

NDSU Faculty Senate

Minutes

January 14, 2019

Prairie Rose, Memorial Union

- I. Call to Order
 - The meeting was called to order by President Gillam at 3:01 PM.
- II. Attendance/Substitutions
 - Present: Gillam, Haring, Secor-Turner, Selekwa, Aly Ahmed, Andrianova, Berry, Conwell, Daigh, Del Rio Mendoza, DeSutter, Dorfmeister, Frenzel, Green, Hawley, Hearne, Jiang, J. Johnson, Jones, Katti, Klamm, Larson, Lepper, Li, Liu, Lyman, Mccourt, K. Nelson, Park, Pemstein, Pieri, Reindl, Rodgers, Salajan, Sanders, Sassi, Swanson, Vosen Callens, Wagner, Wahl, Werremeyer.
 - Absent: Bajwa, Dybing, Johnson D., Liu, Nelson S.,
 - Absent (Substitution): McCourt (Hinsz)
- III. Adoption of Agenda
 - Motion (Hearne/Wagner): Adopt the agenda. The motion carried by acclamation.
- IV. Approval of Previous Meeting Minutes from December 10, 2018
 - Motion (Jones/Klamm): Approve the previous meeting minutes. The motion carried by acclamation.
- V. Announcements
 - a. Dean Bresciani, University President
 - Update from Bismarck - mood is positive (very different from past years).
 - Much more respect towards higher education; more interest in higher education than in past years.
 - State not economically rebounding as much as wanted, but there is optimism.
 - Presentations were well received by legislators.
 - Campus presentations coming up.
 - Direction as far as facilities is to bundle 4-5 projects as a bonding package.
 - This would include Dunbar and Harris for NDSU.
 - This would also take this out of the appropriated dollars discussion - thus, there would be less of a give and take with respect to appropriations (this is probably advantageous for getting approval).
 - Legislators do see Dunbar as a necessary priority.
 - Research funding proposal by NDSU-UND is receiving positive support. Everyone is talking about needing to increase research funding in ND. Our proposal will be advantageous for a breadth of reasons, including businesses and economy. Optimistic that something will move forward with respect to research funding.
 - b. Ken Grafton, Provost
 - Close to finishing visits with academic departments (except departments in College of Agriculture, since very familiar).

- Questions about Wolf-Hall's departure: What will happen to the Vice Provost position?
 - Not filling this position at this time (due to interim tag and budget).
 - Salary savings will be used to hire an Assistant Vice Provost (on a temporary basis - 2-3 yr).
 - Potential 1-2 individuals will be given opportunity to gain experience in that position(s).
- c. Erin Gillam, Faculty Senate President
 - No announcements.
- d. Molly Secor-Turner, Faculty Senate President-Elect
 - No announcements.
- e. Amanda Booher, Staff Senate President
 - No announcements.
- f. Marisa Pacella, Student Body Vice President
 - Student Senate met and passed resolution unanimously in support of faculty salary increases.
- VI. Consent Agenda
 - Motion (Wagner/Berry): Approve the consent agenda. The motion carried by acclamation.
 - a. UCC Report (**Attachment 1**)
 - b. Policy 339: NDSU Policy on Communication Policy (**Attachment 2**)
- VII. Unfinished Business
 - a. None
- VIII. New Business
 - a. Chris Wilson, Chief of Staff, and Laura Oster-Aaland, Vice Provost for Student Affairs and Enrollment Management
 - i. Presentation and discussion on status of enrollment at NDSU and ongoing efforts to increase student enrollment
 - Presented a PowerPoint about admissions and enrollment.
 - Institutions in the upper-midwest have also recently seen enrollment declines (this was a general/regional trend).
 - Recent goals (for 2019):
 - 7,300 applications; 6,300 admits; 2,650 enrolls.
 - 2017 was largest class ever (2,600 enrolls).
 - EAB (outside consultant) has assisted.
 - Actions taken:
 - Scholarship additions (one-time money to a bit lower ACT and GPA scorers)
 - More MN recruiters - both current recruiters had 10-mo contract converted to 12-mo.
 - New admissions counselors (2 of them).
 - Fee waiver.
 - Additional marketing research.

- Increased communication.
 - Self-report admission decisions - admissions are now quicker based on self-reported GPA and ACT (verification occurs after admission).
 - Universal scholarship deadline.
- Realizations:
 - ND high-school graduate changes appear to be growing long-term - growth of about 34.5% from 2018-28 (7,400 to 9,951).
 - MN high-school graduate changes appear to grow until 2026, then drops.
 - Midwest appears to be dropping, with a precipitous drop around 2025.
 - West region (west of Great Plains) - increase until 2026, then drop.
- Working on customer and institution interface.
 - Tableau - weekly reports available to administrators.
 - Oster-Aaland presented actual numbers from Fall 2017, 2018, and 2019 for applicants and admitted.
 - Yield rate has stabilized at a new normal, so application numbers become important.
 - If applications do not reach goal, then working on admits becomes even more important.
 - Students below published guidelines cannot self-report for admission.
 - Up several hundred in ND; MN numbers are maintaining.
 - Other indicators like housing applications and visitation reports will be included in data soon.
- It was emphasized that faculty participation in campus visits are critically important. Choosing correct faculty in departments to coordinate visits is important. Visitations are one of the most important factors in whether or not a student will enroll.
- We need to get better at talking about the uniqueness of our programs and campus.
- Advising is also important - for keeping enrollment and for transfer students. Responsiveness to students or registrar's office regarding students is crucial.
- Is there a market for programs that should be communicated to officials to relay to students and families.
- Question regarding international students - What is being done recruiting globally?
 - Response: International recruitment is an area of growth that is absolutely a part of the strategic aim.
- Question: How is enrollment management working with public relations?

- Response: Showed the admissions funnel and indicated that the two offices have been working together - marketing study in MN was done to help drive marketing efforts. Will need more dovetailing in these arenas.
- Question: How did SD tuition decision to offer in-state rates for out-of-state students affect recruiting?
 - Response: Special arrangement with MN that students pay 1.12 of rate and MN pays the other 0.08 (to meet 1.2 threshold). SD is looking at other states, and this is probably not too consequential for us. Tuition flexibility has been used (at least temporarily) to counter this.
 - Response: Direct comparisons revealed that price comparison was not that disparate, especially with MN.
- Question: Retention and enrollment numbers?
 - Response: Advising and Student Success Collaborative have been important for retention. Efforts to provide "coordinated care" have and will hopefully continue to increase retention. Mobile app downloaded by freshman provides direct communication for steps to take to keep on track.
 - Response: Graduation rates (25% to now 37%) actually takes away student enrollment, but this is something to celebrate and communicate to students.
- Question: Efforts to recruit Native Americans?
 - Response: We have worked on this and have a multicultural recruiter that makes regular visits to tribal colleges. New person working on transfer students and coordination of tribal students.
- Comment: Tribal student concern has been the cultural diversity tuition waiver, and this has become a barrier.
 - Response: Talk with Laura about this. Changes that potentially hamper this have been due to budget cuts.
- Question: Recruitment from other schools or of students near to other schools?
 - Response: Know where students went, if they did not come here. We recruit if student is attending two-year, but professional guidelines preclude us from recruiting students from four-year schools.
- Question: Used to have an Office for Student Affairs. Are we lacking resources?
 - Response: We still have an office for student affairs. Just organized differently. Resources are there and enrollment is a priority.
- Question: What are national trends on international students?
 - Response: No direct numbers, but this is generally/slightly down with exceptions here and there.

IX. Adjourn

- Motion (Wahl/Katti): Adjourn meeting. The motion carried by acclamation.
- The meeting was adjourned at 4:00 PM by President Gillam.