Chris Wilson
Chief of Staff

Alicia Kauffman
Director of International Student and Study Abroad Services

Laura Oster-Aaland
Vice Provost for Student Affairs and Enrollment Management

Merideth Sherlin
Director of Admission
Enrollment History

Total Enrollment

International students are included.
About 2.3 million fewer students enrolled in college this fall than in fall 2011.

Source: National Student Clearinghouse Research Center

Credit: Daniel Wood/NPR
Dickinson State proposes elimination of 14 positions, 6 programs to balance budget

In addition to staff and program cuts, the university has saved approximately $1.2 million in non-personnel budget cuts, $2.6 million in vacated positions left unfilled and $689,881 in early retirements and voluntary separations.

Written By: Kayla Henson | Jan 23rd 2020 - 10am.
IN-STATE SLIDE

Fewer Kansans are going to K-State. Don’t expect that to change soon

Rafael Garcia rgarcia@themercy.com  Jan 26, 2020

Proportionally fewer Kansas students are making up K-State’s student body, and as the university looks to rebound from declining enrollment numbers, it will increasingly rely on students from Midwestern states and states that have traditionally been K-State strongholds, like Texas and California.
EDUCATION

Five Minnesota colleges to merge as enrollment keeps falling statewide

Written By: Josh Verges / St. Paul Pioneer Press | Jan 29th 2020 - 8pm.
Fewer students are going to college. Here's why that matters

Elissa Nadworny and Max Larkin  December 16, 2019 5:12 a.m.
UPDATE: Enrollment drops across Iowa’s public universities

CEDAR RAPIDS -- Total and undergraduate enrollment is down at all of Iowa’s public universities this fall, reflecting an increasingly competitive
University of Montana

Enrollment decline steeper than UM reported; budget cuts coming

KEILA SZPALLER  Nov 5, 2015  0

The University of Montana’s main hall.
Kurt Wilson, for the Independent Record
University of Montana enrollment dips again, but shows retention progress

MATT NEUMAN    Feb 11, 2020 Updated 12 hrs ago

Spring enrollment at UM is down again in a decade-long trend, with some improvements in keeping the students who came in the fall progressing toward a degree.
As enrollment and revenues at S.D. universities fall, worries rise over possible program and personnel cuts

Wednesday, January 08, 2020 3:33 p.m. CST

Paul Beran, executive director of the South Dakota Board of Regents. Photo from SDNOW.
• Cultural / economic issues
• Demographics
• University of Minnesota Twin Cities
Trending Articles

TECHNOLOGY

**No 4-year degree? No problem in North Dakota where 'good' blue collar jobs are plentiful**

Written By: Fabrice Springer / Feb 15th 2020 - 5pm.

Ben Spauld demonstrated the use of a robotic welder Wednesday, Feb. 5, on the Fargo campus of the North Dakota State College of Science, in Midland Valley, / Forum News Service
Reported Counts of High School Graduates
NORTH DAKOTA

Reported Counts of High School Graduates
NORTH DAKOTA and MINNESOTA

Reported Counts of High School Graduates

MIDWEST

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Wisconsin

Reported Counts of High School Graduates
WEST
Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming

University of Minnesota aims to grow system enrollment

June 25, 2018

MINNEAPOLIS (AP) — Students who can’t get into University of Minnesota’s selective Twin Cities flagship campus will be steered to the four other satellites as the system looks to grow by 3,000 over the next six years, according to university officials.

The Twin Cities campus accounts for 71 percent of the system’s more than 44,500 undergraduates, the Pioneer Press reported. However, its campuses in Duluth, Crookston, Morris and Rochester need to bear 69 percent of the enrollment growth in order for the system to meet its 2024 target.

University officials said they’ll craft application materials and rejection letters that promote all five campuses. The schools have already started sharing their rejection lists with the other campuses and will do the same with wait lists.

The university’s flagship campus turns away more than 20,000 undergraduate applicants annually.

Vice provost and undergraduate dean Bob McMaster said the campuses have historically viewed each other as competitors. That’s changing as officials work to develop a comprehensive strategic plan.

“We must remind students that there is one University of Minnesota diploma, not five,” McMaster has said.

He said the university also must ramp up recruitment efforts for students of color and work with
New students from adjacent states will soon experience the South Dakota Advantage, a tuition program that state public universities will offer, starting next summer, to new freshmen and new transfer students from six surrounding states.

The South Dakota Board of Regents adopted the new tuition policy in action taken Wednesday at its meeting on the campus of Northern State University. “Our goal is to grow enrollments, meet South Dakota’s workforce needs, and bring additional financial resources to our universities and the state,” said Regents President Kevin Schieffer. “Our data show 30 percent of nonresident students stay in South Dakota to pursue a career after graduation. This is an important demographic for us to engage.”

The adjacent state tuition program, to be called the South Dakota Advantage, offers new freshmen students and new transfer students from Wyoming, Montana, North Dakota, Nebraska, Iowa and Colorado a tuition rate equivalent to the resident undergraduate rate set at each South Dakota public university. Minnesota is not part of the new program since the state of South Dakota has a long-standing tuition reciprocity agreement with Minnesota.

Several adjacent-state tuition plans already exist in South Dakota between certain universities and states. For example, Black Hills State University currently offers a rate equivalent to in-state tuition to new students from Colorado, Montana, and Wyoming. At the University of South Dakota and at South Dakota State University, adjacent state arrangements are in place for new students from Iowa and Nebraska.

“Given the number of arrangements already in place between universities and neighboring states, the move to a surrounding state program for all of our universities seemed logical,” said Paul B. Beran, the regent’s executive director and CEO. “This provides an opportunity for the regents’ system and its campuses to effectively market in all of the surrounding states, with the goal to grow our enrollments and build a stronger workforce for South Dakota.”

The program is effective with the academic term beginning summer 2019. At its meeting next April, the Board of Regents will set tuition rates for the coming year.
K-State to offer lower tuition for out-of-state students from 5 states

By Rafael Garcia - Mar 24, 2019

A hanging piece of decor at Berney Family Welcome Center on Nov. 22, 2018. (Alanud Alanazi | Collegian Media Group)
South Dakota State University

Start smart at SDState! Announcing in-state tuition for North Dakota students.

SDSTATE.EDU
In-State Tuition
For New North Dakota Students

6 Comments

Like Comment Share
MAYVILLE STATE MANIA

$35 APPLICATION FEE IS WAIVED
(MARCH 1 - MAY 31)

CHANCE AT 50% TUITION NEXT FALL
(FALL 2019)

PRIZE DRAWINGS ALL SPRING

Apply Now!  Refer A Comet  Schedule your Campus Visit  Take the Virtual Tour
Admissions Funnel

- Leads/Prospects
- Inquiries
- Applicants
- Stealth Applications (Did Not Identify)
- Completed Applications
- Accepted
- Confirmed
- Enrolled
- Matriculated

Marketing and recruitment emphasis

Operational and follow-up emphasis
College Choice Decision Making
The 4 P’s

- Proximity
- Positive Experience
- Price
- Program Availability
Enrollment History

Enrollment History 2008-2019

International students are included.
International students are included.
New Undergraduate International Student Enrollment

Freshman, Transfer and Non-Degree

Fall 2008 197
Fall 2009 216
Fall 2010 188
Fall 2011 132
Fall 2012 137
Fall 2013 136
Fall 2014 160
Fall 2015 109
Fall 2016 68
Fall 2017 69
Fall 2018 51
Fall 2019 43
Overall International Student Enrollment

International Enrollment

- Undergraduate
- Professional
- Graduate
- Total Enrollment

NDSU NORTH DAKOTA STATE UNIVERSITY
Overall Enrollment

Undergraduate, Professional and Graduate Total

NDSU NORTH DAKOTA STATE UNIVERSITY
Student Residency Fall 2019

- North Dakota: 42%
- Minnesota: 46%
- Other States/U.S. Citizens: 6%
- International: 5%
- Permanent Residents: 1%
NDSU Graduation Rates

Graduation Rates of NDSU First-Time, Full-Time Students

% graduated in 4 years

% graduated in 6 years

Fall 2008 56.1%
Fall 2009 53.9%
Fall 2010 55.5%
Fall 2011 57.9%
Fall 2012 57.6%
Fall 2013 60.3%
Fall 2014 37.8%
Fall 2015 41.2%

NDSU NORTH DAKOTA STATE UNIVERSITY
Admissions Funnel

- Leads/Prospects
- Inquiries
- Applicants
- Stealth Applications (Did Not Identify)
- Completed Applications
- Accepted
- Confirmed
- Enrolled
- Matriculated

Marketing and recruitment emphasis

Operational and follow-up emphasis
Yield Rates

- Fall 2014: 52% applicants, 5,000 admitted, 2,500 enrolled, 50% enrolled rate
- Fall 2015: 51% applicants, 4,900 admitted, 2,450 enrolled, 49% enrolled rate
- Fall 2016: 53% applicants, 4,800 admitted, 2,300 enrolled, 48% enrolled rate
- Fall 2017: 45% applicants, 4,600 admitted, 2,100 enrolled, 46% enrolled rate
- Fall 2018: 44% applicants, 4,500 admitted, 2,000 enrolled, 44% enrolled rate
- Fall 2019: 38% applicants, 4,400 admitted, 1,600 enrolled, 36% enrolled rate

Note: The graph shows the trend in applicants, admitted, enrolled, and the percentage enrolled (yield ratio) from Fall 2014 to Fall 2019.
Top 10 Reasons for Attending NDSU

1. Academic program
2. Affordable tuition
3. NDSU is the right size
4. NDSU is close to home
5. Received academic scholarships
6. Prestige/Name recognition
7. School spirit
8. Safe campus environment
9. NDSU graduates get good jobs
10. Strong sense of community/social life
Regional Market Conditions

- NDSU enrolls largest percentage of ND HS graduates
- Minnesota yield is declining
- Minnesota HS Graduates (~65,000)
- ND HS Graduates (~7,000)
- MN need-based grants $2,500 - $8,000
- ND need-based grants $500 - $2,000
- U of MN admitting more MN students
Reduced Buying Power of Merit-Based Aid
<table>
<thead>
<tr>
<th>Actions Taken by Strategic Enrollment Management Coordinating Group – Fall 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One-time Scholarships</strong></td>
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<tr>
<td><strong>Application fee waiver campaign</strong></td>
</tr>
<tr>
<td><strong>MN Recruiters 10 mo. – 12 mo. contracts</strong></td>
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<tr>
<td><strong>Increased print communication</strong></td>
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<tr>
<td><strong>Two new Admission Counselors</strong></td>
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<td><strong>Self-report admission decisions</strong></td>
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<td><strong>Guest Meals for tour visitors</strong></td>
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<tr>
<td><strong>Universal scholarship deadlines</strong></td>
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<tr>
<td><strong>Increase tour guide salaries</strong></td>
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<tr>
<td><strong>Outsourced yield communication</strong></td>
</tr>
</tbody>
</table>
New Tactics – Fall 2020
Undergraduate Domestic

- New CRM/Mobile friendly application
- Application fee waiver
- Expanded outreach to WI and IL
- Transfer guides
- Targeted need based aid
Markets

- Primary - ND, MN

- Secondary - WI, MT, IL
Top Competitors

**ND Students**
- UND
- BSC
- MSUM
- Concordia
- U of Mary
- NDSCS
- Minot State
- U of MN – Twin Cities

**MN Students**
- U of MN – Twin Cities
- U of MN – Duluth
- UND
- MSUM – Mankato
- Iowa State
- South Dakota State
- St. Cloud State
- Univ. of St. Thomas
Undergraduate Domestic Activity Level

- **College Fairs**: 129 reaching 9,826 students
- **HS Visits**: 377 reaching 1,279 students
- **Handwritten Notes**: 253 to scholarship eligible Students
- **Texts**: 13,764 texts with 30% response rate
- **Miles Traveled**: 42,983
- **Saturdays Worked**: 10
- **Weeks on the road**: 6

NDSU NORTH DAKOTA STATE UNIVERSITY
International Market Conditions

**Challenges**

- Increased competition from Australia, Canada and the UK
- 2018 increase in enrollment of international students in all three countries: Canada (16%), Australia (15%), UK (10%)
- Meanwhile, United States had third consecutive drop in new international students (down 10%) and second year drop in total enrolled international students

**Political Perceptions**

- Affecting total number of student visa applications
- 57% overall decrease since 2015
- Slightly more positive since 2018 (student visas issued up 10% and refused down 10%)

**Opportunities and Successes**

- Economic conditions in India, Vietnam, and Malaysia providing a market to attract students from a fast growing middle class
- More international students looking for value
- Sharp increase in international apps and admits for fall 2020 versus previous years
New Tactics – Fall 2020
International

- International Undergraduate Admissions moved to Office of International Student and Study Abroad Services
- New online application for international students
- Transfer and plus partnership initiatives
  - India & Southeast Asia
  - Saint Paul College Transfer Guides
- International Student Scholarships – First Year and Transfer Awards
- Faculty and Staff recruiting while traveling internationally
How can you help?

• Prioritize the student experience
• Inform Office of Admission of high school groups on campus
• Inform International Student and Study Abroad Services of international travel if recruitment is appropriate
• Put your best foot forward (and people)
  – Discover NDSU
  – Campus daily visits
  – Orientation
• Meet scholarship deadlines and nurture donors
• Year round advising (especially for transfer students)
• Make sure programs align with student demand
Questions?