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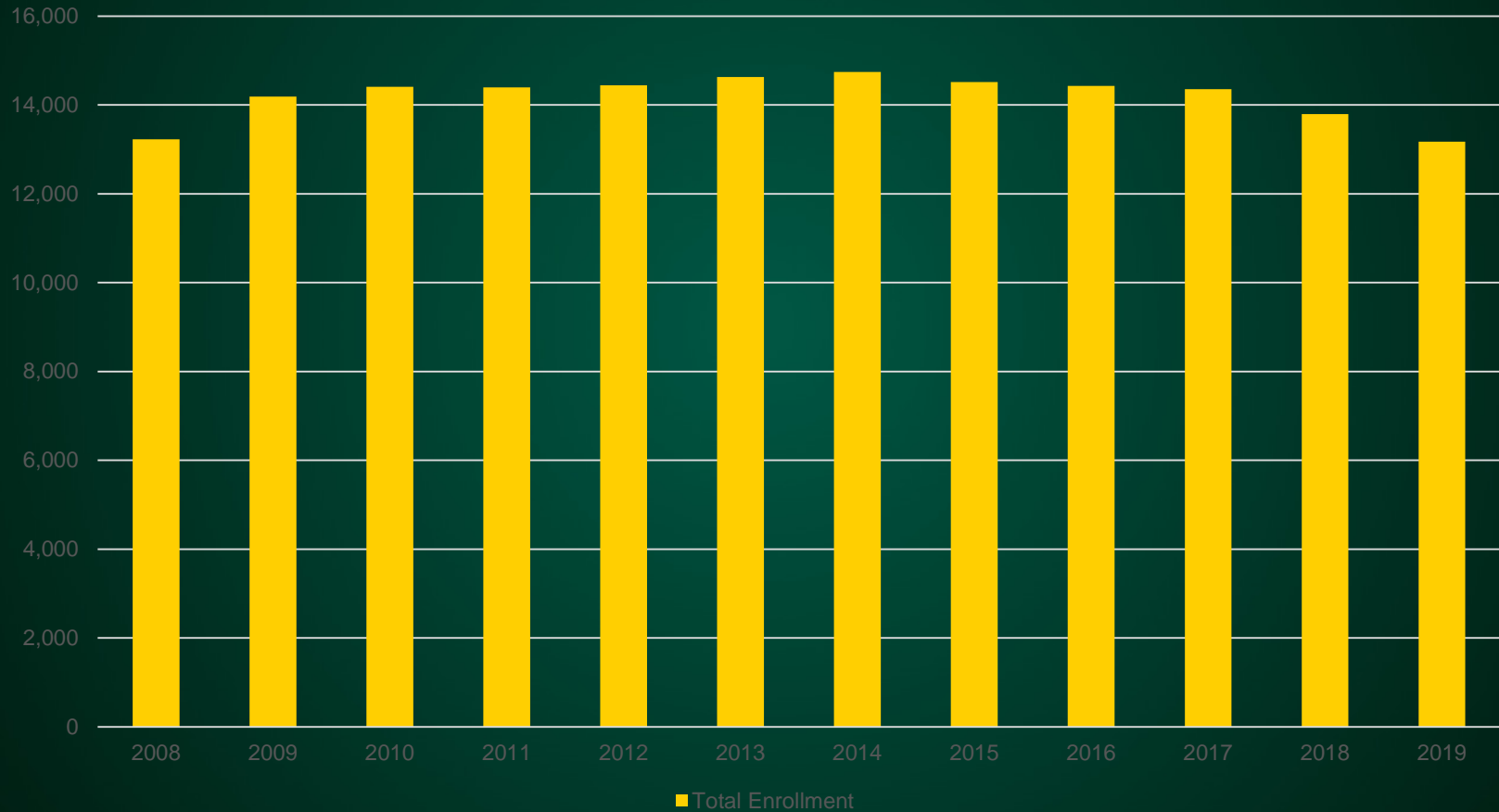
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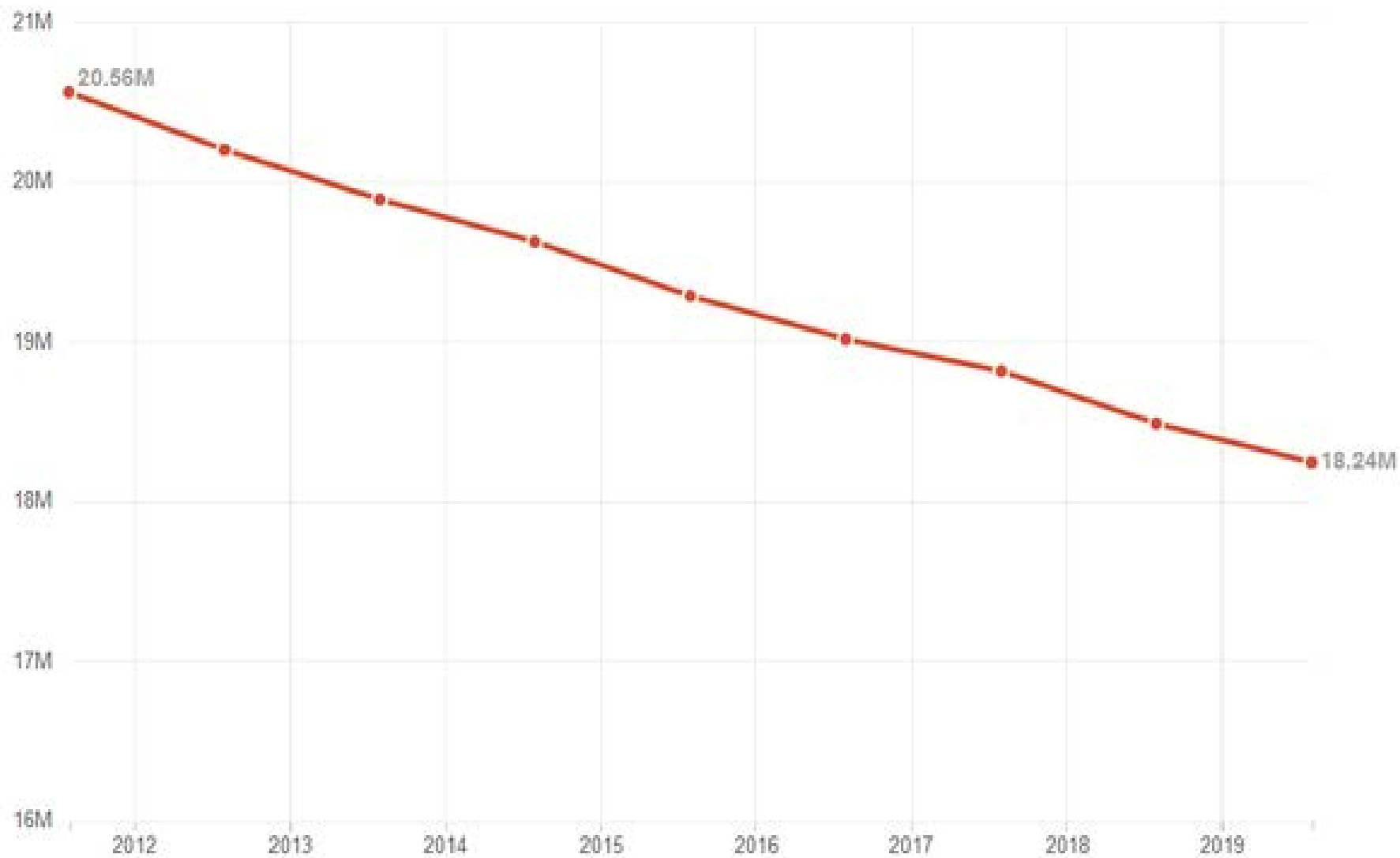
Director of Admission

# Enrollment History

Enrollment History 2008- 2019



About 2.3 million fewer students enrolled in college this fall than in fall 2011.



Source: [National Student Clearinghouse Research Center](#)

Credit: Daniel Wood/NPR

EDUCATION

## Dickinson State proposes elimination of 14 positions, 6 programs to balance budget

In addition to staff and program cuts, the university has saved approximately \$1.2 million in non-personnel budget cuts, \$2.6 million in vacated positions left unfilled and \$689,881 in early retirements and voluntary separations.

Written By: *Kayle Henson* | Jan 23rd 2020 - 10am.



Dickinson State University Interim President Stephen Easton addressed proposed budget cuts during an open forum at the university on Tuesday, Jan. 21. (Kayle Henson / Forum News Service)

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# THE MERCURY

MANHATTAN, KANSAS



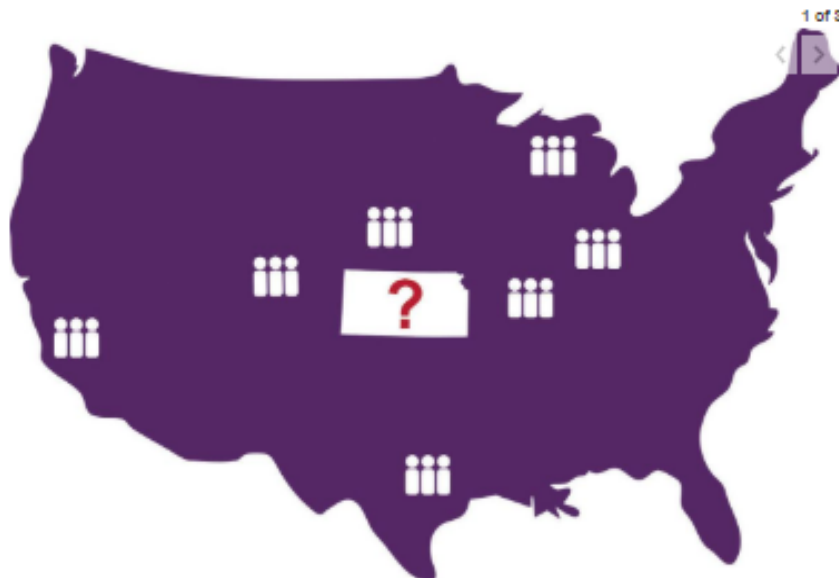
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# IN-STATE SLIDE

## Fewer Kansans are going to K-State. Don't expect that to change soon

Rafael Garcia rgarcia@themercury.com Jan 26, 2020



Proportionally fewer Kansas students are making up K-State's student body, and as the university looks to rebound from declining enrollment numbers, it will increasingly rely on students from Midwestern states and states that have traditionally been K-State strongholds, like Texas and California.

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- Trump unleashes fury at impeachment enemies at prayer event
- Kansas State's Peyton Williams named finalist for CLASS Award
- Life under virus quarantine: Boxing, chalk art and waiting

HEALTHCARE | Feb 6th 2020 - 10am

McFeely: Against all odds, Maris tournament survives to next chapter

LETTERS | Feb 6th 2020 - 12pm

Letter: Urge Sen. Cramer to support Illicit Cash A

## EDUCATION

### Five Minnesota colleges to merge as enrollment keeps falling statewide

Written By: Josh Verges / St. Paul Pioneer Press | Jan 29th 2020 - 8pm.



iStock / Special to The Forum

**ON AIR** 0:00

BBC World Service: Newshour

## Fewer students are going to college. Here's why that matters

Elissa Nadworny and Max Larkin December 16, 2019 5:12 a.m.

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■ Meredith Jensen for NPR



**JUST IN** Independence man arrested in Maynard assault

# UPDATE: Enrollment drops across Iowa's public universities

The Gazette Sep 13, 2019 1

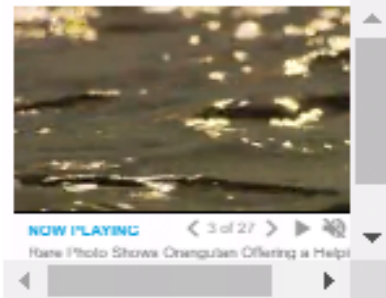
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Mark Nook



**C**EDAR RAPIDS -- Total and undergraduate enrollment is down at all of Iowa's public universities this fall, reflecting an increasingly competitive





University of Montana

# Enrollment decline steeper than UM reported; budget cuts coming

KEILA SZPALLER Nov 5, 2015 0

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1 of 2




The University of Montana's main hall.

Kurt Wilson, for the Independent Record

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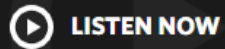
## University of Montana enrollment dips again, but shows retention progress

MATT NEUMAN Feb 11, 2020 Updated 12 hrs ago

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Spring enrollment at UM is down again in a decade-long trend, with some improvements in keeping the students who came in the fall progressing toward a degree.



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Sean Hannity  
2PM-5PM

UPCOMING SHOWS

The Mark Levin Show  
Ben Shapiro  
The Savage Nation

# As enrollment and revenues at S.D. universities fall, worries rise over possible program and personnel cuts

Wednesday, January 08, 2020 3:33 p.m. CST



Paul Beran, executive director of the South Dakota Board of Regents. Photo from SDNW.

- Cultural / economic issues
- Demographics
- University of Minnesota Twin Cities

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### Trending Articles

**RECREATION** | Feb 18th 2020 - 7am  
FM Rotary Foundation aims to set up natural playground in Moorhead

**HISTORY** | Feb 18th 2020 - 6am  
After falling in love with historic Comstock school building, Moorhead man ready to sell

**BASKETBALL** | Feb 17th 2020 - 11pm  
Ada-Borup boys basketball romps D-G-F

**CRIME AND COURTS** | Feb 17th 2020 - 5pm  
Man fatally stabbed in face at mental health group home in West St. Paul

### TECHNOLOGY

## No 4-year degree? No problem in North Dakota where 'good' blue collar jobs are plentiful

Written By: Patrick Springer | Feb 16th 2020 - 5am.



Ben Spaeth demonstrates the use of a robotic welder Wednesday, Feb. 5, on the Fargo campus of the North Dakota State College of Science. Michael Vosburg / Forum News Service



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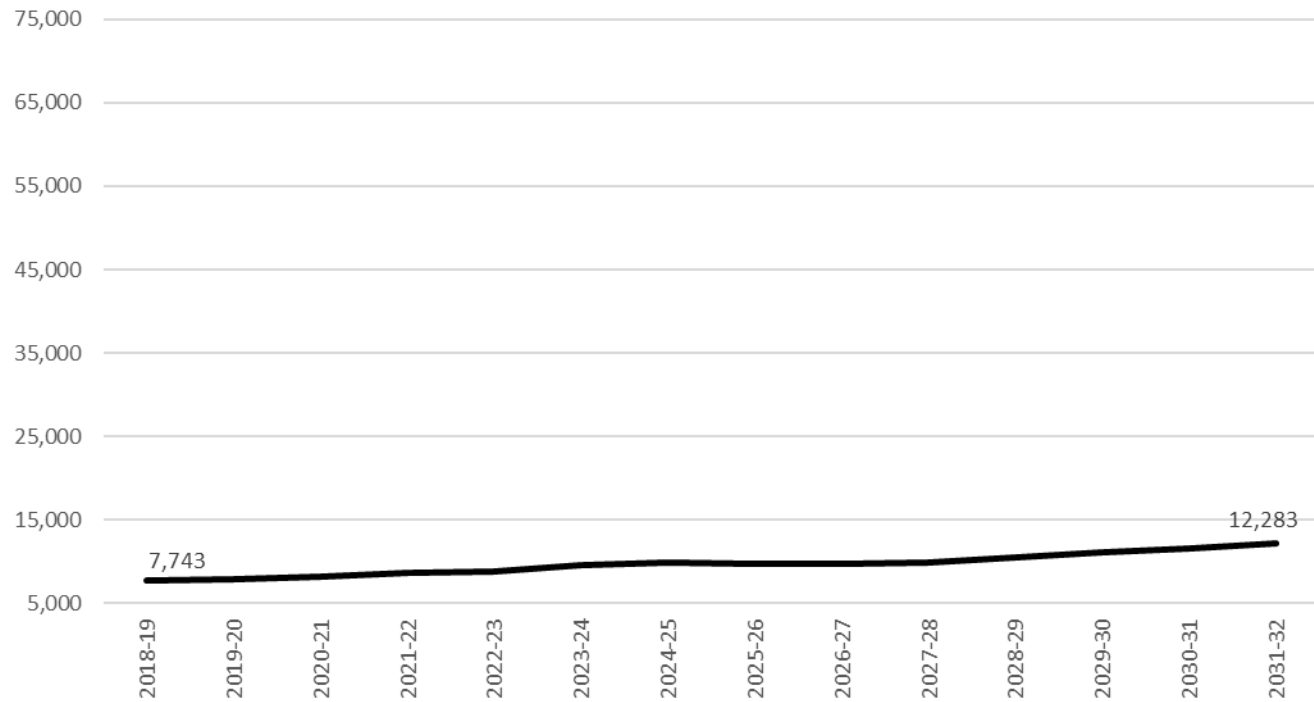
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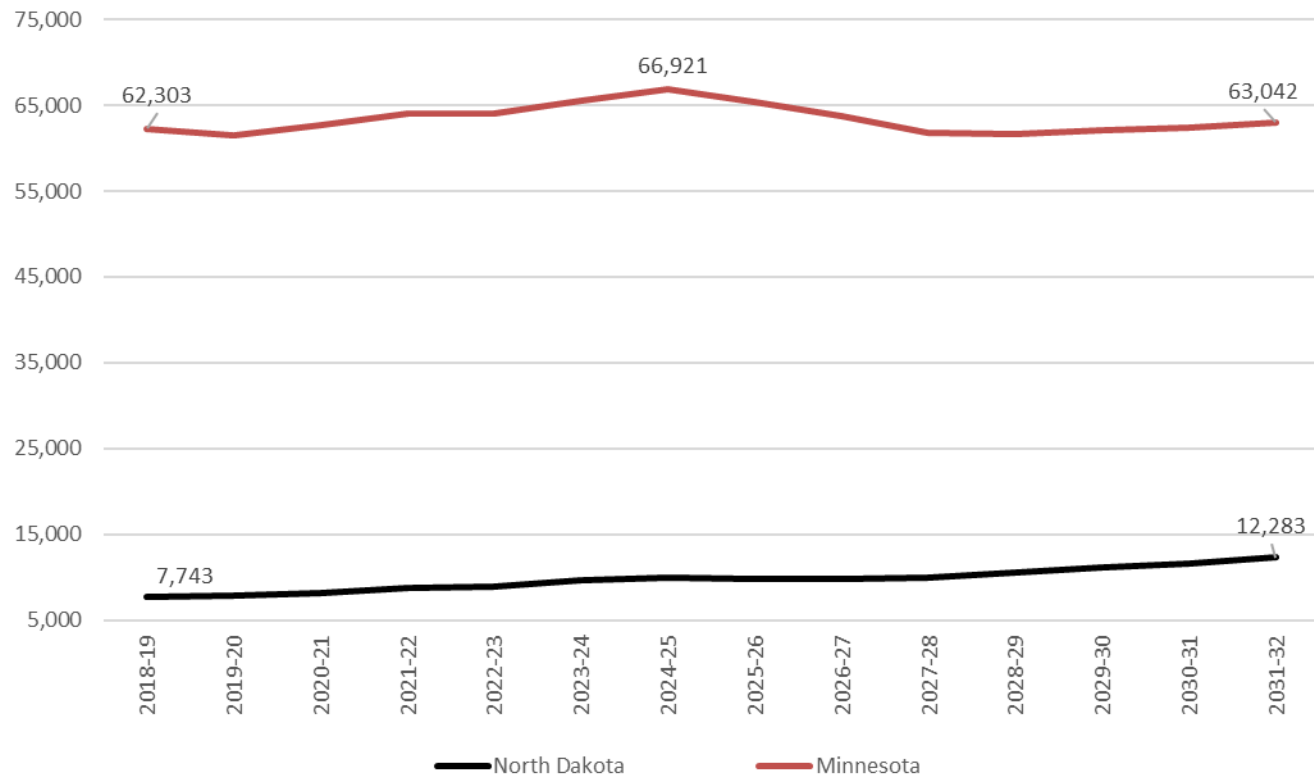
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## Reported Counts of High School Graduates NORTH DAKOTA



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates*, 2016, [www.wiche.edu/knocking](http://www.wiche.edu/knocking).

## Reported Counts of High School Graduates NORTH DAKOTA and MINNESOTA



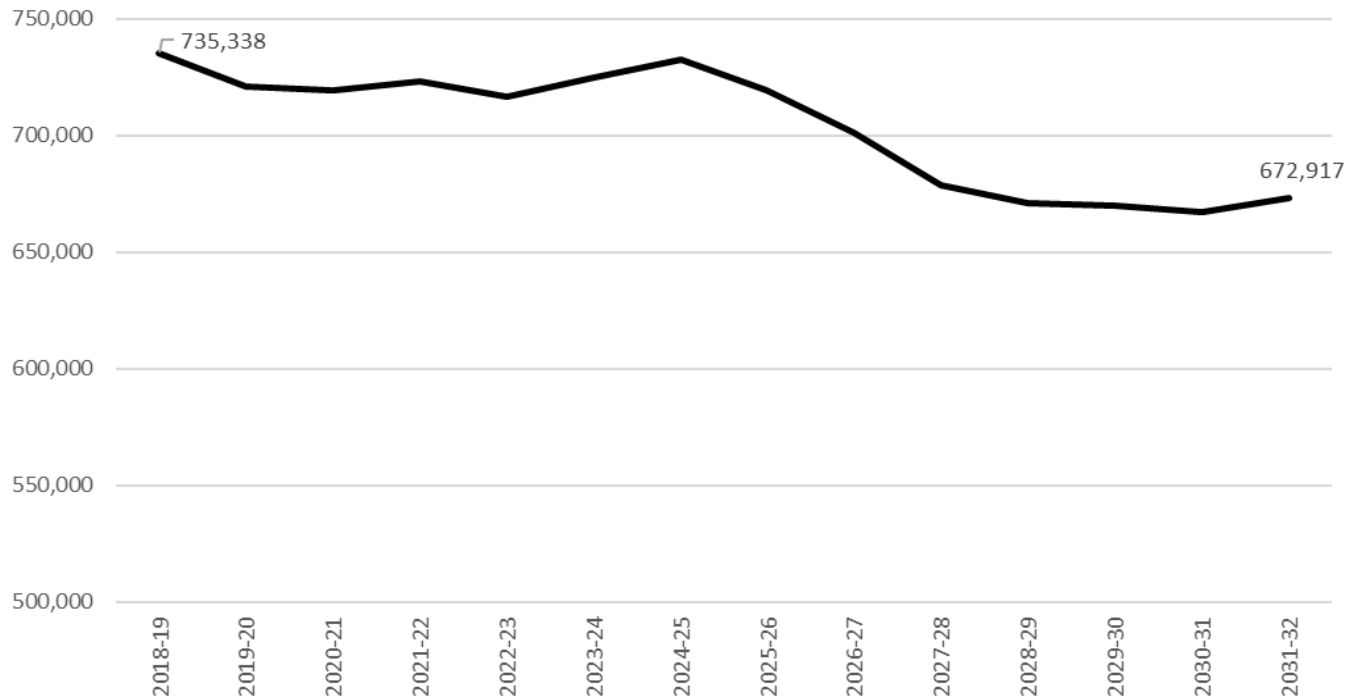
Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates*, 2016, [www.wiche.edu/knocking](http://www.wiche.edu/knocking).



# Reported Counts of High School Graduates

## MIDWEST

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Wisconsin

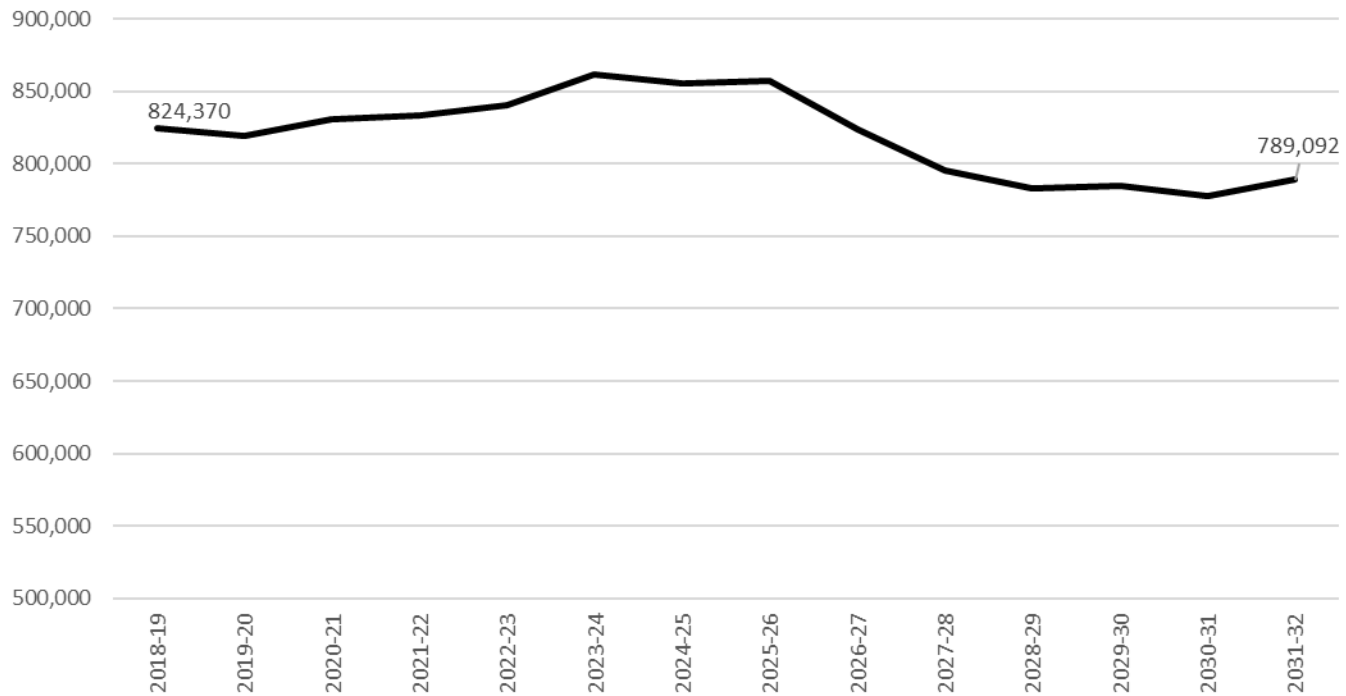


Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates*, 2016, [www.wiche.edu/knocking](http://www.wiche.edu/knocking).

# Reported Counts of High School Graduates

## WEST

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana,  
Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates*, 2016, [www.wiche.edu/knocking](http://www.wiche.edu/knocking).

# University of Minnesota aims to grow system enrollment

June 25, 2018



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MINNEAPOLIS (AP) — Students who can't get into University of Minnesota's selective Twin Cities flagship campus will be steered to the four other satellites as the system looks to grow by 3,000 over the next six years, according to university officials.

The Twin Cities campus accounts for 71 percent of the system's more than 44,500 undergraduates, the [Pioneer Press](#) reported. However, its campuses in Duluth, Crookston, Morris and Rochester need to bear 69 percent of the enrollment growth in order for the system to meet its 2024 target.

University officials said they'll craft application materials and rejection letters that promote all five campuses. The schools have already started sharing their rejection lists with the other campuses and will do the same with wait lists.

The university's flagship campus turns away more than 20,000 undergraduate applicants annually.

Vice provost and undergraduate dean Bob McMaster said the campuses have historically viewed each other as competitors. That's changing as officials work to develop a comprehensive strategic plan.

"We must remind students that there is one University of Minnesota diploma, not five," McMaster has said.

He said the university also must ramp up recruitment efforts for students of color and work with

# Adjacent state students offered South Dakota Tuition Advantage

DECEMBER 5, 2018

New students from adjacent states will soon experience the South Dakota Advantage, a tuition program that state public universities will offer, starting next summer, to new freshmen and new transfer students from six surrounding states.

The South Dakota Board of Regents adopted the new tuition policy in action taken Wednesday at its meeting on the campus of Northern State University. “Our goal is to grow enrollments, meet South Dakota’s workforce needs, and bring additional financial resources to our universities and the state,” said Regents President Kevin Schieffer. “Our data show 30 percent of nonresident students stay in South Dakota to pursue a career after graduation. This is an important demographic for us to engage.”

The adjacent state tuition program, to be called the South Dakota Advantage, offers new freshmen students and new transfer students from Wyoming, Montana, North Dakota, Nebraska, Iowa and Colorado a tuition rate equivalent to the resident undergraduate rate set at each South Dakota public university. Minnesota is not part of the new program since the state of South Dakota has a long-standing tuition reciprocity agreement with Minnesota.

Several adjacent-state tuition plans already exist in South Dakota between certain universities and states. For example, Black Hills State University currently offers a rate equivalent to in-state tuition to new students from Colorado, Montana, and Wyoming. At the University of South Dakota and at South Dakota State University, adjacent state arrangements are in place for new students from Iowa and Nebraska.

“Given the number of arrangements already in place between universities and neighboring states, the move to a surrounding state program for all of our universities seemed logical,” said Paul B. Beran, the regent’s executive director and CEO. “This provides an opportunity for the regents’ system and its campuses to effectively market in all of the surrounding states, with the goal to grow our enrollments and build a stronger workforce for South Dakota.”

The program is effective with the academic term beginning summer 2019. At its meeting next April, the Board of Regents will set tuition rates for the coming year.

# K-State to offer lower tuition for out-of-state students from 5 states

By **Rafael Garcia** - Mar 24, 2019

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*A hanging piece of decor at Berney Family Welcome Center on Nov. 22, 2018. (Alanud Alanazi | Collegian Media Group)*



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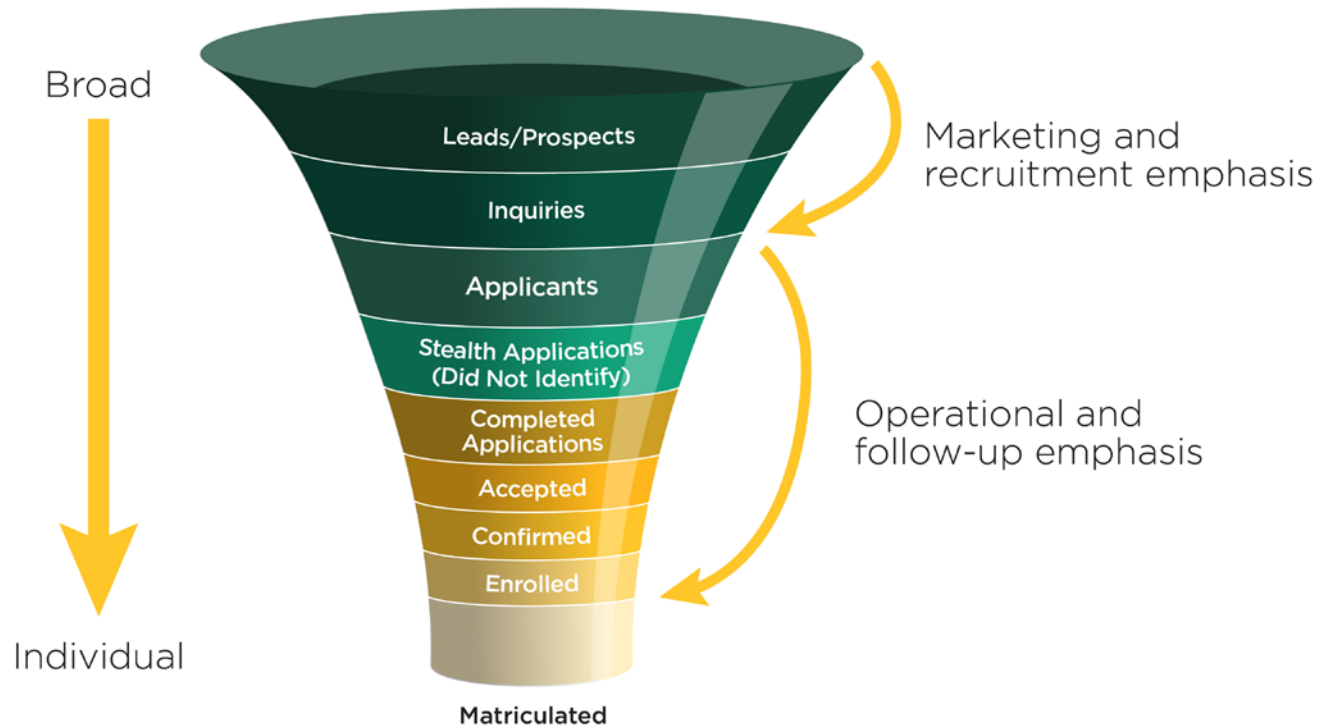
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# Admissions Funnel





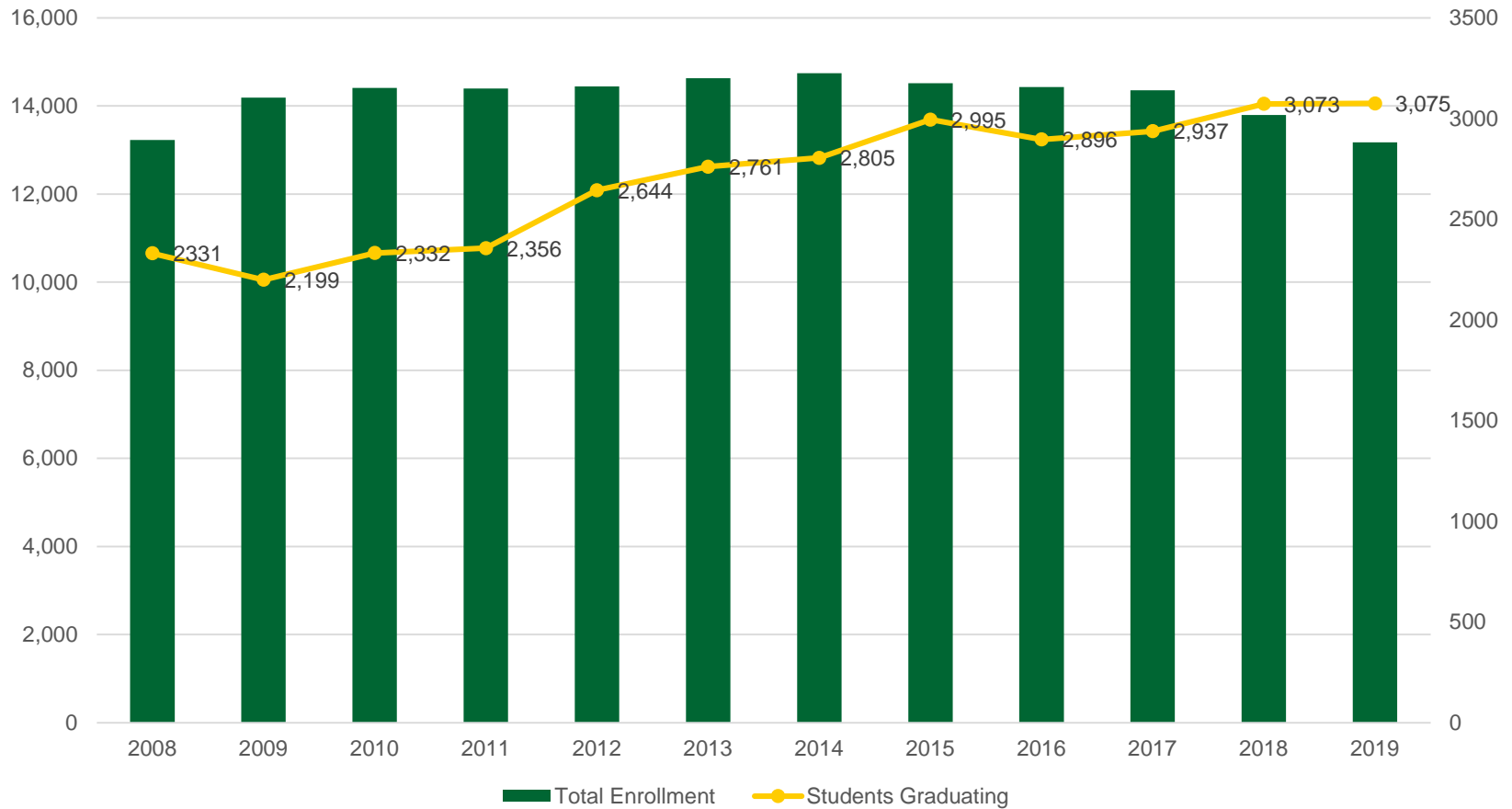
# College Choice Decision Making

## The 4 P's

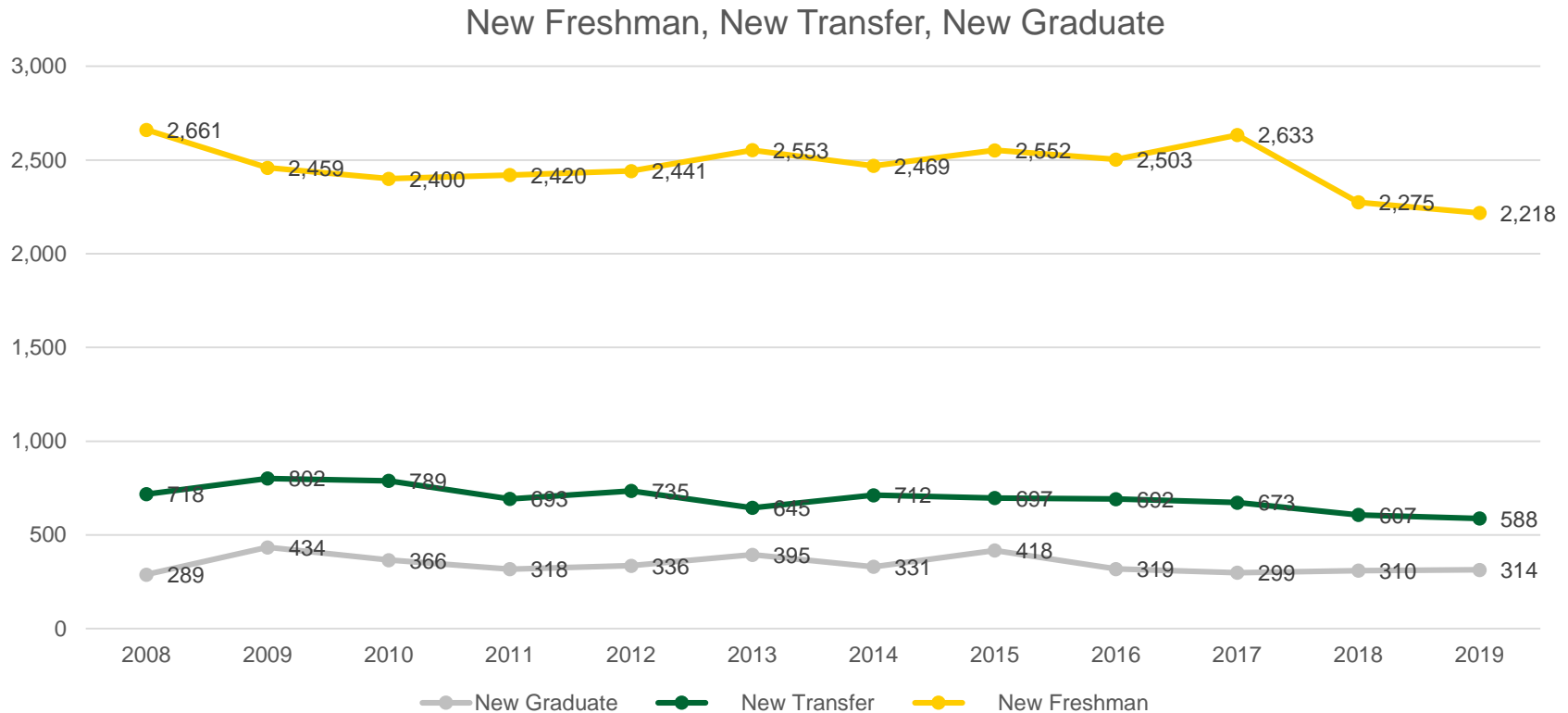
- Proximity
- Positive Experience
- Price
- Program Availability

# Enrollment History

## Enrollment History 2008- 2019

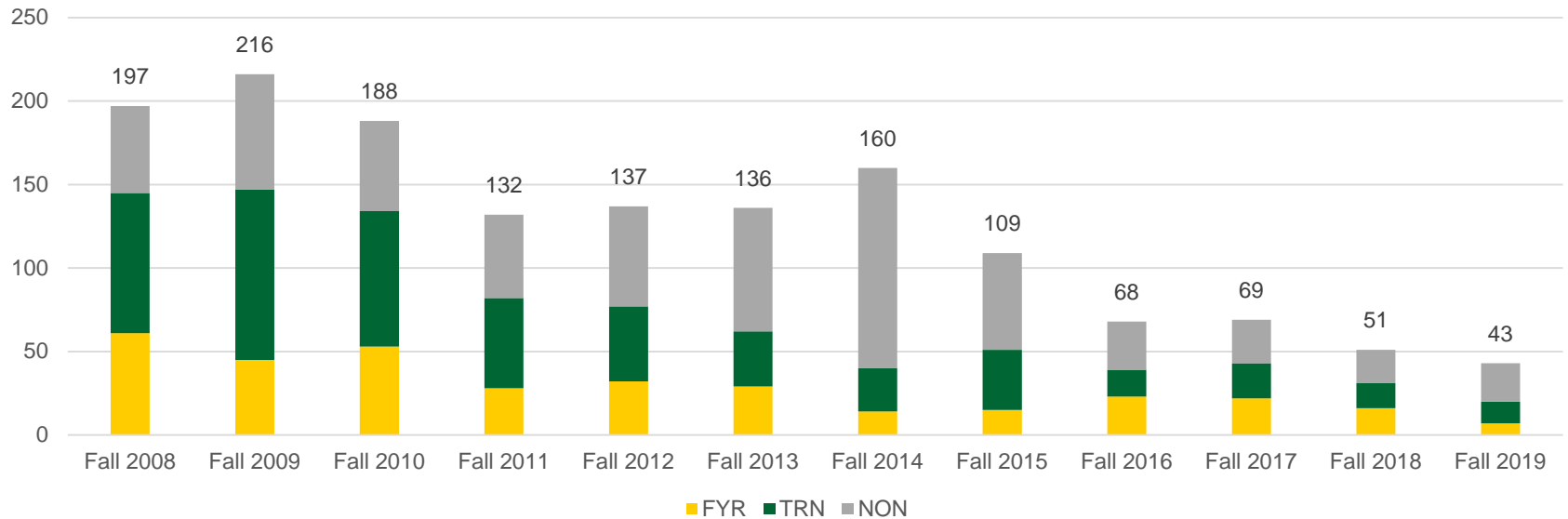


# New Student Enrollment

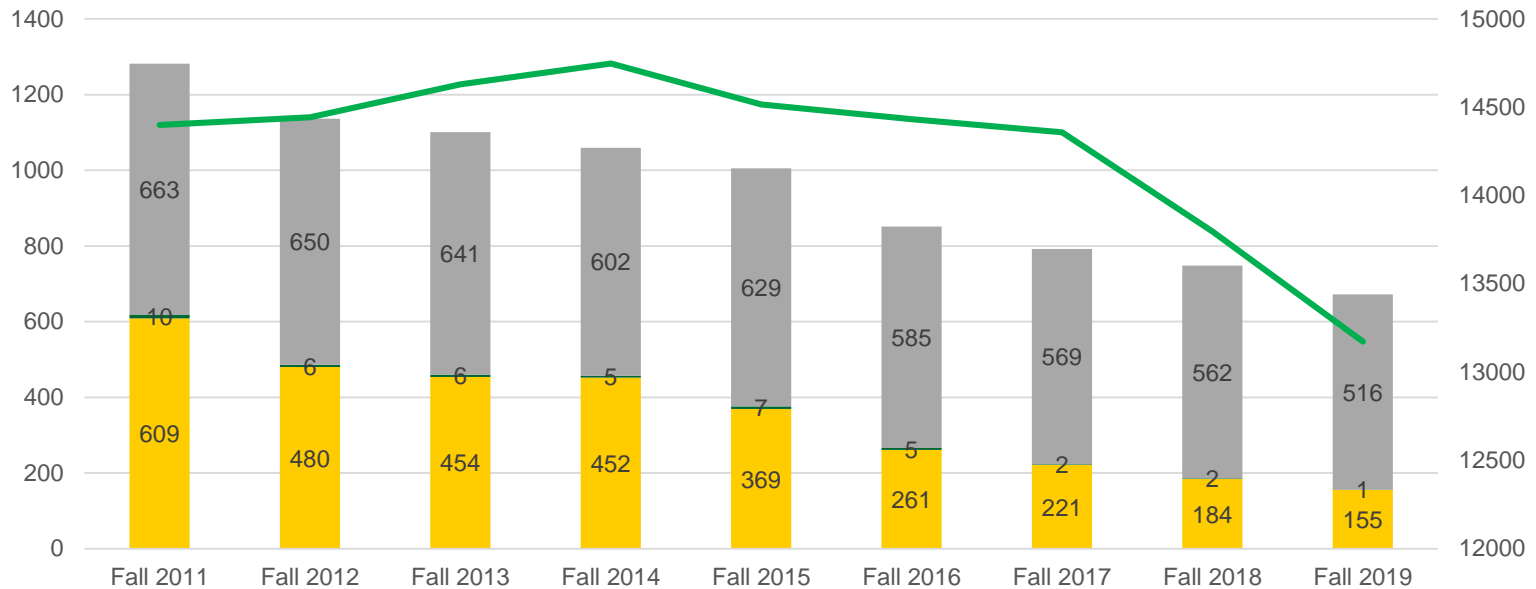


# New Undergraduate International Student Enrollment

Freshman, Transfer and Non-Degree



# Overall International Student Enrollment

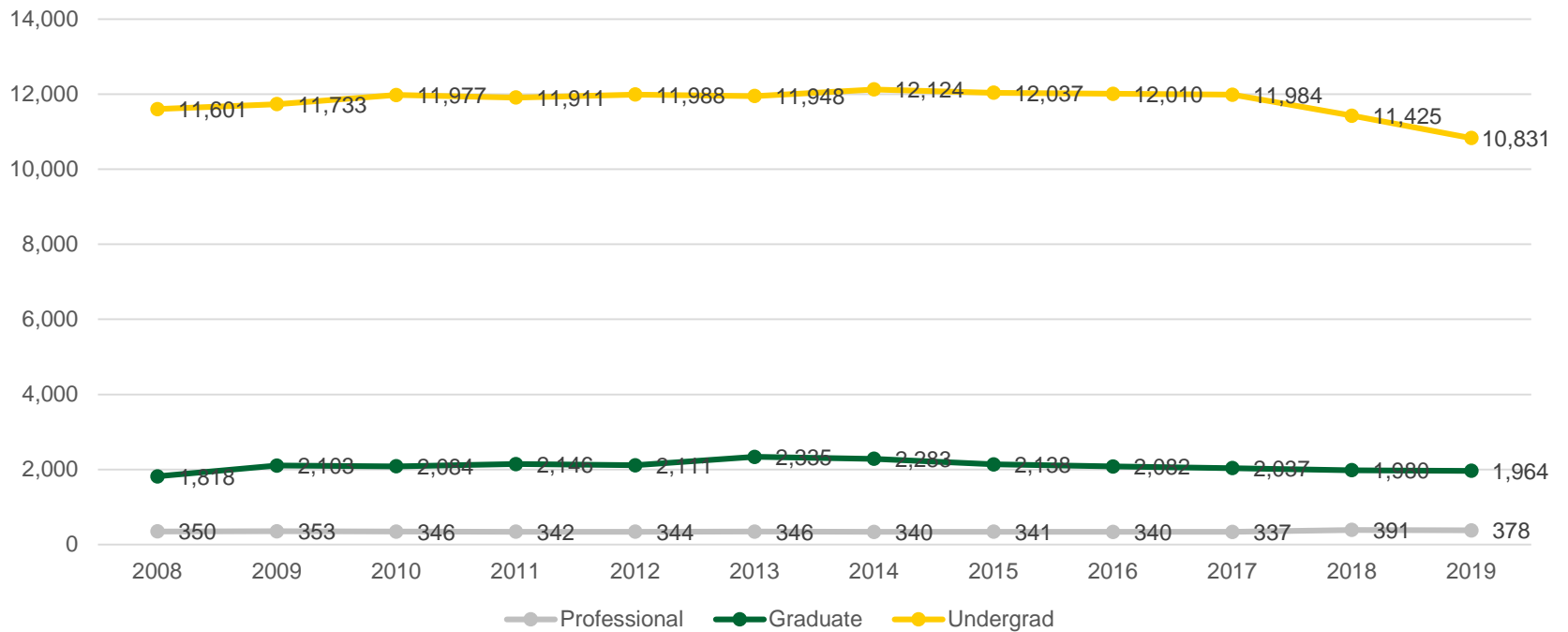


International Enrollment

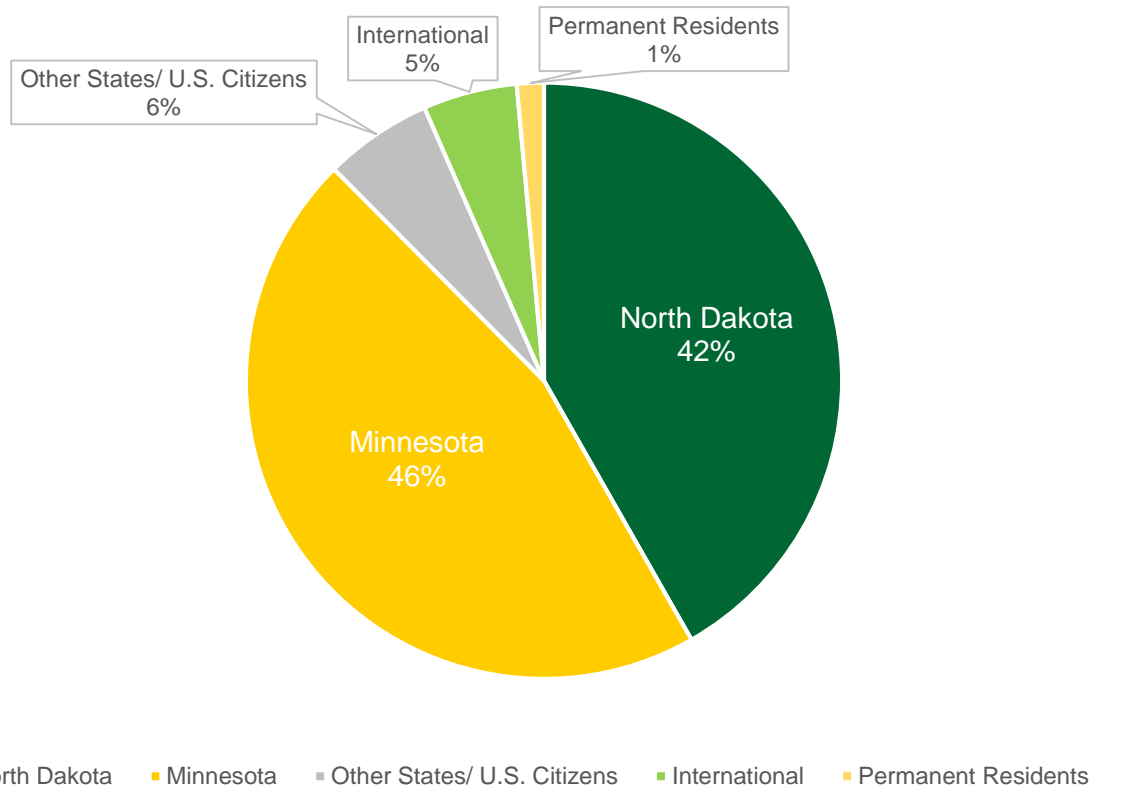
■ Undergraduate 
 ■ Professional 
 ■ Graduate 
 — Total Enrollment

# Overall Enrollment

Undergraduate, Professional and Graduate Total

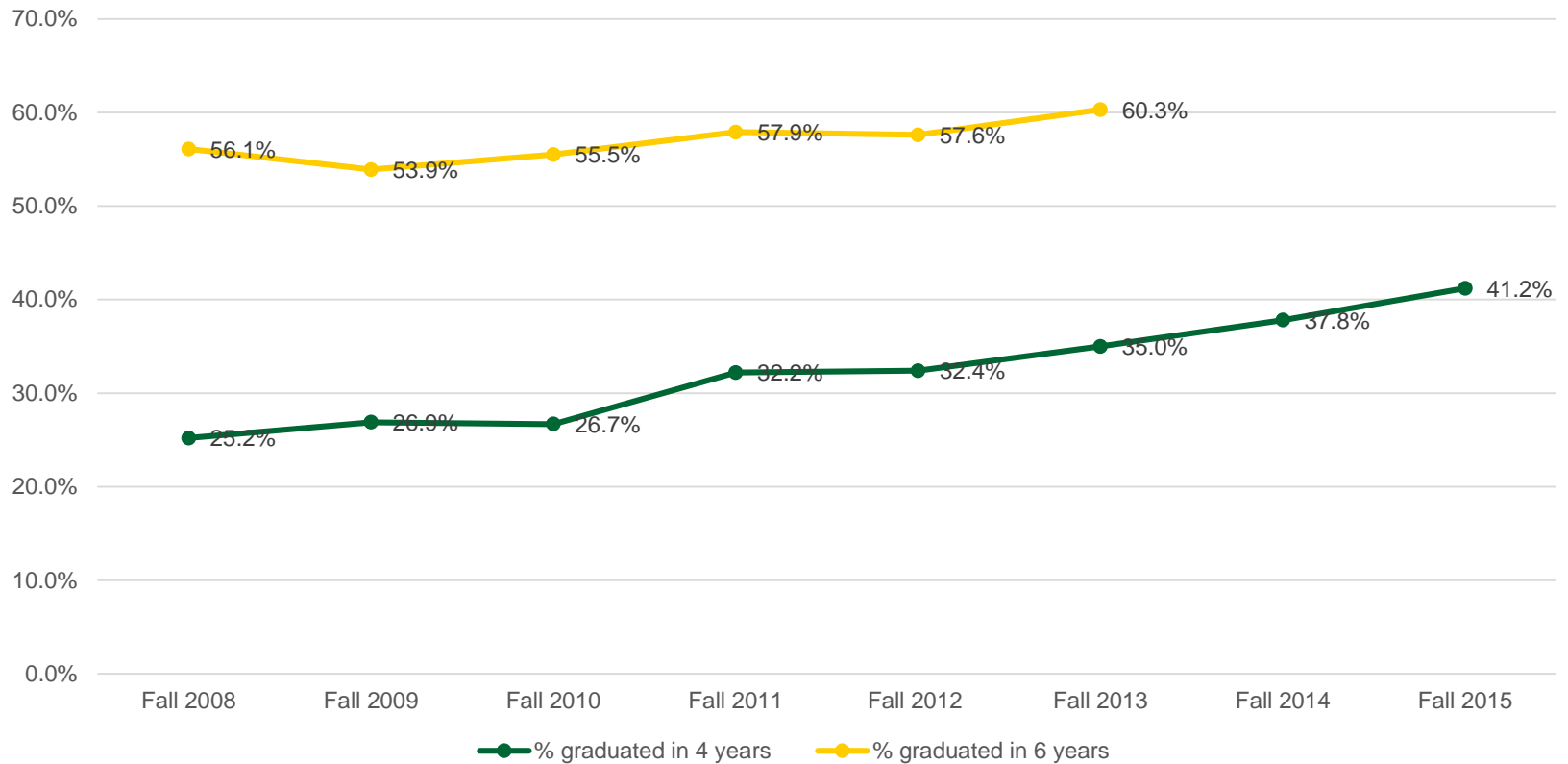


# Student Residency Fall 2019



# NDSU Graduation Rates

## Graduation Rates of NDSU First-Time, Full-Time Students

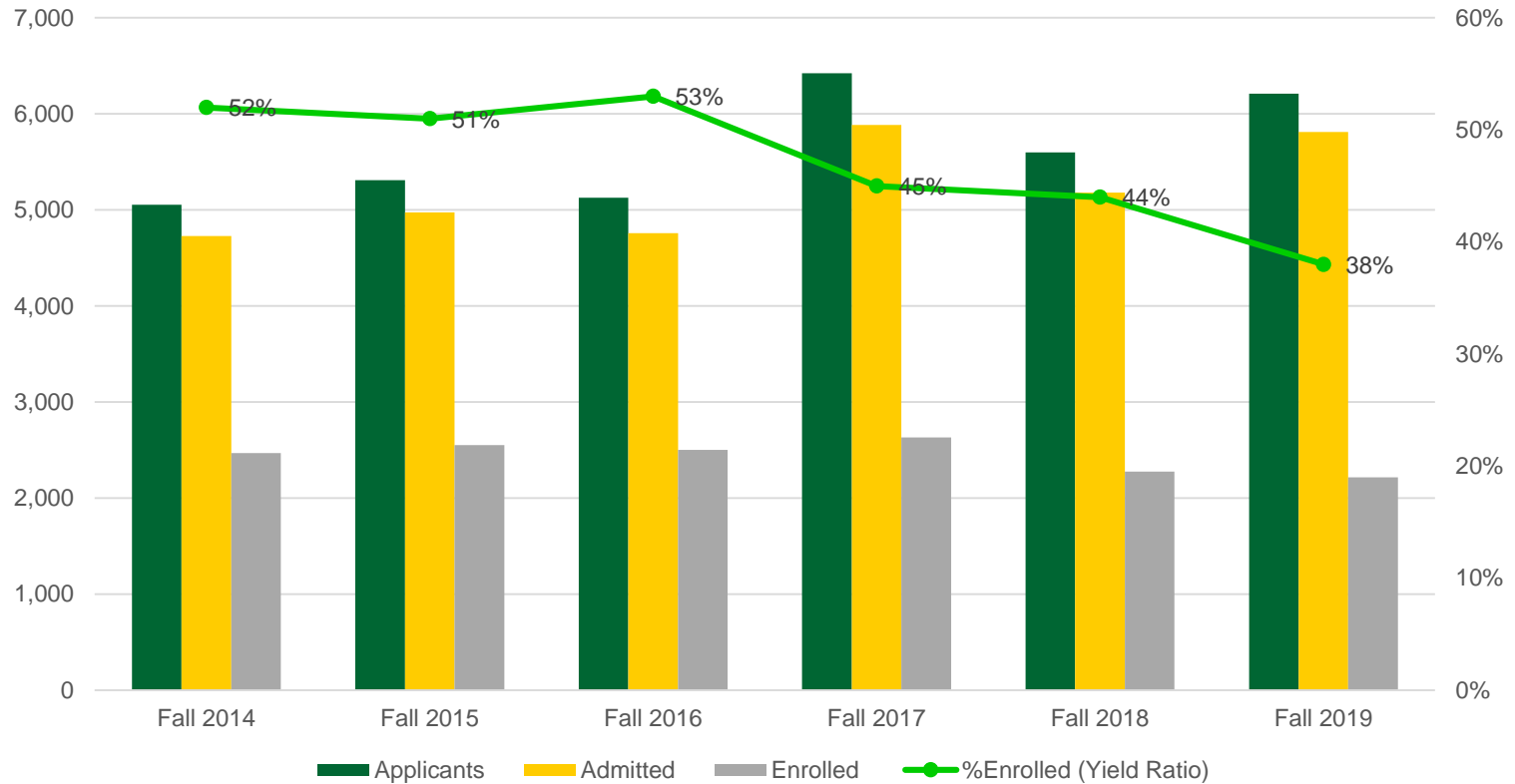




# Admissions Funnel



# Yield Rates



# Top 10 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

# Regional Market Conditions

NDSU enrolls largest percentage of ND HS graduates

Minnesota yield is declining

Minnesota HS Graduates (~65,000)

ND HS Graduates (~7,000)

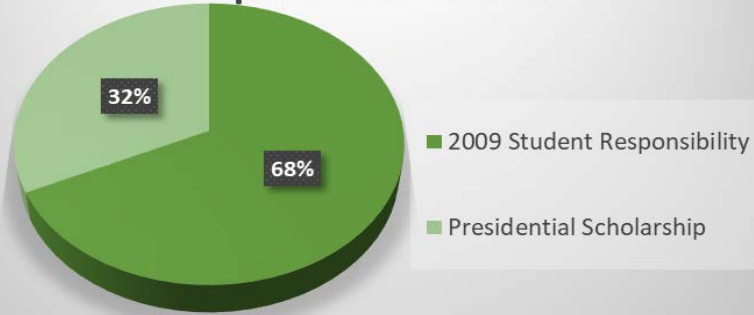
MN need-based grants \$2,500 - \$8,000

ND need-based grants \$500 - \$2,000

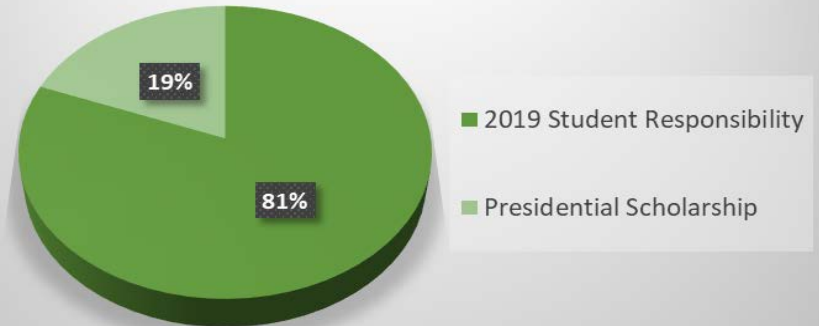
U of MN admitting more MN students

# Reduced Buying Power of Merit-Based Aid

2009 Presidential Scholarship  
in Proportion to Tuition



2019 Presidential Scholarship  
in Proportion to Tuition



# Actions Taken by Strategic Enrollment Management Coordinating Group – Fall 2019

One-time Scholarships

Application fee waiver campaign

MN Recruiters 10 mo. – 12 mo. contracts

Increased print communication

Two new Admission Counselors

Self-report admission decisions

Guest Meals for tour visitors

Universal scholarship deadlines

Increase tour guide salaries

Outsourced yield communication

# New Tactics – Fall 2020

## Undergraduate Domestic



New CRM/Mobile friendly application

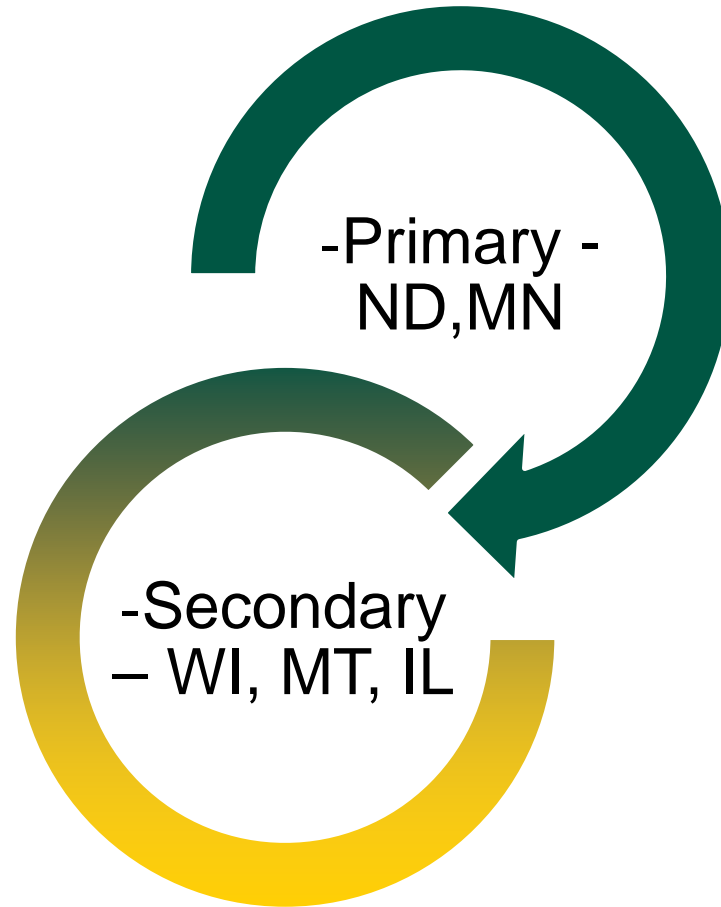
Application fee waiver

Expanded outreach to WI and IL

Transfer guides

Targeted need based aid

# Markets





# Top Competitors

## ND Students

UND

BSC

MSUM

Concordia

U of Mary

NDSCS

Minot State

U of MN – Twin Cities

## MN Students

U of MN – Twin Cities

U of MN – Duluth

UND

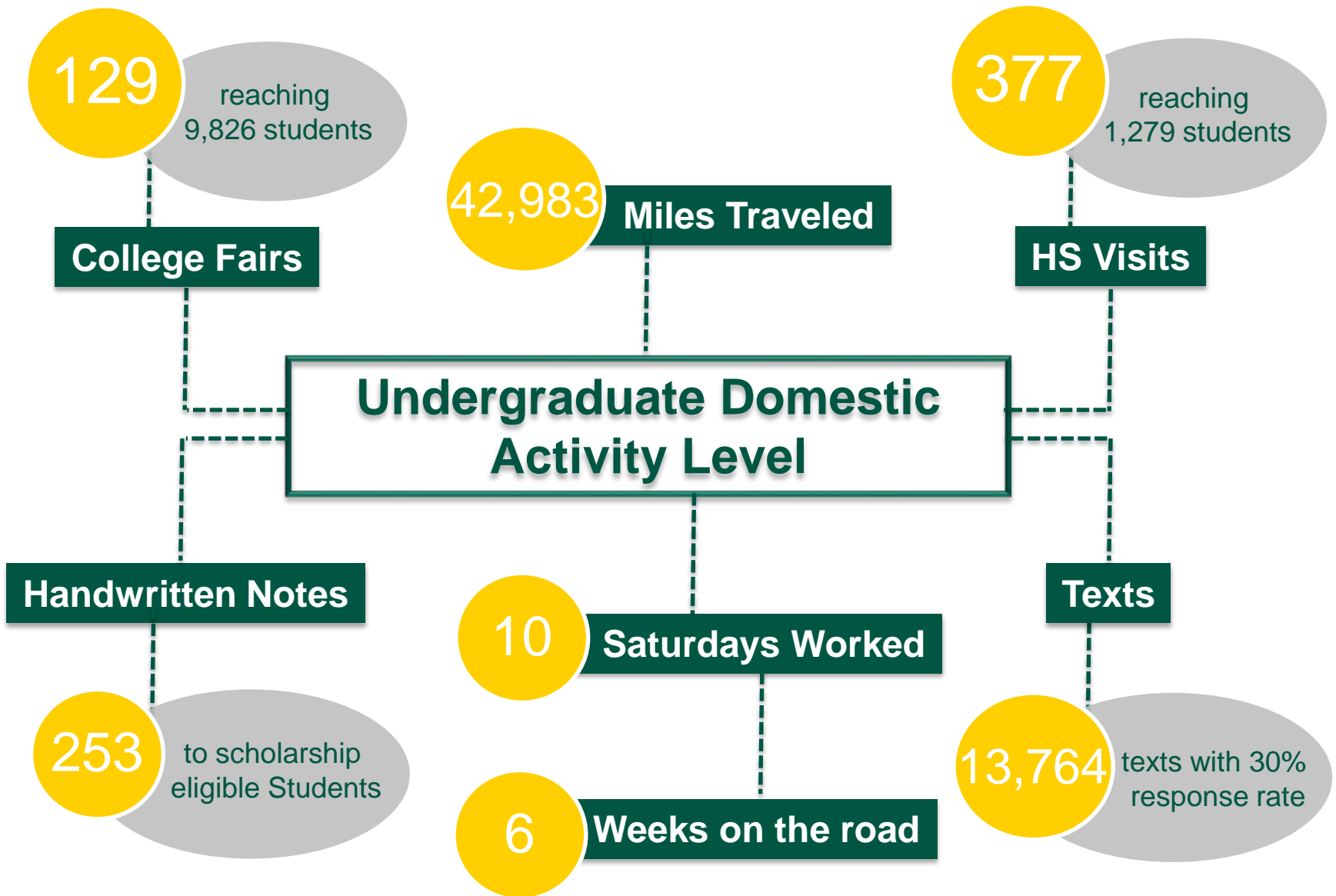
MSUM – Mankato

Iowa State

South Dakota State

St. Cloud State

Univ. of St. Thomas



# International Market Conditions

## Challenges

- Increased competition from Australia, Canada and the UK
  - 2018 increase in enrollment of international students in all three countries: Canada (16%), Australia (15%), UK (10%)
  - Meanwhile, United States had third consecutive drop in new international students (down 10%) and second year drop in total enrolled international students

## Political Perceptions

- Affecting total number of student visa applications
  - 57% overall decrease since 2015
  - Slightly more positive since 2018 (student visas issued up 10% and refused down 10%)

## Opportunities and Successes

- Economic conditions in India, Vietnam, and Malaysia providing a market to attract students from a fast growing middle class
- More international students looking for value
- Sharp increase in international apps and admits for fall 2020 versus previous years

# New Tactics – Fall 2020

## International



International Undergraduate Admissions moved to Office of International Student and Study Abroad Services

New online application for international students

Transfer and plus partnership initiatives

- India & Southeast Asia
- Saint Paul College Transfer Guides

International Student Scholarships – First Year and Transfer Awards

Faculty and Staff recruiting while traveling internationally

# How can you help?

- Prioritize the student experience
- Inform Office of Admission of high school groups on campus
- Inform International Student and Study Abroad Services of international travel if recruitment is appropriate
- Put your best foot forward (and people)
  - Discover NDSU
  - Campus daily visits
  - Orientation
- Meet scholarship deadlines and nurture donors
- Year round advising (especially for transfer students)
- **Make sure programs align with student demand**

# Questions?