

Strategic Planning: Prioritization Worksheet

Fall 2018 In-Service

Category	Idea	Total Votes	Impact	Cost
Academic Programming	Look at reinvestment of Programs: Massage Therapy, Cosmetology, Clinical Lab Technician	43		
Academic Programming	Explore other branches of computer technology: computer developer/programmer	39		
Academic Programming	Increase online offerings	38		
Academic Programming	Expand evening/weekend offerings.	36		
Academic Programming	Expand partnerships with BSU and UMC where last two years can be taught on campus.	36		
Academic Programming	Certificate for mental health/substance abuse worker (e.g., Mesabi has one online) (requires a bachelor degree – undergraduate/associate level CERT)	29		
Academic Programming	Invite industry member to speak to classes at the start of the semester to excite students.	29		
Academic Programming	Work with program directors to address what courses are needed for their programs and their accreditation. For example, does your program really need Development Psychology or could Intro. to Psychology or could anything from Goal Area V work as well.	29		
Academic Programming	Encourage and support faculty to use Open Educational Resources when possible. During Spring Break, Pine Tech has the administrators hold a conference like event that highlights programs, invites key speakers of industry, and encourages all local schools to attend -- it has been a successful event for them...	26		
Academic Programming	Offer required continuing education for our local business/industry in order to keep certifications/licenses current. COI does some of this. Increase offerings.	25		
Academic Programming	Block scheduling; or 2-1-2 (hour blocking on different days of the week). 8 week schedule/courses. Shorter scheduled model (2/3/or 4 week).	24		
Academic Programming	Sports Management and/or Marketing (2 year degree)	23		
Academic Programming	Addressing general education courses for the technical program needs is important because many students transfer programs and institutions, if there is flexibility on those courses we could show students that it could take less time & credits to graduate. In regards to some of the trades programs, HPER 1410, is that really needed? Could that course be removed and have CPR, First Aid listed under program requirements. Some students do not graduate because of that course. Many of those programs accept lower level CPR and First Aid cards. This change could help our graduation rates.	22		

Category	Idea	Total Votes	Impact	Cost
Academic Programming	Online flex programing: a student would purchase blocks of time until you are done with your degree. This allows students to stay invested, enrolled and finish the degree. It is continual education so the student works at his/her own pace and can do as much or as little as he/she want a semester.	20		
Academic Programming	Work with Digi-Key schedule for part time students.	19		
Academic Programming	Night and Sat. classes to accommodate currently working individuals wanting continuing or new education courses	19		
Academic Programming	Have instructors be QM qualified to be able to teach online.	18		
Academic Programming	Explore competency-based learning.	13		
Academic Programming	Adopt a Center of Excellence approach to coordinating student recruitment and marketing of health programs. Conservatively I would suggest adopting this type of approach with a goal of increasing student enrollment in health based courses by 20% within the next two years.	13		
Academic Programming	Explore student contract based learning – not limit it to a semester to obtain certificate/diploma.	11		
Academic Programming	Friday only classes	9		
Academic Programming	Saturday classes	5		
Academic Programming	Multitude of levels for course placement	4		
Category	Idea	Total Votes	Impact	Cost
Academic Support Services	There is not a reception area in the centers. Students walk in and are not welcomed. They have to enter an office to find someone to assist them. Unwelcome feeling. Someone should be greeting students.	42		
Academic Support Services	Make services more visible. Centers are tucked away on both campuses.	34		
Academic Support Services	Need more individualized tutoring	33		
Academic Support Services	Math Foundations is not financial aid eligible. Coordination with ABE? Look for alternative methods for developmental math. English is financial aid eligible.	30		
Academic Support Services	Look at the current use of the library space. Change the library model to allow more interaction (i.e. comfortable seating that will overlap in tutoring and small work groups.)	28		
Academic Support Services	Encourage a student club to organize to help students with homework and studying.	28		
Academic Support Services	Provide more academic support for our online students	28		
Academic Support Services	Create a college-wide initiative to promote the services of the Academic Success Center to students.	27		
Academic Support Services	Ensure that students are ready for a course – i.e. Short assessment to make sure that the student can handle A & P 1 or online classes.	25		
Academic Support Services	Improve responsiveness, lacking personnel resources	21		
Academic Support Services	Individual tutors and technical program tutors are needed. The need is different every semester / peer tutors are not always available or willing.	21		

Category	Idea	Total Votes	Impact	Cost
Academic Support Services	Remote library access	19		
Academic Support Services	Encourage faculty-led supplemental learning activities: student study tables	19		
Academic Support Services	Continue to grow OER adoption at NCTC, including better building it into the institution -- look at print shop supported by an OER course fee or other models to sustain; professional development and inclusion in professional development planning for faculty; informing/education students on OER; improving publication/marketing of OER classes and online AA degree pathway; inclusion of questions on OER in hiring interviews (as we do now with distance ed).	19		
Academic Support Services	Have ASC tutors be available on weekends prior to midterms/finals.	17		
Academic Support Services	Explore ESL support opportunities for students who need additional support due to language barriers.	17		
Academic Support Services	Make more centrally located on campus.	15		
Academic Support Services	Oversite as to how many credits a student can take	15		
Academic Support Services	Support professional development for faculty on Closed Captioning and more broadly, accessible design, within course materials and design. Create sustainable closed captioning process at NCTC as part of system initiative, and consider how other accessible design components can be integrated with it.	14		
Academic Support Services	Closed Captioning Project: By meeting the expectations of Minnesota State and statute, our classes will be more accessible for students with disabilities, but also flexible for a broader range of learning styles, contributing to retention.	13		
Academic Support Services	OER needs to be advertised this will add to student success not to have to worry about a book that has not shown up.	12		
Academic Support Services	Hire a tutor for athletes.	8		
Academic Support Services	Late start fall classes can assist students who find themselves lacking enough credits for athletic eligibility.	7		
Academic Support Services	Closed caption	6		
Category	Idea	Total Votes	Impact	Cost
Financial Assistance	Engelstad challenge scholarship is a support vs. recruiting scholarship.	Incomplete Idea		
Financial Assistance	Incentivize students to do the recruiting for us – “refer a friend”	59		
Financial Assistance	Establish a scholarship for online students. Currently not eligible for any scholarships.	58		
Financial Assistance	Push for second year scholarships.	57		
Financial Assistance	Develop automatic scholarships for students who have 4.0, etc. So they know they are guaranteed a scholarship when applying.	34		
Financial Assistance	Streamline application process. Very few applicants in general.	31		
Financial Assistance	NCTC implement the "S.T.A.Y. at Northland" tuition waiver for qualified returning students.	31		

Category	Idea	Total Votes	Impact	Cost
Financial Assistance	More work study opportunities with engaging tasks	30		
Financial Assistance	Establish a formal alumni association.	27		
Financial Assistance	Need early bird and mid-semester scholarships.	27		
Financial Assistance	Emergency student loans	26		
Financial Assistance	Establish year in advanced scholarships as a recruitment tool.	21		
Financial Assistance	Continue Financial Aid Nights	21		
Financial Assistance	Offer Tuition Discounts	18		
Financial Assistance	Spend more effort recruiting 4.0 students, as they bring more students with them when they come.	18		
Financial Assistance	Establish recruitment scholarships for students within a grade point average range of 1.8-2.5 only.	17		
Financial Assistance	Timing for fall scholarships is too late.	15		
Financial Assistance	The deadline is too early for students exploring options. Too late for decision-making.	13		
Financial Assistance	Replicate Ignite (CHS) program in other communities.	13		
Financial Assistance	Establish an athletic foundation/fund that targets former athletes/coaches to assist current student athletes.	8		
Category	Idea	Total Votes	Impact	Cost
Intake Process	Mandatory New Student Orientation	61		
Intake Process	Update communication style to students. Emails/letters is outdated.	55		
Intake Process	Student Ambassadors to assist with enrollment	55		
Intake Process	Have marketing create short videos of advisors/etc. detailing intake process.	48		
Intake Process	Review literature about incorporating USPS mail into the eComm Plan and/or texting options for communication. i.e. Hey, we are excited you are coming. Concerned about the follow-up with the prospects to get to applicant stage.	33		
Intake Process	Concrete online assessment for students and then additional training if they do not pass	33		
Intake Process	Faculty could conduct mini new student orientation on the first day of the semester.	32		
Intake Process	Remove higher education jargon from intake process.	28		
Intake Process	Does the admissions office send information to those who haven't paid the app fee regarding the process to seek an application fee waiver? Should they?	26		
Intake Process	MKTG and EM explore option similar to Virtual Tour, walk a student through the Intake Process through existing YouVisit format. Purchase another module for the intake process. Currently use for on-line orientation.	26		
Intake Process	Explore hiring a consultant to walk through intake process, looking at emotions and feelings of students vs. steps/process.	26		

Category	Idea	Total Votes	Impact	Cost
Intake Process	Explore the Access Code requirement. Don't know if it is necessary every term. Research what is happening currently. Is the requirement improving persistence and completion rates, 3 year graduation rates, and decreasing probation/suspension/warning numbers.	21		
Intake Process	MKTG and EM/Admissions look into a Web Usability exercise as described with this company (Propeller) or another company. On campus focus groups (six students on each campus – ask specific questions)	12		
Intake Process	Establish a call center (share with Foundation) at various times during the enrollment process. Increase the number of times we call students during this process.	12		
Intake Process	MKTG and EM/Admissions pursue a Secret Shopper exercise as described with this company (Propeller) or another company. \$2,195	10		
Intake Process	Formalize and roll out the eComm Plan. Perhaps review Secret Shopper results to incorporate in the eComm plan. Currently using Oracle Services	6		
Category	Idea	Total Votes	Impact	Cost
Marketing/Advertising Promotion	Increase program-specific advertising. Need resources for individual programs.	51		
Marketing/Advertising Promotion	Have the marketing class market NCTC – Class project on how to get the word out about NCTC	51		
Marketing/Advertising Promotion	More advertising in North Dakota	45		
Marketing/Advertising Promotion	Website content needs to be updated. Need data owners to review and provide updates to the web master.	40		
Marketing/Advertising Promotion	Advertise / Express the highlights of the great things that NCTC students are doing (awards won/ community service/ programs that make a difference in the community)	38		
Marketing/Advertising Promotion	Marketing to people who work and want school also	35		
Marketing/Advertising Promotion	Increase promotion of liberal arts as a program.	33		
Marketing/Advertising Promotion	Work with local businesses who serve diverse audiences for target marketing.	29		
Marketing/Advertising Promotion	Additional TV advertising – targeting parents	27		
Marketing/Advertising Promotion	College brand refresh will help in updating the school's brand perception and awareness bringing a new and updated look & feel to all enrollment and marketing materials and the college website.	25		
Marketing/Advertising Promotion	All employees need to learn about new programs. Allow brief presentations during in-service for new program faculty to share about new program and introduce themselves to college community.	23		
Marketing/Advertising Promotion	Continue to make a personal connection with our current and future students.	23		
Marketing/Advertising Promotion	Digital sign needs to be fixed/updated.	19		

Category	Idea	Total Votes	Impact	Cost
Marketing/Advertising Promotion	Increase marketing for the college as a whole vs individual programs. Along with that, increase social media marketing. We could have daily posts on all of the major social media sites and for all of the programs, sports, events, etc.	18		
Marketing/Advertising Promotion	New College Website - The new visual design language (brand refresh) will be implemented with a new college website.	17		
Marketing/Advertising Promotion	Text options for advertising.	17		
Marketing/Advertising Promotion	Interactive activities for booths, highlight athletics, and show uniqueness of NCTC.	17		
Marketing/Advertising Promotion	Market incentives by choosing NCTC like staff availability, accessibility, TLC we give to our students.	16		
Marketing/Advertising Promotion	NCTC does not advertise a part-time schedule. Most programs are not set up for part-time students.	16		
Marketing/Advertising Promotion	FBM needs more marketing resources-our website link for FBM has outdated info and needs updating to provide current program information to prospective students.	11		
Marketing/Advertising Promotion	Remove higher education jargon in communications with students.	11		
Marketing/Advertising Promotion	Translate college materials/brochures into multiple languages.	9		
Marketing/Advertising Promotion	Add closed captioning to our ads	9		
Marketing/Advertising Promotion	CVOP Truck trailers need updating – old logo	7		
Marketing/Advertising Promotion	Promote awareness that students can attend EGF campus and participate in sports in TRF (bus option too)	6		
Marketing/Advertising Promotion	Bus stops – look at advertising	4		
Marketing/Advertising Promotion	Internal marketing to undecided students.	4		
Category	Idea	Total Votes	Impact	Cost
Recruiting Activities Including Athletics	Trap Shooting a sport vs. club.	This is complete.		
Recruiting Activities Including Athletics	Allow high school students to participate in open gym.	Not permitted due to liability concerns.		
Recruiting Activities Including Athletics	When determining recruiting activities, is the event worth the expense? Target Audience?	Incomplete Idea		
Recruiting Activities Including Athletics	Develop partnership with workforce development	Incomplete Idea		
Recruiting Activities Including Athletics	Change high school counselors perspective on community and technical colleges	52		
Recruiting Activities Including Athletics	Make sure business and industry are aware of our programs, (customer service) develop more partnerships	40		
Recruiting Activities Including Athletics	AIRFORCE BASE - Strengthen the relationship	35		
Recruiting Activities Including Athletics	Invite public into the college – community awareness	32		
Recruiting Activities Including Athletics	DIGI-KEY - Strengthen the partnership as they expand their TRF facility	31		

Category	Idea	Total Votes	Impact	Cost
Recruiting Activities Including Athletics	Develop partnerships with business and industry to sponsor a student high school through college and employment. (Apprenticeship)	29		
Recruiting Activities Including Athletics	Hold more events for young students – Lego League, Science Fairs	29		
Recruiting Activities Including Athletics	Most of the students that take CHS classes never step foot in NCTC. I think it would be beneficial to work with these students more and layout an educational map for their college future in hopes of them attending NCTC after high school. Why not encourage them to come tour, give them a T-Shirt and show them what we have to offer?	27		
Recruiting Activities Including Athletics	Discover individual business needs and create short term courses to fill the need	25		
Recruiting Activities Including Athletics	Parent emails – can we align with prospective student emails – U of M currently using this practice. Could also be done with post cards to home address.	24		
Recruiting Activities Including Athletics	Faculty need to participate in recruiting activities.	21		
Recruiting Activities Including Athletics	Host more activities for high schools on campus.	20		
Recruiting Activities Including Athletics	Increase promotion of liberal arts as a program.	20		
Recruiting Activities Including Athletics	Floats in local parades.	17		
Recruiting Activities Including Athletics	Recruiters need to be sales people at booths during events. They need to be interacting with traffic. Brochures on a table is not enough.	17		
Recruiting Activities Including Athletics	Need a larger community presence during the summer. TRF’s busiest time of year.	16		
Recruiting Activities Including Athletics	Career Expo – all programs would have something and be “spot lighted” at each career expo. Programs need to be present and wearing NCTC apparel. i.e. Early Childhood the little hands project, Welding, etc.	16		
Recruiting Activities Including Athletics	Allow local high school students to attend athletic events for free. Reach out to local schools to extend invitation.	14		
Recruiting Activities Including Athletics	Provide professional development to recruiters on new ways to recruit today’s students. New methods/new technology/etc.	14		
Recruiting Activities Including Athletics	Conduct activities in high schools	13		
Recruiting Activities Including Athletics	Need for technical program recruitment to reach out to students after initial recruitment process – follow-up	13		
Recruiting Activities Including Athletics	Focus recruitment on nontraditional students	12		
Recruiting Activities Including Athletics	Emphasize academics over athletics. Take care of students’ academic needs first	12		
Recruiting Activities Including Athletics	Need to market housing options to students from long distances. Local students usually have alternative housing.	12		

Category	Idea	Total Votes	Impact	Cost
Recruiting Activities Including Athletics	Establish a cost center where faculty can apply for funds for recruiting activities. Faculty would not have to use departmental budget to participate in recruiting activities.	11		
Recruiting Activities Including Athletics	Teach a credit based course onsite at Digi-Key over noon hour.	10		
Recruiting Activities Including Athletics	Provide testing services to external customers to get more people in the building.	10		
Recruiting Activities Including Athletics	Recruitment team continue recruitment activities during off-season	10		
Recruiting Activities Including Athletics	More faculty involved in prospect lists	10		
Recruiting Activities Including Athletics	Determine appropriate recruiting events for each specific program. (Ag – 4H events)	10		
Recruiting Activities Including Athletics	Target younger audiences	9		
Recruiting Activities Including Athletics	Invite local high school bands to play at games/events.	9		
Recruiting Activities Including Athletics	Explore international recruitment – Canada	9		
Recruiting Activities Including Athletics	Add a sport on the EGF campus – Hockey/Soccer	9		
Recruiting Activities Including Athletics	Need to make recruiting booth more interactive.	7		
Recruiting Activities Including Athletics	Have recruiters participate in social media activities (videos)	6		
Recruiting Activities Including Athletics	Resources need to be added to students services	6		
Recruiting Activities Including Athletics	Hire coaches with 3 release credits to recruit 10 non-athletes each. 3 release credits cost \$3000-\$6000, 10 students bring in \$50,000 in unmatched tuition. 7 coaches times \$50,000 = \$350,000.	6		
Recruiting Activities Including Athletics	Have permanent “information desk” at large employers like Digi-Key to answer questions for employees.	5		
Recruiting Activities Including Athletics	Host Registration Fair – one stop shop for students	5		
Recruiting Activities Including Athletics	Have recruiters set up booth and recruit during all permitted activities when potential students are on campus. (basketball games, other)	5		
Recruiting Activities Including Athletics	Only represent Northland at events that are relevant	5		
Recruiting Activities Including Athletics	College administration should require admissions representation at all appropriate events.	5		
Recruiting Activities Including Athletics	Attend activities where there are nontraditional students.	4		
Recruiting Activities Including Athletics	Offer incentives to coaches who do well at recruiting to assist in recruiting non-athlete students.	4		
Recruiting Activities Including Athletics	Increase placement efforts to help advertised placement rates.	2		
Recruiting Activities Including Athletics	Offer a better variety of giveaways to perspective students who come for tours	2		
Recruiting Activities Including Athletics	Purchase ACT Lists	0		
Recruiting Activities Including Athletics	Offer incentives to coaches to recruit more students to support assistant coaches.	0		
Category	Idea	Total Votes	Impact	Cost
Student Engagement	After classes have started follow-up, with students to remind them how to access information. Students get so much information at the time of registration that they cannot remember it all.	73		

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Student Engagement	Livelier student life on each campus. Host events– poets, singers, talents, seminars that students would engage in. Other ideas: dances, rock-n-bowl, create a more vibrant student life.	64		
Student Engagement	Provide professional development for employees to learn about various student populations and how to serve them better.	43		
Student Engagement	More face to face time with students in non-class settings--brown bag lunches, study nights (like we did before finals and midterms in previous years), and fun stuff--like the jalapeno challenge battle between students and employees	36		
Student Engagement	Empower students to create engagement activities themselves	34		
Student Engagement	Provide professional development opportunities for employees in the areas of customer service/professionalism to promote better communication and interactions with students and co-workers.	33		
Student Engagement	Nurture area for revenue generation through robust student life activities: Intramurals, Homecoming, Snow Fest, Etc.	30		
Student Engagement	Faculty answer emails and grade papers in a timely manner. Have faculty attend professional development to learn proper classroom/office hour management, what time the faculty will be available, what would students can expect, what if they can't find a document, etc.	28		
Student Engagement	Dedicated individual to manage student life activities	27		
Student Engagement	Flex schedules – i.e. having a week long break between spring and summer plus having the week of July 4 th off.	27		
Student Engagement	Explore the use of learning communities. They generally involve a group of students taking two or more linked classes together as a cohort, ideally with the instructors of those classes coordinating course outlines and jointly reviewing student progress.	27		
Student Engagement	Mandatory agreement that students need to sign. - Online students don't understand what is expected of them or when to ask for help.	22		
Student Engagement	A CCSSE Promising Practice is a compulsory New Student Orientation. CCSSE consistently said that compulsory is key, because optional items will be skipped over by the highest-risk students. We would like to discuss what mechanisms might be needed to create such a programmatic element and what resources we may need for it.	17		
Student Engagement	Grow PTK – mail invitations to home address.	6		
Category	Idea	Total Votes	Impact	Cost
Student Support Service	Continue with program specific advising.	49		

Category	Idea	Total Votes	Impact	Cost
Student Support Service	Older than average student "come back to school" presentation/info session	39		
Student Support Service	Students are always in need of food. In the past NCTC has hosted “welcome” picnics, sponsored by local businesses. More activities for students where food is provided.	35		
Student Support Service	Child care on campus. Set it up for class operation. Granted we will not fulfill all the needs for child care however it will greatly help.	35		
Student Support Service	Explore non-academic student support services: transportation, housing, mental health, child care, food, security, healthcare, county benefits.	34		
Student Support Service	Parent session-"what you can do to help your child succeed"	33		
Student Support Service	In person orientation	30		
Student Support Service	Culture of hospitality. Re-examining how we welcome perspective students on campus visits	29		
Student Support Service	Student success for students – focus on what is success for the student.	29		
Student Support Service	Promote work-study opportunities.	26		
Student Support Service	Promote housing lists in each community.	26		
Student Support Service	Promotion of IT services and free software – Office 365	25		
Student Support Service	Promote bus services in towns and between campuses.	25		
Student Support Service	Inform students what is involved in online classes.	24		
Student Support Service	Advisors should attend at least one transfer specialist training a year. This provides them with knowledge on transfer credits throughout the state. This knowledge is extremely important when working with students, this could save students time and money.	24		
Student Support Service	Have one person or two people on each campus that would work extensively with SAP students. Really help them with their needs because much of the time those students do not have a good support system, have personal situations, disabilities...	15		
Student Support Service	Make sure there is a good work flow in student services, change the area so students’ needs are being met.	14		
Student Support Service	Information kiosk on activities and info for the week	13		
Student Support Service	Department specialists-not everyone does all	13		
Student Support Service	Advisors making sure that lunch and vacations are not at the same time or at peek assessment times.	13		
Student Support Service	Continuous improvement of AOR (SOAR) days on campus.	7		
Student Support Service	Computers that are ADA compliant	6		
Student Support Service	Apply for TRIO grant, possibly with consortium.	5		