

**NDSU** NORTH DAKOTA  
STATE UNIVERSITY

 STUDENT FOCUSED  LAND GRANT  RESEARCH UNIVERSITY

# The Undergraduate Recruitment Landscape

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Office of Admission*



**THANK YOU**

# Topics

- Admission team
- Enrollment landscape
- Your impact
- Transfer students
- Inclusive recruitment
- Gen Z

# Our Team

[ndsu.edu/admission/meet\\_our\\_staff](https://ndsu.edu/admission/meet_our_staff)

Office of Admission serves  
undergraduate domestic  
students

## Admission Officers

Review and process all applications, transcripts and documents; send admission status updates to students

## Visit Team

Coordinate all aspects of campus visits and events; work closely with faculty and advisors for academic appointments

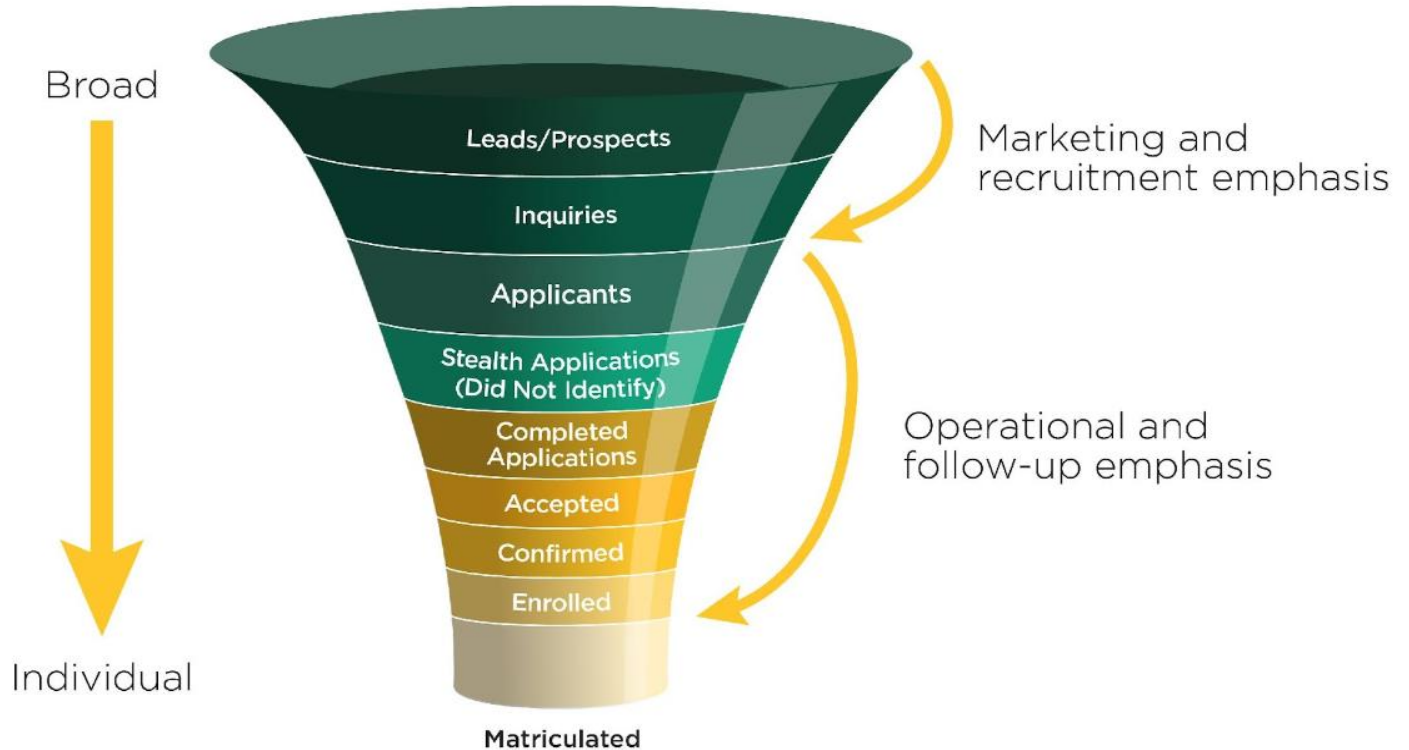
## Support Team

Provide support for all areas of the Office of Admission such as mailings, student database, office operations and supplies

## Admission Counselors

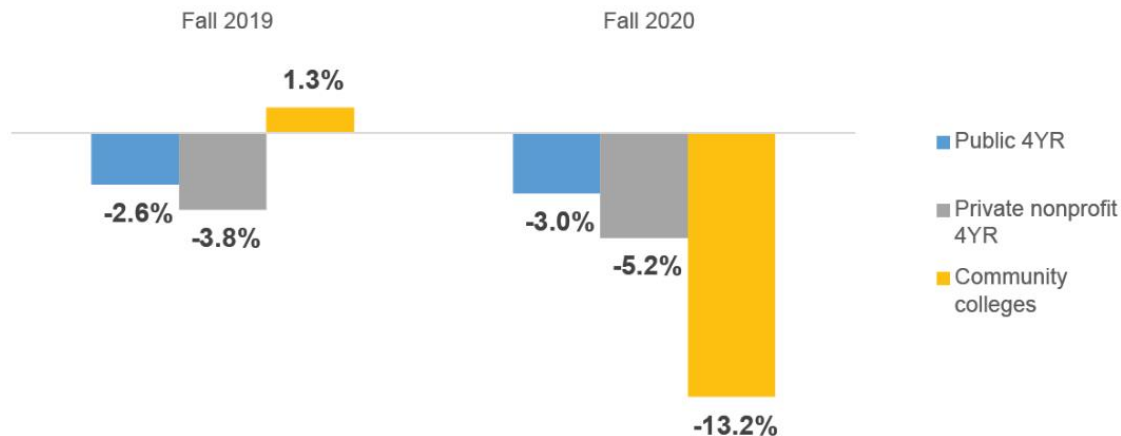
Personalized, continual communication with students as they inquire, apply and are admitted NDSU  
- designated first-year and transfer counselors

# Admissions Funnel



# Fall 2020 National Enrollment

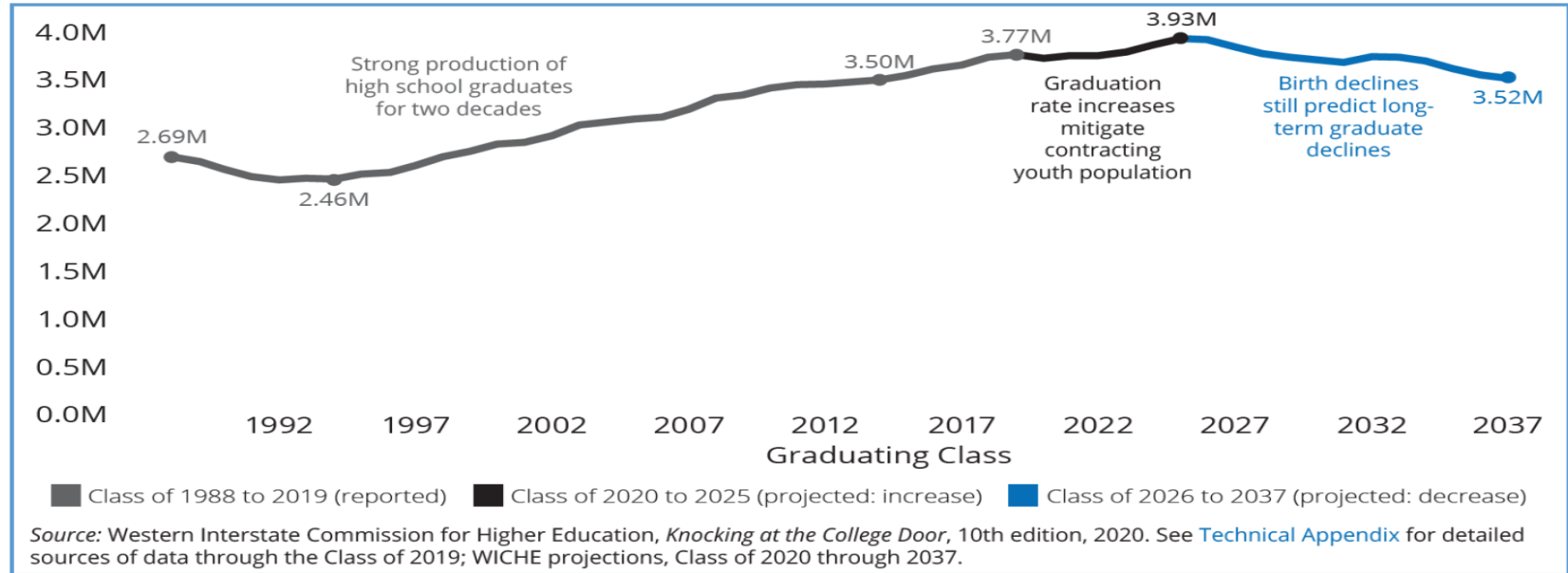
Figure 6. Percent Change in Immediate Fall Enrollments by Institution Sector



Note: For-profit four-year and private two-year colleges are not shown due to small numbers.

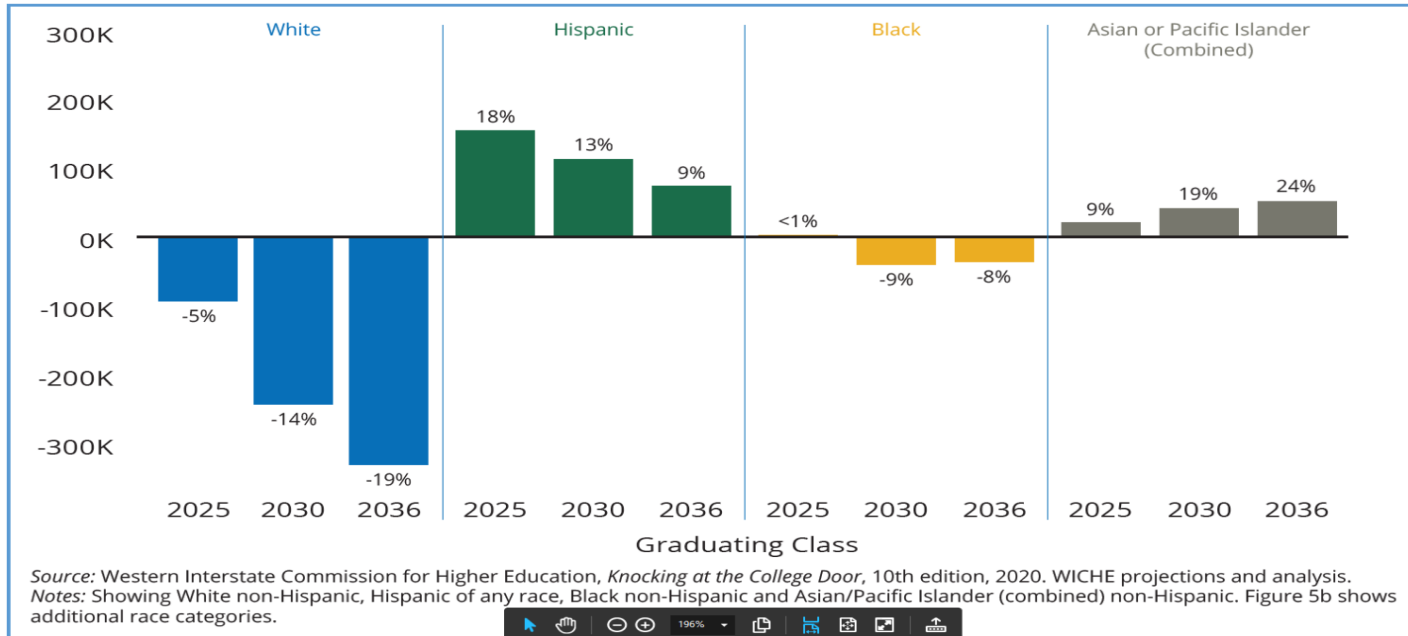
# Long-term projections - National

Figure 1. Slowing Growth in Number of U.S. High School Graduates, then Decline (U.S. Total High School Graduates)



# National Changes by Race/Ethnicity

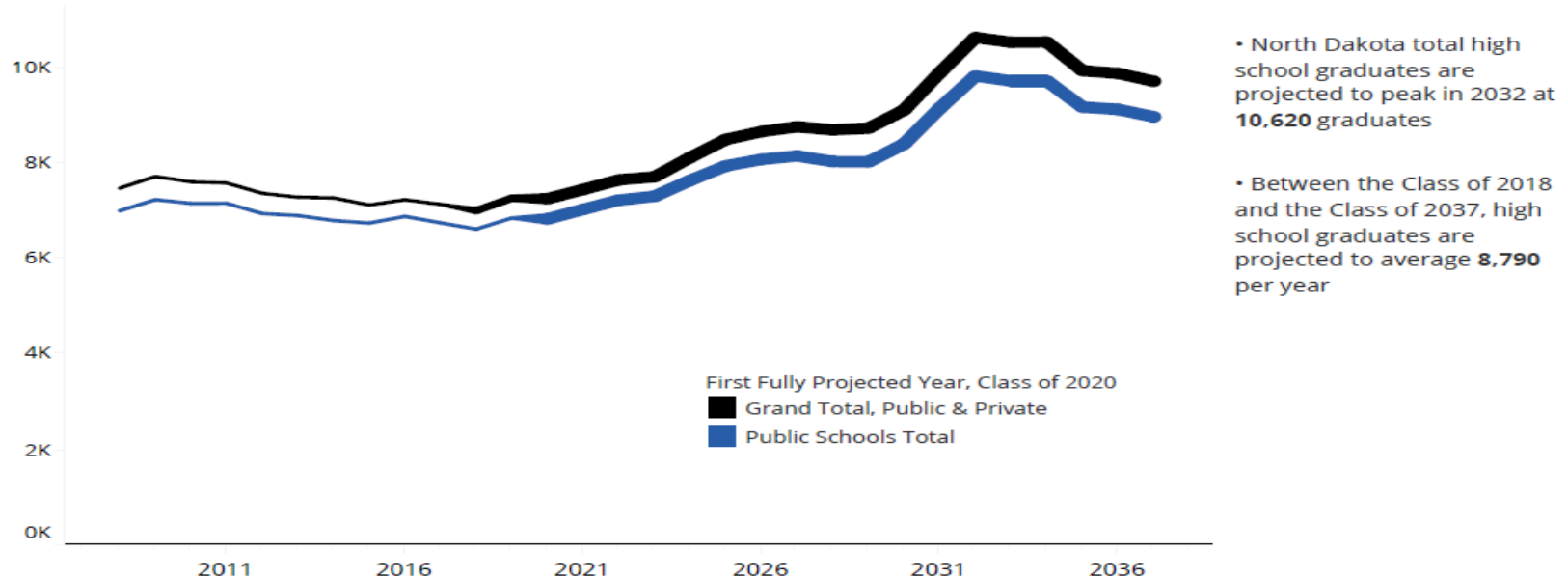
Figure 4b. Projected Change in Number and Percent Among U.S. Public High School Graduates in Classes of 2025, 2030, and 2036 Compared to 2019, by Race/Ethnicity





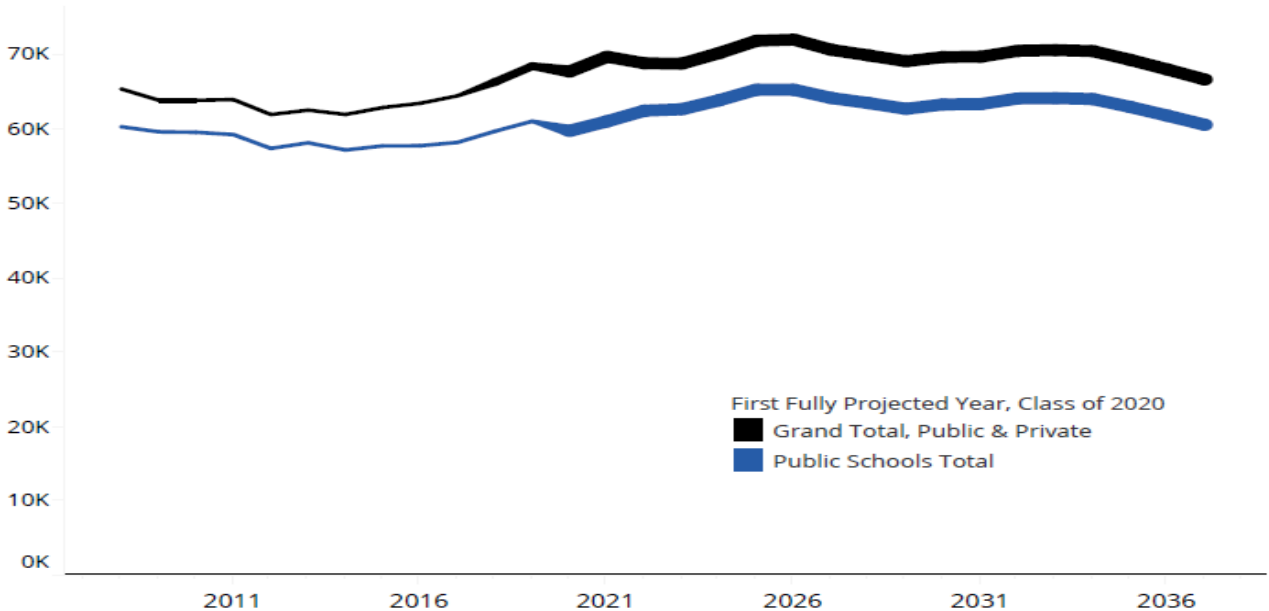
# North Dakota

Total & Public High School Graduates, Class of 2008 to 2037



# Minnesota

Total & Public High School Graduates, Class of 2008 to 2037



- Minnesota total high school graduates are projected to peak in 2026 at **72,120** graduates

- Between the Class of 2018 and the Class of 2037, high school graduates are projected to average **69,530** per year

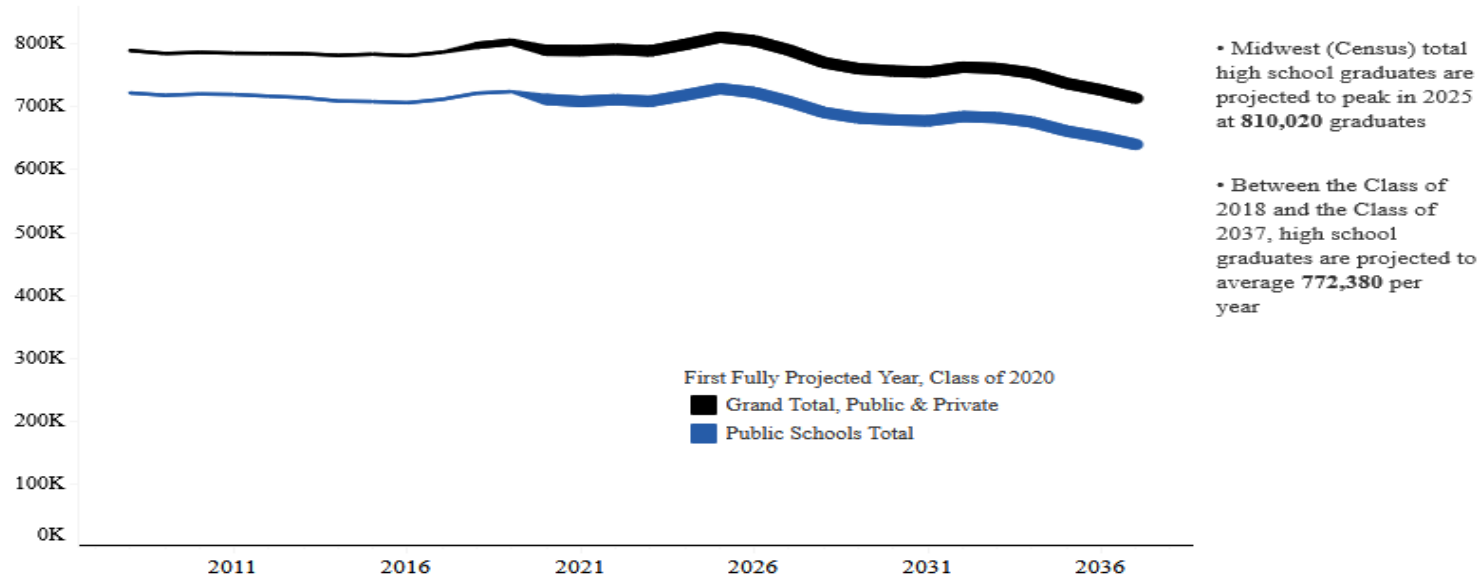
First Fully Projected Year, Class of 2020  
■ Grand Total, Public & Private  
■ Public Schools Total

# Midwest

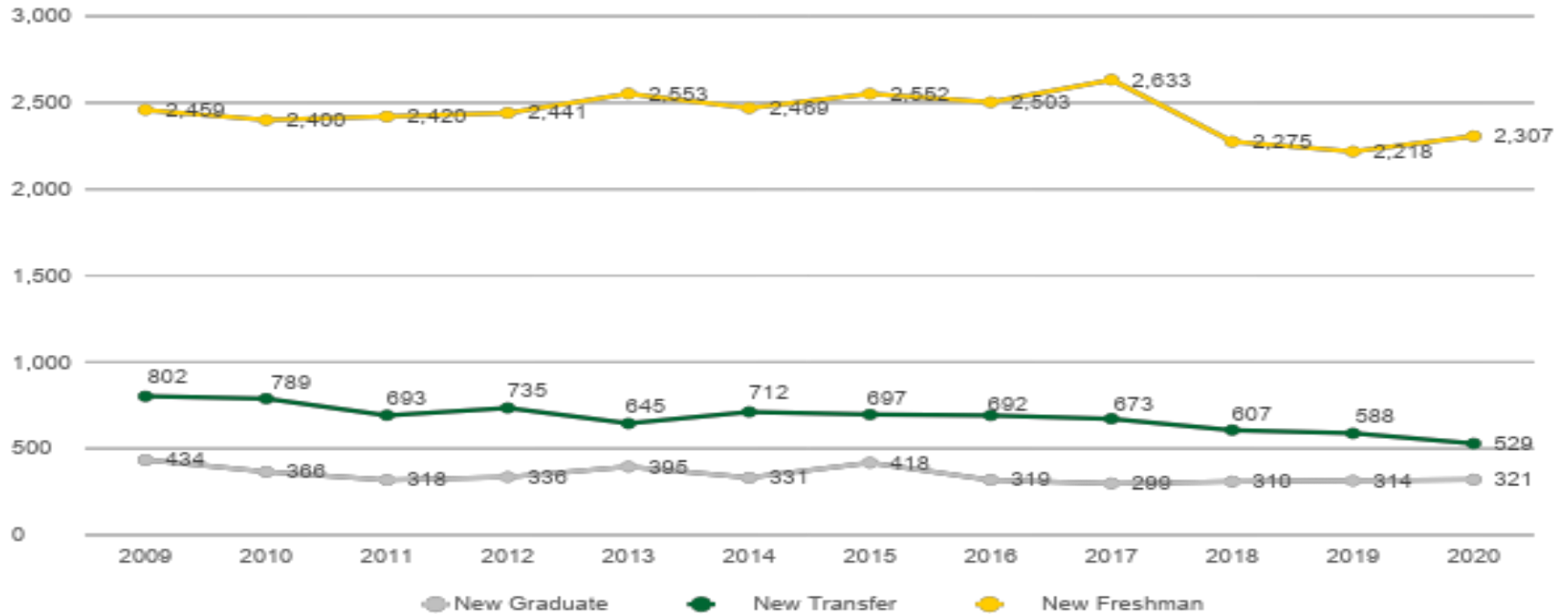
(ND, SD, MN, WI, MI, OH, IN, IL, IA, MO, KS, NE)

Projected values are displayed as either thicker or darker in the profile charts. See the notes for more details.

Total & Public High School Graduates, Class of 2008 to 2037

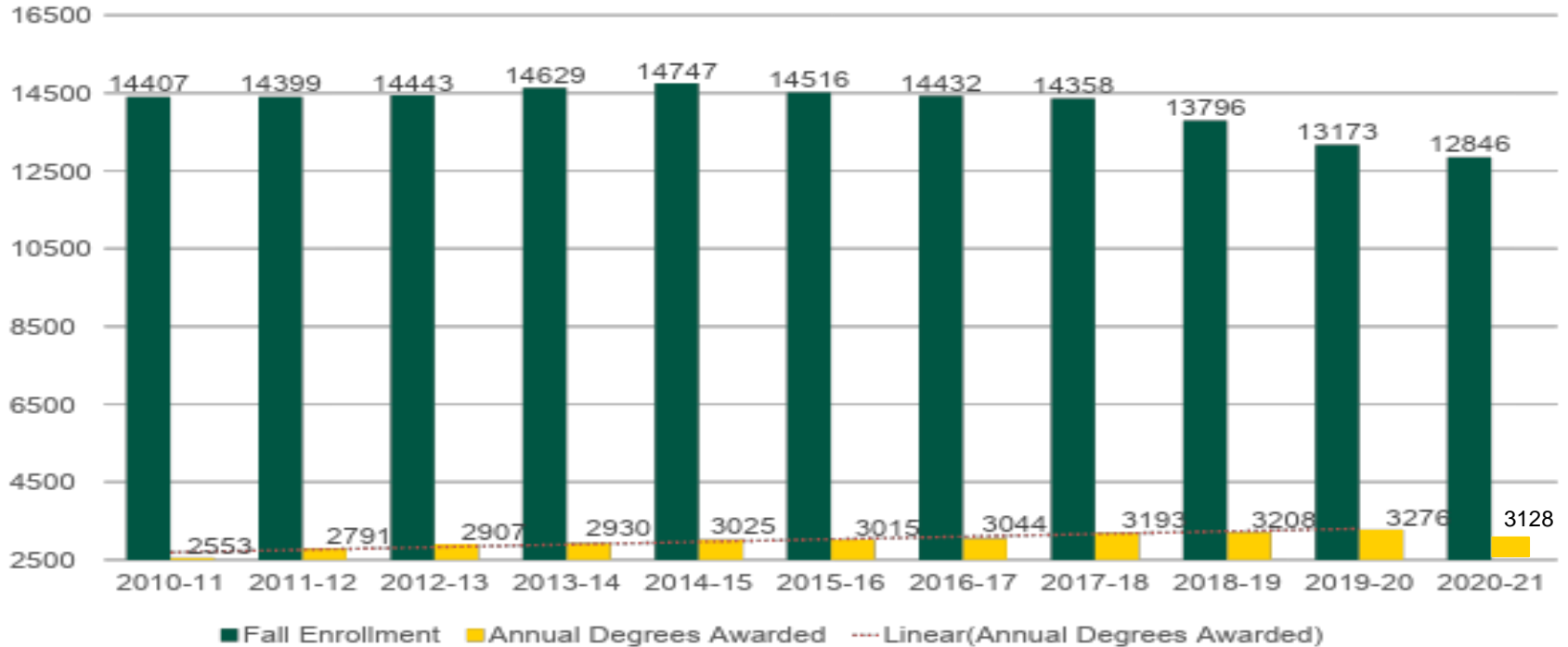


# NDSU New Student Enrollment



# NDSU

## Enrollment & Graduation History



# General Market Conditions

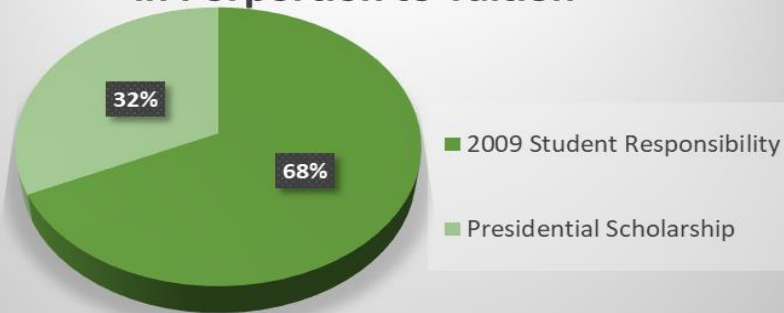
- Cultural narrative about value of college
- Price sensitivity
- Demographic shifts
- Covid/Post-covid
  - Biggest impacts on low income/historically excluded populations

# Regional Market Conditions

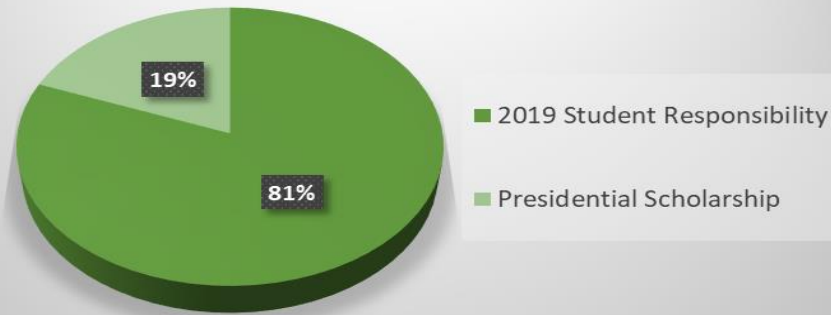
- NDSU enrolls largest % of ND HS Grads
- Minnesota competing to keep their students
  - MN need-based grants \$2,500 - \$8,000
  - ND need-based grants \$500 - \$2,000
- University of MN system focusing on MN students

# Reduced Buying Power of Merit-Based Aid

2009 Presidential Scholarship  
in Porportion to Tuition



2019 Presidential Scholarship  
in Proportion to Tuition





# Your Impact-Visits

<b>Visit Type</b>	<b>Fall 2019 Class</b>	<b>Fall 2020 Class</b>
Daily Visit Appointment (in person)	53.01%	56.35%
Signature Experience	NA	71.05%
Academic/Saturday	49.31%	48.60%
Discover NDSU	52.03%	53.33%

# Your Impact-Outreach

<b>College &amp; # Emails</b>	<b>Overall Average</b>	<b>10-Day Admit Email</b>
AFSNR (5)	54.7%	66.6%
AHSS (11)	40%	68.3%
BUSN (2)	45.6%	62.3%
CAC (2)	40.2%	68.6%
ENGR (8)	39.15%	70.4%
HP (5)	54.1%	78%
HSE (2)	44%	73.5%
SCMTH (3)	40.5%	76.4%

# First Year

## Top Reasons for Attending NDSU

Academic program

Prestige/Name recognition

Affordable tuition

School spirit

NDSU is the right size

Safe campus environment

NDSU is close to home

NDSU graduates get good jobs

Received academic scholarships

Strong sense of community/social life

# Transfer

## Top Reasons for Attending NDSU

Level of support in major

Contact with NDSU grads  
or current students

Location

Career opportunities

Cost

Program availability

# Supporting Transfer Students

- Timely graduation
- Academic policies
- Flexible class offerings
- Partnerships and agreements with select programs at community colleges
- Prompt advising
- Academic Appointments & Transfer Open House events

# Summary of Newer Tactics

- Application fee waiver (permanent)
- Test-optional admission
- Self-report admission decisions
- Gender identity, pronouns, sexual orientation data
- New CRM (mobile friendly)
- Increased communication of all types
- New scholarship structure (increased CDTW, need-based housing discounts for MN, discount for WI & IL)
- Universal scholarship deadlines
- No application requirement for guaranteed transfer scholarships
- Transfer advising guides
- Additional Transfer Counselor, CRM and communication coordinators

# Inclusive & Collaborative Recruitment

- Comfortably discuss diversity of your program/department/college and efforts on equity/inclusion
- Prioritize the student experience / Feature success stories of students & alumni
- Put your best foot forward (and people)
  - Discover NDSU, Campus daily visits
  - Orientation and Registration
  - Refer students to Bison Guide program
- Inform Admission of prospective student groups on campus
- Communication from colleges/department at key points in funnel
- Ensure curriculum does not hinder transfer students
- Nurture donors (need-based, renewable, first-year and transfer)



**How do you Describe Gen Z Students?**



# Marketing to Gen Z Is a Challenging Endeavor

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Visual aid from EAB (Education Advisory Board), February 2021

# Understanding Gen Z

- Born between 1995–2010
- “Prefer self-learning, **applied learning**, immersive educational experiences, and technologically-mediated instruction to faculty-driven education and passive learning” ([Inside Higher Ed, 2019](#))
- Entrepreneurial, desire **practical skills** with their education, and are concerned about the cost of college ([NACAC, 2020](#))
- A **demanding** generation living through demanding times (EAB Webinar, 2021)
- 82% are searching for colleges online by academic major ([EAB 2021](#))

# Understanding Gen Z

- More receptive to **personalized marketing** and communications (EAB Webinar, 2021)
- Savvy, shop for good value, appreciate **price transparency**, and want to estimate their return on investment as specifically as possible ([Chronicle, 2018](#))
- “Less seasoned than previous generations, which raises the stakes for personal development as part of the college experience — **more guidance** on issues like study habits, wellness, and free speech” ([Chronicle, 2018](#))
- Appreciate practical **real life experiences** ([NACAC, 2020](#))

# Impacts of the Pandemic on Gen z

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- Coined “the resilient generation” ([Forbes 2021](#))
- 68% of college students see more value in their education than ever before while 72% of students reported a new sense of urgency for completing their education. (Pearson survey of 6,000 college students and parents)
- 45% of college students today are being inspired to consider a career in healthcare and science. ([Forbes 2021](#))

# Questions?

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