

# *Student Pipeline Recruitment and Pathways to Higher Education*



June 16, 2015

Board of Trustees

Academic and Student Affairs Committee

## Minnesota State Colleges and Universities

The Minnesota State Colleges and Universities system is an Equal Opportunity employer and educator.



# Presentation Outline

- Overview of student recruitment practices and pathways to higher education
- Data on student demographics and enrollment trends
- MnSCU highlights
  - *Minnesota State Community and Technical College (MState)*
  - *Minnesota State University Mankato*



# Student Recruitment and Pathways to Higher Education

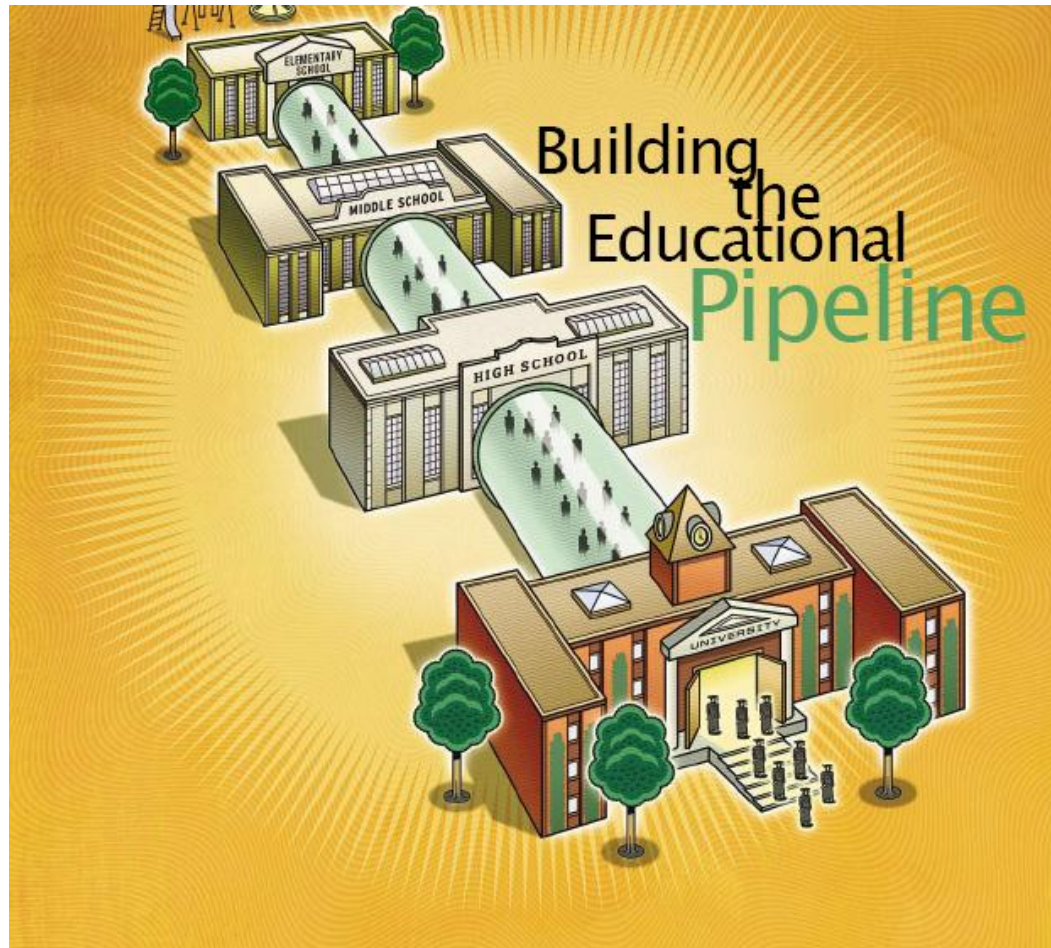
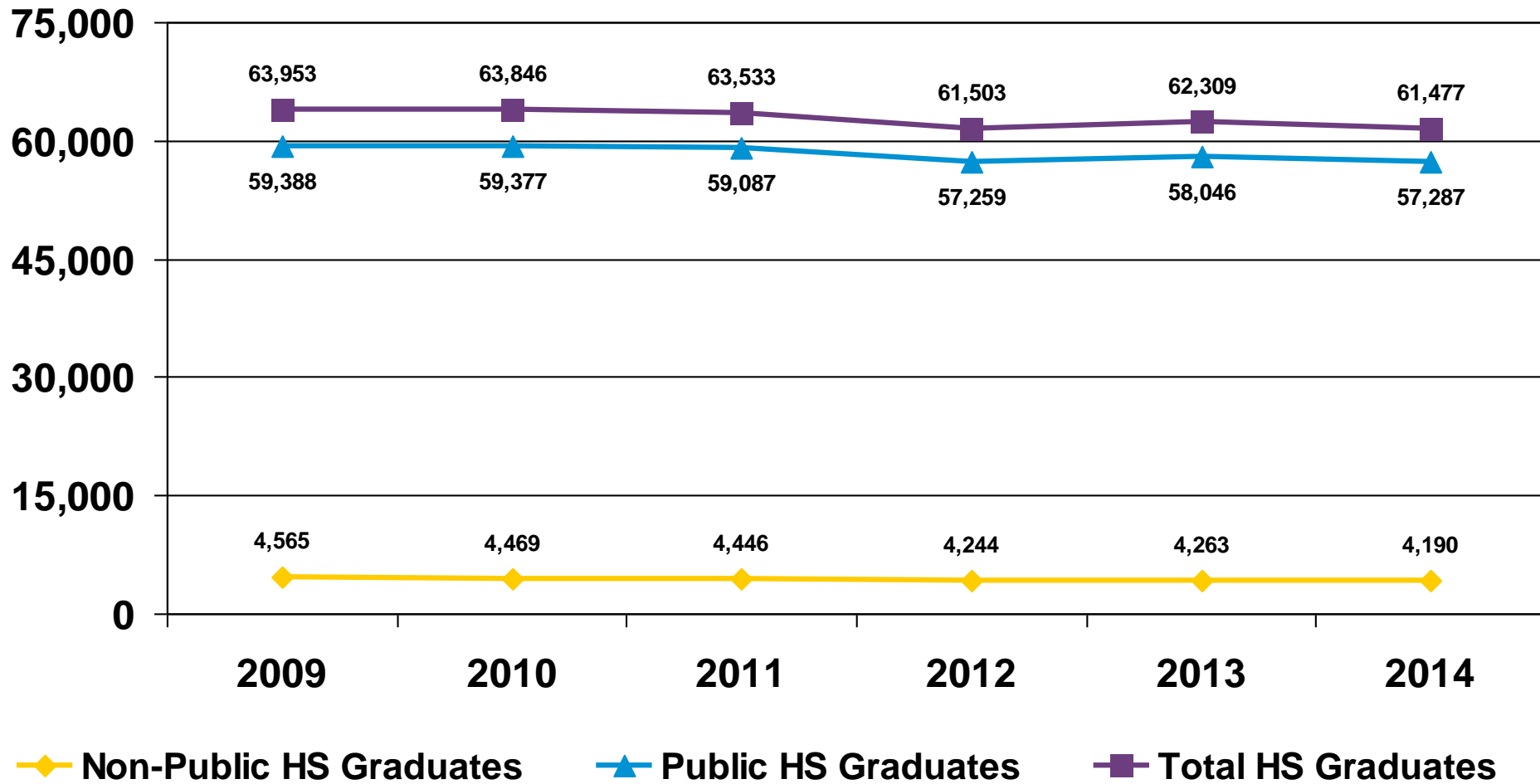


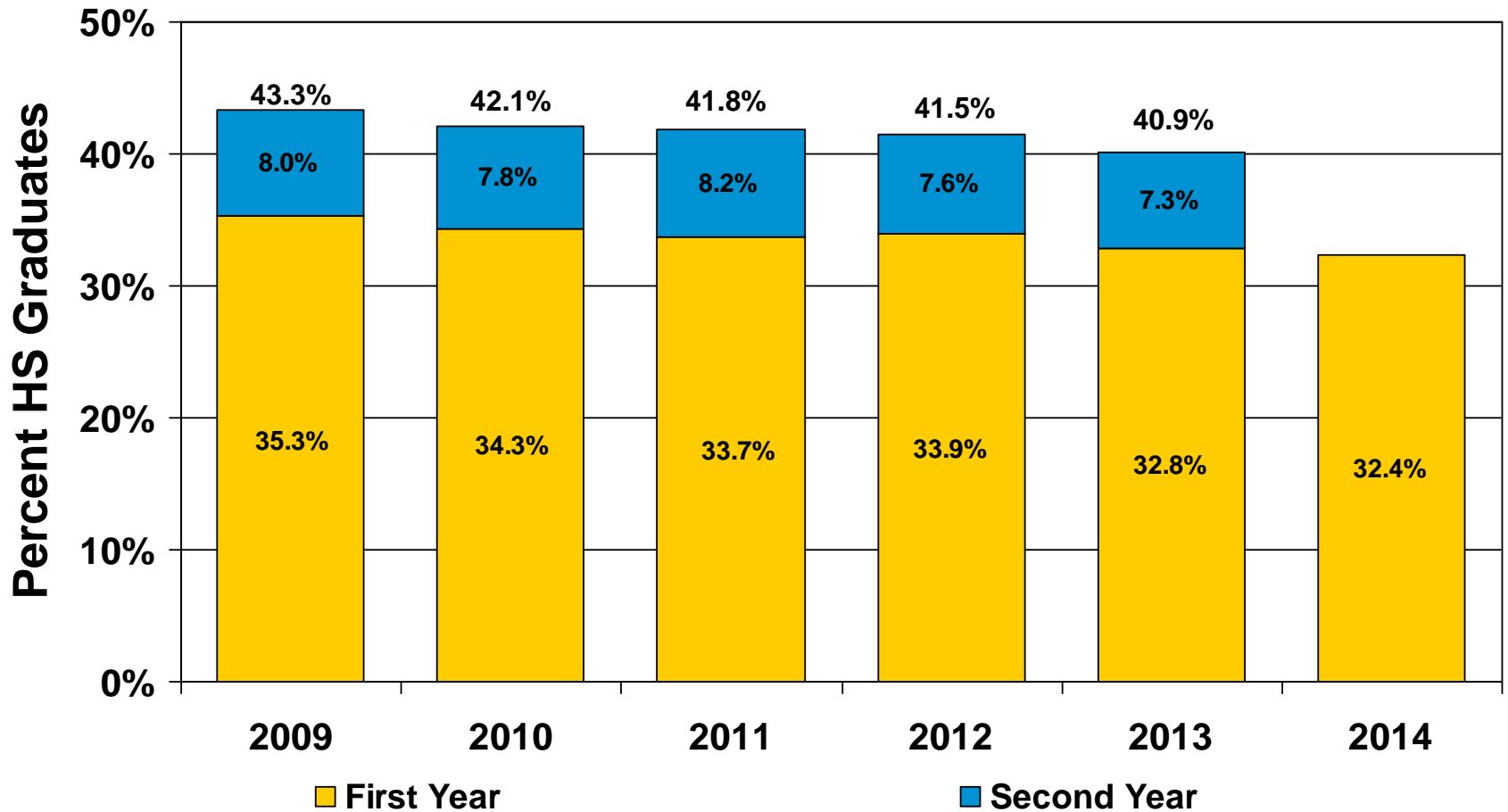
Image from: Trusteeship Nov/Dec 2010 cover



# Minnesota high school graduates have decreased by 4% since 2009



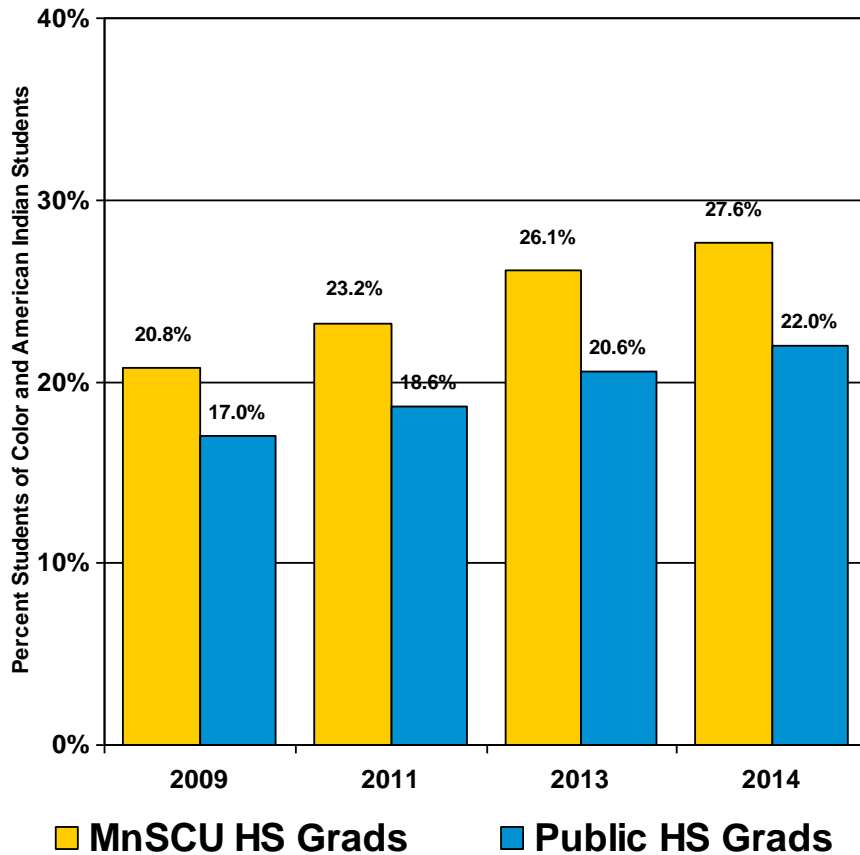
# MnSCU's share of HS graduates has decreased since the recession



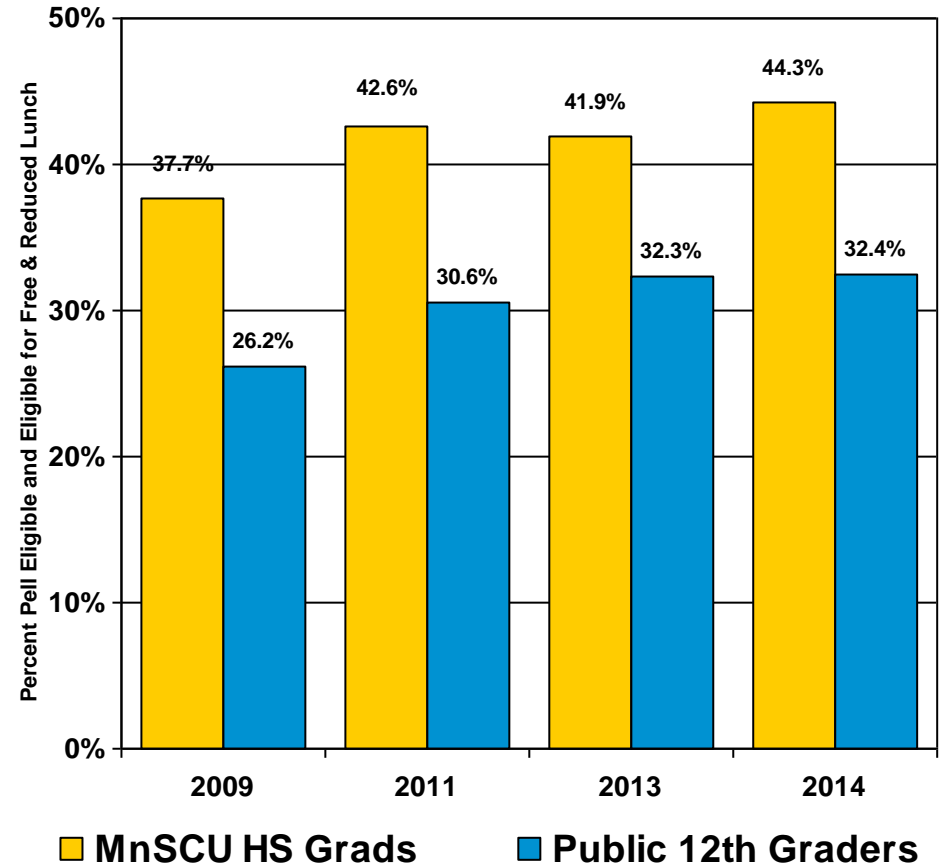
MnSCU high school graduates: 2009 = 27,711 2013 = 24,983

# MnSCU's high school graduates are increasingly diverse

**Percent Students of Color and American Indian Students**



**Percent Pell Eligible and Free and Reduced Lunch Eligible**



**MnSCU high school graduates – Students of Color and American Indian Students:**  
 2009 = 5,101    2013 = 6,432



# Student Recruitment Practices

- Enrollment Management
  - *Enrollment management plan*
  - *Data and predictive analytics*
  - *Leveraging technology*
  - *Marketing*
  
- Admissions and Outreach
  - *College Knowledge Month*
  - *Outreach through college fairs, high school visits, and community*
  - *Communication through multiple channels*
  - *Open house, campus tours, events, and special programs*
  - *Target partnerships with communities*

# Student Recruitment Practices

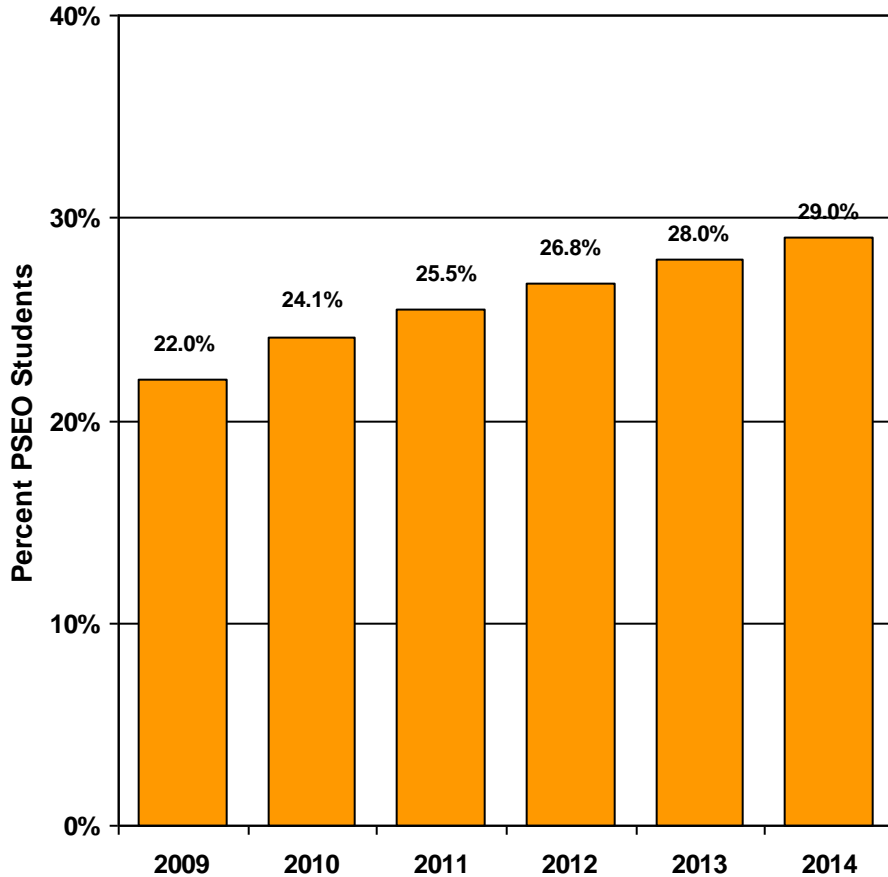
- Partnerships with K12
  - *Campus programs (i.e. Gateway to College, Power of You, Bridges)*
  - *Post-Secondary Enrollment Options (PSEO) and Concurrent Enrollment*
  - *Early and Middle High School Programs for students in ALC*
  - *Career and Technical Education*



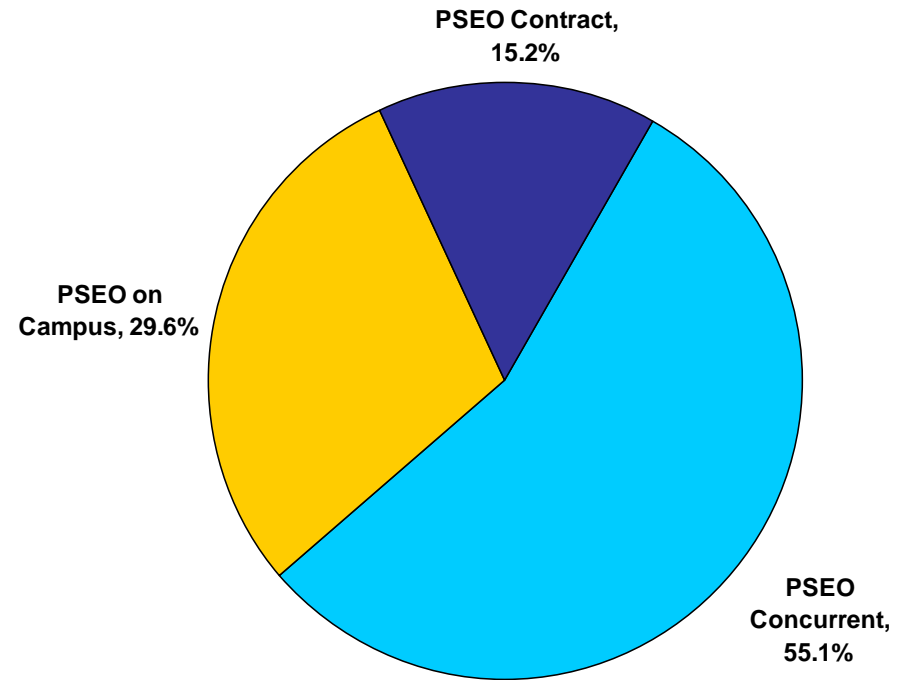


# More MnSCU high school graduates are taking PSEO and most take Concurrent

## Percent of High School Graduates That Took PSEO



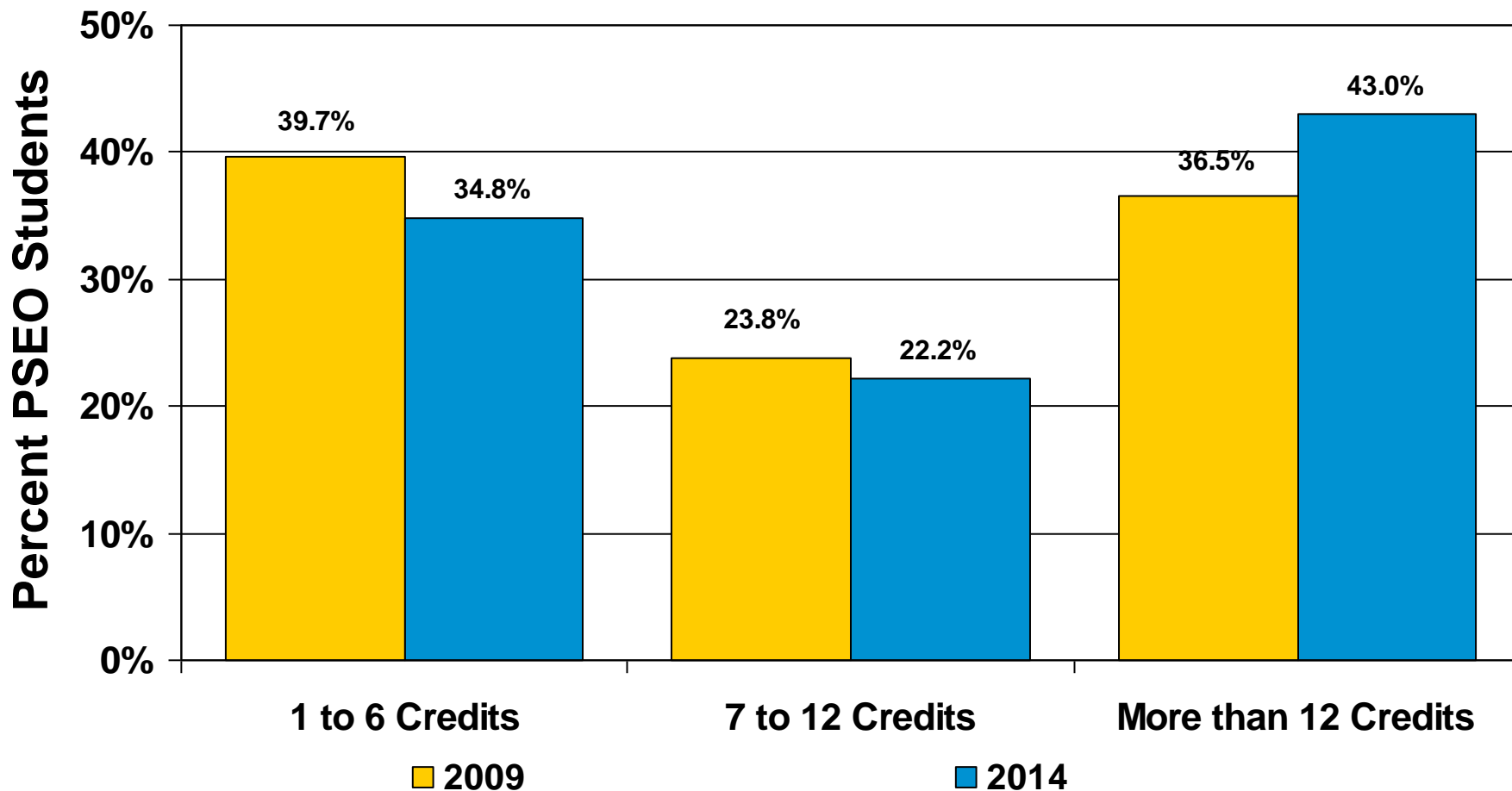
## High School Graduates' PSEO Type



**HS Grads that took PSEO: 2009 = 6,102 2013 = 6,999**



# MnSCU PSEO Students are taking more credits in high school



MnSCU HS Grads that took PSEO: 2009 = 6,102 2013 = 6,999



# Redesigning the Pathway to Higher Education

1. Offer robust career and post-secondary education planning beginning no later than grade 9
2. Align assessments in secondary education to college and career readiness standards
3. Expand opportunities for student who are college ready in high school to access early college credits
4. If students are not on track to being college ready in high school, provide targeted instruction and support

# MnSCU Highlights

- Minnesota State Community and Technical College
  - *Dr. Peggy Kennedy, President*
  - *Dr. Carrie Brimhall, Vice President of Academic Affairs*
  - *Dr. Peter Wielinski, Vice President of Student Development and Marketing*
- Minnesota State University Mankato
  - *Dr. David Jones, Vice President for Student Affairs and Enrollment Management*



Minnesota State  
Community and Technical College

# Welcome!

June 16, 2015 Board Presentation

Dr. Peggy Kennedy, President

Dr. Carrie Brimhall, CAO

Dr. Peter Wielinski, CSAO





# Congratulations, Graduates!

Looking for an exceptional college? Look at Minnesota State Community and Technical College.

- If a four-year degree is your goal, you can complete your first two years at an affordable price with our rich fine arts, liberal arts and sciences curriculum.
- Our technical programs can prepare you for a rewarding new career in 9-18 months.
- Our graduates rank in the top 10 nationally among two-year college graduates for mid-career earnings, according to a 2015 Brookings Institute study.
- You will learn from the best: Our dedicated instructors are experts in their fields.
- M State's Spartan Center is available to help you succeed academically, find employment or transfer.
- You can get involved through a variety of student life activities, intercollegiate athletics and intramural sports, or display your creative side with music, theatre and visual arts.

## Need more reasons to attend M State?

Arrange a visit today at [minnesota.edu](http://minnesota.edu). We look forward to showing you all we have to offer!



Minnesota State Colleges and Universities is an Equal Opportunity/Affirmative Action/  
Veterans/Disability employer/educator committed to the principles of diversity.



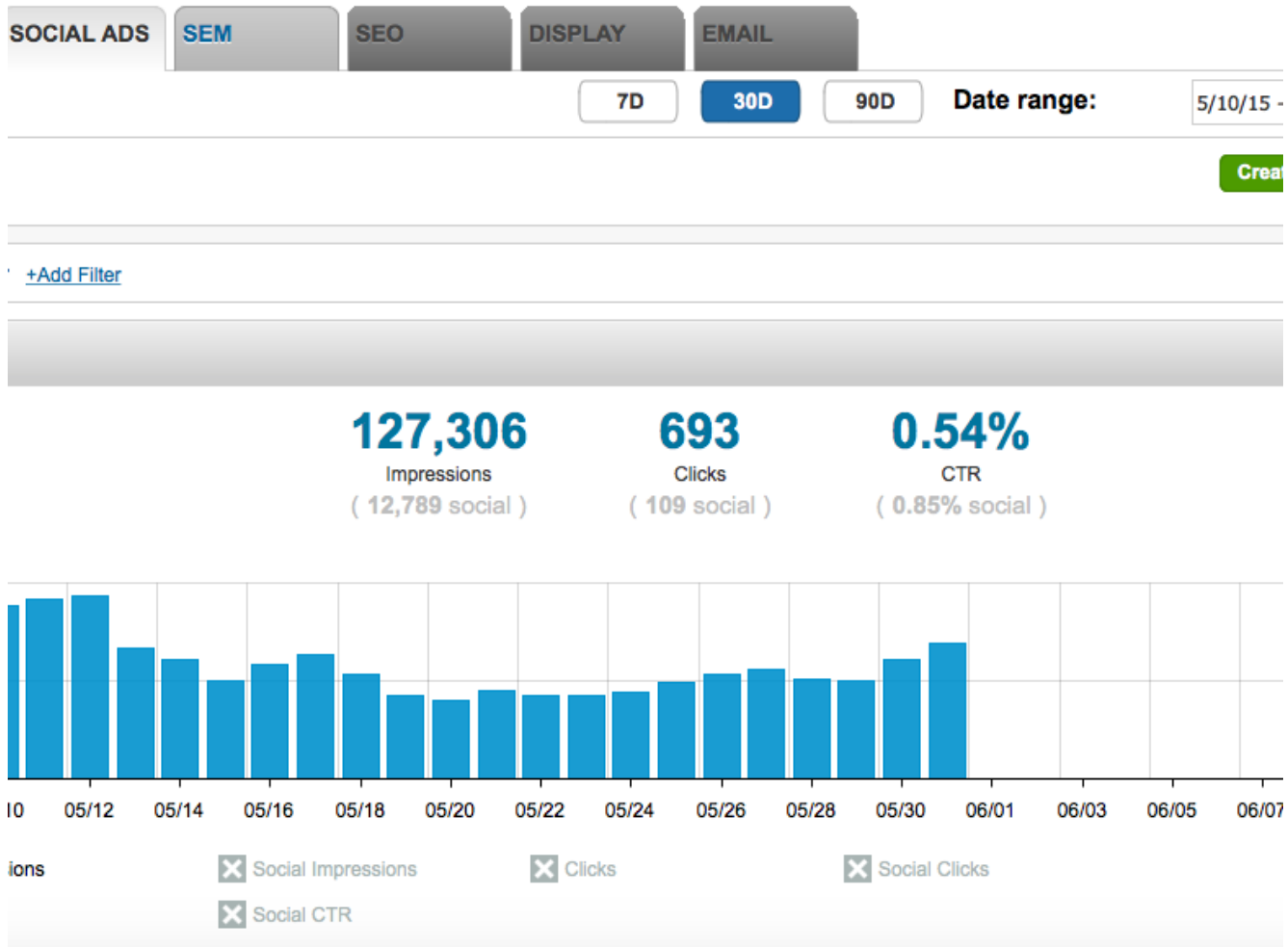
Detroit Lakes eCampus Fergus Falls Moorhead Wadena





# Enroll Now

Whether your goal is quick entry into a well-paying career or starting on a four-year degree, M State is ready to help you change your world. But don't wait! Enrolling now for fall means you'll have the best selection of courses.



Source: G/O Digital Campaign Analytics





## Admissions

Hello Hannah (12477707),

Thank you for your interest in the Digital Photography and Imaging Certificate at [Minnesota State Community and Technical College \(M State\)](#). Unfortunately, the Digital Photography Program that you applied to will no longer be offered this upcoming year. We have many other [programs](#) that hopefully interest you here at M State. I have CC'd your campus Enrollment Managers on this email so that you can work with them to find a new major that fits your needs.

If you'd like further assistance please reply to this email, call us at 877.450.3322 or let's chat at [minnesota.edu/help](http://minnesota.edu/help).

Thank you,  
Kyle  
M State

Kyle Johnston  
Director of Admissions, PDSO  
kyle.johnston@minnesota.edu  
(877) 450-3322

Minnesota State Community and Technical College (M State)  
Detroit Lakes. eCampus. Fergus Falls. Moorhead. Wadena.

Customer Entry  Phone Incoming


Carissa Engstrom, 05/13/2015 03:04 PM

Spoke with Isaac and he would like to declare Business Management, Marketing, and Sales and his major.

Customer Entry  Phone Incoming

Carissa Engstrom, 05/13/2015 03:09 PM

Called out to Mason to see what major he would like to declare instead, because Digital Photography has been canceled. Left him a voicemail message to call me.

Customer Entry  Phone Incoming


Carissa Engstrom, 05/13/2015 03:16 PM

Spoke to Kiahna and she would like to switch to Graphic Design Technology.

Customer Entry  Phone Incoming

Carissa Engstrom, 05/13/2015 03:19 PM

Spoke to Hannah and she would like to switch to Graphic Design Technology.

Customer Entry  Phone Incoming

Carissa Engstrom, 05/13/2015 03:26 PM

Called Zachary to talk about Digital Photography being canceled and phone number has been disconnected.

From: "M State" <mstate@mailmw.custhelp.com>  
Date: Tue, May 19, 2015 at 3:06 PM  
Subject: Carpentry Program Major Changes [Incident: 150519-000117]

Response  Email

Kyle Johnston, 05/19/2015 03:06 PM



Hello Takota (12730588),


Thank you for your interest in pursuing Carpentry at [Minnesota State Community and Technical College](#)! I am writing to inform you of some degree changes within our Carpentry programs.

Our college will no longer be offering the Carpentry AAS and Carpentry Diploma programs this upcoming year but we have a viable alternative for both programs. As a result of this change, students that have applied to these two programs will automatically be moved to our new [Carpentry Assisting Certificate](#). There is nothing further that you will need to do to complete this change of major. If you have questions regarding this change or would like to explore other options please discuss this with your campus Enrollment Manager. I have CC'd your Enrollment Manager on this communication so that you are in contact with one another.

If you'd like further assistance please reply to this email, call us at 877.450.3322 or let's chat at [minnesota.edu/help](#).

Thank you,  
Kyle  
M State

Kyle Johnston  
Director of Admissions, PDSO  
[kjohnston@minnesota.edu](mailto:kjohnston@minnesota.edu)

Response  Email

Carissa Engstrom, 05/22/2015 09:41 AM

Hi Takota,  
In order to change your major, please click on the link below and complete the change of major form. Please let me know if you have any questions.


<http://www.minnesota.edu/forms/>

Kind regards,  
Thanks,

*Carissa Engstrom*  
**Enrollment Manager**  
218.299.6824

 Minnesota State Community and Technical College  
Direct Link to Campus Page via Facebook, Twitter

Your Regional College of Choice.

Customer  Service Email

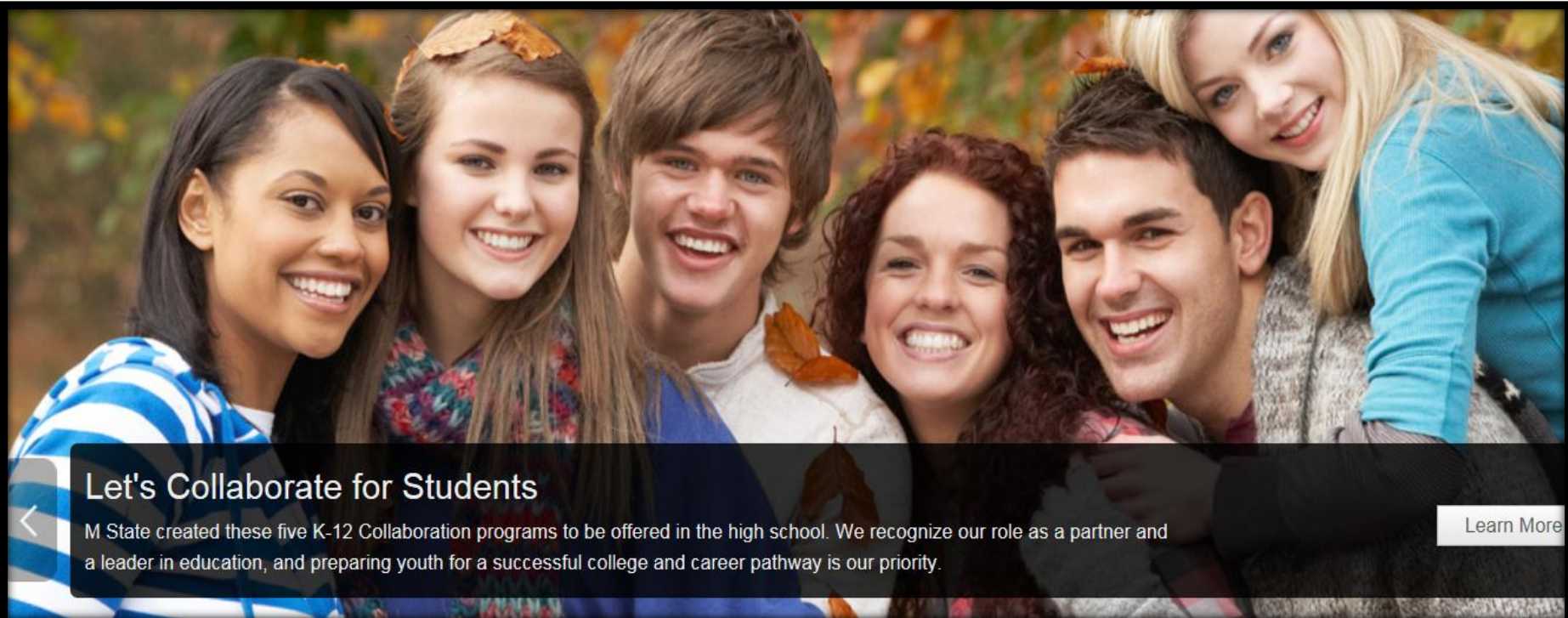
Takota Discher, 05/19/2015 04:27 PM

How can I change my major to Electrician?

[Sent from Yahoo Mail on Android](#)

# Recruiting New Student Groups





## Let's Collaborate for Students

M State created these five K-12 Collaboration programs to be offered in the high school. We recognize our role as a partner and a leader in education, and preparing youth for a successful college and career pathway is our priority.

[Learn More](#)

Thank you!



Minnesota State  
Community and Technical College







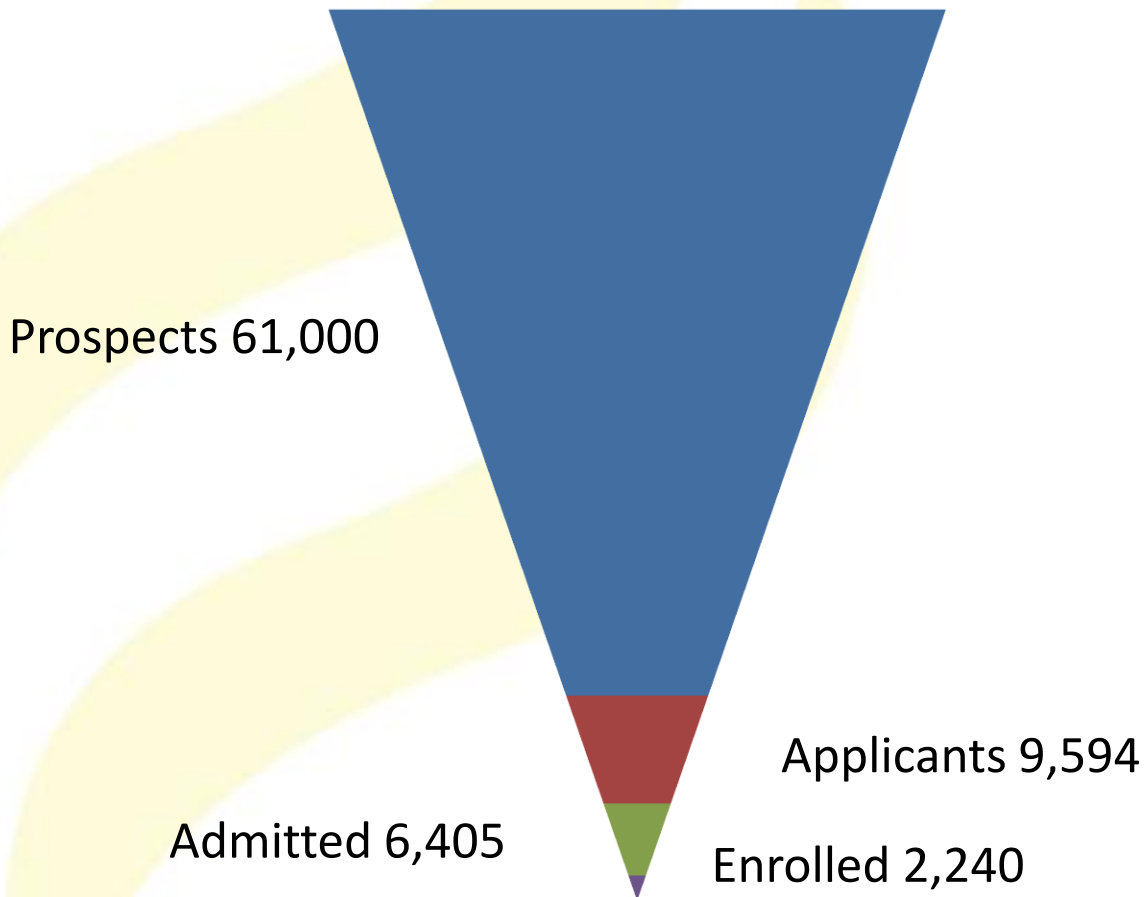
## **Undergraduate Student Recruitment Pipeline**

*Recruit, Retain, Complete, and Serve.*

*David P. Jones, Ph.D.*

*Vice President for Student Affairs & Enrollment Management*

# Fall 2014 Undergraduate Recruitment Funnel



# Minnesota State Mankato

## Fall 2014 Application Sources

	Applied	Admitted	Enrolled	Overall Yield % of Total Enrolled
Application Submitted (Stealth Applicant)	3,899	2,197	623	27.8%
Purchased Names	1,435	1,081	320	14.3%
Campus Visit	1,374	1,079	498	22.2%
<b>ACT Scores Submitted</b>	<b>1,146</b>	<b>827</b>	<b>315</b>	<b>14.1%</b>
College Fair	1,027	728	262	11.7%
Web Inquiry	86	56	19	0.8%
High School Visit	244	161	72	3.3%
PSEO - initially PSEO at MSU	124	119	73	3.3%
General Inquiry	82	60	19	0.8%
Diversity Recruitment Activity	177	97	39	1.7%
	9,594	6,405	2,240	100.0%

# Top 10 Institutions Receiving Minnesota HS Student ACT Scores

Name	State	Number of Students		
		Total	1st Choice	2nd-6th Choice
UNIVERSITY OF MINNESOTA-TWIN CITIES	Minnesota	9,771	4,028	5,743
UNIVERSITY OF MINNESOTA-DULUTH	Minnesota	5,773	1,711	4,062
MINNESOTA STATE UNIVERSITY MANKATO	Minnesota	4,564	1,463	3,101
WINONA STATE UNIVERSITY	Minnesota	3,354	891	2,463
SAINT CLOUD STATE UNIVERSITY	Minnesota	3,333	901	2,432
NORTH DAKOTA STATE UNIVERSITY	North Dakota	3,272	992	2,280
UNIV OF WISCONSIN-MADISON	Wisconsin	2,471	625	1,846
BEMIDJI STATE UNIVERSITY	Minnesota	2,290	652	1,638
UNIVERSITY OF SAINT THOMAS-MN	Minnesota	2,119	525	1,594
UNIVERSITY OF NORTH DAKOTA	North Dakota	2,105	643	1,462

# Personalizing the Undergraduate Recruiting Process

- ◆ **Data, Data, Data!**
- ◆ **Use a Customer Relationship Management (CRM) tool**
- ◆ **Meet students where they are**



# Our Challenges and Opportunities

- ◆ **Data, Data, Data**
- ◆ **Changing state demographics**
- ◆ **Prospective students coming from technology rich environments**
- ◆ **Increasingly competitive recruiting environment**
- ◆ **Affordability is still an important issue**
- ◆ **Dynamic environment**



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