

NORTHLAND

Engage Students through Transformative Experiences - Project Charter

General Project Information	
Project Name: 2025-26	Project #5 Connect students to college and Services and events.
Origination Date:	September 1, 2025
Project Champion:	Kelsey McLean
Project Team Members:	ADawn Nelson Linda Samuelson Cory Flodin Advisor: this position will be filled by the newly hired advisor
Executive Sponsor:	Sara Johnson, Dean of Student Services
Project Rationale: <i>Describe the business need or problem this project addresses:</i>	Connect students to College Services and Events
Project Goals/Objectives/Success: <i>Describe how this project will resolve the business need. What does success look like?</i>	<ul style="list-style-type: none"> - Priority #3 - Engagement – Focus on Engaged Learning as measured by the CCSSE/Sense. <ul style="list-style-type: none"> • Increase the score on “Academic and Social Support Network” (SENSE - Survey of Entering Student Engagement) by 2 points every two years. <ul style="list-style-type: none"> ○ Northland 2024 = 54.3; 2022 = 52.0 ○ Top 10% of Cohort 2024 = 60.3 • Increase the score on Early Connections (SENSE) by 3 points every two years. <ul style="list-style-type: none"> ○ Northland 2024 = 58.8; 2022 = 53.2 ○ Top 10% of Cohort 2024 = 69.2
Strategic Alignment: <i>Select how this aligns with the Strategic Directions and Priorities of the College</i>	<p>ACCESS – Meet students where they are to ensure all have access to high-quality educational opportunities.</p> <p>Strategies</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1.1 Expand recruitment to underserved populations. <input type="checkbox"/> 1.2 Provide flexible learning opportunities. <input type="checkbox"/> 1.3 Remove financial barriers for students. <input type="checkbox"/> 1.4 Provide clear pathways for students. <input type="checkbox"/> 1.5 Remove student enrollment barriers. <input type="checkbox"/> 1.6 Streamline transition from pre-college services to programs. <p>STUDENT SUCCESS – Improve outcomes, success, and completion through quality programs, advising, and student development.</p> <p>Strategies</p> <ul style="list-style-type: none"> <input type="checkbox"/> 2.1 Support students in achieving their educational goals. <input type="checkbox"/> 2.2 Provide high-quality, relevant, engaging, and rigorous coursework. x<input type="checkbox"/> 2.3 Create a vibrant, supportive, and welcoming environment for students. x<input type="checkbox"/> 2.4 Provide exceptional student support services. <input type="checkbox"/> 2.5 Provide individualized services to increase retention and support learning, education, and career goals. <input type="checkbox"/> 2.6 Close equity gaps to improve success for all students. <p>PARTNERSHIPS – Strengthen partnerships with school districts, institutions of higher education, employers, and community organizations.</p> <p>Strategies</p>

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	<input type="checkbox"/> 3.1 Expand collaboration with education partners. <input checked="" type="checkbox"/> 3.2 Increase community engagement. <input type="checkbox"/> 3.3 Expand employer partnerships. <input type="checkbox"/> 3.4 Respond and adapt to the ever- changing market and partner needs. ADVANCING EQUITY – Create an inclusive culture where all can reach their full potential. Strategies <input checked="" type="checkbox"/> 4.1 Embody a welcoming and inclusive environment for all. <input type="checkbox"/> 4.2 Ensure equitable access to resources for historically underserved individuals. <input checked="" type="checkbox"/> 4.3 Ensure our campus community represents a rich array of experiences and viewpoints. <input checked="" type="checkbox"/> 4.4 Establish community bonds through an understanding of our common humanity.
Change Management Impact: <i>What departments/ groups will be impacted by the change & how will they be impacted?</i>	Students, Student Life, Athletics, Clubs, Student Services, Student Senate, Community Engagement of Students
Desired delivery date: <i>What is driving this date?</i>	Starting in January 2026: monthly newsletter information on student life events, weekly reminders of weekly events, and visual displays have been implemented. March 2026: Dean Partnership for Student Engagement proposal was submitted June: Have a plan on how to promote student life through the D2L Shell and how to get our online population involved with student life.

Conditions to ground our actions:

- Create and maintain strong retention and graduation rates
- Maximize current staffing to achieve our goals
- Stay within the current budget
- Enrollment growth is everyone's job
- There is urgency to grow enrollment...we must move now!
- Our focus on student engagement is paramount to our success

Objectives and Success Criteria <i>Describe the measurable outcomes of the project, e.g., reduce cost by xxxx or increase quality to yyyy.</i>		
Objective/Success Criteria		Expected Outcome Measure
Increase student engagement		<ul style="list-style-type: none"> • Collecting data at student life and athletic events
Increase communication across the college about student life and athletic events.		Monthly newsletter, weekly reminders Events on the tv monitors, event calendars and visual displays in cafeteria and activities office
Increase opportunities for online students.		Promote student life activities through D2L Shell Northland 101
Deliverables <i>List the high-level "products" to be created (e.g., improved xxxx process, employee manual).</i>		
<ul style="list-style-type: none"> - Standardization of welcome week - Send out a monthly calendar of events - Multiple ways of communication to faculty, staff and students (Social Media) - Promote student life activities through D2L Shell Northland 101 - Promote email and texts - Northland sign up for activities - Engage college Employees in campus life activities 		

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- Administrators will sponsor 1 student life event. (plan, prepare and launch)
- Create a proposal for the Student Success or college council

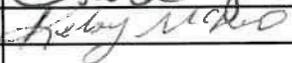
External Dependencies Will project success depend on coordination of efforts between the project team and one or more other individuals or groups? Has everyone involved agreed to this interaction?

Project Resources

Role	Name	Department
Connecting Students to Athletic Events	Shannon Nelson	Athletics
PMK Advisor, Art Club, CRU	Christine Foster	Student Clubs
	Student Senate President	
Connecting Students to Events through D2L	Brent Braga	D2L Shell: Northland 101

Notes

Charter Approval Sign-off

Role	Signature	Date (MM/DD/YYYY)
Executive Sponsor		3/3/2026
Project Champion		3-3-2026

Document Revision History

Document Version	Revision	Date (MM/DD/YYYY)

Project Charter Created: 6-26-25

