

	Action Team 1E – K12 Outreach	
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K12 Outreach: 2025 Report of Activities

The purpose of this team is to “Expand NDSU outreach to K12 audiences and establish supports for ensuring outreach is effective and meets the needs and interests of our community.” This committee focuses on outreach conducted through the campus’s academic and service units and does not include camps and activities offered through Athletics. The team members included the following.

Team Member	Title
Alyssa Teubner	NDSU Foundation
Angela Gross	Outreach Coordinator, College of Engineering
Scott Pryor	Associate Dean, College of Engineering
Anne Johnson	Interim Director, Office of Admissions
Carolyn Hammer	Associate Dean, College of Agriculture
Jess Jung	Associate Dean, College of Arts and Sciences
Joel Hektner	Representative, College of Health Professions
Joe Szmerekovsky	Representative, College of Business
Margo Bowerman	Extension
Elizabeth Carlson	College of Arts and Sciences
Nadeje Alexandre	College of Arts and Sciences

The following report details the goals, activities, outcomes, challenges, and recommendations.

Goal 1: Ensure youth outreach activities are high quality and effective

1a.) To begin our work, the committee needed to **define and clarify the purpose of youth outreach**. We came to consensus that K12 outreach has two overarching goals. First, in keeping with our Land Grant mission, is to meet the needs and interests of the larger NDSU community. Second, is to support recruitment for NDSU programs.

1b.) The committee agreed that in order to meet the overarching goals of meeting needs and interests of our community and supporting recruitment, it is essential for K12 outreach to be high quality, coordinated, and consistent with NDSU values. A toolkit was built to **develop guidance and quality indicators for campus-based event coordinators**. The toolkit includes tasks to complete, resources and contacts, tips, an event planning worksheet, and a youth outreach activity evaluation that can be used by event planners to self-evaluate their program.

1c.) The Office of Teaching and Learning provides support with Qualtrics, the campus-wide survey tool, and will provide base items that can be used as-is or adapted to **seek feedback from participants**.

1d.) The committee would like to remain in place with membership rotated that continues to provide representation from across the university. This **advisory committee** will provide

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guidance for youth outreach at NDSU, identifying gaps in meeting community needs and continuing to ensure high quality outreach.

Goal 2: Create a central coordination point for outreach

2a.) University Relations created a **webpage** to list youth events titled [Bison Youth](#). The site is currently maintained by University Relations and populated based on their awareness of activities. The committee would like to see this page include a form for campus units to submit their events for listing. We would also like the page to include thumbnail photos/images that would help to promote the events on the page. The webpage needs to be **communicated and promoted on campus** so units hosting events are aware of this site. Finally, a **community awareness campaign** is needed to increase traffic to the page.

2b.) Membership on this committee intentionally included representation from all academic colleges and relevant units on campus including the Office of Admissions, Extension, and Office of Teaching and Learning. This representation allowed us to **build a comprehensive listing of youth events being held on campus**; however, there are likely events that have been missed. Therefore, we intend to share our work in a communication campaign across campus to capture new events and any that were missed. Communication will occur through the Leadership Assembly, OTL emails, and committee representatives sharing at department and college meetings.

2c.) The committee discussed the value of having a **coordinated youth outreach marketing campaign** to drive community members to our Bison Youth webpage and highlighting timely events. This item will be included in the recommendations.

2d.) The committee included a representative from the NDSU Foundation, and the value of connecting with potential **corporate partners** was discussed. We agreed that these contacts need to be made purposefully in a coordinated manner through the Foundation.

2e.) The committee strongly and unanimously agreed in the value of having a **Youth Outreach Coordinator**. We developed a position description that was shared with the provost. This individual would help to carry out and sustain the quality and effectiveness of youth events at NDSU. They would not be an event planner, but rather a coordination point to maintain the webpage, support use of the toolkit and evaluation tools, and serve as a liaison with the Foundation. This item will be included in the recommendations.

2f.) Because one of the overarching goal of supporting recruitment at NDSU, the committee believes a plan should be created that lays out the **contact points with youth** to maintain contact up to their decision about attending NDSU for higher education. The Office of Admissions will lead this work.

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2g.) As the committee explored the limitations and pain points for various youth events on campus, the **registration system** consistently arose. Additionally, when we studied other institutions with well-established campus-wide, coordinated youth outreach, a key element was a single registration system. A single, well-functioning registration system allows families to set up one account where they can manage all of their campus youth events. It also ensures all processes and protocol are in place such as waivers and media permissions. A sub-committee was formed, and they are reviewing potential systems with the goal of identifying the system by August 2025.

2h.) For information on the toolkit, see 1b above.

Goal 3: Identify additional opportunities to meet needs and interests of K12 community

3a.) The broad representation of committee members allowed us to gather **information about community needs and interests**. This task will be on-going as we continue with NDSU's Land Grant mission.

3b.) See item 2h above for information on creating a **system for contact points** with youth from youth event through decision to attend NDSU for higher education.

3c.) The Office of Teaching and Learning will take the lead in **working with high school counselors to promote early entry** and academic units to **open online sections** that can be available for early entry high school students.

3d.) The Office of Teaching and Learning will take the lead in **working with local high schools to set up dual credit coursework**. The **NDSU infrastructure** is in process and work with continue in collaboration with Customer Account Services, Office of Admissions, academic departments, Director of Assessment and Accreditation and the provost's office.

Challenges

The committee identified challenges to consider as Youth Outreach is promoted and supported at NDSU.

1. Long-standing operating procedures—NDSU employees are used to operating in particular ways that have not been guided by standardized expectations (doing things their own way)
2. Decentralized approach—there currently isn't coordination, or an expectation of coordination, at a campus level. It will take time, clear and expansive communication, and support from deans, chairs, and directors to change this culture.

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3. Funding—all funding for youth events and coordination thereof has been the responsibility of the unit. If consistency, centralized coordination and promotion, and quality is desired, funding will be needed to support a coordinator and marketing.
4. Quality—not all youth events on campus contribute positively toward the two overarching goals of youth outreach at NDSU. There currently isn't any vetting or approval process for events on campus. The committee wondered if there should or could be an approval process for an event to carry the NDSU brand.

Recommendations

1. Establish a position for a Youth Outreach Coordinator—allocate at least a .5 FTE for a youth outreach coordinator who will oversee webpage, maintain and distribute the toolkit, be the lead administrator for the centralized registration system, and be a resource for campus event coordinators.
2. Allocate marketing funds—for promotion and communication of youth events.
3. Maintain an Advisory Committee—for youth events; the committee would meet semi-annually to review policies, goals, and operations and make recommendations to the provost.