

**NDSU** NORTH DAKOTA  
STATE UNIVERSITY

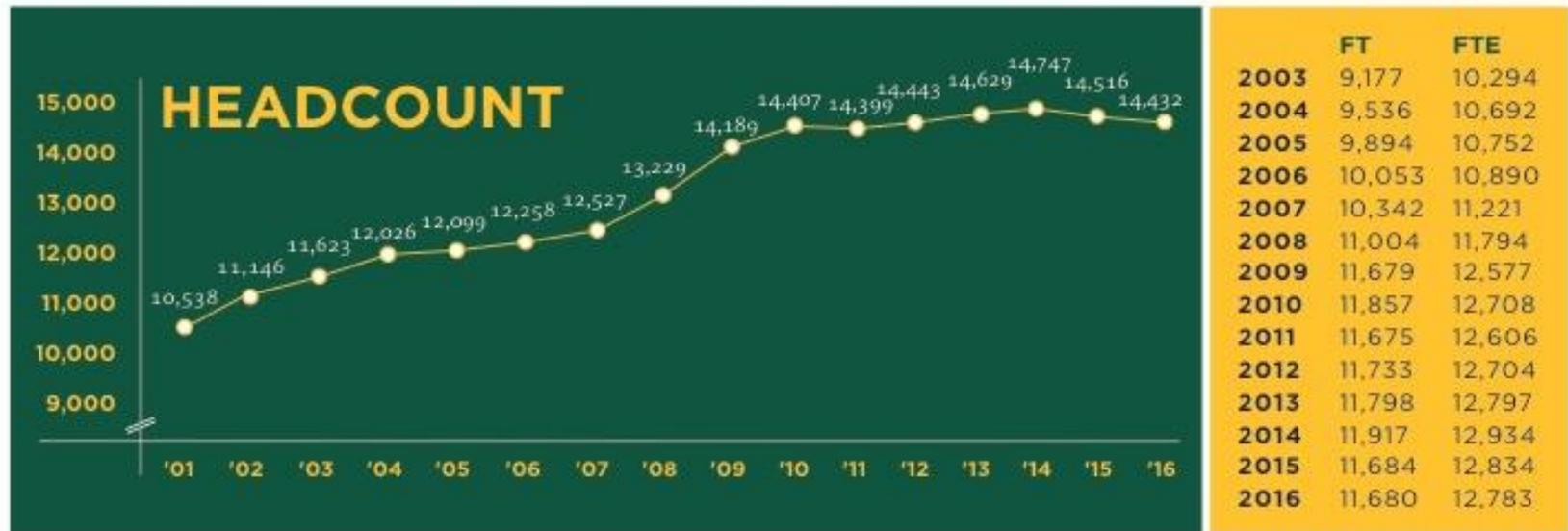
STUDENT FOCUSED • LAND GRANT • RESEARCH UNIVERSITY

# NDSU ENROLLMENT

## TRENDS, GOAL AND REASONING

# FALL ENROLLMENT DATA

FROM 2001 TO 2016, STUDENT DEMAND HAS INCREASED BY 3,894 ADDITIONAL STUDENTS, OR APPROXIMATELY 37%.



	FT	FTE
2003	9,177	10,294
2004	9,536	10,692
2005	9,894	10,752
2006	10,053	10,890
2007	10,342	11,221
2008	11,004	11,794
2009	11,679	12,577
2010	11,857	12,708
2011	11,675	12,606
2012	11,733	12,704
2013	11,798	12,797
2014	11,917	12,934
2015	11,684	12,834
2016	11,680	12,783

**Headcount:** All students, regardless of number of credit hours **Full-Time (FT):** Students enrolled in 12 credit hours or more **Full-Time Equivalent:** UG&RD student credit hours divided by 15 = FTE; GRAD student credit hours divided by 12 = FTE

# ADDITIONAL NDSU CONSIDERATIONS

- ND job vacancy rates/workforce needs
- ND college-going demographic
  - Flat/declining
  - NDSU already state’s “school of choice” *for full-time students*
  - Thus a necessary focus on out-of-state students
    - for NDSU, three reasons not the drain on state support formerly thought to be
      - over half of out-of-state NDSU grads stay in area for their first jobs/start families; number is growing
      - average pay of NDSU grads roughly twice that of state average; increased ROI through tax base
      - ND not burdened by their K-12 educational costs
- K-12 enrollment trends in the F-M area’s three school districts
  - Growing at 1,200 net new students annually
    - trend is projected to continue for next 8 years
  - Largest share of F-M area graduates chose NDSU to continue their education
- NDSU must admit any ND applicant meeting admission criteria

# BOTTOM LINE

- North Dakota workforce desperately needs more college graduates (from entire 11-campus ND higher education system)
  - That need is projected to more than double if not triple by 2020
- NDSU is well if not best positioned to grow enrollments
  - Trend started a decade ago:
    - increasing state/national visibility and reputation of NDSU
    - increasing state/national attractiveness of F-M area
  - Continued growth appears to be inevitable
  - NDSU considers enrollment growth responsive/responsibility to state needs

# WHY 18,000 AND WHAT ARE THE IMPLICATIONS

As also stated when 18,000 goal was announced, NDSU planned its enrollment growth through:

- A priority on improved retention
  - already at national averages and led the state, but not at all satisfied
  - aggressive measures, started several years ago, now showing notably positive results
- Purposeful increase in graduate student numbers
  - NDSU 11% vs. 25%-30% typical of major national research universities
  - graduate student enrollment growth also results in more productive faculty
- Continuation of decade-long undergraduate enrollment trajectory
  - achieved through a strategic enrollment management team
  - do so without reducing academic profile of incoming classes...  
the opposite in fact

# WHY 18,000 AND WHAT ARE THE IMPLICATIONS

18,000 goal was derived from a number of additional considerations:

- Big enough to mirror smaller “major” national research universities
  - resolves perception issue of NDSU being too small to be a “major” university--thus attractiveness increases
- Bond rating
  - responsive to bond agency concern for sub-optimal size of NDSU
- Nonetheless maintain small campus feel
- New STEM building is demonstrating its 4,000-5,000 student p/day capacity
  - current enrollment of 14,500 means that the STEM Bldg. accommodates the 18,000 goal
- A sustainable enrollment in the future
- No negative implications for current students

...and not unrelated, Chancellor’s presidential task force recommendations on tuition policies and definitions will be presented to the SBHE at their upcoming meeting!