

Message from President Cook and Austin Anderson

January 24, 2024

Hello everyone. I'm here with Seinquis Leinen. So, Seinquis tell us a little bit about yourself. Well, hello President Cook. Thanks for having me again. I'm Seinquis Leinen, Senior Director of Strategic Enrollment Management here at NDSU.

How long have you been at NDSU? It'll be 10 years in May and it has flown by. I can't believe it. And you've got a lot on your plate. Tell us a little bit about your role. Well, I oversee undergraduate admission, and also something new to my role is I also oversee financial aid and scholarships. So, looking forward to kicking off our strategic enrollment process at NDSU. Yeah, and so we love the fact that Seinquis has stepped up and really helping us. Of course, enrollment is one of the grand opportunities for us at NDSU and you stepping in and showing some leadership here. We're really appreciative.

So, strategic enrollment management plan, the acronym is SEMP. Tell us a little bit about what that stands for and what it means. Right. Well, we're often going to use the term or the acronym SEMP or SEM because it's much easier to say than strategic enrollment management planning over the course of the next few months and so, what that really means is we're going to embark on a pretty comprehensive and integrated way to develop an enrollment plan for NDSU. And it's important, I think now, because as you've said in your NDSU transform plan we know enrollment is decreasing and we know that it's important that we find ways to target and attract specific students to NDSU to help us meet our enrollment goals long-term. So, I'm really excited to get moving on this, and again, really appreciate your leadership.

How can the NDSU community get involved with this?

That's a great question. Well, first I must say everybody is already involved in SEM every day when we show up to campus and we serve students we are essentially recruiting students every second of the day that we're representing NDSU and even beyond that. And so, long term though as we think about what this timeline will look like over the next 12, 10 to 12 months, we are engaging all different folks across campus; our academic folks, our folks from marketing and university relations, and obviously, our folks who work in admission. Anyone who recruits or works with the retention of students. We hope to engage as many different people as possible over these next several months to ensure that we're not leaving any stone unturned and that we're looking at enrollment from a variety of perspectives. Not only is it undergrad enrollment, grad enrollment, and international enrollment, but what subpopulations within that can we focus on that'll help us really meet our enrollment goals long term.

And you kind of touched on it but timeline. Just giving us a sense of how that. Yeah, so we are in the early stages of what we're calling SEM planning and want to say planning because planning is long-term. We're not going to develop a plan and move on. That plan is going to be forever evolving and maintained and it may be modified depending on what external factors come our way as we look ahead to meet enrollment goals and so by early December, we hope to have the initial SEM plan finalized and shared with the campus with then operationalizing it and really honing in on our tactics and achieving that plan beginning in 2025. Great. So, really important work, and again we really appreciate you and your team helping lead us in this direction and I think a lot of fun and it's going to be really an opportunity for the entire campus as you kind of alluded to to get together so for everybody out there I'd say stay tuned for future updates and ways to get involved Seinquis said on some of those.

Progress with enrollment requires really everyone's attention, everyone's effort so this is going to be the entire team moving in the right direction together. So, really excited to see where we go this next year.

Yes, thank you again, Seinquis we got to say it. Go Bison!