

Presentation to the  
**North Dakota Senate  
Education Committee**

Rod Flanigan, President, NDSCS  
January 16, 2025

## 1922

NDSCS offered North Dakota's first trade and technical programs and has become a recognized hub for workforce talent—following the principles of the 1922 Babcock Plan, developed by Dean Earl J. Babcock of UND's School of Mines.

**Under this plan, NDSCS was designated the state's central trade and technical institution, centralizing training for many years.**

Today, NDSCS continues to provide hands-on education, preparing thousands of graduates to meet business, professional, and industrial workforce needs.

# Institutional KPI's

- Fulfilling our role within the NDUS system
- Increased enrollment
- Increased Student Credit Hours (SCH)
- Increased Dual Credit – and why this is important
- Retention Data
- Residence Hall Occupancy Rates



**We are exceeding all benchmarks!**

# Fall 2024 Enrollment Growth



**7.2%**  
INCREASE in Headcount



**8.5%**  
INCREASE in Student Credits

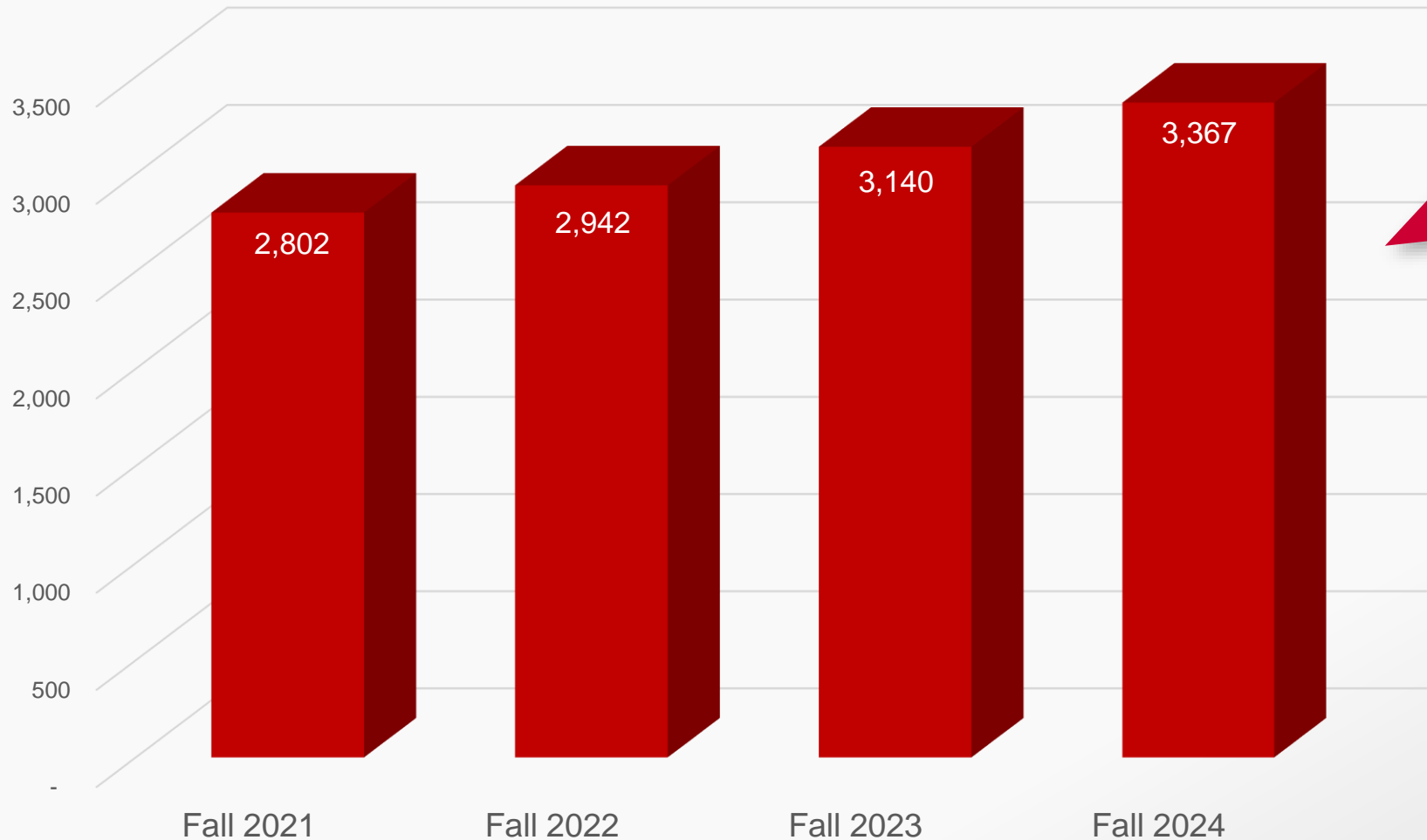
Total credit seeking students	3,367
Wahpeton based students	1,450 (+8.9%)
Dual credit students	1,346 (+6.7%)
Fargo based students	289 (+16.7%)
Online students	198 (-2.4%)
Off-campus students	87 (-13.0%)

**Significant  
Year-Over-Year  
Enrollment  
Increases**

# YOY Fall - Student Enrollment

(by fiscal year)

Student Enrollment (fall census data)



**20.1%  
Overall  
Increase  
Since 2021**

# Student Credit Hour Production for 2023-25 and 2025-27 Funding Formula

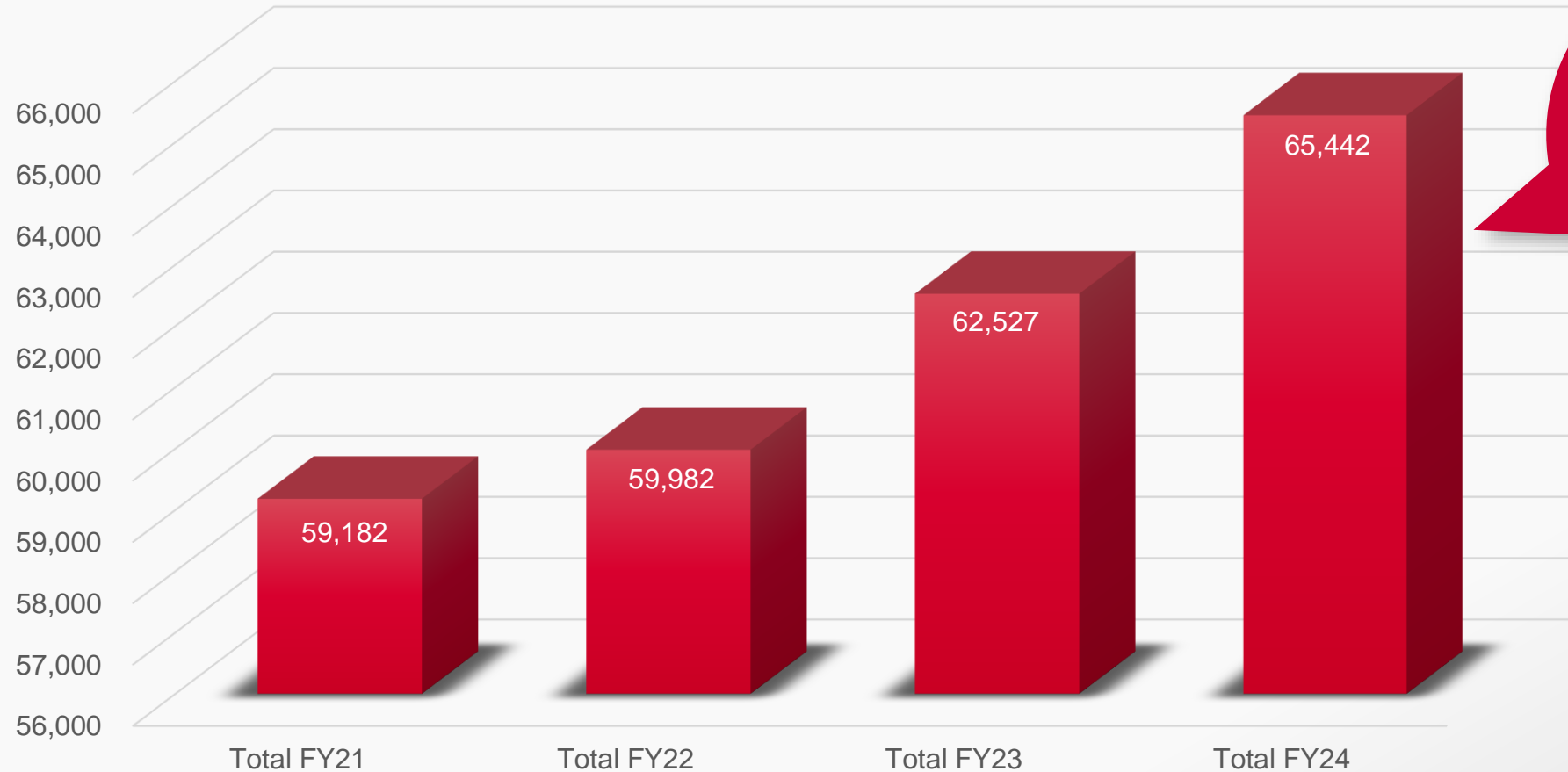
INSTITUTION	2019-21 COMPLETED STUDENT CREDIT HRS	2021-23 COMPLETED STUDENT CREDIT HRS	INCREASE <DECREASE>
BSC	139,377	138,223	(1,154)
DCB	31,746	33,535	1,789
LRSC	54,480	46,867	(7,613)
<b>NDSCS</b>	<b>106,401</b>	<b>109,532</b>	<b>3,131</b>
WSC	37,801	34,605	(3,196)
DSU	60,000	61,462	1,462
MASU	47,249	45,889	(1,360)
MISU	128,850	123,426	(5,424)
VCSU	67,531	64,575	(2,956)
NDSU	629,828	589,220	(40,608)
UND	630,113	623,862	(6,251)
<b>TOTAL</b>	<b>1,933,376</b>	<b>1,871,196</b>	<b>(62,180)</b>

INSTITUTION	2019-21 Adjusted STUDENT CREDIT HOURS	2021-23 Adjusted STUDENT CREDIT HOURS	INCREASE <DECREASE>
BSC	330,428	330,788	360
DCB	100,836	101,216	380
LRSC	136,556	124,054	(12,502)
<b>NDSCS</b>	<b>351,168</b>	<b>371,157</b>	<b>19,989</b>
WSC	118,847	107,945	(10,902)
DSU	229,391	222,698	(6,693)
MASU	209,125	203,878	(5,247)
MISU	459,494	444,278	(15,216)
VCSU	266,115	246,933	(19,182)
NDSU	2,116,803	1,971,645	(145,158)
UND	3,375,173	3,490,819	115,646
<b>TOTAL</b>	<b>7,693,936</b>	<b>7,615,411</b>	<b>(78,525)</b>

**NDSCS  
Ranks #1 or  
#2 Among  
All of Our  
N.D. Peers**

# Total Student Credit Hours (SCH)

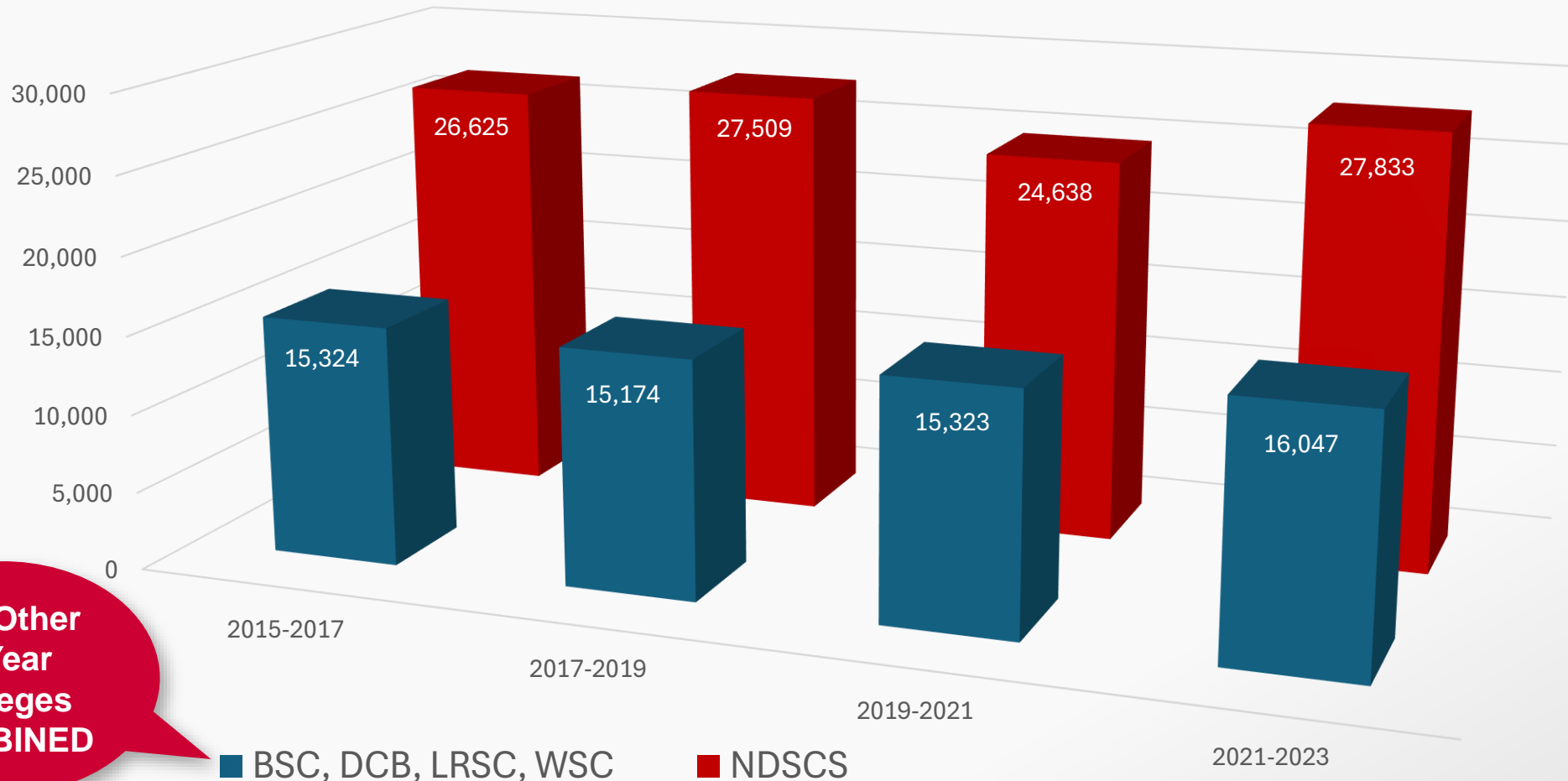
(by fiscal year)



**10.5% SCH  
Growth  
Over the  
Past 4  
Years**

# Addressing the Workforce Challenges

CTE credits produced per biennium



The Other  
2-Year  
Colleges  
COMBINED

■ BSC, DCB, LRSC, WSC

■ NDSCS





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# Supporting North Dakota businesses.

# North Dakota businesses supporting us.

(These are just a few.)



JOHN DEERE



# Where is the growth?

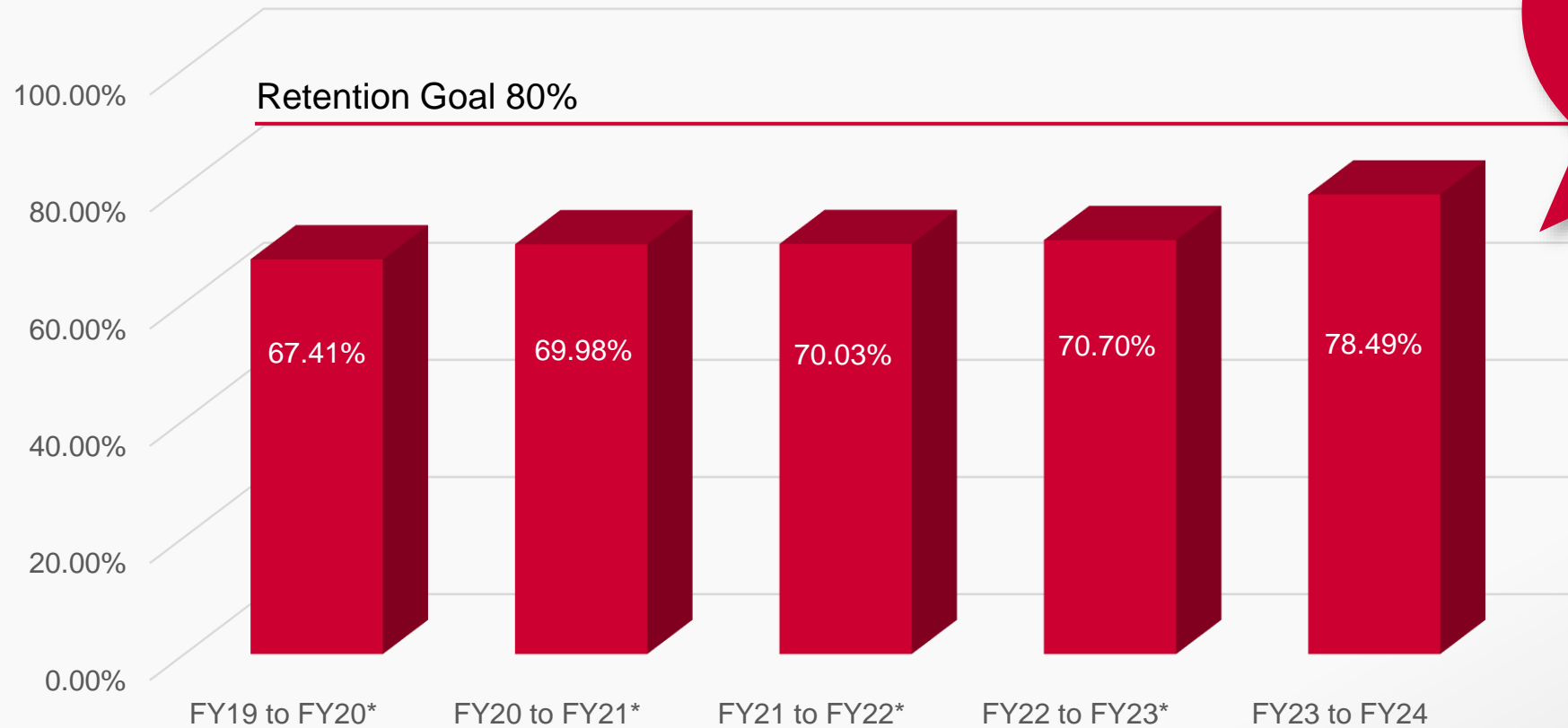
## Significant enrollment growth in the following programs:

- Agriculture
  - Precision Agriculture Technician
  - Precision Agronomy
  - Ag Business
- Health
  - Emergency Medical Services
  - Occupational Therapy Assistant
  - Registered Nursing
- Construction
  - Construction Management Technology
  - Building Construction Technology
- HVAC/R Technology
- Electrical
  - Commercial
  - Residential
  - Industrial
- Diesel
  - John Deere Tech
  - Diesel Technology – General Diesel
  - Caterpillar Dealer Service Technician
- Automotive Technology
- Plumbing
- Welding Technology



# Student Retention Rates

(Fall to Fall comparison)



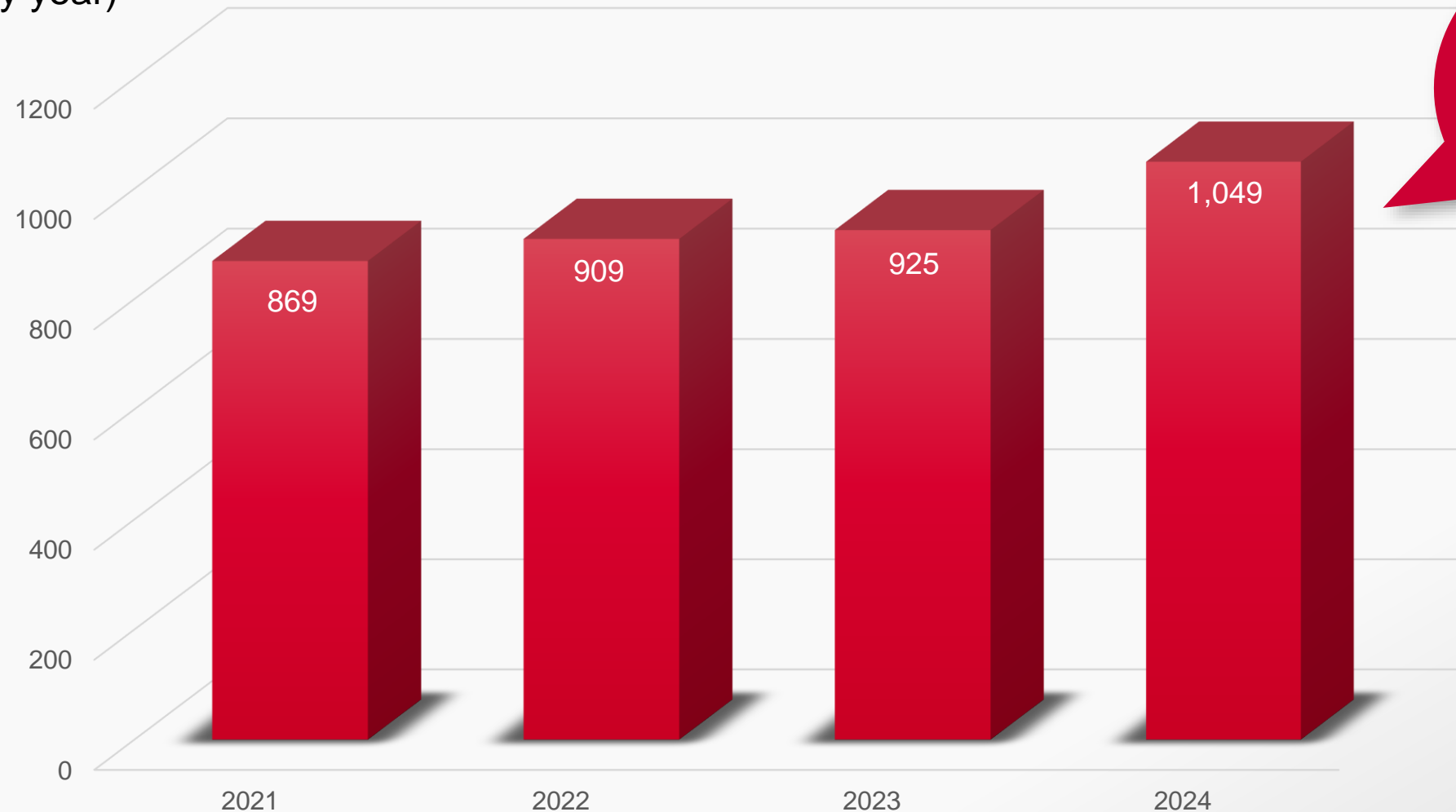
**National Average 60%**  
**NDSCS 78.49%**

■ \*Official IPEDS Retention Rates

\*The National Center for Education Statistics indicates the average 2-year college retention rate is 60%

# Residence Hall Occupancy

(by year)



**21%  
Increase  
Since  
2021**

**Note:  
Our Capacity  
is 1,100**

# A Record-Breaking Year Doing Our Part to Support Our Students and Programs!



- **\$1.4M +** raised in **Scholarship Dollars**
- **\$36M +** NDSCS **Foundation Endowment**
- **\$3.4M** in donations to the **Challenge Grant**
- **\$1.5M** raised for **Precision Agriculture Expansion**
- Continued work on the **Career Innovation Center (CIC)**



## Welcome

We have a new  
Foundation Director,  
**Matthew Hallaway**

**NDSCS:**

The  
*2-year college*  
with a 4-year feel





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“  
What will the world look like  
when today’s first grader  
graduates from high school?”

- North Dakota State Board of Education/Chancellor Hagerott,  
quoted in *The Forum*, February 6, 2024

# Imminent Threats to our College

- Free Tuition Promises
- **Cost of attendance**
- Duplication of programs within North Dakota
- Regional Competition
  - Alexandria Tech
  - Lakes Area Tech
- Dual Credit competition within the state
- Deferred Maintenance
  - The challenge to keep buildings updated
  - Classroom tech., networking, security
- The challenge in starting up new programs (i.e. **Aviation Maintenance**)

FORBES &gt; LEADERSHIP &gt; EDUCATION

## More Colleges, Universities Announce Budget Cuts Amid Financial Woes

Colleges Were Already Bracing for an 'Enrollment Cliff.' Now There Might Be a Second One.

By Dan Bauman | FEBRUARY 7, 2024



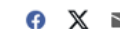
EDUCATION

### St. Cloud State cuts 42 degree programs & 54 full-time faculty



**Corey Schmidt**  
St. Cloud Times

Published 8:32 p.m. CT June 11, 2024 | Updated 8:12 a.m. CT June 13, 2024

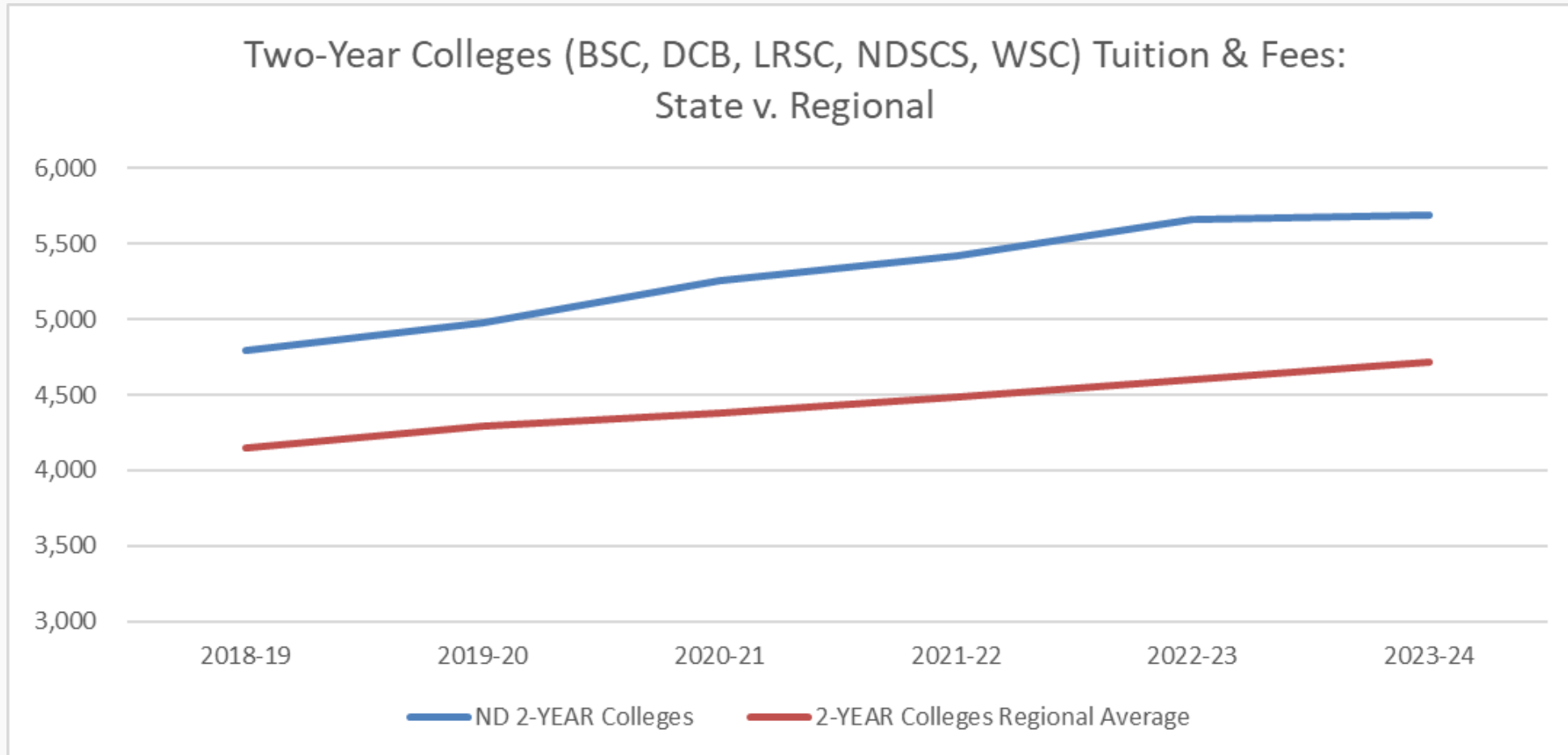


ST. CLOUD — St. Cloud State University announced cuts Tuesday afternoon. The move comes after the university's long-term financial woes led to a \$14.4 million budget deficit in 2024.

The university said it's suspending 42 degree programs and 50 minors, alongside eliminating 54 full-time faculty (13%), 42 staff (8%) and four (13%) administrative



# Tuition and Fees: State vs. Regional



This report includes regional comparisons, which include peer institutions from Arizona, Colorado, Idaho, Minnesota, Montana, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington, and Wyoming.

# Legislative Report



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# 2023-2025 Legislative Report Summary

Institution	2019-21 Completed SCH	2019-21 Weighted SCH	WSCH Base Factor	Historical Base Factor	WSCH Growth Factor	Credit Growth Factor	2019-21 Adjusted SCH	2021-23 Base Per Credit Hour	Adjustments	Prelim 2023-25 Base	2021-23 Base	2023-25 Base Incr/Decr	2023-25 Base % Incr/Decr
BSC	139,377	288,369	288,369	1.10	0	1.00	317,206	\$98.84	(\$101,618)	\$31,251,023	\$32,084,055	(\$833,032)	↓ -2.60%
DCB	31,746	56,796	55,050	1.80	1746	1.00	100,836	\$98.84	\$0	\$9,966,630	\$9,537,862	\$428,768	↑ 4.50%
LRSC	54,480	88,253	88,253	1.50	0	1.00	132,380	\$98.84	\$0	\$13,084,439	\$14,242,152	(\$1,157,713)	↓ -8.13%
<b>NDSCS</b>	<b>106,401</b>	<b>246,809</b>	<b>246,809</b>	<b>1.30</b>	<b>0</b>	<b>1.00</b>	<b>320,852</b>	<b>\$98.84</b>	<b>\$0</b>	<b>\$31,713,012</b>	<b>\$35,714,792</b>	<b>(\$4,001,780)</b>	<b>↓ -11.20%</b>
WSC	37,801	67,990	67,990	1.70	0	1.00	115,583	\$98.84	\$0	\$11,424,224	\$11,286,737	\$137,487	↑ 1.22%
DSU	60,000	152,927	152,927	1.50	0	1.00	229,391	\$92.60	\$0	\$21,241,607	\$20,242,730	\$998,877	↑ 4.93%
MASU	47,249	130,703	130,703	1.60	0	1.00	209,125	\$92.60	\$0	\$19,364,975	\$18,679,828	\$685,147	↑ 3.67%
MISU	128,850	382,912	382,912	1.20	0	1.00	459,494	\$92.60	\$0	\$42,549,144	\$41,206,630	\$1,342,514	↑ 3.26%
VCSU	67,531	179,920	172,389	1.50	7531	1.00	266,115	\$92.60	\$0	\$24,642,249	\$24,161,377	\$480,872	↑ 1.99%
NDSU	629,828	2,116,803	2,116,803	1.00	0	1.00	2,116,803	\$61.81	\$0	\$130,839,593	\$138,431,325	(\$7,591,732)	↓ -5.48%
UND	630,113	3,375,173	3,375,173	1.00	0	1.00	3,375,173	\$61.81	\$0	\$208,619,443	\$208,373,934	\$245,509	↑ 0.12%



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# 2025-2027 Legislative Report Summary

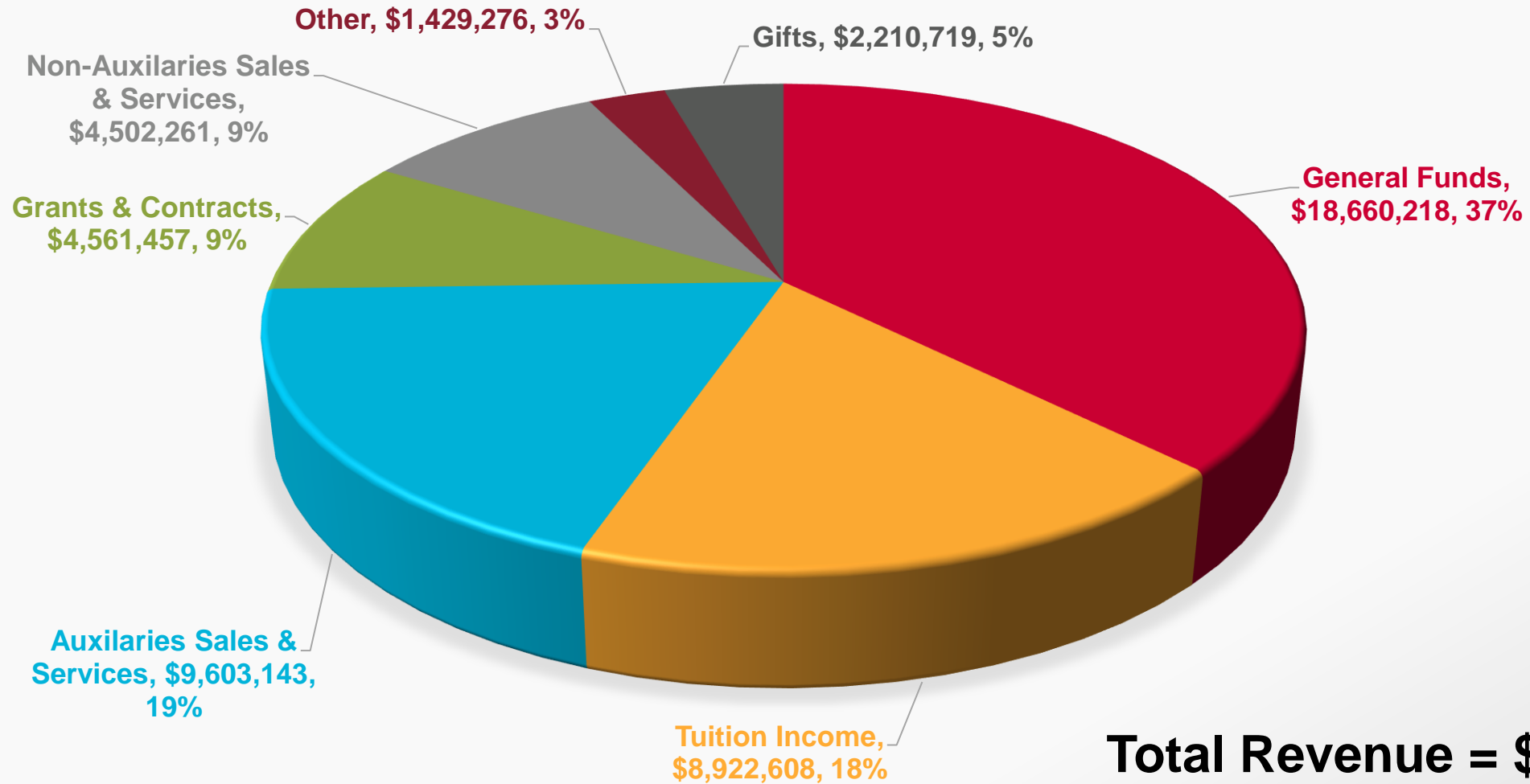
Institution	2021-23 Completed SCH	2021-23 Weighted SCH	2021-23 WSCH Base	Credit Completion Factor	WSCH Growth Factor	Credit Growth Factor	2021-23 Adjusted SCH	2023-25 Base Per Credit Hour	Adjust	Minimum Amount Payable	Preliminary 2025-27 Base Funding	2023-25 Base Funding	2025-27 Base Incr/Decr	2025-27 Base % Incr/Decr
BSC	138,223	300,716	300,716	1.10	0	1.00	330,788	\$110.38	(\$134,156)	\$0	\$36,378,223	\$36,354,055	\$24,168	↑ 0.07%
DCB	33,535	57,802	54,267	1.80	3535	1.00	101,216	\$110.38	\$0	\$0	\$11,172,222	\$11,130,278	\$41,944	↑ 0.38%
LRSC	46,867	77,534	77,534	1.60	0	1.00	124,054	\$110.38	\$0	\$945,308	\$14,638,389	\$15,248,322	(\$609,933)	↓ -4.00%
<b>NDSCS</b>	109,532	285,505	285,505	1.30	0	1.00	371,157	\$110.38	\$0	\$0	\$40,968,310	\$38,761,924	\$2,206,386	↑ 5.69%
WSC	34,605	63,497	63,497	1.70	0	1.00	107,945	\$110.38	\$0	\$678,630	\$12,593,599	\$13,118,332	(\$524,733)	↓ -4.00%
DSU	61,462	159,070	159,070	1.40	0	1.00	222,698	\$103.76	\$12,790	\$0	\$23,119,934	\$23,801,610	(\$681,676)	↓ -2.86%
MASU	45,889	127,424	127,424	1.60	0	1.00	203,878	\$103.76	\$0	\$0	\$21,154,381	\$21,698,810	(\$544,429)	↓ -2.51%
MISU	123,426	370,232	370,232	1.20	0	1.00	444,278	\$103.76	\$0	\$0	\$46,098,285	\$47,677,097	(\$1,578,812)	↓ -3.31%
VCSU	64,575	166,147	161,572	1.50	4575	1.00	246,933	\$103.76	\$0	\$885,840	\$26,507,608	\$27,612,092	(\$1,104,484)	↓ -4.00%
NDSU	589,220	1,971,645	1,971,645	1.00	0	1.00	1,971,645	\$73.15	\$0	\$6,396,841	\$150,622,673	\$156,898,618	(\$6,275,945)	↓ -4.00%
UND	623,862	2,420,139	2,420,139	1.00	0	1.00	2,420,139	\$73.15	\$0	\$0	\$177,033,168	\$176,704,163	\$329,005	↑ 0.19%



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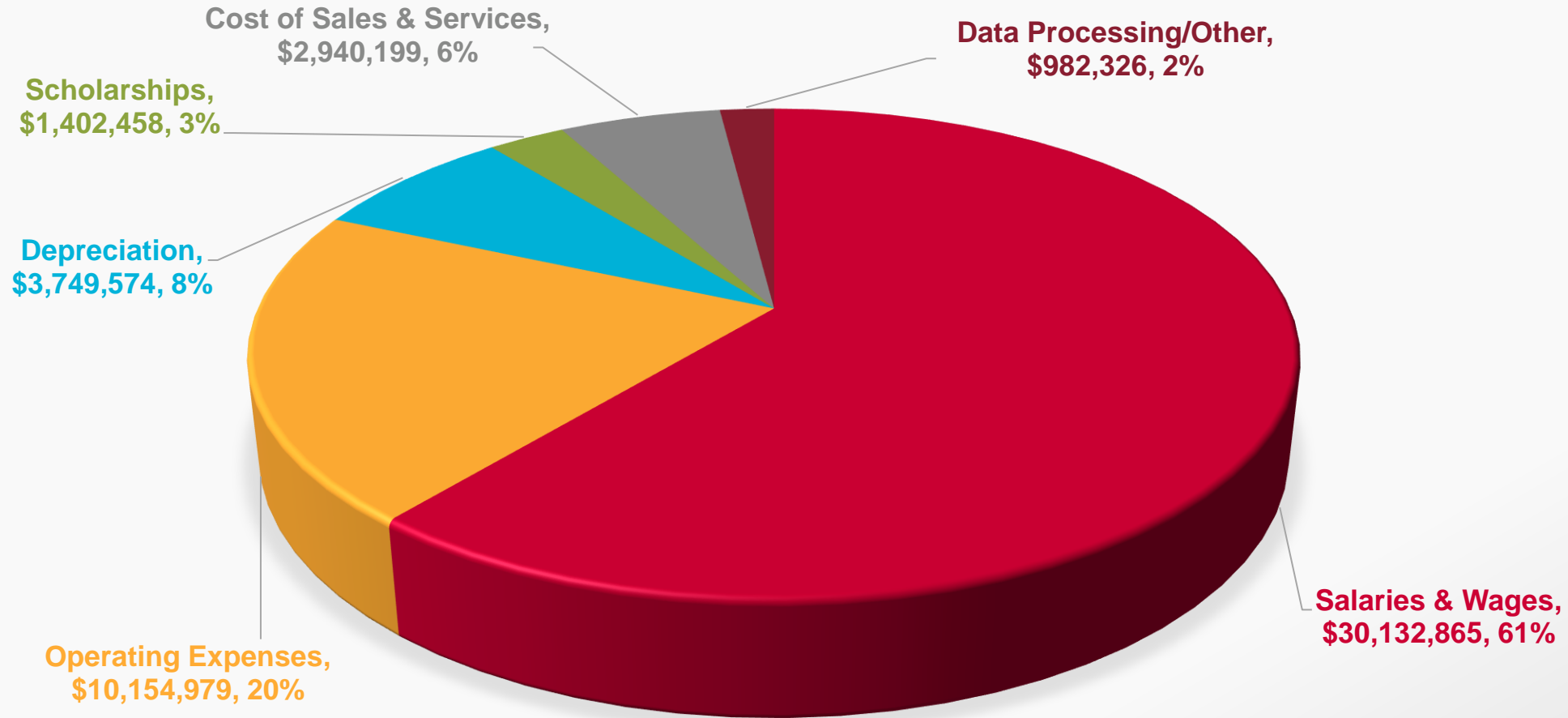
# Revenues & Expenses

# Revenues FY24



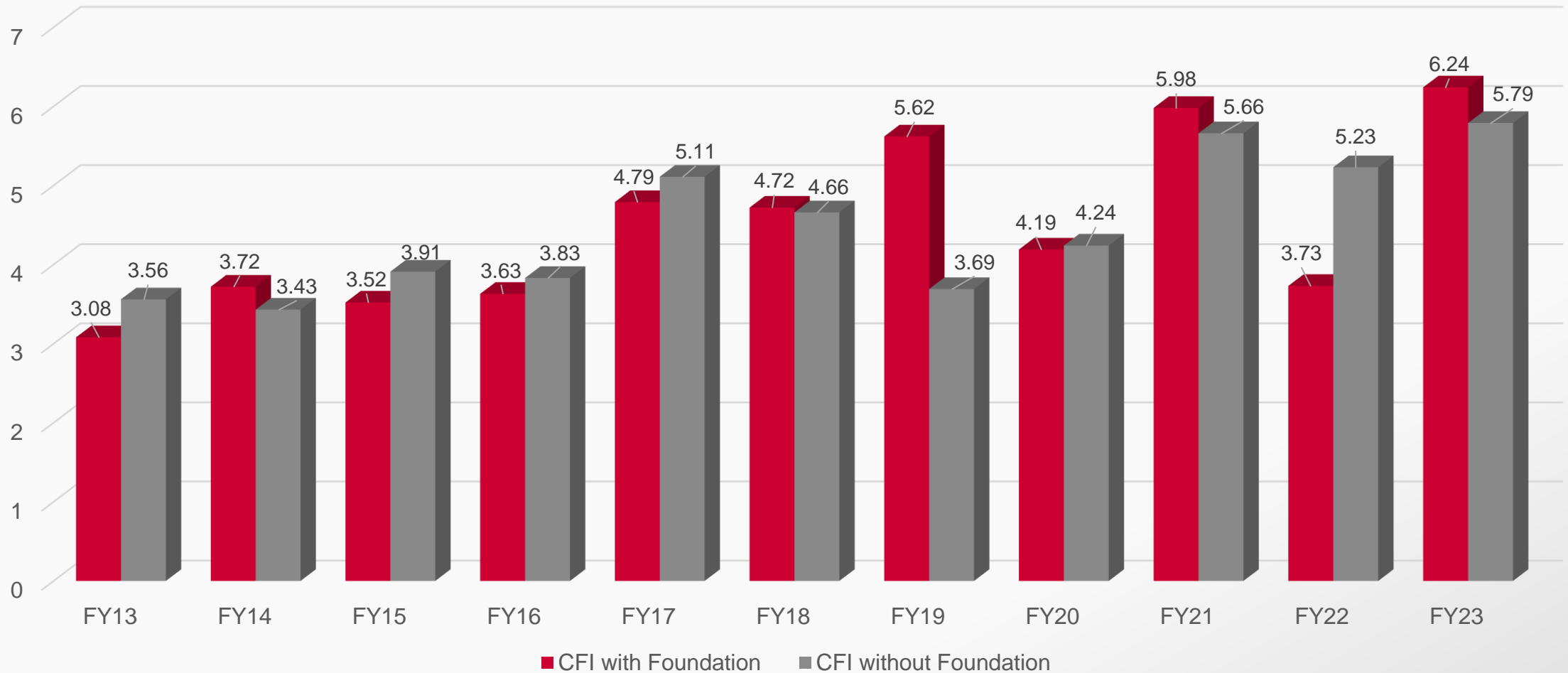
**Total Revenue = \$49,889,682**

# Expenditures FY24



**Total Expenses = \$49,362,401**

# Composite Financial Index





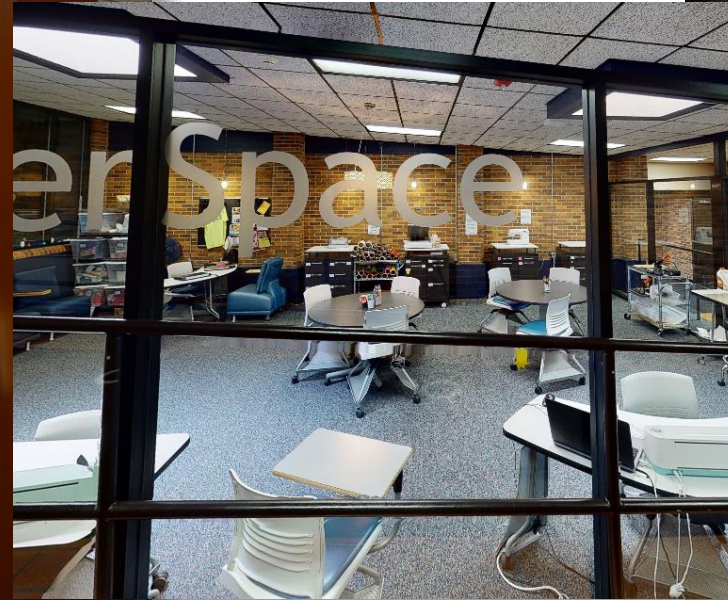
# Educational Innovation Building Renovation & Recovery

*We know that part of marketing NDSCS is the quality of the facilities.*

*Research has shown that students choose where they want to go to college in part due to the quality of the facilities.*

# The Need for Modern Facilities

## Lake Area Tech – Watertown, S.D.



# NDSCS Legislative Request

## Educational Innovation Center

- **NDSCS is requesting \$23.5 million** (not including matching dollars) to completely remodel and revitalize the existing library into a usable, inviting space for students. This will also allow us to upgrade our Allied Health programs.
- This proposal will create additional classroom and lab space for programs – allowing new and existing programs to grow and expand.
- *Note: This will remove nearly \$8 million of deferred maintenance.*



# NDSCS Legislative Request

## Educational Innovation Center

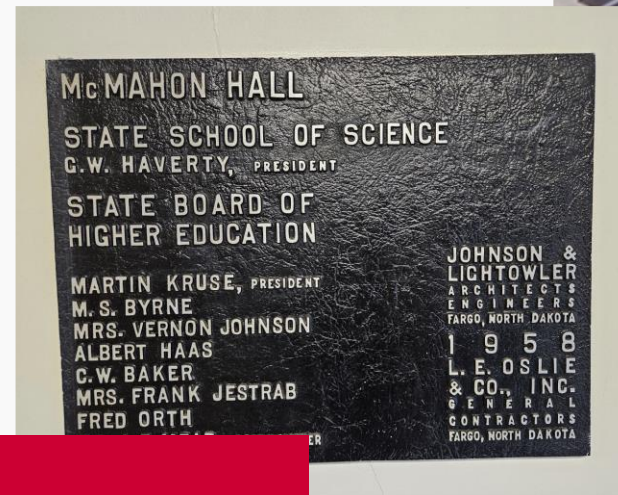
Our **Robotics and Automation** program will move into this new space, allowing our 100-year-strong Electrical program to grow. Will also add a 'Maker Space' lab.



**Occupational Therapy (with a walk-in clinic)** and **Pharmacy Tech** will move into this space, thus allowing the Nursing and Dental programs to grow.

# Other Legislative Requests

We seek permission and funding to raze three dorms that have been vacant for 15 years. They were built in the late 1950s and early 1960s and are beyond reasonable repair. Nearly 100,000 sq. ft. of building space.



**The cost of razing these buildings would be \$3 million.**



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# Precision Ag Building & Diesel Technology Expansion



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# Capital Project Precision Agriculture



# Capital Project

## Bisek Hall Expansion







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# SBHE Initiatives

# NDSCS Supports...

- Annual salary increases for all employees.
- The request to fund the Workforce Education Innovation Program (\$24 million), HB1221, as introduced by Rep. Cindy Schreiber-Beck. **We will request some of this \$\$ to help with the new Aviation Maintenance program.**
- The 2025-2027 needs-based budget with a 3.0% increase over the 2023-2025 base appropriation.
- The ongoing funding of the Challenge Grant program, with funding up to \$50 million.
  - Further, we support the proposal to make the match 1:1 for smaller institutions, along with greater flexibility in using the dollars.
- The request of the legislature to fund all the costs to institutions related to the NDPERS defined benefit closure.

**Why NDSCS?**

“

Doing the hard things is what tests the best of our energies and skills. - JFK



THANK  
YOU

# Appendix

- Opening in 2025: NDSCS Career Innovation Center
- NDSCS Facilities Upgrades: Master Plan Summaries
- Historical Data: North Dakota Capital Project Funding
- North Dakota Student Financial Assistance Program Data
- NDSCS Public Relations Data



The CIC will expand awareness of career pathways and the skills necessary to be career-ready through career planning, classroom training, experiential activities, and **connections to business and industry.**

The CIC will create relevant experiences by **responding and adapting quickly to industry demands** and student interests.



# The Collaboration



**NDSCS**  
ALUMNI / FOUNDATION  
North Dakota State College of Science



**WEST FARGO**  
PUBLIC SCHOOLS

**NDSCS**  
THE SCIENCE OF SUCCESS.  
North Dakota State College of Science



**Central Cass**  
School District



**Northern Cass**  
School District





# NDSCS Master Plan Summary: Facilities

Many buildings on the NDSCS campus, constructed before 1970, still rely on their original infrastructure systems, including electrical, plumbing, and heating. While these systems have served the campus well for decades, their age now presents significant challenges, as they are no longer compatible with modern requirements. Outdated electrical panels, plumbing, and inefficient heating systems demand constant attention to prevent failures that could disrupt daily operations. Furthermore, remediation is still necessary in these spaces for hazardous materials, such as asbestos and lead paint. Proper abatement is crucial to ensure safety and compliance with environmental standards.

These improvements are essential to creating a competitive and appealing environment for students, staff, and the broader community. They not only bring buildings up to code and enhance environmental standards but also enrich the student experience by providing safe, functional, and future-ready spaces. Through these investments, NDSCS is demonstrating its commitment to innovation, academic excellence, and community engagement, ensuring the campus remains a leader in education and workforce development for years to come.

Upgrading these systems is essential not only for maintaining building reliability but also for supporting the expansion of our programs and modernizing learning environments. Many of these spaces are being reimaged to house up-to-date learning facilities that meet the needs of today's students and industry demands. New classrooms, labs, and training spaces equipped with today's technology and infrastructure will provide students with practical, hands-on learning experiences across a wide range

of fields, including healthcare, advanced manufacturing, mechatronics/robotics, dental, occupational therapy, emergency medical services, and many other emerging programs.

These modernized facilities will enable NDSCS to expand current offerings and introduce new programs, ensuring students are equipped with the skills and knowledge needed to excel in today's evolving industries. By creating adaptable learning environments, the campus will continue to meet the growing demands of the workforce while fostering innovation and academic excellence in all future programs. Beyond the basic infrastructure, the upgrades will ensure energy-efficient heating, ventilation, and climate control systems that meet modern standards and support the campus's sustainability goals. By transforming these outdated spaces into vibrant, adaptable environments, we are creating opportunities to expand our programs and better serve the next generation of students.



# Capital Improvements

## Mildred Johnson Library

The Mildred Johnson Library, largely unchanged since its construction in 1969, is now slated for a transformative, full-building remodel as part of the NDSCS Master Plan. This comprehensive renovation will address all deferred maintenance issues, ensuring the facility complies with current ADA and building codes, while modernizing the space to meet the diverse needs of today's students. The remodel will create dynamic, flexible learning areas that support digital access, media production, and innovative teaching methods, making the library a collaborative hub for the entire campus.



As part of this transformation, the new design includes Makerspaces and adaptable environments specifically intended to support the growth of key programs such as Nursing, Dental, and Occupational Therapy Assistant (OTA). These spaces will provide much-needed room for expansion within the Allied Health disciplines, ensuring students have access to advanced technology and facilities. With portions of the library now vacant after a department relocation, the redesign allows for a full repurposing and optimization of the available space, aligning it with the evolving needs of high-demand programs like Nursing, Dental, and Mechatronics.

By undertaking a complete renovation, NDSCS will not only ensure long-term cost-effectiveness but also enhance the library's role as a central, modern resource hub for students, faculty, and the broader community. This project represents a vital investment in the future of the college, positioning the library as an integral component of the institution's continued success.

## Babcock, Satterlee & McMahon Halls

Babcock, Satterlee, and McMahon Halls have remained unused since 2011 due to asbestos and lead paint abatement costs, which have escalated to the point where remodeling is no longer feasible. Despite efforts to mitigate further deterioration, such as heating the buildings to prevent damage, their condition has worsened over time. The ongoing costs associated with maintaining these vacant structures continue to rise each year, making demolition the most practical solution. Removing these unused buildings will not only eliminate the financial burden but also open valuable space for future development, enhancing the overall campus environment for the community.



# Capital Improvements

## Central Heating Plant

The Central Heating Plant was originally built in 1951 with several additions over the years, with the final one being the 1978 addition of the coal boiler. In 2016 there was a failure of the coal boiler and resulted in its removal. The 2014 NDUS Master Plan process identified significant deferred maintenance in the Central Heating Plant and proposed building a new heating plant. However, the path of repair was chosen, and in 2020 work was completed on the natural gas boilers to gain efficiency and reliability. The heating plant building is in poor condition. It needs significant deferred maintenance repairs including master boiler control updates, window replacement, roof replacement, lowering of the old coal boiler portion, painting, and other interior deferred maintenance. The Central Heating Plant is currently getting a full engineering assessment.



## Hektner Student Center

The original Student Center, constructed in 1960 with later additions, remains the busiest building on campus. However, it now faces numerous deferred maintenance challenges, including the need for upgrades to mechanical, electrical, HVAC, and fire protection systems, as well as other internal building components. The building's envelope, including windows and exterior doors, requires significant repairs to improve energy efficiency and security. Additionally, attention is needed to address landscaping and watershed issues around the building to prevent water damage and improve the surrounding environment.

As part of the modernization, there is a growing need to expand the space for the Culinary Arts program, which has outgrown its current facilities. Remodeling the kitchen and dining areas would not only provide more room for this program to flourish but also better serve students, staff, and visitors by creating a more functional, updated space for dining and events. A comprehensive renovation of the Student Center would ensure it continues to meet the needs of the campus community, enhancing both its utility and appeal.



# Capital Improvements

## Residence Halls

Updating residential halls is essential for providing modern, comfortable, and efficient living spaces for students. Many of these older buildings were not designed with today's expectations for amenities, privacy, and energy efficiency. For example, our current HVAC systems have poor temperature control, inadequate ventilation, and higher energy costs. Modernizing these systems can improve air quality and create a more comfortable living environment. Additionally, the room layouts may no longer align with the need for more personal space, study areas, and technology access. By renovating these halls, we can create an environment that enhances the well-being, academic success, and overall college experience of our students.



# See Our Full Master Plan Here:

[NDSCS.edu/Master-Plan](https://ndscs.edu/Master-Plan)





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# North Dakota Capital Project Funding

Legislatively Approved State Funded Capital Projects (General Funds, State of ND Bonds, SIIF, CRF, ARPA, & Permanent Oil Trust Funds)							Total Percentages 2017-19 through 2023-25	2025-27 Request to SBHE
Institution	2017-19	2019-21	2021-23	2023-25	Totals 2017-19 through 2023-25			
BSC	\$ -	\$ 8,900,000	\$ 38,000,000	\$ 9,960,000	\$ 56,860,000	8.1%	\$ 40,827,154	
LRSC	-	1,000,000	363,000	1,000,000	2,363,000	0.3%	5,782,974	
WSC	-	-	-	28,600,000	28,600,000	4.1%	-	
UND, includes SMHS	-	15,000,000	55,000,000	62,400,000	132,400,000	18.9%	136,910,000	
NDSU, Includes Ag, Research, Extension, NCI, UGPTI	100,000	88,750,000	81,437,000	167,778,830	338,065,830	48.2%	-	
<b>NDSCS</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>18,975,000</b>	<b>18,975,000</b>	<b>2.7%</b>	<b>23,521,744</b>	
DSU	-	4,000,000	4,000,000	18,700,000	26,700,000	3.8%	85,000,000	
MaSU	-	-	1,600,000	17,330,087	18,930,087	2.7%	36,170,862	
MiSU	-	-	25,000,000	2,365,000	27,365,000	3.9%	20,482,000	
VCSU	-	32,000,000	-	11,500,000	43,500,000	6.2%	25,935,000	
Forest Service	-	-	-	-	-	0.0%	-	
DCB	-	1,000,000	2,500,000	4,300,000	7,800,000	1.1%	26,837,500	
NDUSO	-	-	-	-	-	0.0%	-	
<b>Total</b>	<b>\$ 100,000</b>	<b>\$ 150,650,000</b>	<b>\$ 207,900,000</b>	<b>\$ 342,908,917</b>	<b>\$ 701,558,917</b>	<b>100.0%</b>	<b>\$ 401,467,234</b>	



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BY DOING.

# Student Financial Assistance Programs

Program	NDUS 2023-25	NDSCS 2022-23		NDSCS 2023-24		NDSCS Total 2023-25	
	Base Appropriation	Amount Awarded	Students Awarded	Amount Awarded	Students Awarded	Amount Awarded	Students Awarded
Student Financial Assistance Grants (ND State grant)	\$29,917,306	\$754,602	395	\$960,566	428	\$1,715,168	823
ND Academic/CTE/ND Scholarship	\$17,216,749	\$276,750	199	\$319,602	231	\$596,352	430
Dual Credit Scholarship	\$1,500,000	\$16,943	28	\$15,750	26	\$32,693	54
Native American Scholarship	\$1,000,000	\$525	1	\$7,308	5	\$7,833	6
ND Career Builders Scholarship	\$3,400,000	\$558,869	56	\$631,131	68	\$1,190,000	124
ND Career Builders Loan Repayment	\$3,400,000	NDSCS not involved in loan repayment, NDUS Financial Aid manages					
Tribally Controlled Colleges Assistance Grant	\$1,400,000	\$71,275	12	\$91,949	17	\$163,224	29



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# ND Career Builders Scholarship – Institution Summary

ND Career Builders SCHOLARSHIP - Institution Summary  
2019-PRESENT

12/17/24

Institution	Currently Enrolled Students	Currently Enrolled Total \$ Committed
BSC	5	\$ 21,600.00
DCB	1	\$ 16,999.99
DSU	1	\$ 5,000.00
Emerging Digital Academy	0	\$ -
Elite Massage Academy	12	\$ 184,000.00
Fargo School of Massage Therapy	2	\$ 4,000.00
Josef's School of Hair, Skin, Body	0	\$ -
LRSC	7	\$ 108,143.00
Lynnes Welding	1	\$ 7,500.00
MaSU	1	\$ 4,000.00
MiSU	1	\$ 4,182.00
<b>NDSCS</b>	<b>78</b>	<b>\$ 1,214,586.63</b>
NDSU	1	\$ 5,000.00
Rasmussen-Fargo	0	\$ -
Spectrum School of Masage & Esthetics	1	\$ 10,500.00
TrainND NW - WSC	0	\$ -
TrainND SW - BSC	0	\$ -
TrainND SE - NDSCS	0	\$ -
UND	10	\$ 92,000.00
VCSU	2	\$ 10,000.00
<b>TOTALS</b>	<b>123</b>	<b>\$ 1,687,511.62</b>

**Note:** This chart shows the unduplicated number of students while the previous chart shows YOY duplicated students

<b>Total #</b>	<b>375</b>	(EXCLUDES those in repayment)
<b>Total \$ Committed</b>	<b>\$ 3,706,237</b>	
<b>Average</b>	<b>\$ 9,883</b>	

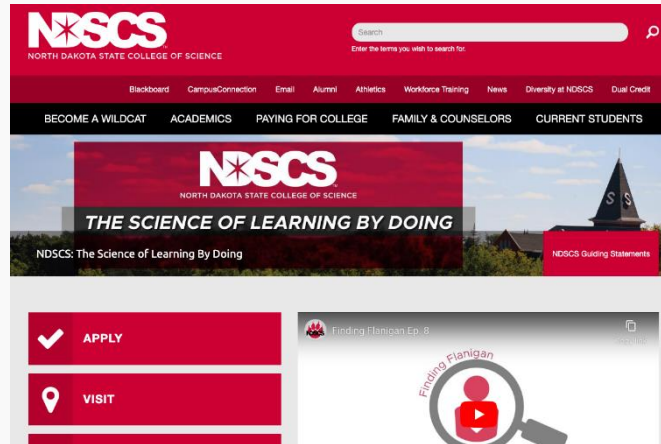


# PR Measurables

Consistent, regular press releases are part of our overall Public Relations Strategy.

## Total Visits to Our Website

- 2023: 961,891
- 2024: 1,049,283 (a 9% increase, and our first year ever over 1M visits)
- $1,049,283 / 365 = 2,875$  visits per day
- Visitors spent a total of 542,130 minutes on our site
- That's 9,035.5 hours (there are only 8,760 hours in a calendar year)



## Press Releases

2022: 43

2023: 49

2024: 65

## Facebook Page Data

- 2023: 4,733,446 impressions made to our Facebook fans
- 2024: 5,560,717 impressions made (a 17.5% increase in our visibility on this platform)
- We now have over 13,000 followers on Facebook alone.

