

President's Cabinet
July 31, 2025; 2:00-4:00 pm
Room 703

Agenda:

1. Check-in
2. **ACTIVITY - SEM Framework – Strategies and Initiatives Identified as Organizational Priorities – 2025-2026:** (see handout “Engage Students Through Transformative Experiences”)
 - 1) Expand the digital ecosystem (website, socials, virtual reality tours, etc.) to increase student engagement.
 - 2) Implement Northland CRM Salesforce and a student life-cycle communication plan that maximizes the use of this CRM.
 - 3) Review and improve the class offerings and college/campus schedule mix to create a class schedule that allows students to complete in a timely manner.
 - 4) Increase enrollment in low-enrolled programs, that are high cost and above the Minn State 110% instructional cost formula reimbursement, so Northland can effectively compete for instructional allocation resources into the future.
 - 5) Connect students to College Services and Events.

Review metrics; continuation from June 27th SEM presentation/discussion. Shari

a. **Priority #1 – Metrics:**

- i. increase prospect/Leads by 15-20% per year for 3 years
- ii. reduce the number of days students are placed on hold for high school transcripts, immunization records, college transcripts and/or guided self-placement from 30 to 5.

b. **Priority #2 – Metrics:**

- i. Increase enrollment by 10% per year for 3 years

c. **Priority #3 – Metrics:**

- i. Increase the score on **Engaged Learning** (SENSE - Survey of Entering Student Engagement) by 5 point every two years.
 1. Northland 2024 = 48.9
 2. Top 10% of Cohort = 64.5

- ii. Increase the score on **Early Connections** (SENSE) by 5 points every two years.
 1. Northland 2024 = 58.8
 2. Top 10% of Cohort = 69.2

d. **Priority #4 – Metrics:**

- i. Increase the second-year fall student persistence and completion rates by 5% for all students

- ii. Close the gap differential to zero for second year fall student persistence and completion rates for students of color and white students.
- e. **Priority #5 – Metrics:**
 - i. Increase full and part-time student completion by 5% each year for 3 years.
- 3) In-Service Agenda – review draft –
 - a. Patrick Kirby, West Fargo – Why AI, Why Now?
 - b. 90-minute keynote 10:15-11:45
 - c. 30-minute concurrent session
- 4) Next Steps Budget FY 26 – review ideas from June 24th session with Union Reps. – Kalen and Shari (Attachment)
- 5) Strategic and Consistent Communication Regarding PSEO Pathways – Shari
- 6) Open Agenda

STANDING MONTHLY AGENDA ITEMS – FALL 2025

- 1) SEM FRAMEWORK – PROGRESS ON TOP 5 STRATEGIES AND INITIATIVES
 - i. Outcomes
 - ii. Barriers
 - iii. Next steps
- 2) HLC ASSURANCE ARGUMENT WRITING AND EVIDENCE GATHERING Update
- 3) ENROLLMENT NUMBERS