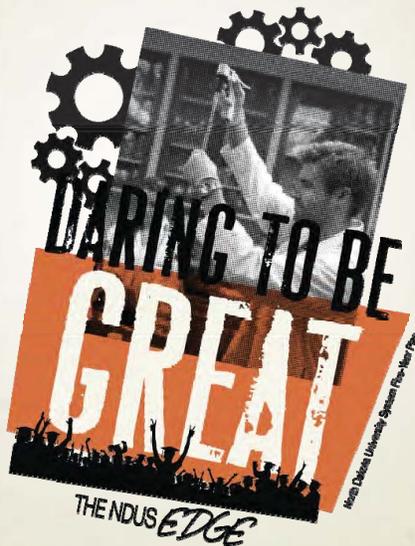


# North Dakota University System Report to the Higher Education Committee



February 3, 2016

The cover of a guide titled "DESIGN YOUR FUTURE" is shown. It features a photograph of five diverse students sitting on a green lawn in front of a brick building. The text "2015 • 2016" is in the top right corner of the photo. Below the photo, the title "DESIGN YOUR FUTURE" is prominently displayed in white on an orange background, followed by "COLLEGE &amp; CAREER PREPARATION GUIDE". At the bottom, a list of partners in education is provided: "PARTNERS IN YOUR EDUCATION: NORTH DAKOTA DEPARTMENT OF CAREER AND TECHNICAL EDUCATION, NORTH DAKOTA DEPARTMENT OF PUBLIC INSTRUCTION, NORTH DAKOTA UNIVERSITY SYSTEM, BANK OF NORTH DAKOTA COLLEGE PLANNING CENTER". The cover is decorated with gear icons in the corners and has a blue and orange color scheme.

ND Choose: <http://www.ndchoose.com/>



## ND Choose

- Launched as *Project Vital Link* in 2002 by the SBHE
  - Informational campaign to highlight NDUS institutions for N.D. high schoolers
  - Systemwide effort that supplements individual campus recruitment efforts
- Multiple phases, mediums

# ND Choose

Home | PROGRAMS | COLLEGES | CONTACT

HELP ME CHOOSE MY COLLEGE

SEARCH BY PROGRAM  
SEARCH BY ADDRESS  
SEARCH BY COLLEGE  
SEARCH BY LOCATION

**PROGRAMS+**

AGRICULTURE, FOOD AND NATURAL RESOURCES | ARCHITECTURE AND CONSTRUCTION  
ARTS, AUDIO/VIDEO TECHNOLOGY, COMMUNICATIONS | CONSTRUCTION & MANUFACTURING  
EDUCATION, SPECIAL EDUCATION AND EDUCATION ADMINISTRATION | FINANCE | HEALTH SCIENCES  
HOSPITALITY AND TOURISM / PARKS, RECREATION AND LEISURE | HUMAN SERVICES  
INFORMATION TECHNOLOGY | LAW, PUBLIC SAFETY, CORRECTIONS, SECURITY & CRIMINAL JUSTICE  
MANAGEMENT AND BUSINESS ADMINISTRATION/GOVERNMENT AND PUBLIC  
MARKETING, SALES AND SERVICE | SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM)  
TRANSPORTATION, DISTRIBUTION & LOGISTICS

**AGRICULTURE, FOOD AND NATURAL RESOURCES**

- Agriculture and Applied Economics
- Agriculture Business & Management
- Agricultural Economics
- Agricultural Production/Farm & Ranch Management
- Agricultural Science, General
- Agricultural Systems Management
- Agriculture Communication
- Agriculture Sales & Service/Industry & Technology
- Animal & Range Sciences
- Animal Health Management
- Bioinformatics and Computational Biology
- Biology
- Biotechnology, Fisheries and Wildlife
- Career Science
- Communications, Health/Agriculture/Management
- Crop & Weed Sciences
- Culinary Arts
- Earth System & Policy
- Energy Management
- Engineering, Environmental
- Entomology
- Environmental & Conservation Science
- Environmental Administration
- Food Protection
- Food Safety
- Food Science
- General Agriculture
- Geographic Information Systems
- Genetics
- Soil/Crop/Climate Sciences Technology
- Horticulture
- International Agriculture
- Landscape Design/Technology
- Natural Resources Management
- Plant Pathology
- Plant Science
- Plant Production Technology
- Precision Agriculture
- Process Plant Technology
- Rangeland Science
- Soil Science
- Soils and Urban Turfgrass Management
- Statistics in Community & Environment
- Sustainable Vegetable Production
- Plant/Animal/Planting
- Urban Ecology Technology

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HELP ME CHOOSE MY COLLEGE

NORTH DAKOTA UNIVERSITY SYSTEM

WATCH VIDEO

WHY CHOOSE A NORTH DAKOTA COLLEGE?

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# Marketing Efforts

- Initial work with campuses, partnering agencies in October
- Content, design and editing begins in November
- Final edits made for each publication in December
- Mailings begin before Christmas
- Materials to schools by February
- Online/Social Media marketing begins

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2015 • 2016

NORTH DAKOTA UNIVERSITY SYSTEM

**CONSIDER  
YOUR OPTIONS**  
AT A NORTH DAKOTA  
COLLEGE OR UNIVERSITY

BISMARCK STATE COLLEGE  
DAKOTA COLLEGE AT BOTTINEAU  
DICKINSON STATE UNIVERSITY  
LAKE REGION STATE COLLEGE  
MAYVILLE STATE UNIVERSITY  
MINOT STATE UNIVERSITY  
NORTH DAKOTA STATE COLLEGE OF SCIENCE  
NORTH DAKOTA STATE UNIVERSITY  
UNIVERSITY OF NORTH DAKOTA  
VALLEY CITY STATE UNIVERSITY  
WILLISTON STATE COLLEGE

ND Choose: <http://www.ndchoose.com/>