ENGAGE STUDENTS THROUGH TRANSFORMATIVE EXPERIENCES

PRIORITY #1 - RECRUITMENT	PRIORITY #2 - ENROLLMENT	PRIORITY #3 – ENGAGEMENT	PRIORITY #4 – PERSISTENCE	PRIORITY #5 – GOAL COMPLETION

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.
	a) Increase enrollment by 10% growth each year for 3 years.	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
			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.
				a) Increase full and part-time student completion rates (3 -and 6-year rates) by 2% each year for the next 5 years.

Determining Pathway ***Scope:*** *Starting with students' first exposure to Northland up to completion of the acceptance process. Creating awareness of college programs, services & opportunities.*	**Moving Forward Along Pathway** ***Scope:*** *Starting with completion of the Application to Northland to starting first day of classes.*	**Establishing Connections** ***Scope:*** *Starting with Welcome Week, continuing throughout the semester participating in student life, club and athletic activities.*	**Progressing Toward Goal** ***Scope:*** *Starting with class participation, progress reporting/early alert up to transition planning.*	**Achieving Goal & Next Steps** ***Scope:*** *Starting with transition planning up to goal completion and graduation.*

Major Activities Included in this Phase:

Priority #1 - Recruitment
- Marketing
  - Brand Management
  - PR Media Relations
  - Z Degree
- Website
- Social Media & Advertising
- Early Outreach
- Admissions
- Education Fairs
- Expos/On-Campus Events
- PSEO/College in the High School Events
- Scholarships
- CRM – Salesforce Plan
- Discipline Specific Recruiting Events
  - Behind the Mask
  - Lift Off Camp
- High School Partnerships
  - Pine-to-Prairie
- Business Partnerships
  - Housing

Priority #2 - Enrollment
- Electronic Forms
- Financial Aid
- Transcripts
- Multiple Measure
- Guided Self-Placement/Placement Testing
- Advising
- Class Registration
- Payment
- Textbooks
- Student ID
- Orientation
- Transfer Evaluation System (TES)
- Veteran Services
- Global Military Learning Network
- Credit for Prior Learning
- Admissions

Priority #3 - Engagement
- Welcome Week Activities
- Classes
- College Success Course
- Social & Civic Engagement Opportunities
- Student Life
- Athletic Teams
- Clubs
  - Phi Theta Kappa
- Awareness of College Services
- Campus and College Events
- Community Events
- Diversity Committee Plans

Priority #4 - Persistence
- Satisfactory Academic Progress (SAP)
- Tutoring/Academic Support Services
- College Success Course
- Commitment Activities
- Academic & Career Workshops
- Identification of Students Close to Degree/Certificate Completion
- Updating Educational Plan
- Internships/Clinicals
- Scholarships
- Assessment
- Basic Needs Support Services
- Clubs

Priority #5 - Goal Completion
- Graduation Petition
- Transfer Evaluation/Sending Transcripts
- Applications to Job Opportunities
- Application to University
- Career Placement/Resume
- Graduation & Other Celebration Ceremonies
- Alumni Association
- Assessment
- Clubs

Departments:

Priority #1: Recruitment, Marketing, Program Directors, Faculty, Financial Aid, Advisement, Admissions & Records, Athletics, Division Chairs, Workforce Development Solutions, Foundation, Institutional Research, Information Technology, Facilities

Priority #2: Admissions & Records, Financial Aid, Assessment, Advisement, Business Services, Bookstore, Facilities, Faculty, Housing, , Institutional Research, Information Technology

Priority #3: Foundation, Student Life, Student Activities, Marketing, Assessment, Faculty/Academic Divisions, Clubs, Counseling, Handshake Career Services, Athletics, Library, Specialty Programs & Services, Pioneer Pantry, Pioneer Café, Academic Success Center, Information Technology, Institutional Research, Facilities, Faculty

Priority #4: Faculty/ Academic Divisions, Pioneer Pantry, Academic Success Center, Library, Athletics, Specialty Programs & Services, Financial Aid, Handshake Career Services, Advisement, Student Conduct, Counseling, Foundation, Institutional Research, Information Technology, Facilities, Faculty, Assessment

Priority #5: Advisement, Admissions & Records, Business Services, Counseling, Faculty/Academic Divisions, Student Life, Student Activities, Foundation, Marketing, Academic Success Center, Facilities, Faculty, Assessment, Institutional Research, Information Technology

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2025-2026 Organizational Priorities	**2025-2026 Organizational Priorities**	**2025-2026 Organizational Priorities**	**2025-2026 Organizational Priorities**	**2025-2026 Organizational Priorities**
1) **Expand the digital ecosystem (website, socials, virtual reality tours, etc.) to increase student engagement. (Lead – Chad Sperling)** 2) **Implement Northland CRM Salesforce and a student life-cycle communication plan that maximizes the use of this CRM. (Leads: Stacey Hron & Sara Johnson)**	3) **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)** 4) **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)**	5) **Connect students to College Services and Events. (Lead – Kelsey McLean)**		
Other Future Key Initiatives – for departments to invest time and talent	**Other Future Key Initiatives – for departments to invest time and talent**	**Other Future Key Initiatives – for departments to invest time and talent**	**Other Future Key Initiatives – for departments to invest time and talent**	**Other Future Key Initiatives – for departments to invest time and talent**
1) Establish targeted recruiting strategies and develop and implement a unified recruiting plan where everyone is integrated/involved. o Utilize Salesforce (CRM) to manage prospects leads. o Expand scholarship strategy (timing, options) o Recruit international students. 2) Rebuild partnerships with K-12, Higher Education, Business and Industry. o Develop a strategy to recruit students who leave UND o Create a focus on working adults: Grand Forks Air Force Base/other Military/etc. 3) Leverage connections in Online College in the High School (OCHS) and Post-Secondary Education Opportunities (PSEO) to increase enrollment post high-school graduation.	1) Implement credit for prior learning as a strategy to grow enrollment. 2) Review and communicate current academic programs and research new program opportunities.	1) Grow and develop a pool of engaged part time and adjunct faculty. 2) Grow athletic programs to grow FYE. 3) Leverage the opportunities in the communities that we serve.	1) Expand student life opportunities and create a "college experience" for students. 2) Meet students' basic needs: food banks, clothing, winter wear, etc. 3) Expand scholarship strategies (timing, increase amount, and options for all students).	1) Expand higher education partnerships (BSU, MSUM, UND plus others) 2) Strengthen partnerships with employers and our internal communication system about these success stories. 3) Update and expand articulation agreements. 4) Provide more career guidance and transfer student supports. 5) Build and expand the alumni network.