as they inquire, apply and are admitted NDSU
- designated first-year and transfer counselors

First Year Student Top Reasons for Attending NDSU

Academic program

Prestige/Name recognition

Affordable tuition

School spirit

NDSU is the right size

Safe campus environment

NDSU is close to home

NDSU graduates get good jobs

Received academic
scholarships

Strong sense of
community/social life

Transfer Student Top Reasons for Attending NDSU

Level of support in major

Contact with NDSU grads
or current students

Location

Career opportunities

Cost

Program availability

Recruitment Overview

Recruitment Team
Campus Visit Programs
Scholarship Offerings
New Student Communications
Admission Processes

NDSU NORTH DAKOTA STATE UNIVERSITY **Your Impact on Recruitment**

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Campus Visit Yield

Visit Type	Fall 2020 Class	Fall 2021 Class
Daily Visit without Academic Meeting	46.59%	49.68%
Daily Visit with Academic Meeting	56.35%	62.99%
Academic/Saturday	48.60%	57.05%
Discover NDSU	53.33%	51.83%

Email Outreach

College & # Emails	Overall Average	10-Day Admit Email
AFSNR (5)	74.4%	63.3%
AHSS (11)	54.15%	78.2%
BUSN (2)	49.1%	66.8%
CAC (2)	44.35%	67.6%
ENGR (8)	55.36%	72.5%
HP (5)	50.6%	77.9%
HSE (2)	55%	75.6%
SCMTH (3)	42%	77.9%

Collaboration

- Partnership opportunities
- Department newsletter
- Inform Admission of prospective student groups on campus
- Communication from colleges/department at key points in funnel
- Nurture donors (need-based, renewable, first-year and transfer)
- Refer a Future Bison
- Trainings that we offer: campus visit best practices, attend dept meetings to brainstorm recruitment tactics/strategies, Gen Z

Provide Superior Service

- Recruitment = Retention
- **First impressions** make a difference
- Customer service- visitors, follow up, orientation, timely response, parents-family/community/influencers
- Comfortably **discuss diversity** of your program/department/college and efforts on equity/inclusion
- Ensure **curriculum** does not hinder transfer students
- **Prioritize the student experience** / Feature success stories of students & alumni
- Put your **best foot forward** (and people)
 - Discover NDSU, campus daily visits
 - Orientation and Registration
 - Refer students to STARS or Bison Guide tour guide opportunities

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Recruiting First-Generation and BIPOC Students

Definitions

First Generation:

Neither parent/guardian earned a bachelor's degree

BIPOC:

Black, Indigenous, and people of color

First Generation students at NDSU

12-13% of incoming NDSU students are first-generation

63% of all students graduate within 6 years

56% of first-generation students graduate within 6 years

54% of first-generation/low income students graduate within 6 years

First-Generation Students may:

Lack academic preparation for college

Lack practical advice about college life

Struggle more with the transition to college

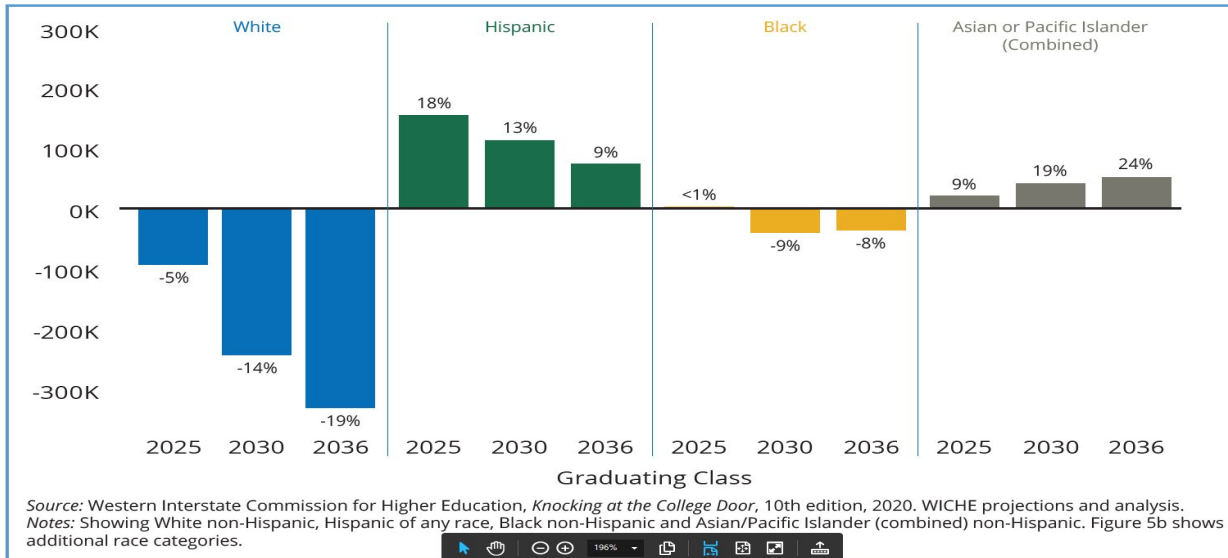
Perceive college education differently

Interact with campus community differently (faculty, staff,
other students)

Projected Demographic Shifts

National Changes by Race/Ethnicity

Figure 4b. Projected Change in Number and Percent Among U.S. Public High School Graduates in Classes of 2025, 2030, and 2036 Compared to 2019, by Race/Ethnicity



Office of Admission Existing Efforts

- Collect preferred name and pronouns on application for admission - data available in Campus Connection
- Collect race/ethnicity information via various sources
- Requesting preferred name during campus visit registration
- Private “Class of” family Facebook group
- Indigenous Student Visit Day
- Cultural Diversity Tuition Waiver
- NDSU Land Acknowledgement incorporation
- Inclusive student services content and promotion
- Group Visits/Lunch Assistance Program
- Financing college/financial aid conversations with admission counselors
 - Verification outreach
- Goal: Host financial aid presentations in local schools 2022-23

Office of Admission Existing Efforts: Staff

- Hiring
 - Minimum qualification- *Demonstrated commitment to promoting diversity and inclusion in the workplace and in the student body*
 - Position descriptions
 - Interview questions
- Staff training
 - NDSU DEI initiatives overview during onboarding
 - Require Safe Zone Level I training
 - Require completion of student DEI training *Build Your Bison Community*
 - Project Implicit
 - Supporting Native American students in higher education
 - Preferred Name, Pronouns, Gender Identity and Sexual Orientation (Campus Connection)
 - USDA New Beginnings Grant trainings
 - FAQ document for Admission staff training, including student employees
 - Goal: require one module of Community of Respect in 2022-23

Office of Admission Existing Efforts: Community Engagement

- Siham Amedy, Inclusive Recruitment and Engagement
 - Recruitment / Retention / Community Outreach
- Examples of community engagement in 2021-22
 - Juneteenth
 - Annual Community Picnic/Fargo Police Community Picnic
 - FM Pride
 - Woodlands and High Plains Powwow (WHPP)
 - Red River Market College Day
 - Meetings with local Indian Education leaders
 - New American Consortium event(s)

Common Question: How diverse is NDSU?

In order to have conversations around diversity, equity, and inclusion, it is important that we share a common language when discussing these topics.

Diversity (as defined in the 2020-2025 NDSU Strategic Plan Draft):

*The cornerstone of diversity is inclusivity; moving beyond tolerance and encompassing support and appreciation. NDSU must intentionally recruit, engage, include, and support students, faculty, staff and administrators from all backgrounds, including but not limited to **first-generation students, international students, persons with disabilities, Indigenous communities, veterans, student parents, communities of color, New Americans, LGBTQ+, adult learners, and those who continue to be underrepresented and who remain on the margins.***

Common Question: How diverse is NDSU?

As of Fall 2021-

- 16% (or 2,032 total) of students identified as BIPOC (BIPOC stands for Black, Indigenous, and People of Color)
 - 71 American Indian/Alaska Native, does not include those who identify as Two or More Races
 - 5.5% (or 684 total) of students are international students
- Statistical information on religious identity or sexual orientation is not required to be reported under federal requirements

Common Question: Will I feel safe on NDSU's campus and in the FM community?

We want NDSU to be a safe space to live, learn, and grow and we strive to foster self expression through policy, programing, and training for students, faculty, and staff. NDSU has several [policies](#) in place to protect all students and ensure their equal access to public education. Some examples:

- NDSU non-discrimination statement followed is more inclusive than that state of North Dakota
- [Bias reporting process](#): where any member of the NDSU community can submit an anonymous form to report incidents of bias, bigotry, or hate
- Inclusive restrooms available throughout campus ([map](#))
- University Police
- Counseling Center
- Disability Services
- Student Health Services/Sexual Assault Prevention and Advocacy
- Care Team
- Mandatory Reporter
- Dean of Students/Case Manager
- Blue lights, Pathlight app, campus police escort

Opportunities

- Avoid using acronyms
- Avoid assumptions that they know about common policies, processes, language, etc.
- Communications (i.e. syllabus) should be clear and concise, not intimidating
- Hire more BIPOC faculty and staff
- Remove offensive, discriminatory, or trauma-inducing phrases from everyday language
- Engage families in the recruitment and admission process
- Express genuine care and concern for students and ensure they feel welcomed in your classroom settings
- Comfortably discuss diversity of your program/department/college and efforts on equity/inclusion

Suggestions? Ideas? Questions?

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Marketing to Gen Z Is a Challenging Endeavor

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Visual aid from EAB (Education Advisory Board), February 2021

Understanding Gen Z

- Born between 1995–2010
- “Prefer self-learning, **applied learning**, immersive educational experiences, and technologically-mediated instruction to faculty-driven education and passive learning” ([Inside Higher Ed, 2019](#))
- Entrepreneurial, desire **practical skills** with their education, and are concerned about the cost of college ([NACAC, 2020](#))
- A **demanding** generation living through demanding times (EAB Webinar, 2021)

Understanding Gen Z

- More receptive to **personalized marketing** and communications (EAB Webinar, 2021)
- Savvy, shop for good value, appreciate **price transparency**, and want to estimate their return on investment as specifically as possible ([Chronicle, 2018](#))
- “Less seasoned than previous generations, which raises the stakes for personal development as part of the college experience — **more guidance** on issues like study habits, wellness, and free speech” ([Chronicle, 2018](#))
- Appreciate practical **real life experiences** ([NACAC, 2020](#))

Impacts of the Pandemic on Gen z

- Coined “the resilient generation” ([Forbes 2021](#))
- 68% of college students see more value in their education than ever before while 72% of students reported a new sense of urgency for completing their education. (Pearson survey of 6,000 college students and parents)
- 45% of college students today are being inspired to consider a career in healthcare and science. ([Forbes 2021](#))