UNIVERSITY OF NORTH DAKOTA
STRATEGIC PLAN
2017-2022

PURPOSE
Chief Opportunity Engine for North Dakota and Our Students

VISION
Premier Flagship University in the Northern Plains
GOAL 1
LIBERAL ARTS FOUNDATION

Accomplishments to Date

• Began AAC&U VALUE Institute effort to measure effectiveness in teaching critical inquiry and analysis, intercultural knowledge and skills, quantitative reasoning and written communication

• Expanded High Impact Practice (HIP) offerings with new and enhanced student internship programs in partnership with City of Grand Forks, Center for Innovation, EERC and Evolve's Main Street Challenge

• Increased courses that leverage technology to improve learning:
  – MALL Math Lab: self-paced, student-centered, computer-aided course with immediate coaching and assistance for math proficiency
  – DigiComm Lab: interactive, technology rich and flexible labspace to enable student collaboration with real-world applications of communication skills
  – SCALE-UP (Student-Centered Active Learning Environment for Undergraduate Programs) Classrooms: interactive, team-based activities that encourage student inquiry and creative problem solving

Next Steps

• Complete documenting of current HIPs
• Develop additional HIPs for students
• Develop pathways for diverse double majors and major/minor/certificate combinations that achieve breadth without extending degree completion time
GOAL 2

GRADUATION RATE

Accomplishments to Date

- Improved Starfish usage rates (Spring 2017 to Spring 2018)
  - Early Alert Notifications: up to 67% from 54%
  - Midterm Reporting: up to 73% from 51%
  - Kudos: up to 10,346 from 5,530
- Selected a degree planner software with NDSU and began installation. Persistence likely to increase from 81% to 83.5% (basic users) or 88.3% (frequent users), as students can:
  - See classes, time and money required to complete degree
  - Compare UND degree plans side-by-side
  - Track courses completed and see which ones are needed to graduate
  - Understand the time and cost involved with switching majors
- Busted 11 barriers to graduating or to enrolling as a transfer or returning student
  - 65% of programs currently have adjusted to 120 credit hour standard

Next Steps

- Invest in more professional advisors with common position descriptions, professional development and clear metrics
- Provide training for students to use Degree Map
- Reduce the number of actions that cause holds for registration
GOAL 3
MORE OPPORTUNITY

Accomplishments to Date
- Launched UND brand with Leaders in Action tagline
- Began digital marketing with metrics that have already increased recruitment productivity
- Received approval for new data analytics and cyber security programs for Fall 2018
- Reviewed enrollment management and scholarship awarding processes
- Reached agreement with Pearson and launched new online master’s in cyber security and accounting programs
- Defined “Finish in 4” degree pathways with area 2-year colleges
- Enhanced campus appeal by:
  – Removing unsightly, unoccupied buildings with $70 million in deferred maintenance
  – Working to replace/relocate steam plant through a $75 million public-private partnership (reduces CO2 impact equivalent to 8,600 passenger cars)
  – Rolling out new campus banners with Leaders in Action brand
- Launched new mobile friendly website

Next Steps
- Select and begin implementation of Customer Relationship Management (CMS) software with NDSU
- Implement strategic scholarship awarding process to recruit more students to UND
GOAL 4
RESEARCH

Accomplishments to Date
- Created five Grand Challenge research teams and provided $3.5 million in additional university funding to support seed grants and post-doctoral researchers for each Grand Challenge
- Modernized approach for internal reporting to better reflect UND research investments. Along with an increase in externally funded research, this resulted in UND reporting $100+ million in research expenditures and being closer to Carnegie R1 goal
- Created the Research Institute for Autonomous Systems (RIAS) to advance research related to UAS Grand Challenge

Next Steps
- Continue to develop research quality definitions for Colleges of Arts & Sciences, Aerospace, Nursing and Education (Business, Engineering and Medicine are complete)
- Continue implementation of Novelution software to increase research proposal submissions, ease grant management and better understand the impact of internal investments
- Finalize new Digital Measures implementation and training to significantly increase the use of research productivity data in annual faculty evaluations
GOAL 5
DIVERSITY & INCLUSION

Accomplishments to Date
- Met with tribal colleges to establish 2+2 programs (Finish in 4) for priority degrees
- Began new internship in Africa for American Indian engineering students
- Administered a campus climate survey with a 26% response rate to better understand student experiences and target efforts
- Established partnership with the Community Violence Intervention Center (CVIC) to have a presence on campus
- Formed Department of Student Diversity & Inclusion to enhance transition, retention and support services

Next Steps
- Define action steps in response to climate survey
- Leverage university marketing and define benchmarks for attendance at signature crosscultural events
- Improve fall-to-fall retention rate for half or more of the race/ethnic/1st generation segments
GOAL 6
MILITARY FRIENDLY

Accomplishments to Date

• Identified programs in high demand by military
• Had three degrees accepted by Air University, allowing UND to serve Air Force personnel around the world
• Facilitated military credit transfer through the American Council on Education (ACE)
• Accepted for inclusion in the Community College of the Air Force (CCAF) General Education Mobile (GEM) program
• Implemented an Active Duty Military Tuition rate for Fall 2018
• Implemented outreach for interested and admitted military and veteran students
• Distributed military-friendly tips cards to UND faculty

Next Steps

• Develop promotional materials for distribution regionally and a digital marketing plan for national outreach
• Add additional degrees to Air University partnership for Spring 2019 semester and pursue partnership with Servicemembers Opportunity College (SOC)
• Implement priority registration for active duty personnel
• Develop standardized data definitions and reporting for military students
• Develop transfer credit equivalencies for military experience based on American Council on Education (ACE) recommendations for Aerospace, Engineering and Business through graduate student internship opportunities
GOAL 7

ALUMNI SUPPORT

Accomplishments to Date
- Established fundraising goals by college/unit
- Began testing and refining crowdfunding
- Completed engagement, fundraising and staffing assessment

Next Steps
- Expand and enhance engagement activities in key strategic markets including Fargo, Bismarck, Western North Dakota, Minneapolis and Denver
- Exceed prior year donor support
- Assemble a fundraising toolkit for endowed faculty positions in all colleges and the College of Business & Public Administration building
- Define fundraising volunteer structure
NORTH DAKOTA’S OPPORTUNITY ENGINE

As the state’s primary center for professional education and training, continued progress on the One UND Strategic Plan benefits our students and our state.

Increases Access to Educational Opportunities

Provides Better Prepared Graduates

Encourages More Graduates to Stay in North Dakota

Meets Workforce and Industry Needs

Improves the Quality of Life

Serves Those Who Serve the State and the Nation

Enhances Connections to North Dakota