NDSU NORTH DAKOTA STATE UNIVERSITY

☀ STUDENT FOCUSED 🌾 LAND GRANT 🌐 RESEARCH UNIVERSITY
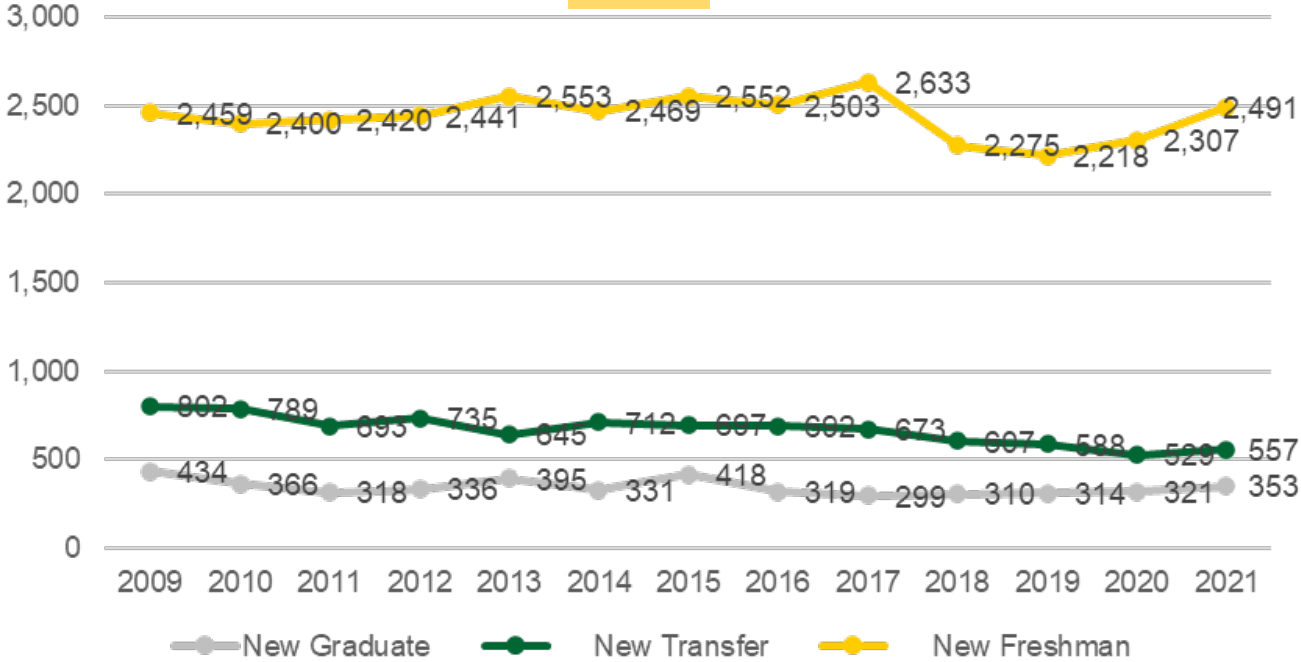
The Undergraduate Recruitment Landscape

Anne Johnson - Associate Director of Admission, Carolina Pettus - Assistant Director of Admission

WELCOME &
THANK YOU

NDSU New Student Enrollment

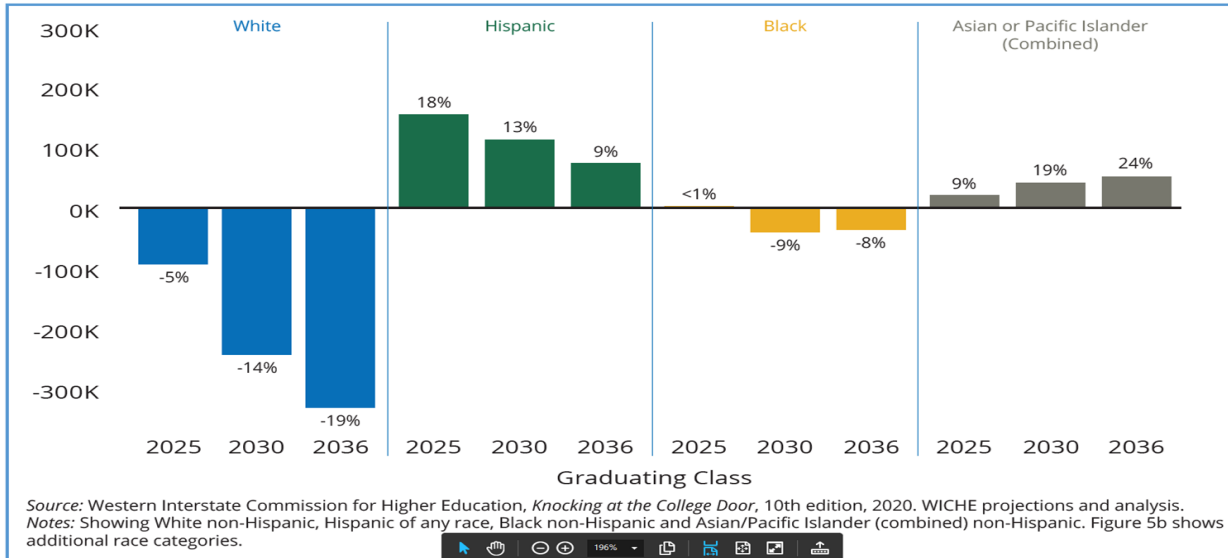| Year	New Graduate	New Transfer	New Freshman
2009	434	802	2,459
2010	366	789	2,400
2011	318	693	2,420
2012	336	735	2,441
2013	395	645	2,553
2014	331	712	2,469
2015	418	697	2,552
2016	319	692	2,503
2017	299	673	2,633
2018	310	607	2,275
2019	314	588	2,218
2020	321	529	2,307
2021	353	557	2,491

International students are included.

Projected Demographic Shifts
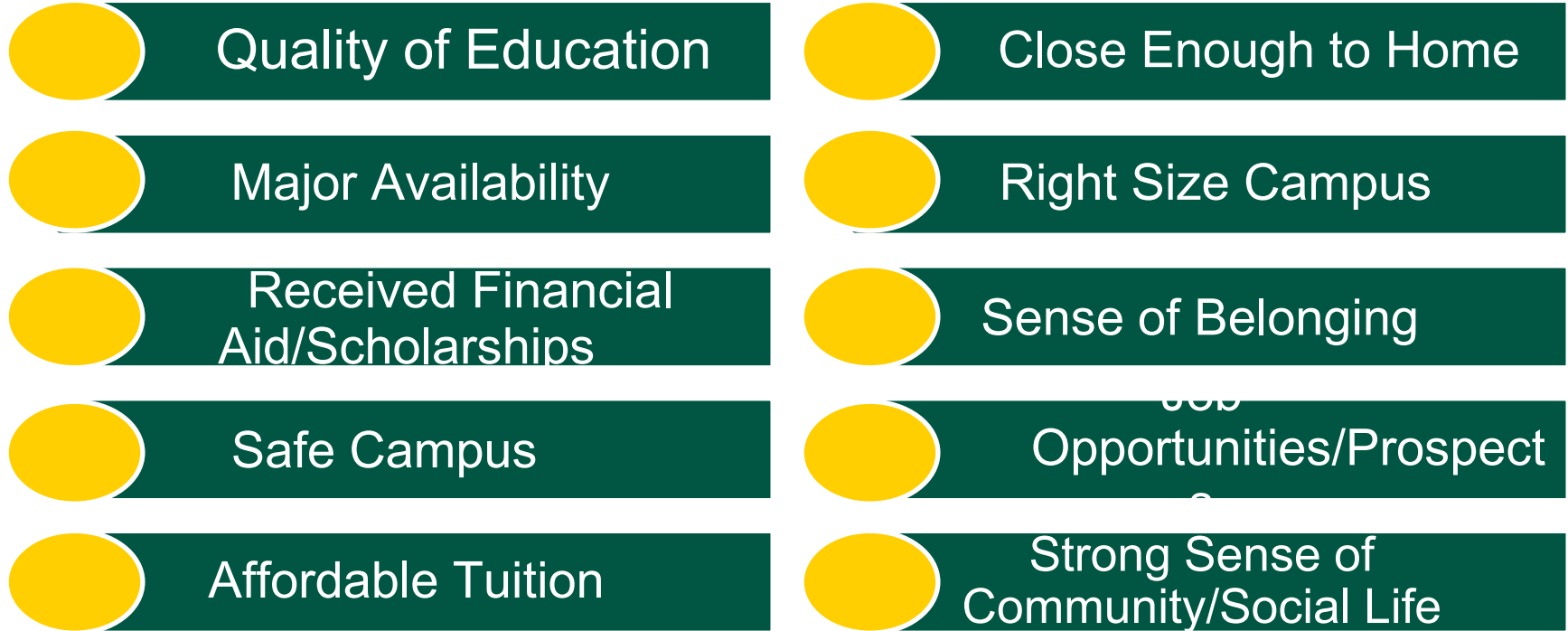## National Changes by Race/Ethnicity

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

Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10th edition, 2020. WICHE projections and analysis.
Notes: Showing White non-Hispanic, Hispanic of any race, Black non-Hispanic and Asian/Pacific Islander (combined) non-Hispanic. Figure 5b shows additional race categories.

National & Regional Market Conditions

- Cultural narrative about value of college
- Increased cost, increased price sensitivity
- Projected demographic shifts
- Fewer high school grads
- Test optional/free admission
- Pandemic/Post-pandemic
  - Biggest impacts on low income, historically excluded, transfer students
- Minnesota increasing efforts to keep their students in state (MN North Star Promise - begin fall 24)
- NDSU enrolls largest % of ND high school Grads
- NDSU is the #1 out of state school for MN high school Grads

First Year Student
Top Reasons for Attending NDSU

- Quality of Education
- Major Availability
- Received Financial Aid/Scholarships
- Safe Campus
- Affordable Tuition

- Close Enough to Home
- Right Size Campus
- Sense of Belonging
- Job Opportunities/Prospects
- 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

NDSU NORTH DAKOTA STATE UNIVERSITY

Source: Internal survey of transfer students

Campus Visit Yield

Visit Type	Fall 2021 Class	Fall 2022 Class
Daily Visit without Academic Meeting	49.68%	43.36%
Daily Visit with Academic Meeting	62.99%	49.68%
Academic/Saturday	57.05%	57.58%
Fall Discover NDSU	51.83%	45.48%

College Liaisons

Agriculture, Food Systems, & Natural Resources - Carrie Hammer, Kamie Beeson	Kylie Thurber (kylie.thurber@ndsu.edu)
Arts & Sciences - Nadeje Alexandre	Anne Johnson (anne.d.johnson@ndsu.edu)
Business - Janet Sundquist	Kylee Davis (kylee.davis@ndsu.edu)
Engineering - Nancy, Scott, Joel	Doug Zeltinger (doug.zeltinger@ndsu.edu)
Health and Human Sciences - Aleisha Lokken	Cory Schlack (cory.schlack@ndsu.edu)
Career and Advising - Becky Bahe, Andrea Hein (when she's back from maternity leave)	Paige Eskelson (paige.eskelson@ndsu.edu

HIGH PRIORITIES FOR ACADEMIC DEPARTMENTS

1. **Develop a program framework**
   Include talking points about why your program stands out/unique features, job placement data from Career and Advising Center, state/regional/national workforce demand from NDSU Director of Assessment, student demographic data, current student projects and alumni success stories for your program. Ensure every person who interacts with prospective students knows this information and updates it annually.

2. **Fulfill academic visit requests**
   Students who meet with an academic department during their visit are significantly more likely to enroll. Ensure that you have a standard protocol and backup protocols in place to ensure every visit request is fulfilled year-round.

3. **Participate in on-campus recruitment events**
   The Office of Admission hosts a college-specific Saturday event and large Discover NDSU events throughout the year. Connect with your dean to ensure your department is represented and engaged.

4. **Set up automated recurring recruitment emails via TargetX CRM**
   The Office of Admission is prepared to send emails to prospective students on your behalf to highlight your program before and after they apply for admission. We will assist you in crafting the language and will partner with you to review and update emails annually. A benefit of setting up these emails via our CRM database is it allows us to send them on an automated schedule while tracking open rates and engagement.

5. **Evaluate your curriculum**
   Determine potential barriers for transfer students and ways to overcome them. Examples include but are not limited to: repeat policies, GPA requirements of transfer courses, ability to accept more transfer credits from accredited and non-accredited institutions and course substitution policies.

6. **Build lasting relationships with two-year campuses**
   Connect with colleagues from two-year campuses to better understand their students' needs and align your program to increase transfer student numbers.

7. **Deliver an amazing NDSU experience**
   Our best recruitment tool is word of mouth generated by students who graduate on time and have an amazing experience they want to share with others.

8. **Maintain your website with the most up-to-date information**
   Continually audit your webpages and catalog to ensure accurate program promotion. Contact University Relations if you need updated photographs.

9. **Pitch stories to University Relations on successful current students**
   Examples can be found at ndsu.edu/experience.

Collaboration and Opportunities

- Departmental/College Emails
- Department newsletter
- Inform Admission of prospective student groups on campus (swag request form)
- Communication from colleges/department at key points in funnel to students and families
- 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, inclusive recruitment strategies, the needs of transfer students

Upcoming Events

FALL 2023

- 9/16/23 Career & Major Exploration Day
- 9/23/23 College of Engineering I
- 9/29/23 Future Bison Homecoming Tour
- 10/7/23 School of Design, Architecture and Art (downtown)
- **10/19 & 10/20 Discover NDSU**
- 10/26/23 Indigenous Student Visit Day (Thursday)
- 10/28/23 Student Involvement Saturday Event
- 10/31/23 Music Day (Monday)
- 11/4/23 College of Health & Human Sciences I
- 11/13/23 Transfer Showcase (Monday)
- 11/18/23 College of Engineering II
- 12/2/23 College of Arts and Sciences (includes pre-med, excludes architecture/art)

Upcoming Events

Spring 2024

- 1/20/24 College of Business (downtown)
- 1/27/24 Career & Major Exploration Day
- 2/3/24 College of Agriculture, Food Systems, and Natural Resources
- 2/24/24 College of Engineering Admitted Student Day
- 3/10/24 Twin Cities Open House (Sunday)
- 3/10/24 Bismarck Admitted Student Event (Sunday)
- 3/11/24 Twin Cities Counselor Breakfast (Monday)
- 3/15/24 Transfer Showcase (Friday)
- 3/22/24 Discover NDSU Admitted Student Day I
- 4/5/24 Discover NDSU Admitted Student Day II
- 4/6/24 LGBTQ+ Visit
- 4/13/24 College of Health & Human Sciences II
- 4/20/24 College of Engineering III
- 4/26/24 Discover NDSU Junior Day

Upcoming Recruitment Workshops

- September 25 at 2pm: Case study on Academic Recruitment Guide Effectiveness with Pharmacy - Memorial Union, Sahnish
- October 30 at 2pm: Data Analysis of Recruitment Landscape, Cancel Data, and Enrolled Student Surveys - Memorial Union, Prairie Rose
- November 13 at 2pm: NDSU Student Personas - Memorial Union, Prairie Rose
- December 5 at 2pm: Q&A - Memorial Union, Sahnish

Suggestions? Ideas? Questions?

Contact us:
Seinquis.Leinen@ndsu.edu
Adam.Lundquist@ndsu.edu
Anne.D.Johnson@ndsu.edu
Carolina.Pettus.2@ndsu.edu
Siham.Amedy.2@ndsu.edu