



Wednesday, January 8, 2025

# Employee In-Service

# Happy New Year!

**Student Leader Panel**

**Updates from Fall 2024**

**Plans for Spring 2025**

**Thank You! & Congratulations!**

# Updates from Fall 2024

**#1 Shared Governance**

**#2 Enrollment Strategies**

**#3 Well-being**

# #1 Implement College-wide Shared Governance

College-wide Council Model

# #1 Implement college-wide shared governance

## Northland's College-wide Shared Governance Council Model

COLLEGE COUNCIL	LEARNING COUNCIL	STUDENT SUCCESS COUNCIL	FINANCE, FACILITIES AND TECHNOLOGY COUNCIL
<b>TRI-CHAIRS:</b> FAC. PRES EGF - Brent Braga FAC. PRES TRF - Adam Paulson COLLEGE PRES	<b>CO-CHAIRS:</b> VPASA AASC CHAIR - ADawn Nelson	<b>CO-CHAIRS:</b> DEAN OF STUDENT SERVICES DIRECTOR of FINANCIAL AID	<b>TRI-CHAIRS:</b> ADMIN - CFO DIRECTOR of Facilities DIRECTOR of Technology
<b>MEMBERS:</b> DEAN of WORKFORCE - Kirsten Michalke DIRECTOR of HUMAN RESOURCES DIRECTOR of COLLEGE FOUNDATION DIRECTOR of INSTITUTIONAL RESEARCH	<b>MEMBERS:</b> ACADEMIC DEAN - Dorinda Sorvig DIV. CHAIR REP. BUS. MGR. D2L COORDINATOR REGISTRAR (remote work) NCAT EXEC DIRECTOR (remote work) MAPE Drake Sondreal MAPE Lisa Gunderson ASFCME Julie Roisland ASFCME Katie Hallin MSCF (EGF) Heather Koland MSCF (EGF) Lynette Neppel MSCF (TRF) Shannon Nelson MSCF (TRF) Ron Dvergsten	<b>MEMBERS:</b> ACADEMIC DEAN Don Fischer DIRECTOR of ACADEMIC SUCCESS DIRECTOR of ENROLLMENT MGMT. DIRECTOR of ATHLETICS & STUDENT LIFE COMMISSIONER'S PLAN - Michelle B. MAPE Corina Feist MAPE Amanda Hoglo ASFCME Mindy Rist ASFCME Sara Kleinvachter MSCF (EGF) Lisa Anderson MSCF (EGF) Bobbie Taylor MSCF (TRF) Rebecca Johnson MSCF (TRF) David Lovly	<b>MEMBERS:</b> ACADEMIC DEAN - Stephanie LeDuc DIRECTOR of MARKETING DIRECTOR of FOOD SERVICES MAPE Bubba Rockstad MAPE Autumn Breuer/Alicia Tanner ASFCME Tim Bergerson ASFCME Colleen Kukowski MSCF (EGF) Shelley Koerber MSCF (EGF) Don Campbell MSCF (TRF) Joel Ziegler MSCF (TRF) Linda Samuelson
<b>Alignment to existing council:</b> Partnership Committee (SP #3) People Development Committee Advancing Equity	<b>Alignment to existing council:</b> Assessment & Program Review HLC Interim Monitoring Report Workgroup E-Learning (Spring 2025)	<b>Alignment to existing council:</b> Access (SP #1) Advancing Equity (SP #4) Athletics Commencement Planning (share planning) Student Success (SP #2)	<b>Alignment to existing council:</b> Facilities Finance Resource Development
<b>Committees that need to continue to meet:</b> FSGC Advancing Equity	<b>Committees that need to continue to meet:</b> Assessment & Program Review HLC Interim Monitoring Report Workgroup AASC and CURRICULUM Academic Appeals IRB E-Learning (Spring 2025)	<b>Committees that need to continue to meet:</b> Student Services Appeals	<b>Committees that need to continue to meet:</b> Safety & Security
Second Friday of the month 9-11 am 13-Sep 11-Oct 8-Nov 13-Dec	First Friday of the Month 9-11 am 6-Sep 4-Oct 1-Nov 6-Dec	Fourth Friday of the Month 9-11 am 27-Sep 25-Oct 22-Nov 13-Dec	Third Friday of the Month 9-11 am 30-Aug 20-Sep MEA (Thursday) 12/19/2024

# Proposals To Date

#	Name	Proposal Topic	Status
1	Joel Ziegler	Epoxy coating on floors in welding, automotive, and autobody.	Waiting for 2nd Proposal
2	Linda Samuelson	Review Procedures during Lockdown and Other Drills	Assigned to Safety and Security Committee
3	Linda Samuelson	Communication of Technology Breakdowns	Assigned to Technology
4	Clinton Castle	Campus Hospitality Rooms	Workgroup Assigned
5	Clinton Castle	Use of EGF 570 for temporary lab and classroom	Approved and Complete
6	Julie Fenning	College Events Calendar Tool	Approved and in development
7	Kirsten Michalke	Mental Health First Aid certification	Approved and in progress
8	Julie Fenning	Faculty Caring Campus	3rd reading complete.
9	Karlene Delorme	D2L Grades – Automatic 0 for missing	Approved and implemented
10	Julie Fenning	Polk County Sheriff Lease Request for Remote Dispatch Site	Not recommended for approval
11	Derek Lewis	Eliminate Accuplacer for Course Placement	In progress with workgroup.
12	Linda Samuelson	Research into 8-week scheduling for Liberal Arts Program	In progress with workgroup.
13	Linda Samuelson	Maintenance of Faculty Handbook	At the College Council
14	Linda Samuelson	Faculty Review of D2L Course Shell	At Finance, Facilities, and Technology Council
15	Lisa Bottem	Consumer Information Review and Workgroup	Approved and workgroup assigned
16	Sara Johnson	Eliminate the Accuplacer barrier for students.	In progress with workgroup.
17	Stephanie LeDuc	Salesforce	Approved and in progress with workgroup.
18	Clinton Castle	Request for extended Library	Waiting for 2nd Proposal
19	Clinton Castle	Combined the student use room and sensory room on both main campuses and rename the room to wellness room.	Waiting for 2nd Proposal
20	Linda Samuelson	Consideration of Timing for Drills	At Finance, Facilities, and Technology Council
21	Shari Olson	Naming Women's Locker Room	Approved and will be implemented.
22	Julie Roisland	Streamline Test Out/CPL Process	Forwarded to Learning Council and Student Success Council for review.

# #2 Enrollment Strategies – Grow Enrollment by 10% in 3 years.

Continuous Improvement

# #2 Grow enrollment by 10% in 3 years

- FY 2024 – Northland had 1444 FTE
- Goal - 144 FYE (Full Year Equivalents) in 3 years
- It's achievable, Current numbers for FY 25 growth

Term	FY 2024 End of Term	FY 2025 As of 1/7/25*	GROWTH
Summer	71.30	78.87	+7.57 FYE; 10.61%
Fall	702.77	755.10	+51.33 FYE; 7.29%
Spring	670.33	668.60* (718 est.)	+ ____ FYE; ____ % (1/7/25)
TOTAL	1444	1498.04 + 54* (est.) (1552 est.)	<b>+54* (with additional FBM and 8-week courses, +50-60 FYE est.)*</b> <b>Estimated growth = 108 FYE</b>

# #2 Grow enrollment by 10% in 3 years

**GOAL – Grow Enrollment at Northland by 10 percent in the next three years (Fall 2024-Fall 2027)**

## **Continuous Improvement Event – Enrollment Services**

Participants included employees within the Student Services division, as well as volunteers from across the college. Groups size = 40+

- September 12 (TH); 1-4 p.m.
- October 2 (W); 1-4 p.m.

### **We had discussions regarding:**

- What are **strategies** to grow enrollment?
- What are the things we can control (**activities and processes**)?
- What will we track as **metrics** to know that we are moving the needle on this goal?
- How and when will we **communicate** our success?

# Continuous Improvement Projects

## Five Sub Goals created from the Continuous Improvement Event (Oct. 2<sup>nd</sup>)

1. Northland Identity – Team Lead: Dorinda Sorvig
2. Elimination of Accuplacer – Team Lead: Sara Johnson
3. Streamline Enrollment Process – Team Lead: Sara Johnson
4. Implement Sales Force CRM – Team Lead: Stephanie LeDuc
5. Targeting Recruiting Strategies – Team Lead: Chad Sperling

# Northland Identity

- Team Lead: Dorinda Sorvig, Interim Dean of Liberal Arts
- Team: Lars Dyrud, Jon Beck, Lisa Gunderson, Lynette Neppel, and Julie Fenning
- Project Goal:  
Determine how different constituents see Northland so we may enhance that image or change it for the better.



# Elimination of Accuplacer

- Team Lead: Sara Johnson, Interim Dean of Student Success
- Team: Sarah Dorn, Maureen Monson, Adam Paulson, Mike Simmers
- Project Goal: Eliminate the Accuplacer barrier and implement multiple measures and guided self-placement to determine course placement.
- Status: Reviewed programs and courses affected  
Updated Guided Self-Placement documents  
Awaiting AASC approval

# Streamline Enrollment Process

- Team Lead: Sara Johnson, Interim Dean of Student Success
- Team: Lisa Bottem, Bobbie Taylor, Bree Dronen
- Project Goal: Streamline Northland's enrollment process so students are enrolled promptly.
- Status: Staff received training from the System Office Aligning processes with Distance Minnesota Training for Salesforce coming soon Increase in enrollment 7% compared to this time last year

# Implement Sales Force

- Team Lead: Stephanie LeDuc, Dean of Health, Human Services, and Technical Programs
- Team: Stacey Hron, Andrea Moses, Becca Johnson, Lindsay Kuntz
- Project Goal: Implement Sales Force CRM for Northland.
- Status: Working with Foundation Partners to correctly set up Sales Force and integrate with ISRS. Training will be offered after the setup has been completed (Spring Semester)

# Targeted Recruiting Strategies

- Team Lead: Chad Sperling, Director of Marketing, Communications, and Recruiting
- Team: Kirsten Michalke, Linda Samuelson, Don Fischer, Alyssa Montgomery
- Project Goal: Significantly increase marketing budget allocation for digital media buys, targeting 60% investment in digital marketing within the next three years
- Status: Group will meet for the first time in January to create project goals, priorities, and outcomes

# #3 Well-Being

# #3 Promote employee and student well-being

- Your wellness matters!
- Members: Julie Fenning, Erica Young, Christine Foster, Rob Jung, Becca Johnson, Ethan Peterson, Kinzie Schulz, Tasha Draevig, Shari Olson
- Fall Semester Meetings: Oct. 31, Nov. 27, Dec. 6
- Generated a list of activities/events for employees and students
- This work team reports their recommendations and activities to the College Council.

# Plans for Spring 2025

**#1 Shared Governance**

**#2 Enrollment Strategies**

**#3 Well-being**

# **College-wide Shared Governance Meetings Scheduled for Spring 2025**

- Please consider submitting a proposal for the Council/s to discuss/recommend.
- **College Council**
  - Jan. 10, Feb. 14, April 11, May 9
- **Finance, Facilities and Technology Council**
  - Jan. 17, Feb. 21, April 18, May 9
- **Learning Council**
  - Jan. 10, Feb. 7, March 7, April 4, May 2
- **Student Success Council**
  - Jan. 24, Feb. 28, March 28, April 25

# Enrollment Strategies

## 5 Continuous Improvement Teams – will continue their work

1. Northland Identity – Team Lead: Dorinda Sorvig
2. Elimination of Accuplacer – Team Lead: Sara Johnson
3. Streamline Enrollment Process – Team Lead: Sara Johnson
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5. Targeting Recruiting Strategies – Team Lead: Chad Sperling

  

- Recruiting and Admissions Strategies 2025 – Chad Sperling and Sara Johnson

# Recruiting Strategies

- **Customized Solutions to Boost Enrollment Inquiry Generation**
  - Attract prospective students to Northland with tailored solutions. (digital marketing, social media storytelling, recruiting events, high school visits)
- **Connect with Students Earlier in Their College Search Journey**
  - Students are beginning their college research earlier than ever. Ensure that Northland appears on their radar as they explore their options.
- **Personalized Solutions to Meet Our Enrollment Application Goals**
  - Instill confidence in prospects and inquiries to apply to Northland by delivering marketing messages and experiences that resonate with them at the right moment in their decision-making process.
- **Engage Students Most Likely to Apply to Northland**
  - Showcase Northland's identity and values through outreach and experiences to attract students who are most likely to feel at home here. Enhance digital marketing and communications (Salesforce) efforts with persona-driven messaging segmentation.

# In Progress

- Providing support for hosted events
- Prospect lead calling (Standard Operating Procedure)
- Equitable distribution of print collateral and swag to each campus
- Development of recruiting travel kits
- Adjustments to the campus visit experience and visit form
- Creation of a new contact list for all high schools in Minnesota and North Dakota
- Setting up marketing tables on each campus
- Organizing meet-and-greets with faculty
- Initiating curiosity calls/texts for event RSVPs
- Revising the welcome script

# Upcoming

- Improving outbound texting and automation
- Launching a new events calendar
- Creating a new virtual tour
- Enhancing storytelling on social media
- Developing a recruiting visit calendar
- Designing a campus visit website tailored to different audiences
- Reimagining the campus visit experience
- Setting up hospitality rooms
- Auditing print collateral messaging and swag
- Conducting a campus tour follow-up survey
- Increase the frequency of recruiter outreach to high schools.

# Enrollment Process Strategies

- Revise the enrollment process
- Update the communication module and automate it where possible
- Implement Sales Force
- Provide training opportunities for continuous improvement
- Update standard operating procedures as needed

# Prospects – Applied – Admitted

## Fall 2025

Days to Start		Applications		Admits (Accepted)		Application % Change	Admit % Change	Application # Change	Admit # Change	Admission Rate	
		20253	20263	20253	20263	20253	20263	20253	20263	20253	20263
12/2/2024	-266	361	404	178	314	11.91%	76.40%	+43	+136	49.31%	77.72%
12/11/2024	-257	381	445	191	346	16.80%	81.15%	+64	+155	50.13%	77.75%
12/16/2024	-252	387	461	199	354	19.12%	77.89%	+74	+155	51.42%	76.79%
12/24/2024	-244	399	482	256	370	20.80%	44.53%	+83	+114	64.16%	76.76%
12/30/2024	-238	408	491	257	384	20.34%	49.42%	+83	+127	62.99%	78.21%
1/6/2025	-231	428	508	265	390	18.69%	47.17%	+80	+125	61.92%	76.77%

# Student and Employee Well-being

- **Spring 2025 Projects**
  - Promote use of gym and fitness centers
  - Host therapy dogs during the semester
  - Play relaxing/inspirational music in the commons
  - Communication piece regarding well-being
  - Promote breaks/walking/mindfulness (Tricia Young's Session)
  - Chair massages/massage chairs
- **Send us your ideas!**

Thank you! &  
Congratulations!

# Thank you!

# Winter Giving Drive – Thank you for sharing your resources with our students!

- **Northland Cares Emergency Fund** – was first funded in 2023 and was active last year to help Northland students with emergency needs that prevent them from attending class or completing program requirements.
  - November-December Campaign:
  - Employee contributions = \$2,216.25
  - Match = \$2,217
  - Total Raised = **\$4,433.25**
- **Food Pantry Campaign:**
  - Total Raised = **\$ 363.15**
- **In-Kind Donations** – **Thank you also for your in-kind donations of clothing, food, and personal care items for our Student Pantries at three sites.**

# Community Gifts

- DeAnna Murphy, former Northland Employee
  - Chaska Church
  - Grand Forks Church
    - **Blankets, Coats, Gloves, Hats, Socks, Towels, Toiletries**
- Doug Dahlman, Universal Screenprint, TRF business
  - **Coats, Sweatshirts and T-shirts**
- CHS, St. Hilaire
  - Northland Foundation Board Chair, Keith Christianson made a solicitation and was gifted with:
    - **Leather gloves, stocking caps, heavy sweatshirts**

# North Country Food Bank Partnership Status

- **Congratulations to our Foundation employees, Lars and Amy!**
- You have secured “Partnership Status” for our college and we will now have monthly deliveries from the North Country Food Bank!
- We will continue to secure food donations from the local food banks in TRF and EGF on a weekly basis.
- Watch for the on-going expansion of this service to our students.

# Congratulations!

# **Successful Program Accreditation: Automotive Service Technology**

The National Institute for  
Automotive Service Excellence  
(ASE)

## **Faculty:**

- Joe Griffin
- Ryan Peterson
- Mark Johnson (retiree)

## **Program Advisor:**

- Amanda Hoglo (former)
- Lynn McGlynn (current)

**Dean:** Don Fischer



# Successful Program Accreditation: Practical Nursing

## Faculty:

- Lisa Anderson
- Kari Koenig
- Karen Znajda
- Melissa Marcott
- Lisa Johnson
- Tami Byklum
- Amy Petrovich
- Laura Dvergsten
- Mei Sather
- Stacey VanCamp

- Michaun Shetle

- Susan Brummund

## Program Advisor:

- Lindsay Kuntz

## Verification Specialist:

- Katie Hallin

## Simulation Coordinator:

- Christina Fontaine

**Dean:** Stephanie LeDuc



# **Successful Program Accreditation: Physical Therapy Assistant**

- Commission on Accreditation in  
Physical Therapy Education

## **Faculty:**

- Justin Berry
- Shelley Koerber
- Dawn Eickman

## **Program Advisor:**

- Tiffany Beneda

**Dean:** Stephanie LeDuc



# Student Panel

# Northland Student Senate and Phi Theta Kappa Leaders

- Brooklyn Bakke – TRF Phi Theta Kappa Vice President
- Abigayle Bieganeck – TRF Phi Theta Kappa President
- Jolene Briviesca – EGF Phi Theta Kappa Vice President
- Caden Carlson – TRF Student Senate Vice President
- Mitchell Christen – TRF Student Senate President
- Katelynn Kovarik – EGF Student Senate President and Phi Theta Kappa President

# Question #1

Please tell us about yourself:  
Name, program of study,  
student activities, plans after  
graduation

# Question #2

## Why did you choose Northland?

# Question #3

## What are we doing well?

# Question #4

## What are areas where we can grow or show improvement?

# Question #5

## Audience Question

# Question #6

## Audience Question

# Thank you for sharing your ideas with us!

## Have a great spring semester!



“When we change lives  
through learning, we change  
the world forever.”

Shari L. Olson

**Employee Photo in the Gunderson**

**Commons 10:30-11:00**

**HLC Update – John Fields**

**Theatre 11:00-12:00**

**Lunch – Cafeteria**

**12:00-1:00 pm**