

**North Dakota Legislative Management:  
Higher Education Committee  
November 3, 2011**

“Presentation by a representative of North Dakota State University regarding the total number of students applying for admission at the institution the past four years, including the number of student applications that were rejected.”

**Presented by:**

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*Thank you for the opportunity to provide clarification regarding NDSU recruitment and admission.*

**The Admission Process**

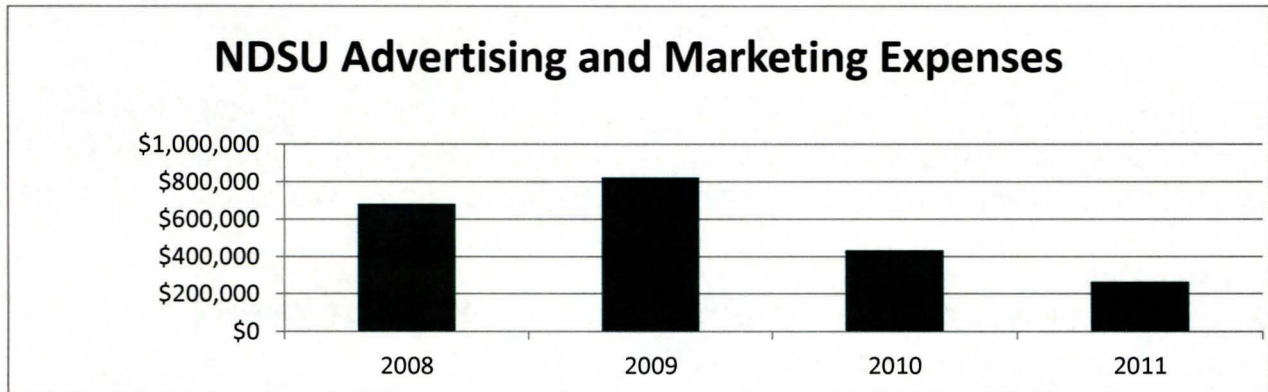
- The admission process (as opposed to the recruitment process) begins when a student submits the application for admission.
- An applicant may progress through the process in two categories:
  - complete application and submits all necessary documentation to be reviewed for admission
    - Admitted = enrolls or cancels
    - Denied
  - never completes or submits all necessary application documentation
    - Incomplete

**NDSU Undergraduate [Freshman & Transfer]: Four Year Application Trend**

Freshman & Transfer	Applications	Canceled	Completed Applications			Enrolled
			Admitted	Denied	% denied of completed applications	
Fall 2008	7125	1666	5524	164	2.88%	3379
Fall 2009	7287	1585	5596	172	2.98%	3261
Fall 2010	7339	1564	5502	215	3.76%	3189
Fall 2011	6542	1257	5416	296	5.18%	3113

## Current Enrollment Impacts

- Marketing funds were substantially decreased which resulted in limited prospective student mailings and reduction in advertising [print, television, radio, Fargo City buses, Fargo billboards, Fargo airport and signage.]



- New student scholarship funding for 2011-12 was decreased; as a result, NDSU lost 55 top students who in the past would have received scholarships. The majority of waitlisted scholarship students decided to enroll at other college or universities where they may have qualified for a scholarship. It is challenging to know that an opportunity existed to increase the academic profile of NDSU, but that the lack of scholarship funding prevented these top academic students from enrolling.
- International student numbers have also declined; this is in part due to not replacing an International student recruiter position.
- The average ACT and high school GPA increased for the 2011 freshman class. Average ACT=23.80 (2010=23.75) with the national average being 21.10. High School GPA increased to 3.39 (2010=3.37). The NDSU admission standard is 21 ACT and 2.5 GPA. [Table 1]
- National Merit students: Fall 2008 – 23 (11 new); Fall 2009 – 27 (9 new); Fall 2010 – 35 (7 new) and Fall 2011 – 33 (6 new) [Tables 2 & 3]
- Almost 95% of our fulltime/parttime student population are attending classes on campus which is substantially higher than all the other NDUS institutions. [Tables 4 & 5] Our headcount for Fall 2011 is 14,399. [Table 3]
- Academic credibility is the number one reason for students choosing to attend NDSU (56.6%). [Table 6]
- In 2011 new student population: 35.8% are North Dakota residents, 57.7% are Minnesota residents, and 6.5% are from other states or countries. [Table 2]
- In 2011 NDSU's total student population: 41.8% are North Dakota residents, 43.1% are Minnesota residents, and 15.1% are from other states or countries. [Table 3]
- In the 2010 employment survey, significant numbers are: [Table 7]
  - 54.3% reported ND as their home state
  - 55% reported accepting employment in ND
  - 70% reported being ND students accepting employment in ND



### **President Bresciani's Goals**

- **Manage growth and strengthen quality of students.**
  - This involves moving toward a more purposeful admission standard and new messaging for recruitment. It is a process that does not happen overnight, and is transitioned through various stages.
  - Recruitment and messaging begins at least 1-3 years prior to application for admission and enrollment, so changes must also be phased in through literature, communication with high school counselors, alumni, and other stakeholders.
  - These efforts are cumulative and evolving. For now, our admission standards, which were established in 1993 [21 ACT, 2.5 GPA and completion of core course requirements], have not changed and are still based in the land grant mission of accessibility.
- **The admission decision process has many variables and intangibles, and decisions are not made with absolute cut offs of grades and scores.**
  - Each applicant is reviewed carefully and with attention to strengths and weaknesses of prior academic record.
  - The process is taken seriously, understanding that an individual student's future is impacted by the outcome.
- **Strengthen retention and graduation**
  - With the President's goal to manage and strengthen the quality of student enrollment, enhanced strategies to better ensure student success and persistence also become important. These efforts include attention to academic advising, programs for specific needs of first year students, second year, etc., and consistent and timely intervention strategies.

***Thank you for providing this opportunity to clarify our admission trends and affirming our goals.***

**Table 1: NDSU New Student Profile**

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Natl Avg 2011*
High School GPA	3.38	3.37	3.37	3.39	N/A
ACT Composite Score	23.46	23.47	23.75	23.80	21.10
Male	55.5%	54.4%	54.9%	55.0%	
Female	44.5%	45.6%	45.1%	45.0%	
Less than 20 years old	97.2%	98.0%	97.6%	98.7%	
20-21 years old	2.2%	1.0%	1.0%	0.6%	
22 years old and older	6.0%	1.0%	1.4%	0.7%	

Source: Admission Freshman Profile

\*Almanac of Higher Education class of 2011.

**Table 2: NDSU New Student Profile**

	Fall 2008	Fall 2009	Fall 2010	Fall 2011
<b>Geographic Background</b>				
North Dakota residents	40.2%	38.7%	35.0%	35.8%
Minnesota residents	51.6%	54.8%	57.3%	57.7%
Residents of other states/countries	8.2%	6.5%	7.7%	6.5%
<b>Achievement</b>				
Valedictorians	99	116	87	87
National Merit Scholars	11	9	7	6
Presidential Scholars	264	288	254	251

Source: NDU02SRL &amp; Admission Annual Report

**Table 3: NDSU Student Profile**

	Fall 2008	Fall 2009	Fall 2010	Fall 2011
<b>Headcount</b>	13,229	14,189	14,407	14,399
<b>Geographic Background</b>				
North Dakota residents	47.8%	46.0%	43.8%	41.8%
Minnesota residents	38.8%	39.2%	41.1%	43.1%
Residents of other states/countries	13.4%	14.9%	15.1%	15.1%
<b>Achievement</b>				
National Merit Scholars	23	27	35	33

Geographic Source: NDU02SSRD



**Table 4: NDUS Fall Census Date Enrollments  
Face to Face - Full-time & Part-time**

<b>University</b>	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BSC	n/a	2,471	2,649	2,737	
DCB	323	325	342	377	
DSU	2,136	2,111	2,111	2,078	
LRSC	395	379	348	885	
MASU	519	492	672	590	
MISU	2,512	2,492	2,595	2,805	
NDSCS	1,774	1,645	1,636	1,699	
<b>NDSU</b>	12226 [97.6%]	12847 [97.1%]	13602 [95.9%]	13798 95.8%	13653 [94.8%]
UND	11,113	11,208	11,207	11,885	
VCSU	726	721	716	812	
WSC	419	402	524	564	
<b>TOTAL</b>	<b>19,917</b>	<b>22,246</b>	<b>22,800</b>	<b>24,432</b>	

Source: NDUS Fall Enrollment Reports Table 9

**Table 5: NDUS Fall Census Date Enrollments of all Full Time  
Students with an On campus Presence**

<b>University</b>	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011
BSC	2,030	1,991	2,125	2,196	2,113
DCB	281	287	288	317	319
DSU	1,619	1,644	1,528	1,442	1,366
LRSC	372	362	383	400	344
MASU	462	426	511	532	535
MISU	2,148	2,137	2,167	2,334	2,138
NDSCS	1,641	1,495	1,490	1,529	1,561
<b>NDSU</b>	10254 [81.9%]	10884 [82.3%]	11519 [81.2%]	11664 [81.0%]	11500 [79.9%]
UND	9,631	9,793	9,718	10,328	10,421
VCSU	639	645	635	699	710
WSC	342	297	347	325	355
<b>TOTAL</b>	<b>29,419</b>	<b>29,961</b>	<b>30,711</b>	<b>31,766</b>	<b>31,362</b>

Source: NDUS News Release Oct 7, 2011

**Table 6: Reasons noted as very important in influencing the student's decision to attend NDSU**

	2006	2007	2008	2009
This college has a very good academic reputation	48.1%	57.7%	57.6%	56.6%
This college's graduates get good jobs	45.3%	49.5%	46.2%	54.9%
The cost of attending this college	31.9%	39.2%	43.8%	46.2%
Campus visit	22.9%	29.5%	33.7%	32.0%
This college has a good social reputation	18.6%	31.1%	31.9%	31.0%
I was offered financial assistance	21.6%	29.1%	30.3%	34.4%
I wanted to go to a school about this college size	26.5%	27.6%	30.0%	32.7%

Source: American Council on Education

**Table 7: NDSU Employment Survey Results**

	2008	2009	2010
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Number of graduates	1,726	1,713	1,759
# of respondents	1,182	1,340	1,431
% responses from surveys	68.5%	78.2%	81.3%
% respondents: Employed	75.9%	52.6%	54.0%
% respondents: Post Baccalaureate & Professional	19.0%	25.4%	20.0%
% respondents: Active Job Search	5.1%	20.0%	24.0%
% respondents: Not seeking employment or no response		2.0%	2.0%
# of Employed Respondents	897	705	770
% employed related to major/minor	88.5%	87.1%	89.0%
% employed in part-time positions	5.7%	6.2%	n/a
Average Annual Salary	\$40,000	\$41,000	\$38,000
Highest Reported Salary	\$80,000	\$97,000	\$82,000
# of states accepting employment	44	37	34
# of foreign countries accepting employment	9	4	6
<b>% accepting employment in ND</b>	<b>50.7%</b>	<b>55.9%</b>	<b>55.0%</b>
% accepting employment in MN	27.6%	22.4%	24.0%
<b>% reported original home state as ND</b>	<b>50.1%</b>	<b>48.1%</b>	<b>54.3%</b>
<b>% of home state ND accepting employment in ND</b>	<b>66.1%</b>	<b>74.3%</b>	<b>70.0%</b>
% grads from College of Ag, FS & NR chose to farm or ranch	14.0%	9.0%	15.0%

Source: NDSU Career Center Annual Employment Report