

WORK TEAM NUMBER:

1C

WORK TEAM NAME:

Strategic Enrollment Management

Focusing on the NDSU Transform strategic priority “enhance enrollment, retention and student success”, the Strategic Enrollment Management team is responsible for increasing enrollment by monitoring enrollment trends, aligning institutional enrollment projections with the budget model and changing demographics of the student body, and operationalizing NDSU’s five strategic enrollment management goals.

Goals, Timelines, and Outputs

Goal 1: Increase enrollment of undergraduate and graduate students

- Timeline for action: January 2024 – May 2025
- Outputs: Strategic enrollment management plan

Goal 2: Enhance institutional enrollment projections

- Timeline for action: October 2024 – May 2025
- Outputs: PowerBI Dashboards, Institutional enrollment outreach campaign

Work Group Members

David Bertolini	Provost
Seinquis Leinen	Senior Director of Strategic Enrollment Management
Emily Berg	Director of Institutional Research and Analysis
Becky Bahe	Director of Career and Advising Center
Jeff Boyer	Vice Provost for Assessment and Strategic Initiatives
Cindy Rott	Budget Director

Point of Contact for Questions, Concerns, and Suggestions

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Metrics (for Internal Reference, not Provided on the NDSU Website)

Goal 1: Increase enrollment of undergraduate and graduate students

- Timeline for action: January 2024 – August 2025
- Metrics:
 - Increase in first fall to first spring retention
 - Increase in first fall to second fall retention

- Increase in new student yield
- Increase in scheduled credit hours
- Increase in online course offerings

Goal 2: Repeated from page one

- Timeline for action: October 2024 – May 2025
- Metrics:
 - Increase accuracy of projection(s)