

# ENGAGE STUDENTS THROUGH TRANSFORMATIVE EXPERIENCES

<p><b><u>PRIORITY #1 - RECRUITMENT</u></b></p> <p>a) Increase prospect/leads by 15-20% per year for 3 years. b) Reduce the number of days students are placed on hold for high school transcripts, immunization records, college transcripts and/or guided self-placement to an average of 5 days.</p>	<p><b><u>PRIORITY #2 - ENROLLMENT</u></b></p> <p>a) Increase enrollment by 10% growth each year for 3 years.</p>	<p><b><u>PRIORITY #3 – ENGAGEMENT</u></b></p> <p>a) Increase the score on Academic and Social Support Network (SENSE) by 2 points every two years. i. Northland 2024 = 54.3; 2022 = 52.0 ii. Top 10% of Cohort 2024 = 60.3 b) Increase the score on Early Connections (SENSE) by 3 points every two years. a) Northland 2024 = 58.8; 2022 = 53.2 b) Top 10% of Cohort 2024 = 69.2</p>	<p><b><u>PRIORITY #4 – PERSISTENCE</u></b></p> <p>a) Increase the second-year fall student persistence rates by 2% each year for all students over the next 5 years. b) Close the gap differential for second year fall student persistence and completion rates for students of color and white students by 2% per year over the next 5 years.</p>	<p><b><u>PRIORITY #5 – GOAL COMPLETION</u></b></p> <p>a) Increase full and part-time student completion rates (3 -and 6-year rates) by 2% each year for the next 5 years.</p>
<p><b>Determining Pathway</b> <i>Scope: Starting with students' first exposure to Northland up to completion of the acceptance process. Creating awareness of college programs, services &amp; opportunities.</i></p>	<p><b>Moving Forward Along Pathway</b> <i>Scope: Starting with completion of the Application to Northland to starting first day of classes.</i></p>	<p><b>Establishing Connections</b> <i>Scope: Starting with Welcome Week, continuing throughout the semester participating in student life, club and athletic activities.</i></p>	<p><b>Progressing Toward Goal</b> <i>Scope: Starting with class participation, progress reporting/early alert up to transition planning.</i></p>	<p><b>Achieving Goal &amp; Next Steps</b> <i>Scope: Starting with transition planning up to goal completion and graduation.</i></p>
<p><b>Major Activities Included in this Phase:</b></p> <ul style="list-style-type: none"> <li>Marketing <ul style="list-style-type: none"> <li>Brand Management</li> <li>PR Media Relations</li> <li>Z Degree</li> </ul> </li> <li>Website</li> <li>Social Media &amp; Advertising</li> <li>Early Outreach</li> <li>Admissions</li> <li>Education Fairs</li> <li>Expos/On-Campus Events</li> <li>PSEO/College in the High School Events</li> <li>Scholarships</li> <li>CRM – Salesforce Plan</li> <li>Discipline Specific Recruiting Events <ul style="list-style-type: none"> <li>Behind the Mask</li> <li>Lift Off Camp</li> </ul> </li> <li>High School Partnerships <ul style="list-style-type: none"> <li>Pine-to-Prairie</li> </ul> </li> <li>Business Partnerships <ul style="list-style-type: none"> <li>Housing</li> </ul> </li> </ul> <p><b>Departments:</b> Recruitment, Marketing, Program Directors, Faculty, Financial Aid, Advisement, Admissions &amp; Records, Athletics, Division Chairs, Workforce Development Solutions, Foundation, Institutional Research, Information Technology, Facilities</p>	<p><b>Major Activities Included in this Phase:</b></p> <ul style="list-style-type: none"> <li>Electronic Forms</li> <li>Financial Aid</li> <li>Transcripts</li> <li>Multiple Measure</li> <li>Guided Self-Placement/Placement Testing</li> <li>Advising</li> <li>Class Registration</li> <li>Payment</li> <li>Textbooks</li> <li>Student ID</li> <li>Orientation</li> <li>Transfer Evaluation System (TES)</li> <li>Veteran Services</li> <li>Global Military Learning Network</li> <li>Credit for Prior Learning</li> <li>Admissions</li> </ul> <p><b>Departments:</b> Admissions &amp; Records, Financial Aid, Assessment, Advisement, Business Services, Bookstore, Facilities, Faculty, Housing, , Institutional Research, Information Technology</p>	<p><b>Major Activities Included in this Phase:</b></p> <ul style="list-style-type: none"> <li>Welcome Week Activities</li> <li>Classes</li> <li>College Success Course</li> <li>Social &amp; Civic Engagement Opportunities</li> <li>Student Life</li> <li>Athletic Teams</li> <li>Clubs <ul style="list-style-type: none"> <li>Phi Theta Kappa</li> </ul> </li> <li>Awareness of College Services</li> <li>Campus and College Events</li> <li>Community Events</li> <li>Diversity Committee Plans</li> </ul> <p><b>Departments:</b> Foundation, Student Life, Student Activities, Marketing, Assessment, Faculty/Academic Divisions, Clubs, Counseling, Handshake Career Services, Athletics, Library, Specialty Programs &amp; Services, Pioneer Pantry, Pioneer Café, Academic Success Center, Information Technology, Institutional Research, Facilities, Faculty</p>	<p><b>Major Activities Included in this Phase:</b></p> <ul style="list-style-type: none"> <li>Satisfactory Academic Progress (SAP)</li> <li>Tutoring/Academic Support Services</li> <li>College Success Course</li> <li>Commitment Activities</li> <li>Academic &amp; Career Workshops</li> <li>Identification of Students Close to Degree/Certificate Completion</li> <li>Updating Educational Plan</li> <li>Internships/Clinicals</li> <li>Scholarships</li> <li>Assessment</li> <li>Basic Needs Support Services</li> <li>Clubs</li> </ul> <p><b>Departments:</b> Faculty/ Academic Divisions, Pioneer Pantry, Academic Success Center, Library, Athletics, Specialty Programs &amp; Services, Financial Aid, Handshake Career Services, Advisement, Student Conduct, Counseling, Foundation, Institutional Research, Information Technology, Facilities, Faculty, Assessment</p>	<p><b>Major Activities Included in this Phase:</b></p> <ul style="list-style-type: none"> <li>Graduation Petition</li> <li>Transfer Evaluation/Sending Transcripts</li> <li>Applications to Job Opportunities</li> <li>Application to University</li> <li>Career Placement/Resume</li> <li>Graduation &amp; Other Celebration Ceremonies</li> <li>Alumni Association</li> <li>Assessment</li> <li>Clubs</li> </ul> <p><b>Departments:</b> Advisement, Admissions &amp; Records, Business Services, Counseling, Faculty/Academic Divisions, Student Life, Student Activities, Foundation, Marketing, Academic Success Center, Facilities, Faculty, Assessment, Institutional Research, Information Technology</p>

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<p><b>2025-2026 Organizational Projects and Priorities</b></p>	<p><b>2025-2026 Organizational Projects and Priorities</b></p>	<p><b>2025-2026 Organizational Projects and Priorities</b></p>	<p><b>2025-2026 Organizational Priorities</b></p>	<p><b>2025-2026 Organizational Priorities</b></p>
<p>1) <b>Expand the digital ecosystem (website, socials, virtual reality tours, etc.) to increase student engagement. (Lead – Chad Sperling)</b></p> <p>2) <b>Implement Northland CRM Salesforce and a student life-cycle communication plan that maximizes the use of this CRM. (Leads: Stacey Hron &amp; Sara Johnson)</b></p>	<p>3) <b>Review and improve the class offerings and college/campus schedule mix to create a class schedule that allows students to complete in a timely manner. (Lead – Joseph Agbeko)</b></p> <p>4) <b>Increase enrollment in low-enrolled programs, that are high cost and above the Minn State 110% instructional cost formula reimbursement, so Northland can effectively compete for instructional allocation resources into the future. (Lead – ADawn Nelson)</b></p>	<p>5) <b>Connect students to College Services and Events. (Lead – Kelsey McLean)</b></p>		
<p><b>Other Future Key Initiatives – for departments to invest time and talent</b></p>	<p><b>Other Future Key Initiatives – for departments to invest time and talent</b></p>	<p><b>Other Future Key Initiatives – for departments to invest time and talent</b></p>	<p><b>Other Future Key Initiatives – for departments to invest time and talent</b></p>	<p><b>Other Future Key Initiatives – for departments to invest time and talent</b></p>
<p>1) Establish targeted recruiting strategies and develop and implement a unified recruiting plan where everyone is integrated/involved.</p> <ul style="list-style-type: none"> <li>o Utilize Salesforce (CRM) to manage prospects leads.</li> <li>o Expand scholarship strategy (timing, options)</li> <li>o Recruit international students.</li> </ul> <p>2) Rebuild partnerships with K-12, Higher Education, Business and Industry.</p> <ul style="list-style-type: none"> <li>o Develop a strategy to recruit students who leave UND</li> <li>o Create a focus on working adults: Grand Forks Air Force Base/other Military/etc.</li> </ul> <p>3) Leverage connections in Online College in the High School (OCHS) and Post-Secondary Education Opportunities (PSEO) to increase enrollment post high-school graduation.</p>	<p>1) Implement credit for prior learning as a strategy to grow enrollment.</p> <p>2) Review and communicate current academic programs and research new program opportunities.</p>	<p>1) Grow and develop a pool of engaged part time and adjunct faculty.</p> <p>2) Grow athletic programs to grow FYE.</p> <p>3) Leverage the opportunities in the communities that we serve.</p>	<p>1) Expand student life opportunities and create a “college experience” for students.</p> <p>2) Meet students’ basic needs: food banks, clothing, winter wear, etc.</p> <p>3) Expand scholarship strategies (timing, increase amount, and options for all students).</p>	<p>1) Expand higher education partnerships (BSU, MSUM, UND plus others)</p> <p>2) Strengthen partnerships with employers and our internal communication system about these success stories.</p> <p>3) Update and expand articulation agreements.</p> <p>4) Provide more career guidance and transfer student supports.</p> <p>5) Build and expand the alumni network.</p>