

Campus Assembly Report

Chancellor Charles H. Casey

April 2, 2008

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Small Campus. Big Degree.

Crookston Campus on the Move

- **Strategic Positioning plan identified areas for decisive action**
- **Actions connect to and support campus vision and mission**
- **Actions align Crookston campus with University's aspiration to be a top research university**

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Who is the U of M, Crookston?

- Regional hub in northwestern Minnesota

- undergraduate education leading to a U of M diploma;
- technology applications in higher education;
- innovation, entrepreneurship and regional sustainability;
- leadership development; and
- global and diverse cultural experience.



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Who is the U of M, Crookston?

- Regional hub in northwestern Minnesota
 - land grant institution founded in 1905
 - 243 faculty and staff (one of largest employers in Crookston)
 - nearly \$28 million in expenditures in FY 2008
 - \$8 million in facilities improvements since FY 2006
 - 32% students from out of state - 34 states/15 countries
 - 97% of graduates gain employment within 6 months of graduation (62% in MN; 21% in ND)
 - NCAA Division II athletics, competitive sports in a family-friendly environment

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Guiding Goals

- **Educate exceptional students**
- **Foster and encourage exceptional faculty and staff**
- **Strengthen an exceptional organization**
- **Promote exceptional innovation**

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Educate Exceptional Students

- **Enrollment growth**

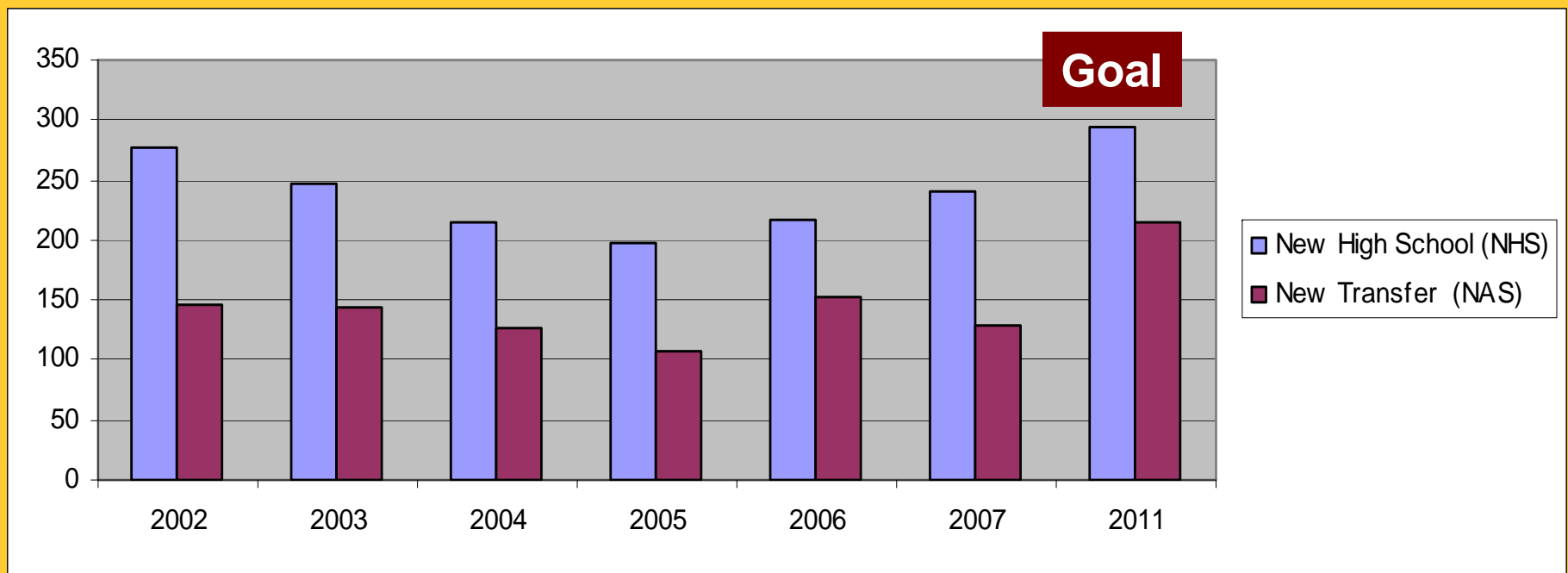
- 8.5% increase in degree-seeking students over last fall: Fall 2007, 1142
- 13% increase in degree-seeking students over last spring: Spring 2008, 1072
- Fall 2008 outlook excellent:
 - NHS applications/admits up more than 70% and 60%
 - NAS applications/admits up more than 45% and 8%
- Action strategies working: add new degree programs and options; increase retention rates and international and online student enrollment; target market; focused investments

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Educate Exceptional Students

- **Enrollment trends reversed**



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- **10 program areas targeted for strategic growth to drive enrollment by 2011**
 - account for nearly 50% of admits for fall 2008 and are in line to meet Fall 2008 goals
 - 5 in top 5 with greatest increase in applications (w/o Biology)
 - **Biology** (new degree Fall 2007)
 - **Animal Science • Natural Resources**
 - **Business Management • Early Childhood Education**
 - **Sport & Rec Management**

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Educate Exceptional Students

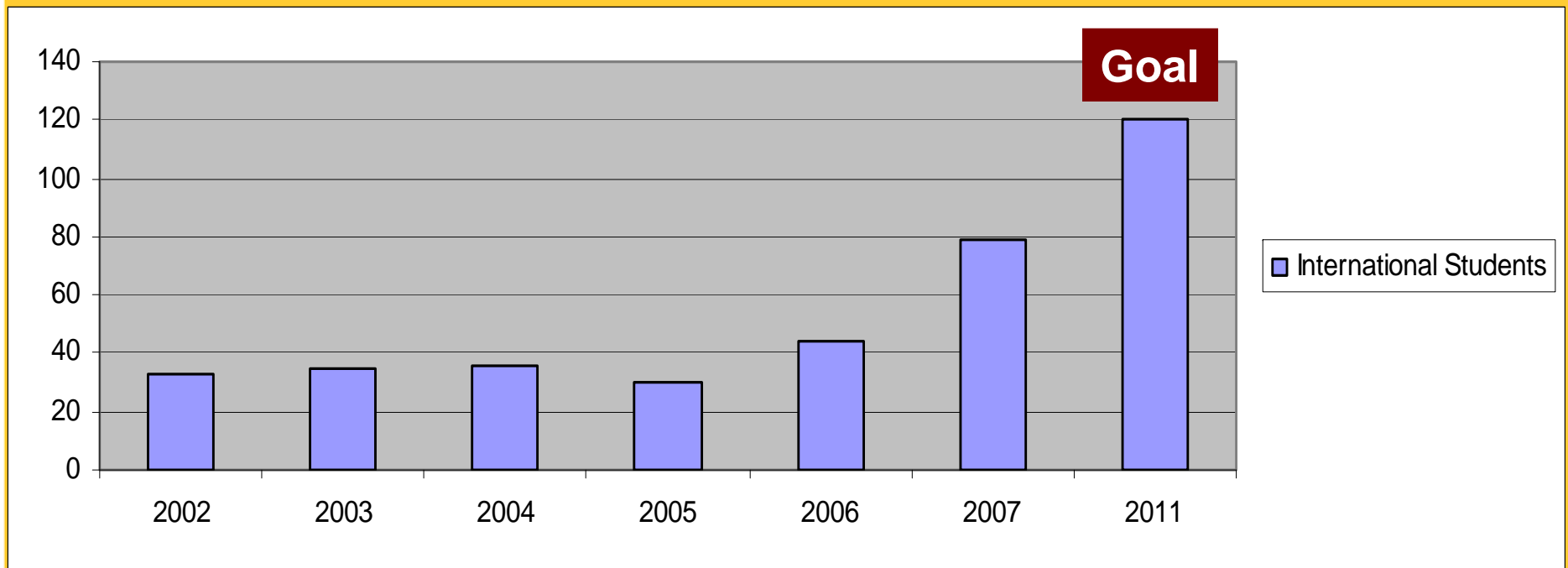
- **New academic programs doing well**
 - Biology 37 applications
 - Organizational Psychology 10
 - Communication +12 (16 total)
 - Ag Systems Mgt. w/ new bio-fuels and renewable energy technology option +11 (22 total)

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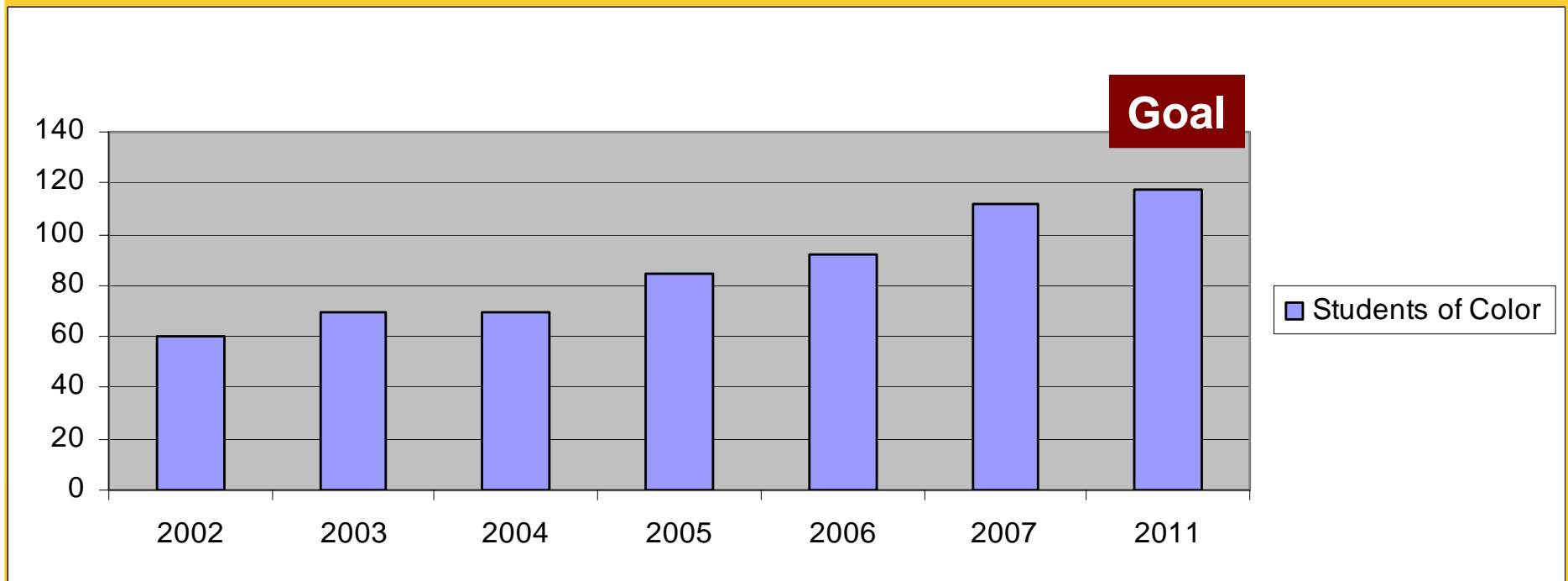
Educate Exceptional Students

- **International student enrollment up**



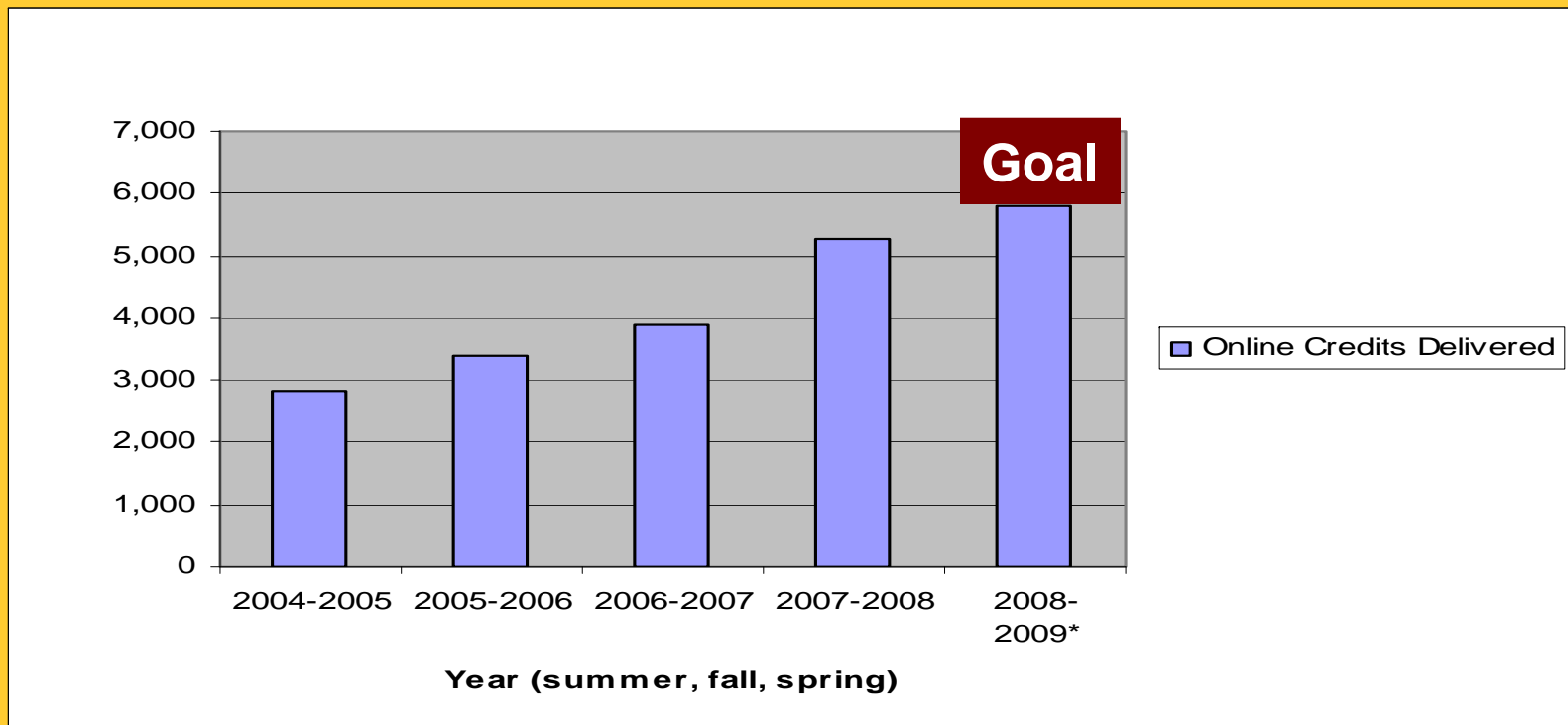
Educate Exceptional Students

- **Student body becoming more diverse**



Educate Exceptional Students

- Online delivery of credits up



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Educate Exceptional Students

- **Achievements**

- Josiah Loll, National Daily Point of Light Award for volunteerism
- Mary Jo Geldert, Student Conservationist Award from the Minnesota Chapter of The Wildlife Society
- SIFE team named regional champions for ninth consecutive year at business competition
- Horticulture team placed second in the Mid-America Collegiate Horticulture Society
- Crops Judging Team placed second at both Chicago and Kansas City (Missouri) Collegiate Crops Judging Contests

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- **Investments in retention**
 - First-Year seminar conceptualized, implemented with conditional admits, with plans to expand next year
 - Two half-time counselor positions filled, one specifically for student-athletes
 - Online faculty advisor in place
 - Collaboration with MN Campus Compact on peer mentoring initiative
 - Honors program established

Educate Exceptional Students

- **Investments in retention**
 - Focus on benchmarking and measuring retention across campus through time and resources
 - Strong academic assistance support
 - Writing Center
 - Strong Tutoring
 - English as a Second Language
 - Conditional admits retention success

Educate Exceptional Students

- **Investments in retention working**
 - 85% retention fall to spring of students in First-Year Experience courses
 - 124 total: 74 conditional admits; 50 traditional admits
 - 80% retention conditional admits (up 10% over 2006)
 - 92% retention traditional admits
 - 86.5% overall freshmen retention from fall to spring (up 0.4% over 2006)

Foster Exceptional Faculty/Staff

- **Award-winning, dedicated**
 - U of M 2008 Tate Advising Award Recipient, Chuck Habstritt
 - Member of Board of Directors for The Collaboration for the Advancement of College Teaching & Learning, Kevin Thompson
 - President of National Wildlife Society, Dan Svedarsky
 - Presenter at Association of Business Schools and Programs regional conference, Eric Burgess

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Foster Exceptional Faculty/Staff

- **Award-winning, dedicated**
 - Completed Ph.D., David Crawford
 - 2007 Minnesota Horsewoman of the Year, Nicky Overgaard
 - Keynote Speaker at 10th Annual Gene DeGruson Memorial Lecture, Sharon Neet
 - 2008 President-elect of the Minnesota Chapter of the Wildlife Society, John Loegering

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Foster Exceptional Faculty/Staff

- **Successful, dedicated**

- U of M Emerging Leaders, Tricia Sanders
- Financial Aid Office, clean audit second year in a row
- Northwest Minnesota Counselors Association Post Secondary Counselor of the Year, Laurie Wilson
- Nominated for Class V Minnesota Agriculture & Rural Leadership Program, Krista Lemos
- Crookston Early Childhood Champions, Gina Gunderson and Lea Oseth
- American Wilderness Leadership School (AWLS) Scholarship, Laura Bell

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Foster Exceptional Faculty/Staff

- **Attracting talent and ideas**
 - Key leadership positions filled:
Director of Facilities; Arts, Humanities and Social Sciences Dept. Head
 - Strategic faculty positions filled in growing programs:
ag business, horticulture
 - Searching for additional expertise/positions:
department head for Math, Science and Technology;
Business faculty; Multicultural Services; chemistry and biology

Foster Exceptional Faculty/Staff

- **Held supervisor/mgt. training**
- **Center for Teaching, Learning and Technology re-focused to support faculty and staff development**
- **Release time for faculty increasing**
 - 12 credits for spring 2008 and 11 credits for fall 2008

Strengthen Exceptional Organization

- **Refreshed vision and core values**
 - integrity, excellence, diversity, innovation, learner centered
- **Foster open two-way communication**
 - regular participation by administration in faculty consultative committee, staff executive committee and Crookston Student Association meetings
- **Publish bi-monthly *Campus E-Update***

Strengthen Exceptional Organization

- **Reposition and re-brand**
 - Have firmly aligned with U of M brand
 - block M, maroon and gold
 - Defined unique niche
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private-campus setting and world class degree; applied, career-oriented learning and research; top-level, integrated technology
 - Phasing out two-year programs

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Strengthen Exceptional Organization

- **Investment in Golden Eagle Athletics**

- Commitment to NCAA Division II
- Student-athletes make up 25-28% of student body
- Increased investment in scholarships, coaching and staff
- Focus on outside fundraising; challenges exist
- Stronger, more cohesive teams and better recruitment opportunities
- Competitive success in a family-friendly environment: operations are lean, however we are moving forward
- Proactive approach to build sound program, establish benchmarks to measure retention and ROI



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Strengthen Exceptional Organization

- **Global/diverse cultural experiences**
 - 31% of faculty (11% of faculty/staff) have traveled abroad/will be traveling since Spring 2006
 - 33 students projected to study abroad in 2007-08 (up from 7 last year)
 - Hosted several visits annually from international partner universities or potential partners and their students over the past three years
 - 32% of students are from out-of-state (34 states and 15 countries represented)
 - Full-time director of international programs on board

Strengthen Exceptional Organization

- **Investments in campus**

- Safety improvements: new lighting, sidewalks, emergency planning, alert systems, phone system
- Residence halls upgrades, including new doors and locks
- Athletics: Ed Widseth Field concession stand and track upgrades, Lysaker Gymnasium floor
- New residence hall for fall 2009 currently in planning stages
- Improving and enhancing dining services

Promote Exceptional Innovation

- **Technology infused curriculum enhances learning**

- 86% said that attending the Crookston campus helped them develop computer skills (compared with 58%, 54% and 52% at Duluth, Morris and Twin Cities)^
- 81% say that courses that use technology help them do better research for courses than in courses that do not use technology (70%, 59% at Duluth and Morris)*
- 71% say the use of information technology in courses has improved learning (compared with 61%, 52% at Duluth and Morris)*
- 54% say they are more engaged in courses that require the use of technology than in courses that do not use technology (40%, 24% at Duluth and Morris)*
- Employer research shows technology skills as the number one competency of Crookston campus graduates**

Promote Exceptional Innovation

- **Undergraduate research opportunities**
 - 37 campus projects funded since January 2007
- **Faculty scholarship**
 - interdisciplinarity research (qualities in studies that cut across disciplines)
 - alternative feed for dairy cows
 - reptile sex determination factors affected by temperature
 - prairie wildlife and prairie conservation
 - farm-scale bio-diesel and renewable energy research
- **Director of Research position planned**

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Promote Exceptional Innovation

- **Integrated Web marketing successful yields since Nov. 2007**

- Number of visitors to the site via keywords/Google increased after Pay-Per-Click began
- More than 2,000 new visitors tracked each day
- Nearly 2,000 visitors have chosen our Google ads
 - 643 of 1,998 PPC visitors continue further into the academics
 - visitors looked at an average of 9.64 pages (Feb. 2008)
 - visitors spend 9:03 on the site (Feb. 2008)
 - Bounce rate of 0%

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Promote Exceptional Innovation

- **Integrated Web marketing successful yields since Nov. 2007**
 - Academics and Admissions are second and third highest visited pages
 - Pay-per-click ads on Google are driving visitors to specific academic programs and promoting brand and degrees

Promote Exceptional Innovation

- **Extension, NW Research and Outreach Center, NW Regional Sustainable Development Partnership**
- **Partnerships with ZJETP and ZFU in China**
- **Home Grown Economy Conference**
- **River Watch Program**
- **Career Day – Crookston Area Chamber**
- **Business Activities Day**

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Promote Exceptional Innovation

- **Other community connections**
 - Crookston and Grand Forks/East GF Chambers
 - Crookston Convention & Visitors Bureau
 - Northwest MN Foundation
 - Small Business Development Center partnership with BSU
 - College in the High School
 - Student service learning and internships
 - Retired Senior Volunteers Program (RSVP)
 - Alumni gatherings around state

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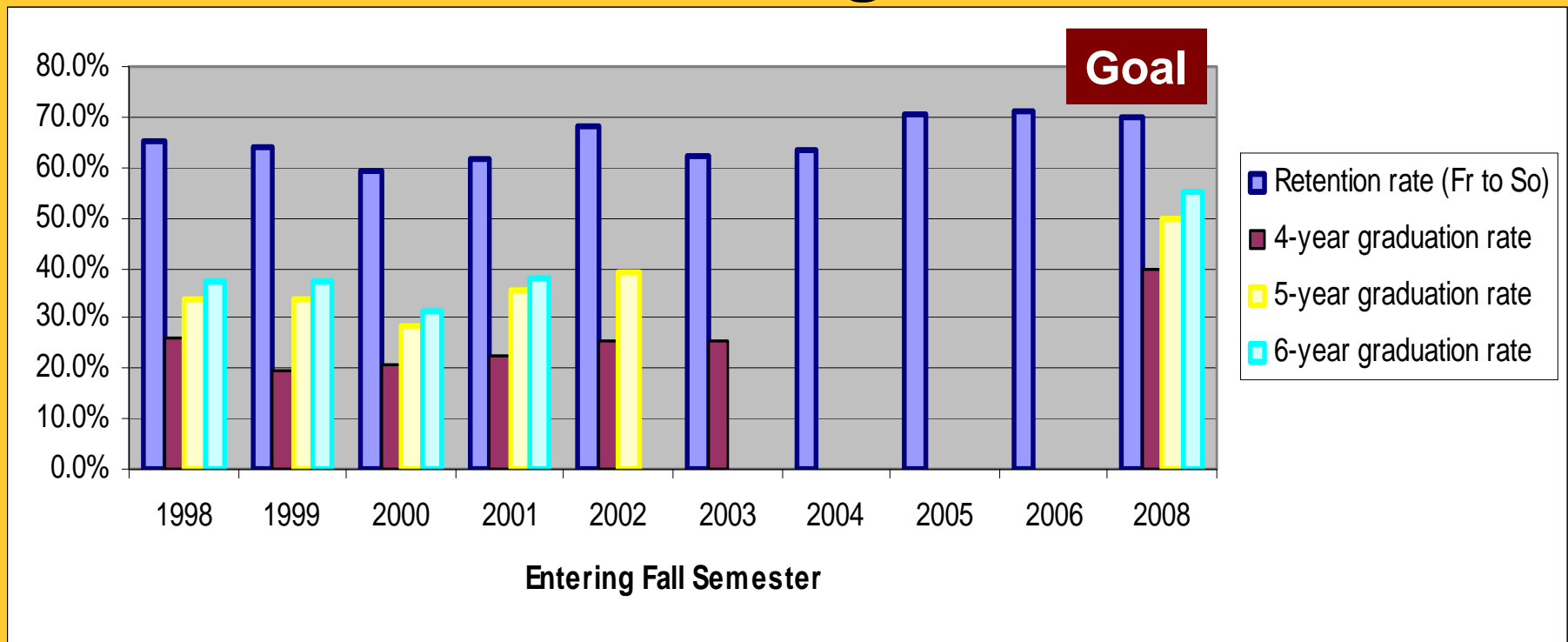
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Build on Campus Momentum

- **Established higher ACT goals for Fall 2008**
- **Set higher retention goal**
- **Hire a diversity/multicultural director and focus efforts in valuing diversity and campus dialogue**
- **Strengthen advising, campus culture and climate**

Build on Campus Momentum

- Continue to focus on graduation rates



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