Conditions to ground our actions:

- *Create and maintain strong retention and graduation rates*
- *Maximize current staffing to achieve our goals*
- *Stay within the current budget*
- *Enrollment growth is everyone's job*
- *There is urgency to grow enrollment…we must move now!*

Directions: Please review the emerging themes and activities below, and be prepared to share the TOP 3 activities **you** believe will be the most impactful to help achieve the enrollment goal.

Emerging Themes and Activities from Improvement Activities on 9/12/24:

(think 1 to 3 years!)

1) **THEME: Strategic Enrollment Management Plan**
   ACTIVITIES:
   a) Who is NCTC? What's our identity? Who are target audiences?
   b) Recruiting strategies/targeted recruitment
   c) Communicate the college wide recruiting schedule and encourage cross-college recruiting
   d) Scholarship strategy and timing
   e) Strategic events (and better coordination)
   f) Leverage connections in OCHS and PSEO
   g) International students
   h) Help make it easier for recruitment to be part of everyone's job

2) **THEME: Marketing and Public Relations**
   ACTIVITIES:
   a) Targeted Marketing
   b) Social Media
   c) Strategic Events (and better coordination)
   d) Promote overall value and strengths (i.e. – student housing in TRF, strong facilities, great instructors, great coaches)
   e) Broader awareness of Northland (sports/programs/impact stories/etc.)
   f) Leverage and expand alumni network
   g) Better INTERNAL communication

3) **THEME: Student Life**
   ACTIVITIES:
   a) Create a "college experience"
   b) Student ambassador program
   c) Expand low-cost sports
   d) Provide evening and weekend hours for student use of college amenities
   e) Create a calendar of student events with organized planning behind the scenes

4) **THEME: Admission Processes**
   ACTIVITIES:
   a) Improve clarity and speed…faster responses to applicants
   b) Review overall process, then document and train to the standard
   c) Identify and break down enrollment hurdles
   d) Convert more students from application to registration
   e) Simplify communication to reduce confusion for students (what does it look like from being a prospective student all the way through graduation?)
   f) Eliminate Accuplacer
   g) Better tours/on-boarding processes
   h) Focus on/create welcoming environment
   i) Weekend and evening access for tours and one-stop services

5) **THEME: Systems/processes**
   ACTIVITIES:
   a) Better coordination and communication of programs, course offerings and class schedules
   b) Leverage Salesforce
   c) Internal training
   d) Documented/repeatable processes
   e) Cross functional teamwork – eliminate silos

6) **THEME: Academic Affairs: Program/class offerings**
   ACTIVITIES:
   a) Assess current program and class offerings/campus mix – review philosophy
   b) Involve a cross functional team for building the academic schedule i.e. - advisors have first-hand experience with challenges
   c) Identify which classes/programs can have more enrollment now…and if they had more space
   d) Develop new program offerings/unique programs
   e) Grow Summer offerings to feed NCTC as well as other colleges
   f) Grow/develop more adjuncts to teach summer and alternate schedules since many faculty are maxed out at 140%
   g) Design and deliver an 8-week course option

7) **THEME: Working Adults**
   ACTIVITIES:
   a) Conducive class schedules
   b) Targeted audiences (i.e. – industry, military, etc.)
   c) Implement credit for prior learning as a strategy to grow enrollment

8) **THEME: Partnerships**
   ACTIVITIES:
   a) Build/Mend Relationships
   b) K-12 (OCHS and PSEO courses)
   c) Higher Education
   d) Industry
   e) Outside resources – grants/donations/etc.

October 2, 2024 event:

Process we will use to refine the selection of our top 4 priorities to start with:

- o Vote individual Top 3 ACTIVITIES
- o Sort/group
- o Discuss/Work some initial details
- o Vote Top 3
- o Sort/group
- o Work more detail
- o Refine and select the top projects to begin outlining project charters
- o Discuss and prioritize
- o Finalize selections…and move!!!

Finalize Selections: Large group voting results

What are the most **important/impactful activities** to accomplish our enrollment growth goal?
- Priorities and Team Identification/Champion, Executive Sponsor

1) **Implement Northland CRM Salesforce – Stacey/Shari**
   a. TEAM: Stacey Hron, Andrea Moses, Becca Johnson, Lindsay Kuntz
2) **Establish Targeted Recruiting Strategies – Chad/Shari**
   a. TEAM: Kirsten Michalke, Linda Samuelson, Don Fischer, Alyssa M.
3) **Northland's Identity - Who are we? Dorinda/Shari**
   a. TEAM: Jon Beck, Lynette Neppel, Lisa Gunderson
4) **Review and Improve Northland's Enrollment Process – Sara/John**
   a. TEAM: Lisa Bottem, Bobbie Taylor
5) **Eliminate Accuplacer Barrier – Sara/John**
   a. TEAM: Sarah Dorn, Maureen Monson, Adam Paulson, Mike Simmers