

October 22, 2026



NDSU NORTH DAKOTA
STATE UNIVERSITY

It's Happening at State

Stay connected with NDSU's latest highlights — featuring groundbreaking campus news, exceptional faculty, staff and student achievements, major media spotlights and more!

BISON SPOTLIGHT



This October, we shine the Bison Spotlight on Connor Challey, director of athletic bands. Under Connor's direction, the Gold Star Marching Band and Bison Pep Band have been very busy spreading Bison pride to start the 2026-27 school year.

Click the image below to read Connor's story.



"Knowing that the band and our brand get to represent the school in such a positive way is exciting. There's not really another student organization that is this large of a deal as far as creating spirit and being a driving force behind spreading Bison Pride on game days and beyond."

– Connor Challey

BRAND 101



NDSU GUIDELINES FOR GENERATIVE AI

As AI continues to evolve, so do the opportunities and responsibilities that come with using it. Our new Marketing and Communications AI Guidelines provide a framework for using AI thoughtfully and responsibly while maintaining the authenticity and credibility that are central to the NDSU brand. The guidelines outline appropriate and inappropriate uses of AI, along with expectations for human review and oversight. Because AI technology is changing rapidly, this is a living document that will be updated as tools and best practices evolve. Be sure to check back periodically for the latest guidance and reach out to nds.marcomm@nds.edu with any questions.

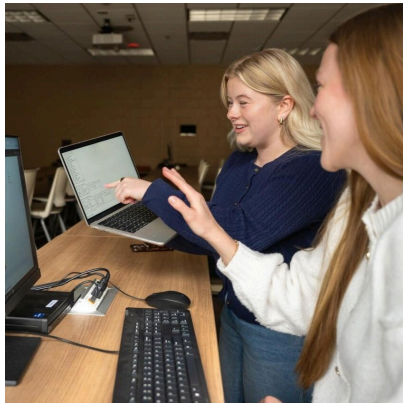
[Click here to review the new NDSU Guidelines for Generative AI](#) (you will be prompted to use your Bison Login to enter the Knowledge Base).

VOICES OF THE HERD



From cutting-edge programs to inspiring faculty and alumni, the experiences at NDSU are vast. Through feature stories, we highlight the innovation, impact and meaningful connections that shape the NDSU journey, offering a closer look at

the individuals whose passion and grit define what it means to be a Bison. Read more at [Experience NDSU](#).



[Turn data into decisions with NDSU's business analytics degree](#)



[Bison Across the Mountain West, UNLV: NDSU Alum Helped Shape Vegas' Skyline](#)



[New Bolley Agricultural Laboratory brings researchers together to advance agricultural research](#)

RESEARCH RECAP



As an R1, land-grant institution ranked among the nation's top 100 public research universities, NDSU is driving innovation through groundbreaking research that serves North Dakota and beyond. From emerging technologies to community-focused studies, our faculty, staff and students are advancing knowledge and creating real-world impact. Stay connected to the latest discoveries shaping the future at NDSU.



[NDSU biology professor helps build](#)



[NDSU School of Pharmacy helps rural](#)



[Soil reclamation research helps restore](#)

graduate student
support system
through NSF EPSCoR
award

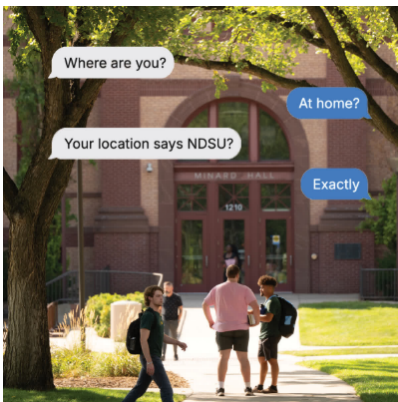
pharmacy workforce
shortage

damaged soil to
healthy condition

#BISONPRIDE



Click the images below to view some of our recent social media posts.



Follow our pages to receive the latest updates.



SPREADING THE WORD



This fall, Marketing and Communications reached out to **over 150,000 prospective students** with this stunning pennant-style mailer to provide them more information about NDSU and invite them to visit campus.



Created by MarComm's award-winning design team, this eye-catching mailer is shaped like a classic college pennant to stand out among the piles of postal items that high school students receive from colleges and universities. Once unfolded, it revealed important things to know when planning a visit to campus.

From the drawing board all the way through mailing, MarComm worked closely with Admission to get this mailer into the hands of potential future Bison.

Do you know someone who received this mailer? [Email the MarComm inbox](#) and let us know what they thought!

take a tour
Experience the power of the Herd for yourself with a visit to our beautiful campus, right here in Fargo, North Dakota. Wherever you want to move your horizon, you'll find the tools you need and the inspiration you crave here.

NDSU NORTH DAKOTA STATE UNIVERSITY
ndsu.edu/visit

SATURDAY VISITS
For a deeper dive into academic programs, choose a Saturday visit. These select Saturday experiences during the school year include a student-led campus tour, student panel, admission presentation, academic session with faculty and complimentary lunch. Learn more and register at: ndsu.edu/visit/weekend-and-special-events

- Agriculture, Food Systems and Natural Resources
- Arts and Sciences
- Business
- Career and Major Exploration
- Design, Architecture and Art
- Engineering
- Health and Human Sciences

WEEKDAY VISITS
We recommend a weekday visit. If you're looking to explore multiple majors or personalize your visit experience, Weekday visits include a student-led campus tour and an information session led by an admission counselor where you will learn more about the application process, scholarships, financial aid, on-campus housing, academic offerings and student resources. You may also request an academic information session to learn more about your intended major. Specialty academic tours and sessions are available for our in-demand programs on select weekdays. For your best experience, please plan ahead as times and availability may vary.

DISCOVER NDSU EVENTS
If you're looking for a comprehensive visit experience, Discover NDSU is held each fall and spring and is our largest campus visit opportunity. It includes student-led campus tours, a panel, a resource fair with student activities and support services, academic information sessions and a complimentary meal. Mark your calendars now and view additional details at ndsu.edu/discover.

TRANSFER STUDENT VISITS
If you're considering transferring to NDSU from another college or university, we invite you to visit us during a Weekday Visit or Weekend Event. We also offer a Transfer Showcase event each spring that includes on-site transfer credit evaluations, student services information, academic appointments, a student-led campus tour and a complimentary meal.

Discover NDSU
Fall: High school students
Admitted Student Day
Spring: Admitted first-year students
Junior/Sophomore Day
Spring: High school juniors and sophomores, first-time visitors

Family members and guests are always invited to join you during your visit to NDSU 8/26 180H

HERD HEADLINES



Read the latest campus news on the [NDSU news site](#), or [submit a news story](#).

Do you have a great story to share, or have you been approached to provide expertise to the media? Please direct media inquiries to Jennifer Burris, media and community engagement specialist, at jennifer.r.burris@ndsu.edu or 701-231-7652.



[NDSU celebrates ribbon cutting and dedication of Richard Offerdahl '65 Engineering Complex](#)



[NDSU alumnus recognized for innovative approach to treating metastatic bladder cancer](#)



[Longtime Upper Great Plains Transportation Institute director receives University System Leadership Excellence Award](#)



[WDAY - NDSU Inaugurates Marshall Stewart as 16th President](#)



[Inside Higher Ed - University Leaders Travel to Meet Rural Students](#)



[Business Insider - The largest college by enrollment in every state](#)

CAMPUS HAPPENINGS



This coming Tuesday, Oct. 27, is the 11th annual NDSU Giving Day! Giving Day brings together alumni, students, faculty, staff, parents and friends to support the programs and people that make NDSU exceptional.



A great way to support Giving Day is by becoming an advocate. Advocates help spread the word, inspire participation and encourage support for students and programs across North Dakota State University. Every shared message helps expand Giving Day's reach and strengthens the culture of philanthropy at NDSU.

Learn more about NDSU Giving Day and becoming an advocate at [the NDSU Foundation's website](#).

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