

Employee Engagement and Well-Being Survey

Laura Oster-Aaland, Vice Provost for Student Affairs
and Institutional Equity

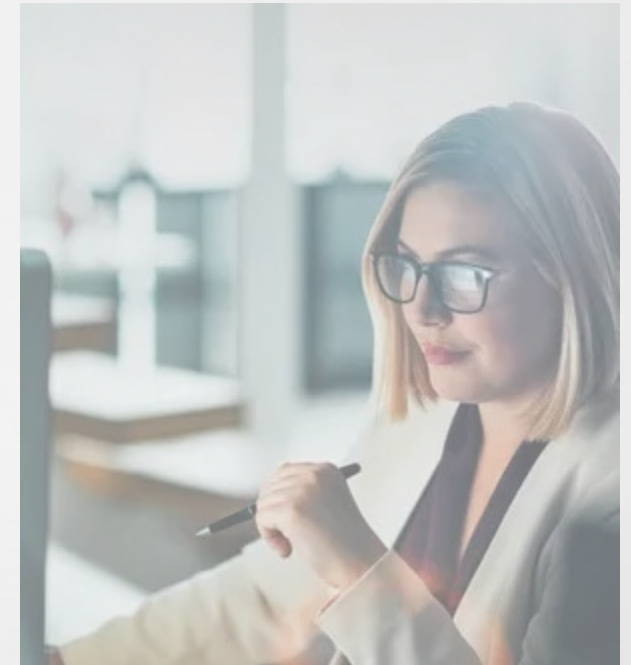
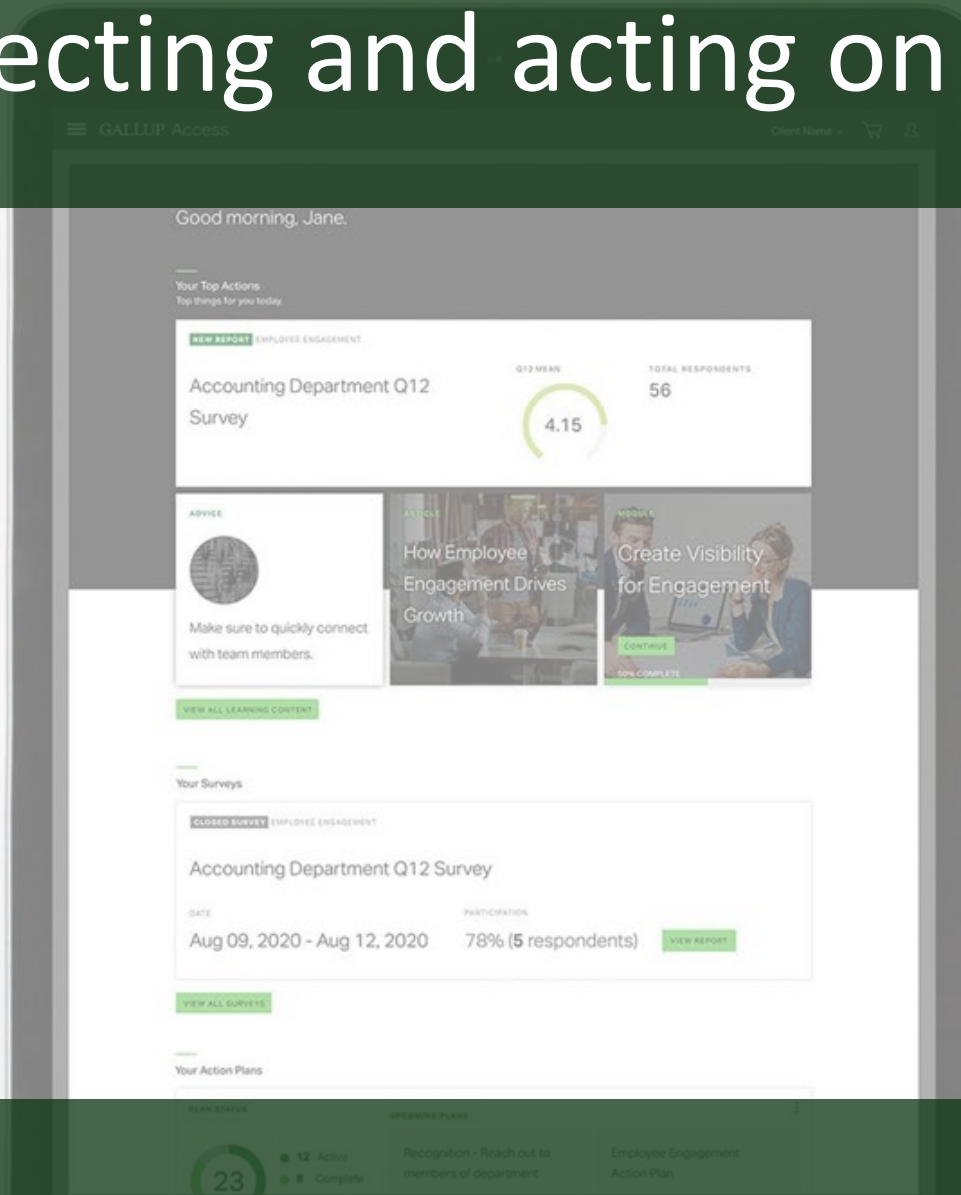
Carrie Anne Platt, Professor of Communication

Why survey on engagement and well-being?



morale • data • guidance for unit leaders

How are we collecting and acting on this data?



Gallup Q12 survey • leadership toolkits • fall 2024

What are we asking unit leaders to do?



encourage participation
engage in action planning
share feedback/questions

N O R T H D A K O T A S T A T E U N I V E R S I T Y



NDSU



STRATEGIC ENROLLMENT MANAGEMENT PLANNING

April 16, 2024 update

N O R T H D A K O T A S T A T E U N I V E R S I T Y

WHAT IS STRATEGIC ENROLLMENT MANAGEMENT PLANNING?

A **comprehensive** approach to **integrating** all of the university's programs, practices, policies and planning related to achieving the **optimal** recruitment, retention and graduation of students with "optimal" defined by the mission, academic vision and **strategic plan** of the institution.

A strategic enrollment management plan's **long-term viability** is established in its development — **campus-wide involvement is paramount.**





SEM THEMES

AS NDSU FACULTY AND STAFF, WE COLLECTIVELY WILL:

1. Support institutional enrollment growth through integrated, coordinated, and intentional actions
2. Operationalize the University's educational mission while being responsible stewards of institutional resources
3. Enhance all students' NDSU experience through student belonging and success initiatives
4. Passionately and effectively promote NDSU



SEM GOALS AND STRATEGIES

- 1.** Grow enrollment by increasing access to an NDSU education
- 2.** Provide clear pathways to a degree
- 3.** Maintain affordability of a degree
- 4.** Engage all faculty and staff in collectively helping all prospective and current students belong and succeed
- 5.** Convey the distinctiveness of the student experience to differentiate NDSU from its competition



SEM GOALS AND STRATEGIES

SEM GOAL #1

**GROW ENROLLMENT
BY INCREASING ACCESS
TO AN NDSU EDUCATION**

(TEAMS GROW, ENHANCE)

- a.** Strategically develop new markets to expand awareness and recruitment efforts
- b.** Develop and expand partnerships with K-12, community colleges, alumni, and industry
- c.** Attract and retain an increased number of historically underrepresented students



SEM GOALS AND STRATEGIES

SEM GOAL #2

PROVIDE CLEAR PATHWAYS TO A DEGREE

(TEAMS EDUCATE, ENHANCE)

- a.** Increase first-year first-time-in-college and transfer student retention rates
- b.** Reduce barriers to transfer to NDSU
- c.** Increase flexible degree and credential opportunities for working adults
- d.** Minimize degree complexity and increase on-time degree completion through program evaluation and review



SEM GOALS AND STRATEGIES

SEM GOAL #3

**MAINTAIN
AFFORDABILITY
OF A DEGREE**

(TEAM GROW)

- a.** Improve merit- and need-based scholarship awarding strategy and processes
- b.** Build partnerships with industry to develop earn and learn programs



SEM GOALS AND STRATEGIES

SEM GOAL #4

**ENGAGE ALL FACULTY
AND STAFF IN
COLLECTIVELY HELPING
ALL PROSPECTIVE AND
CURRENT STUDENTS
BELONG AND SUCCEED**

(TEAMS GROW, EDUCATE, ENHANCE)

- a.** Ensure all students receive a consistent standard of care and support
- b.** Provide robust first-year experience through high-quality teaching, general education, mentorship, learning services, and curricular and co-curricular engagement
- c.** Strengthen financial literacy and financial aid counseling support services
- d.** Utilize data to guide and inform recruitment and retention efforts



SEM GOALS AND STRATEGIES

SEM GOAL #5

**CONVEY THE
DISTINCTIVENESS OF THE
STUDENT EXPERIENCE TO
DIFFERENTIATE NDSU
FROM ITS COMPETITION**

(TEAMS GROW, EDUCATE, ENHANCE)

- a.** Develop and market the University's value proposition
- b.** Identify and promote institutional differentiators
- c.** Engage faculty to identify and articulate academic differentiators
- d.** Deploy marketing resources for campus units

HOW WILL WE ENGAGE?



STEERING COMMITTEE

Broad representation across NDSU with collaborations across sub-committees/offices/depts/colleges

TEAMS AND SUB-COMMITTEES

Developed based on themes/goals outlined by steering committee

- Chaired by someone who will do the work and has expertise in that particular area
- Members from offices/depts/colleges will be determined soon

OFFICES/ACADEMIC DEPARTMENTS/COLLEGES

Individual representatives to be pulled into the sub-committee work as needed

- Individual contributors who provide data/perspective as outlined by steering committee and sub-committees

STEERING COMMITTEE



- **KATHRYN BIRKELAND** Dean, College of Business
- **NEELY BENTON** Director of Graduate Recruitment and Admissions
- **JEFF BOYER** Vice Provost for Assessment and Strategic Initiatives
- **CARRIE HAMMER** Interim Associate Dean, College of Agriculture, Food Systems and Natural Resources
- **KARIN HEGSTAD** Associate Vice President for Finance and Administration
- **ERIK HOBBIIE** Professor, Physics
- **PHILIP HUNT** University Registrar and Special Assistant to the President
- **KATHRYN KLOBY** Vice President for Communications and Marketing
- **SEINQUIS LEINEN** Senior Director of Strategic Enrollment Management
- **ALEISHA LOKKEN** Director of Student Affairs, College of Health and Human Sciences
- **SCOTT PRYOR** Associate Dean for Undergraduate Programs, College of Engineering



TEAMS AND SUB-COMMITTEES

- **TEAM GROW** Recruitment committee, comprised of faculty and staff across multiple departments/units (SEM Goals 1, 3, 4, 5)
- **TEAM EDUCATE** Academic committee, comprised of faculty representation from each college, with each college having its own sub-committee (SEM Goals 2, 4, 5)
- **TEAM ENHANCE** Retention committee, comprised of faculty and staff across multiple departments/units (SEM Goals 1, 2, 4, 5)
- **TEAM INFORM** Data committee, comprised of staff who can provide necessary data to all teams to provide recommended, data-driven tactics to meet SEM goals (All SEM Goals)

WHAT'S ON YOUR MIND?

N O R T H D A K O T A S T A T E U N I V E R S I T Y



NDSU

Leadership Assembly

Communications and Marketing Update

Kathryn Kloby

N O R T H D A K O T A S T A T E U N I V E R S I T Y



NDSU NORTH DAKOTA STATE UNIVERSITY

100 MAJORS

Including:

- Pharmacy
- Nursing
- Engineering
- Business
- Architecture
- Music
- Communication

ndsu.edu/majors

Core UR Functions

- High-quality professional services to the university in the areas of storytelling and writing, media relations and training, graphic design, still photography, social media, video, marketing.
- Emerging needs:
 - Marketing Campaign and Brand Platform
 - Web Modernization
 - Communications

University Relations Team

Laura McDaniel
Associate Vice President

Amy Ochoa
Assistant to the Vice President

Meghan Arbegast
Marketing Writer

Brad Clemenson
Senior Creative Director

Lindsay Condry
Web Manager

Rebekka DeVries
Senior Graphic Designer

Justin Eiler
Senior Graphic Designer/Photographer

Sonya Goergen
Senior Director of Marketing

Heath Hotzler
Communication Coordinator

Justin Johnson
Web Developer

Janelle Kistner
Senior Graphic Designer

Rafa Medeiros
Video Coordinator

Brynn Rawlings
Media Relations Coordinator

Brooke Ruebke
Social Media Coordinator

Matt Sollid
Marketing Coordinator

Rob Szymanski
Senior Graphic Designer

David Teeples
Digital Content Specialist

And area communicators
and partners across
campus...

Thank you!

Student-Focused Storytelling

MARCH 14, 2024 | EXPERIENCE

'Everything is possible'



A degree from NDSU is significant to Yiqi Yuan and her parents. As a first-generation college student, Yuan is making her parents proud as she works toward her future career.

"My parents' education level is below high school, so they wanted me to be in college and pursue a better career," said the senior apparel, retail merchandising and design major. "It's very significant to them because going to college and getting the education, getting the degree. I think they really want me to have a good career and a good

APRIL 4, 2024 | EXPERIENCE

'One interaction can change a life'



Even with the busyness that comes with being a full-time college student, Aidan Gallagher, a freshman social work and human development and family science major at NDSU, finds the time to volunteer three hours a week at the Sanford Medical Center.

Gallagher volunteers in Cully's Kids Cabin, a space where child patients

JAN. 11, 2024 | EXPERIENCE

NDSU esports brings community together



Finding your place at NDSU outside of the classroom doesn't have to be daunting. The rapidly growing [esports community](#) on campus welcomes students from all majors and skill levels, whether you love playing video games competitively or casually with friends.

FEB. 29, 2024 | EXPERIENCE

'They've prepared me to be the best nurse I can be'



The NDSU [School of Nursing at Sanford Health in Bismarck](#) makes you feel as though you are part of a family. Honey Kosiak, who is in the first cohort of the accelerated Bachelor of Science in Nursing track, said she

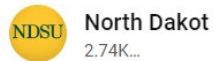
Sharing Across Media Channels



Search



Artificial intelligence minor



Subscribed

2



Share

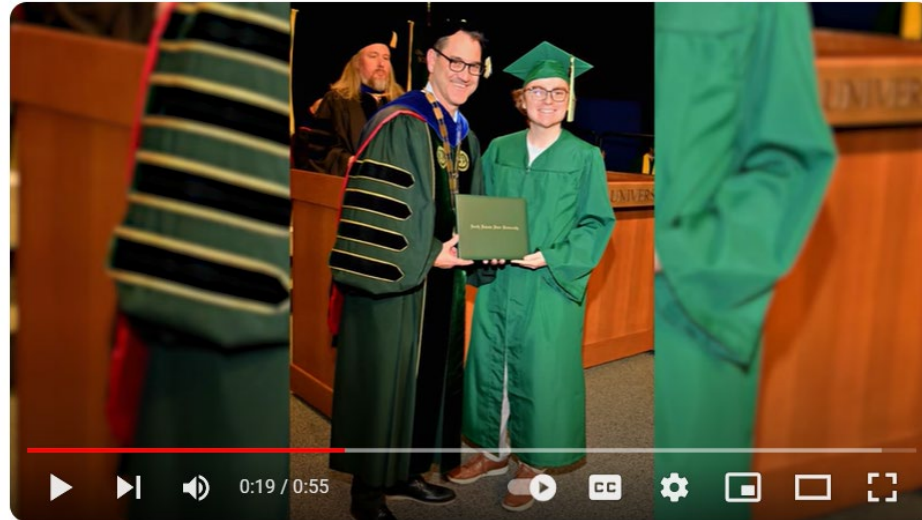


46 views 4 days ago #college #university #ndsu

NDSU's innovative minor in artificial intelligence allows students to broaden their understanding of AI, prepares them on how and where it can be used and provides practical hands-on experience in utilizing various AI techniques. ...more



Search



Isaac Sawchuk's inspiring journey to graduation



Subscribed

4



Share



62 views 3 months ago

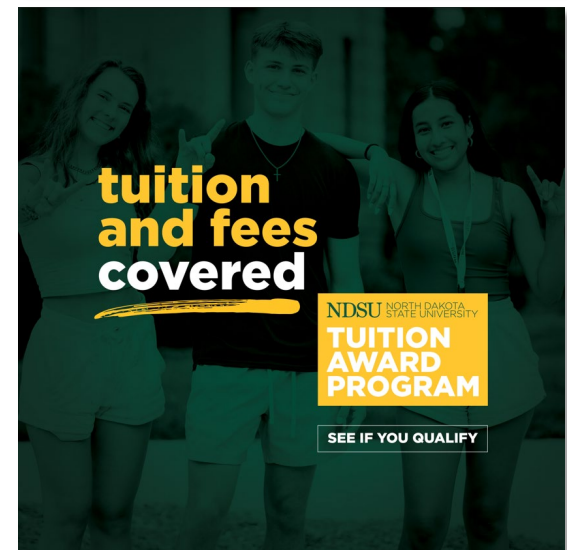
Isaac Sawchuk didn't dream of moving away from home, graduating college and starting a career. He was busy fighting for his life. ...more

Sharing with the Media

1. NDSU scientists discover what really makes a winning coach
2. More than 150 local middle school girls get chance to explore world of engineering at NDSU
3. Tips from a cyber security expert to keep personal devices safe
4. NDSU student awarded 'prestigious' scholarship from NASA astronaut
5. NDSU Three Minute Thesis competitors advance to finals
6. NDSU opens new Esports facility
7. Alum's \$25M donation sparks construction of new NDSU engineering complex
8. Forum Editorial: This unique collaboration will show us what the future of agriculture looks like
9. Area colleges host twin cities high school counselors for joint tour
10. Another year another successful outcome for NDSU graduates in the workforce
11. NDSU student shares how AI minor has impacted his education

Targeted Display Ads

NDSU NORTH DAKOTA STATE UNIVERSITY



Print and Digital Display Ads

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your **CAREER**
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STATE UNIVERSITY



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UNIVERSITY
FOR MINNESOTA
STUDENTS

ndsusports.com

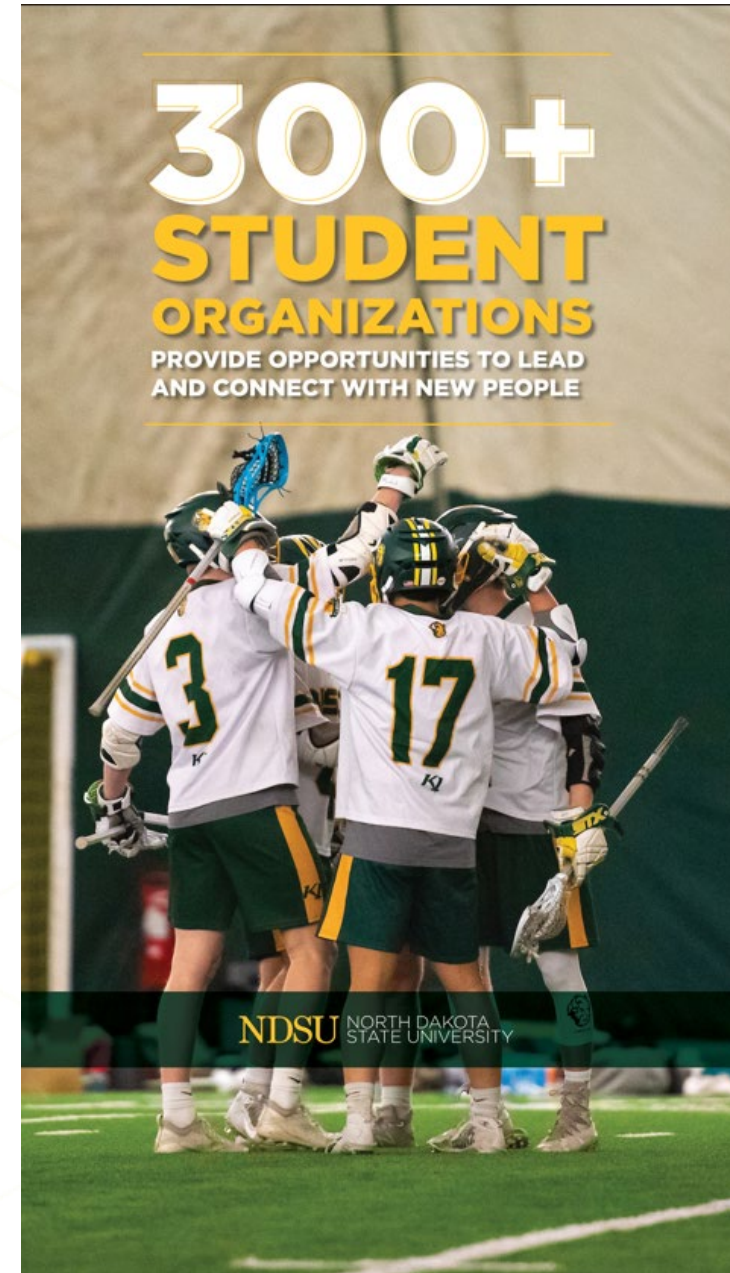
NDSU



A TOP RESEARCH UNIVERSITY
WITH FACULTY COMMITTED TO
YOUR SUCCESS

NO APPLICATION FEE
FOR UNDERGRADUATES

NDSU



300+
STUDENT
ORGANIZATIONS
PROVIDE OPPORTUNITIES TO LEAD
AND CONNECT WITH NEW PEOPLE

NDSU NORTH DAKOTA
STATE UNIVERSITY

Marketing Refresh

- Fueled by a new partnership
- Launch: January 2025
- Market research
- Campus visits
- Brand platform and strategy
- Brand guidelines, sample tactics, training for NDSU communicators
- Interfacing with website partners

On the Road



Recent Billboards

NDSU NORTH DAKOTA
STATE UNIVERSITY



Billboards on the Move



On the Rails



Website Refresh

- **Building a Web Team** (UR and IT partnership) to lead the refresh and support communicators and our community of web users.
- Drupal
- Discovery (6 weeks): Design, content strategy, KPIs
- Design (8 weeks): Accessibility, information architecture, long term direction
- Build (16 weeks): Automation and testing, team training
- Migration: Phased by strategy
- **Launch (2 weeks): Spring 25**
- Post-launch: QA testing, SEO tracking, continuous care

Factors for Success

MARKETING

- Campus community engagement (our spirit and aspirations)
- Brand guidelines and creative options
- Training
- Ongoing Support

WEBSITE

- Campus community engagement (user insights)
- Brand guidelines and creative options
- Training
- Ongoing support

Questions?

Thank you!

Go Bison!

N O R T H D A K O T A S T A T E U N I V E R S I T Y