Using a collaborative approach to address rural recruitment and retention for students and faculty

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Presenters

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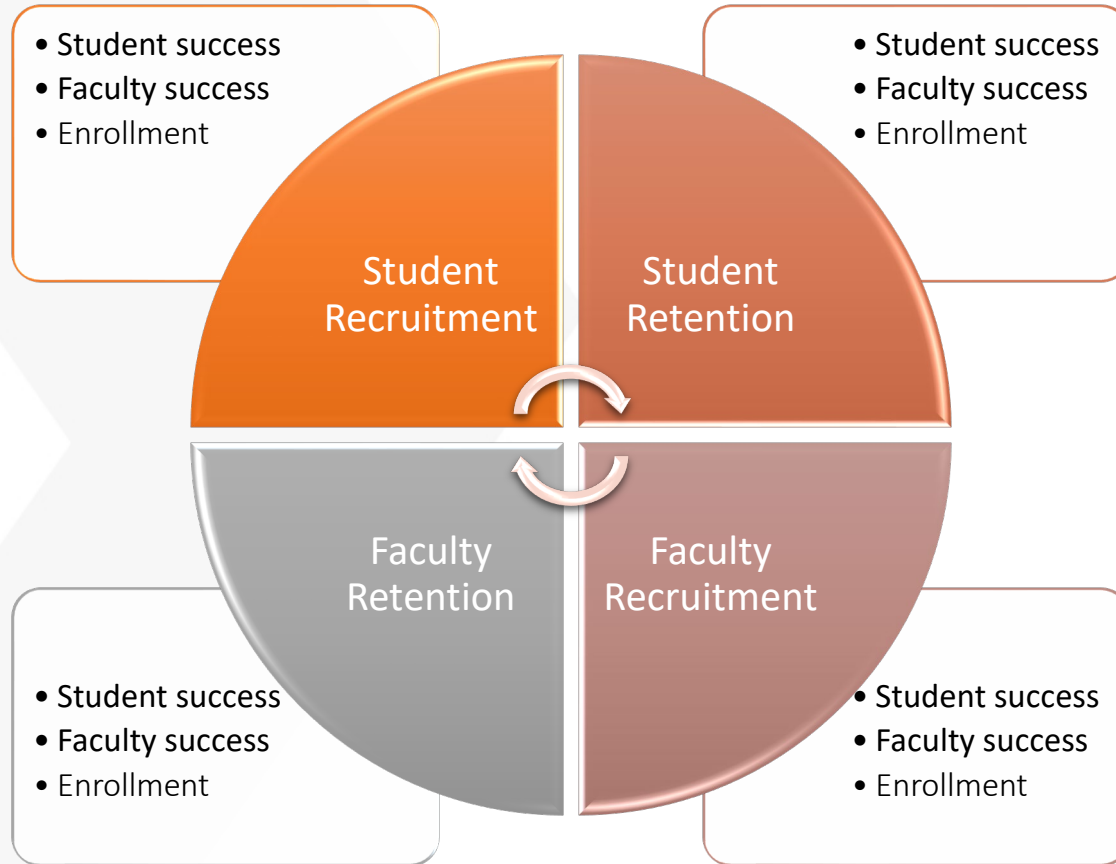
Vice Provost for
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Randi Tanglen

Vice Provost for
Faculty Affairs

UND UNIVERSITY OF NORTH DAKOTA

Our Approach: Relationship between faculty success and student success

Our Values: Aligned with UND's Strategic Plan

- **UND LEADS Core Values:**
  - Learning
    - Encourage a lifelong sense of wonder by providing educational experiences essential for living intellectually curious, personally fulfilling, and socially responsible lives.
  - Equity
    - Enhance pathways to higher education and establish supportive learning structures that help all people realize their full potential.
  - Affinity
    - Foster a sense of belonging and a campus culture that celebrates the unique ways we connect and contribute to UND.
  - Discovery
    - Advance research, creative activity, and scholarship through our spirit of inquiry and our desire to better understand the world around us.
  - Service
    - Engage in collaborations that serve the evolving needs of our people, tribal nations, the state of North Dakota, and our global community.

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Challenges

- Place

- Change

- Workforce demands

- Political divisiveness and anti-intellectualism

- Remote faculty/staff

- Online students

- Mental health and wellbeing

- Affordability

Aligning Our Initiatives

Place
- Embracing North Dakota and Grand Forks.

Community
- Connecting with peers.

Inclusiveness
- Creating culture that doesn't exclude.

Belongingness
- Cultivating UND affinity.

Purpose
- Finding meaning together.

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National Census Data

Age By Educational Attainment	Some College No Degree	High School Degree or Less
18 to 24 Year-Old	12,294,415	14,056,993
25 or Older	44,048,941	84,268,825

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UND profile

	Fall 2021	Fall 2022	Fall 2023	Increase from Fall 2022 to Fall 2023
Total Undergraduate	9,718	9,928	10,216	2.90%
Total Graduate	3,538	3,436	3,439	0.09%
Total Law	235	229	236	3.06%
Total Medical	281	283	281	0.71%
Total Enrollment	**13,772**	**13,876**	**14,172**	**2.13%**
Cohort Retention Rate	76.61%	78.87%	**82.96%**	

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UND Enrollment Trend

Student Credit Hour Trends
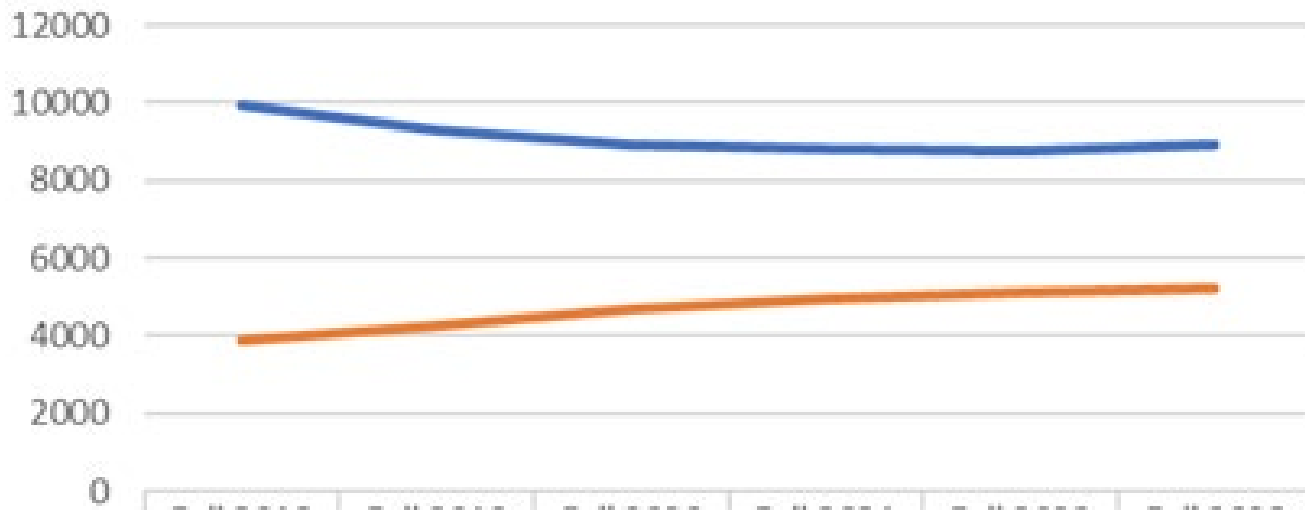
	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Full Time	9935	9324	8918	8795	8777	8919
Part Time	3912	4257	4697	4977	5099	5253

Full Time Part Time

Student Recruitment

Place

- Students profile
- Setting goals by application stage
- Name buys, high school and college visits
- Connecting with industry
- Reviewing competition

Community

- Campus or virtual visits
- Marketing materials – print, email, and text
- Application for housing

Inclusiveness

- Affordability
- Scholarship offers
- Financial aid packages
- TRIO program
- First Generation events

Belongingness

- Admitted Student Day
- Orientation
- Welcome Letters from Dean
- Postcard from current students
- Honors Program

Purpose

- Advance skills for workforce in State of North Dakota and Region.

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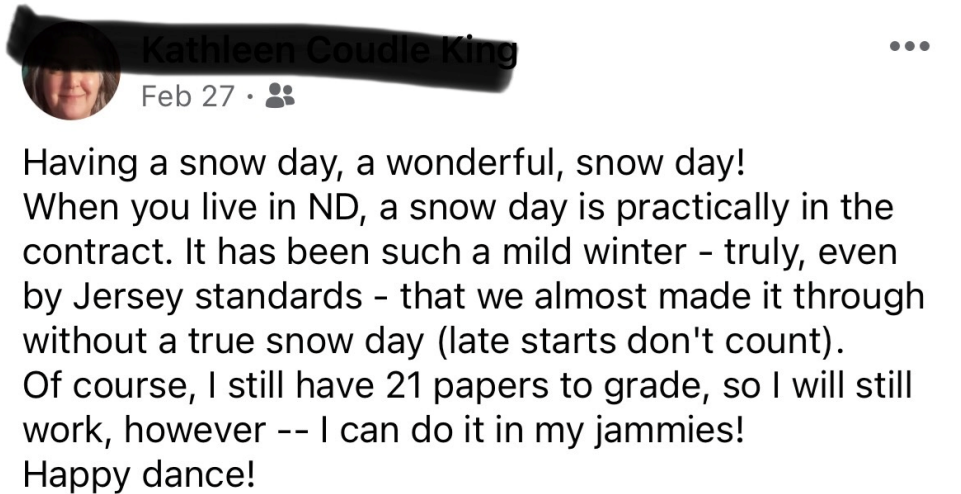
Undergraduate Students at UND (Fall 2023)

- 10,216 total UG students
- Over 15% are first generation
- 44.7% identify as female
- Over 30% are part-time students
- 26.35% are students enrolled in an online-only program
- Almost 17% are military-affiliated
- 39.4% are ND residents
- 23.5% identify as a race or ethnicity other than white
    - Comparatively, in the city of Grand Forks only 19.3% and in the state of ND only 15.1% identify in the same way
- 61.1% are under the age of 22

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Undergraduate Studies & Student Success

Place

- Winter
- Online Programs

Kathleen Coudle King
Feb 27

Having a snow day, a wonderful, snow day!
When you live in ND, a snow day is practically in the contract. It has been such a mild winter - truly, even by Jersey standards - that we almost made it through without a true snow day (late starts don't count).
Of course, I still have 21 papers to grade, so I will still work, however -- I can do it in my jammies!
Happy dance!

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Undergraduate Studies & Student Success

Community

- Service learning
- Campus community identification – Go Hawks!

Inclusiveness

- Individualized advising and student academic services

Belongingness

- Academic and career exploration
- Experiential learning

Purpose

- Student success

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UND Faculty Affairs

- **UND Faculty Profile:**
  - 49% tenured or tenure-track
  - 51% benefitted special appointment or clinical

- **Strengths/Opportunities:**
  - Dedicated and loyal faculty
  - New strategic plan: UND LEADS
  - Largest faculty cohort in fall 2024
  - Support for teaching & learning and professional development

- **Weaknesses/Threats:**
  - Recruitment challenges and failed searches
  - Risk of faculty burn-out throughout the sector

- **Strategy and Approach:**
  - New position: Vice Provost for Faculty Affairs
  - To support and care for today's students, faculty, in turn, need to be supported and cared for.
  - Still gathering data on outcomes.

Faculty Affairs Initiatives

Place

- New Faculty Bus Tour
- UND Connect: Research Serving North Dakota

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Faculty Affairs Initiatives

Community

- Midcareer Pathways Faculty Learning Community
- Faculty Mental Health Faculty Learning Community
- Faculty Writing Groups

Inclusiveness

- Salary market analysis
- Faculty retention study and exit interviews—Spring and Summer 2024
- Review of department promotion, tenure, and evaluation guidelines

Belongingness

- Faculty Affairs monthly newsletter
- "Flipping" NFO
  - "Where do you see yourself in UND's mission and vision?"

Purpose

- Late Career Faculty Learning Community
- Outreach to retired and Emeritus faculty

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Conclusion – Group Discussion

1. How can you turn place—your university's location— into an asset as you address changing student expectations and needs?

2. What opportunities exist for faculty at institutions in rural communities at the different stages of the faculty career? How can you support and encourage those opportunities?

3. How do you plan to continue to improve recruitment and retention? What is the role of place in both causing and addressing those challenges?

4. What is the relationship between student success and faculty success on your campus?

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