



REPORT ON GREATER MINNESOTA OUTREACH AND RECRUITMENT

REPORT TO THE MINNESOTA LEGISLATURE
MARCH 2018

UNIVERSITY OF MINNESOTA
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U OF M GREATER MINNESOTA OUTREACH AND RECRUITMENT

Purpose

Pursuant to 2017 Minnesota Laws Chapter 89 Article 2 Section 26, the Board of Regents of the U of M was requested to develop a plan to conduct outreach and recruitment of students from Minnesota, specifically identifying mechanisms to increase the number of students from Greater Minnesota attending the Twin Cities campus. The University was requested to report the results of that plan to the chairs and ranking minority members of the higher education policy and finance committees in both the House and Senate. Greater Minnesota is defined as any area other than the area described in Minnesota Statutes, section 473.121, subdivision 4.

Background

The U of M continues to recruit heavily in Greater Minnesota. Even as the number of high school graduates from Greater Minnesota has decreased over time (*Figure 1*), the University has been maintaining or slightly increasing enrolled Greater Minnesota students. In fact, the percentage of Greater Minnesota high school graduates to total high school graduates has been increasing, reaching a high point of 3.7% in 2016 (*Figure 2*).

University of Minnesota Greater Minnesota Outreach and Recruitment: Report of the Minnesota Legislature

Submitted by: Board of Regents. The report was prepared by staff in the Office of Undergraduate Education at the University of Minnesota.

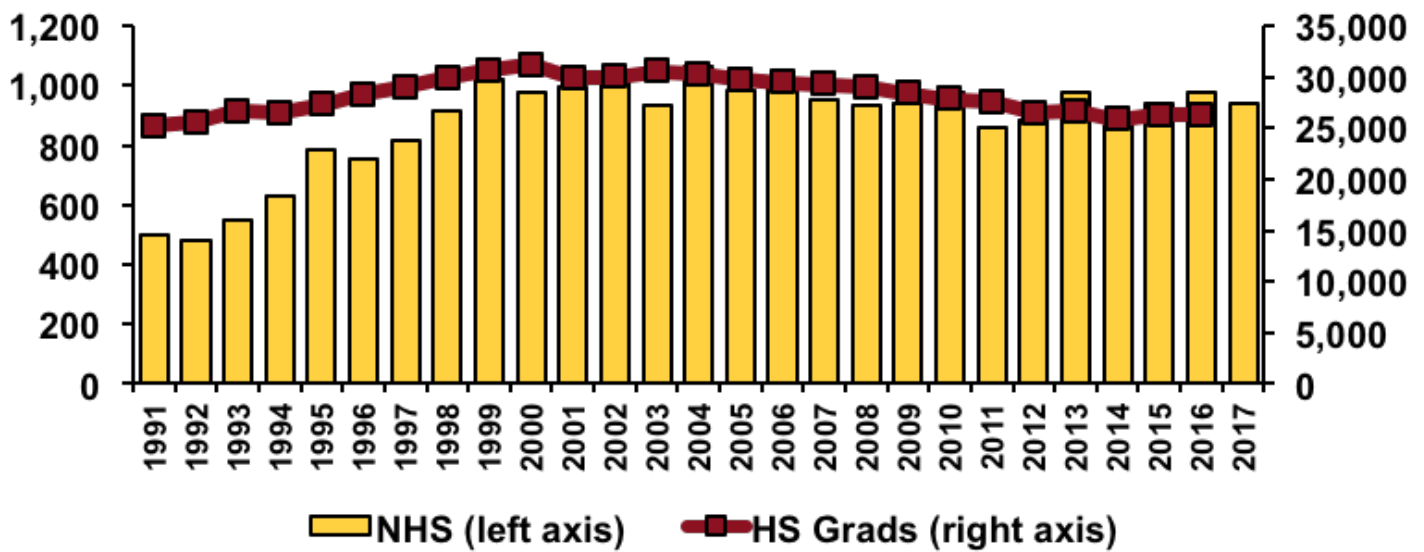


Figure 1. Twin Cities Campus New Freshmen (NHS) and High School Graduates from Greater Minnesota

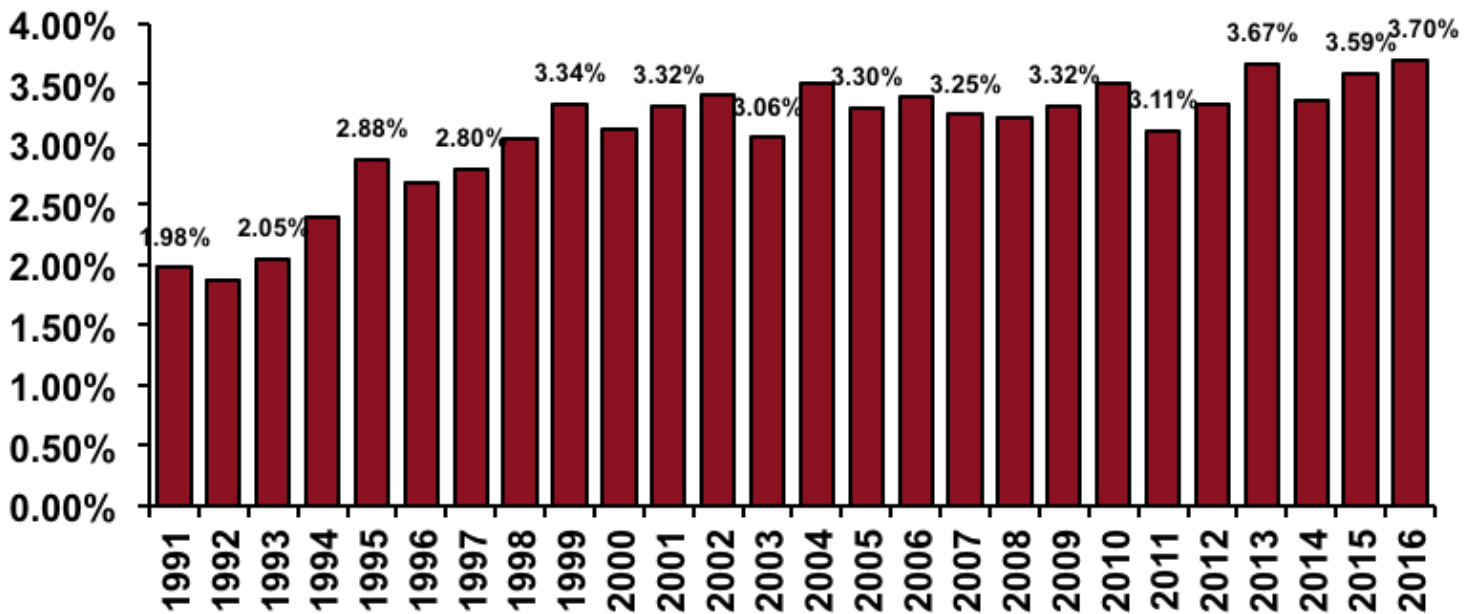


Figure 2. Twin Cities Campus Greater Minnesota New Freshmen (NHS) Headcount Enrollment as a Percentage of Greater Minnesota Public High School Graduates



Plan to retain and grow percentage of Greater Minnesota high school graduates attending the U of M Twin Cities

The University of Minnesota is committed to retaining the percentage of attending Greater Minnesota students and indeed, growing the percentage through our efforts. We have a wide variety of marketing and recruitment efforts underway that specifically target Greater Minnesota graduating seniors and their families.

Our efforts reflect the importance we place on the University serving all Minnesotans. Through our recruitment, and our efforts once students are accepted into the University, we provide an umbrella of support services (from student clubs to Freshman Orientation) that have resulted in a 93% retention rate from the first to the second year. These efforts ensure that students who attend the Twin Cities campus can succeed and prosper both here on campus and in the future.

Noteworthy, we have initiated specific efforts with high school principals across Minnesota to highlight all campuses within the system and the affordability of the University. These efforts combine personal outreach from the President to every high school principal (see Letter, pg 5).

Office of the President

202 Morrill Hall
100 Church Street S.E.
Minneapolis, MN 55455-0110
612-626-1616
Fax: 612-625-3875

January 3, 2018

Dear High School Principal,

With the start of the new year, the seniors in your school are undoubtedly making decisions about where to attend college, and many of your other students and their families may be in the early stages of planning for college.

We want you to know that the University of Minnesota offers a world-class education at all of our campuses **and**, especially, that our financial support for students and families is stronger than ever, particularly for those students who need it most.

For example:

- For families with incomes of \$50,000 or less, except in rare cases, tuition is free. No loans, conditions, or gimmicks. Free.
- For families with incomes of \$75,000 or less, our federal, state, and University grants and aid make the University as affordable as any public four-year university in the state.
- For families with incomes up to \$120,000, our U Promise Scholarship guarantees a need-based scholarship for incoming Minnesota students—ranging from \$300 to \$4,000 each year for four years — at any of our five campuses.

We know that cost is a critical factor in choosing a college. But so is value, and our University's excellence drives that value. Our breadth and depth of disciplines, research opportunities, and experiential learning is unmatched. From our Twin Cities flagship to one of the nation's top public liberal arts campuses in Morris. From our superb UMD campus on Lake Superior to our Crookston campus with its hands-on learning in Northwest Minnesota to our health sciences-centered Rochester campus, we have opportunities for all of your students.

We want them to apply to any, or all, of our campuses. We hope they will become our students. And we are committed to doing everything possible to help them graduate in four years, well prepared for a successful career, to keep Minnesota's economy strong and to enjoy our vibrant quality of life.

We hope you'll share this [information about affordability](#) with your school counselors, your students, and their families. Thank you for all you do for Minnesota's future.

Sincerely,

Eric Kaler, President, [University of Minnesota](#)
Mary Holz-Clause, Chancellor, [University of Minnesota Crookston](#)
Lynn Black, Chancellor, [University of Minnesota Duluth](#)
Michelle Behr, Chancellor, [University of Minnesota Morris](#)
Lori Carrell, Interim Chancellor, [University of Minnesota Rochester](#)

that combines both a general awareness of the opportunity inherent at the University of Minnesota along with specific information on the affordability of a University education. Importantly, particularly for Greater Minnesota students, we have significant student financial aid available and indeed, students with a household income of \$50,000 or less can, in the vast majority of cases, attend the Twin Cities campus tuition free when they are accepted.

As Figure 2 noted above, even as the number of high school graduates in Minnesota has declined, the percentage of admitted freshmen from Greater Minnesota has risen. Our efforts will only continue through the general and specific initiatives we have noted below.

RECRUITMENT EFFORTS FOR GREATER MN STUDENTS



General Recruitment Efforts

The Office of Admissions recruits students in Greater Minnesota through numerous channels. Much of our communication is print and email directly to students and their parents. In addition, we work directly with high school principals and counselors around the state to ensure that they have the most current information on the University of Minnesota. We also see students in person at high school visits, college fairs, high school counselor workshops, and other special events.

We have visited students for “scholarship surprises” in Greater Minnesota. These events include a student’s family or high school counselor and a surprise visit in which the student is granted a scholarship to attend the University of Minnesota Twin Cities Campus.

Each spring we host commitment events in selected areas across the state where the Office of Admissions engages with admitted students in the area and provides information on the next steps necessary for them to further their selection of the University. In Spring 2018 we are hosting events in Rochester, St. Cloud, and Duluth.

Two years ago, the system campus admission directors began an initiative where we host joint events in Greater Minnesota with both high school students and families and high school counselors. This event provides information on all campuses in the system so students and their families can experience the wealth of different choices that students have within the University of Minnesota system.

Specific Recruitment Efforts

The number of Greater MN items that occurred in the 2016-2017 cycle include:

High School Visits

- Albany High School
- Albert Lea High School
- Alexandria Jefferson High School
- Austin High School
- Brainerd High School
- Buffalo High School
- Cannon Falls High School
- Cloquet High School
- Collegeville: St. John's Prep
- Crookston High School
- Detroit Lakes High School
- Duluth
 - Denfeld
 - East
 - Marshall School
- Elk River High School
- Esko High School
- Faribault
 - Bethlehem Academy
 - Faribault HS
 - Shattuck-St Mary's
- Fergus Falls Kennedy Secondary
- Fond Du Lac High School





- Grand Rapids High School
- Hermantown High School
- Hibbing
- Hutchinson High School
- Mahnommen High School
- Mankato:
 - West
 - East
- Marshall High School
- Monticello High School
- Moorhead Area High School
- Morris High School
- New Ulm
 - New Ulm High School
 - Cathedral
- Northfield High School
- Onamia High School
- Owatonna
- Red Lake High School
- Red Wing High School
- Rochester:

- Century
- John Marshall
- Lourdes
- Mayo
- STEM Academy
- Rogers
- Sartell High School
- Sauk-Rapids Rice High School
- St Cloud
 - Cathedral
 - Apollo
 - Technical
- St Michael Albertville High School
- Waterville-Elysian-Morristown High School
- Waubun High School
- Willmar High School
- Willow River
- Worthington High School

Recruitment Events (parent nights, panels, college fairs, presentations)

- Alexandria Minnesota Education Fair (MEF)- Alexandria (~733 students)
- Alexandria Art and Design College Fair (~20 students)
- Austin MEF (~1,000 students)
- Collegeville MEF (~1,000 students)
- Dassel Cokato Junior College Information Night (~20 families)
- Duluth East Junior Parent Night (~10 families)
- Duluth East Mini College Fair (~5 families)
- Duluth TRIO College Fair (~30 students)
- Fairmont MEF (~1,000 students)
- Faribault MEF (~1,000 students)
- Fergus Falls Career Expo (~1,000 students)
- Mankato MEF (~1,000 students)
- Melrose High School College Fair (300 students)
- Marshall MEF (~1,000 students)
- Monticello MEF (~500 students)
- Morris High School Fair (~500 students)
- Morris, MEF (~1,000 students)
- Norwood Young America Parent Night (~100 attendees)
- Owatonna College Fair (~1,000 students)
- Pine City High School College Fair (~50 attendees)
- Pipestone MEF (~341 students)
- Plainview-Elgin-Millville Career and College Night (~50 people)
- Red Wing High School College Fair (~100 families)
- Rochester John Marshall College Fair (~100 families)
- Rochester MEF (~1,000 students)
- Sauk Rapids Rice College Fair (~100 attendees)
- Springfield High School College Fair (~5 families)
- Watertown MEF (~1,000 students)
- Wells, MN Application Workshop (40 students)
- Willmar MEF (700 students)

CFANS-Specific Events

Held at ROCs (Regional Outreach Centers) (three events held). These events target students interested in education and careers in agricultural related fields.

Scholarship Surprises

- Bemidji
- Cass Lake
- Duluth (2)
- Hibbing, MN (2)
- Red Lake
- Scandia (student attended high school outside 7 county metro)
- St. Cloud
- Winona

Commitment Events in Regional Economic Centers

- Duluth
- Rochester
- St. Cloud

Counselor Workshops

For high school counselors around the state (six events held)

The Office of Admissions also has 3 representatives from Greater Minnesota on the High School Counselor Advisory committee in order to ensure that we have representation and a voice for Greater MN students. (We have 15 people total on the committee.)

The University will continue to explore innovative, exciting ways to recruit students from across the State to all of our campuses, including the Twin Cities.