**Enrollment Management Focus Group —Thursday, June 16**

**11:00 a.m.-12:00 p.m.**

**Zoom and Twamley 305**

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| **Agenda Item** | **Discussion** |
| What projections (as well as aspirations) do you have for enrollment? | * Incoming class goal 1750 for first year students (1825 more likely)
* Hoping to add 900-1000 transfer students and 900-1000 graduate students
* Trying to do so with highly qualified students, who will be successful.
* We no longer have the ACT/SAT requirement, only GPA 2.75, however our incoming class continues to have an average GPA of 3.5.
* With the ACT/SAT test going away, in the future we will see less students taking the test, we still encourage students to take the test.
* Enrollment decline, enrollment cliff will start in 2025, as less high school students will be graduating. We already see signs of this in MN and ND.
* Economy also plays a huge role in transfer and graduate students.
* Aspirational goals: figure out what is the right number/ideal number to be at, when we were at 15,000 it was good for our economy, city, but we had more sports, programs, etc. Right now we are almost at 14,000
* We would like to increase our international student number, but at the same time we are not able to serve them all right now, this also is where we are with our veteran students. We need more support and staff to support an increase in these populations.
* Would like to reach out more to AFB and Armories for military students to potentially benefit from online class. But we also need to support (peer mentors) them to help with retention. Specifically in regards to tutoring and online students. Currently we are trying to figure out where tutors should be, in higher areas (certain classes) of DWF.
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| What kind of institutional support do you need for growth in enrollment and increase in retention?  | * Retention is going to be huge, as we see smaller pools of students. Making sure the students we have and stay. How do we serve all students? Instead of areas/departments that serve a very traditional student population. We need to have more staff to serve adult learners, neurodiverse students, students with mental health issues.
* More professional development for our staff, faculty (anyone who student facing), to ensure they are able to identify these issues in students. Our counseling center puts on a Mental Health training (8 hours) for anyone to take. It should be taken by everyone on campus, even dining center staff, who see students every day. By having this training, we empower them to feel more of a part of UND.
* Improve our mental health resources for students, especially that we have the capacity.
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| What strategies currently exist for retention? | * There is a lot happening, but it is not well connected.
* Gaps in education on well-being and development. We are not educating students on how to use a service, or stress.
* Karyn has an 8 page list, how to support and retain first year students.
* We need a comprehensive First Year Program, especially for our International Students. The largest roadblock for First Year Program is the cost. It is expensive, but the data shows this works, and ends up increasing enrollment and retention.
* We use Starfish now, but we are looking at another product that gives us better data on retention. The new product would be more like a case management program. The proposal is currently being worked on. This software would show where UCards are being swiped, if they stop going somewhere, like the Wellness Center.
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| How do you define student success?  | * Retention and graduation, but success is different for eac student.
* Finding the right fit students and they have a really good experience at UND and are able to go out into the world to make it a better place.
* Student satisfaction survey, and being flexible with how we measure success.
* Data shows we can’t ask satisfaction surveys
* In Karyn’s area they would define it quantitatively as students successfully progressing academically through their degree(s) and graduation to a career. They would also define it qualitatively as students successfully progressing developmentally, socially, and emotionally as a means to guide their choices about their program(s) of study and career.
* Making sure students understand the financial piece of it
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| What are some retention strategies for online students?  | * Advisors work outside normal hours to help with fully online students, being available when they are looking for help.
* There is not a lot out of necessary services that are available to online students.
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| What would be your vision for UND’s future? Do you have any ‘big dreams’ for the institution?   | * Ran out of time, but participants will email Lynnette or Jim with suggestions.
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| Is there anything you want to make sure we consider as we are drafting this next strategic plan for UND?  | * Ran out of time, but participants will email Lynnette or Jim with suggestions.
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| Who are we recruiting mostly? | * Primarily recruiting towards Midwest students, also international students, big focus on transfer and graduate students too.
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