2022 Report

Joint Committee on Appropriations

Dr. Neal Schnoor, President

Northern State University

NORTHERN

Mission

Northern State University was established by the legislature (SDCL 13-59-1) and authorized by the Board of Regents to:

- deliver graduate and undergraduate programs;
- promote excellence in teaching and learning;
- support research, scholarly and creative activities;
- provide service to the state of South Dakota and the region;
- place a special emphasis on E-learning in the university curriculum and delivering content courses to underserved students across the state.

NORTHERN

Who We Are

A REGIONAL UNIVERSITY

- providing access to quality/personalized education to regional/state students
- extending access to quality/personalized education to Midwest, national and international students

A COMPREHENSIVE UNIVERSITY

- preparing graduates to meet workforce demands in the Arts, Business, Education, Math & Sciences
- offering degrees (Associate's, Bachelor's, Master's), pre-professional studies, certificates & career PD

WITH A SPECIAL EMPHASIS IN E-LEARNING

- teaching expertise in instructional technology and online and HyFlex delivery and learning
- delivering critical content courses to underserved HS students across S.D.

SERVING THE PUBLIC GOOD

- as a regional hub for arts & athletics, business & education, civic engagement & service
- providing facilities and staff support for numerous civic events and activities (Boys State, e.g.)

65% of Northern graduates (in & out of state) remain in SD after graduation

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Strategic Priorities

1. Build a growth strategy by expanding student access, success and educational attainment
   - Including development/implementation of a comprehensive long-term Enrollment Management Plan

2. Build a supportive culture that nurtures achievement for all students, faculty and staff
   - Including implementation of SDBOR *Opportunity for All*

3. Build sustainable collaborative public/private partnerships to advance academic, cultural, health, recreational, and economic opportunities that serve the public good and produce value for NSU, Aberdeen and the region

4. Engage the campus and community to ensure long-term fiscal sustainability
   - Including implementation of SB55 recommendations & NSUF focus on increasing scholarship support

Validation of Quality Education

EXTERNAL ACCREDITATION

- Higher Learning Commission
- Business
- Education
- Counseling
- Art and Design
- Music

Growth in Pre-Professional Programs

	2020	2021
• Pre-Medicine:	9	21
• Pre-Physical Therapy:	1	18
• Pre-Dentistry:	1	7
• Pre-Physician Assistant	1	5
• Pre-Chiropractic	1	5
• Pre-Engineering (SDSU)	2	4

Professional School Acceptance Rates

- Medical School: 82%
- Physicians Assistant (PA): 82%
- Dental School: 83%
- Veterinary School: 100%
- Pharmacy Doctorate: 100%
- Physical Therapy (PT): 95%
- Occupational Therapy (OT): 95%

(5-year averages)

Nationally-recognized Honors Program

2021 National Collegiate Honors Conference

- A record 14 Northern students accepted to present UG research
- Conference Acceptance Rate = 65%
- NSU Acceptance Rate = 100%
- Two students placed 2nd nationally
  - Allison Anderson, Canby, Minnesota - Education and Pedagogy Division
  - Tawnie Williams, Rapid City, SD - Environmental Science Division

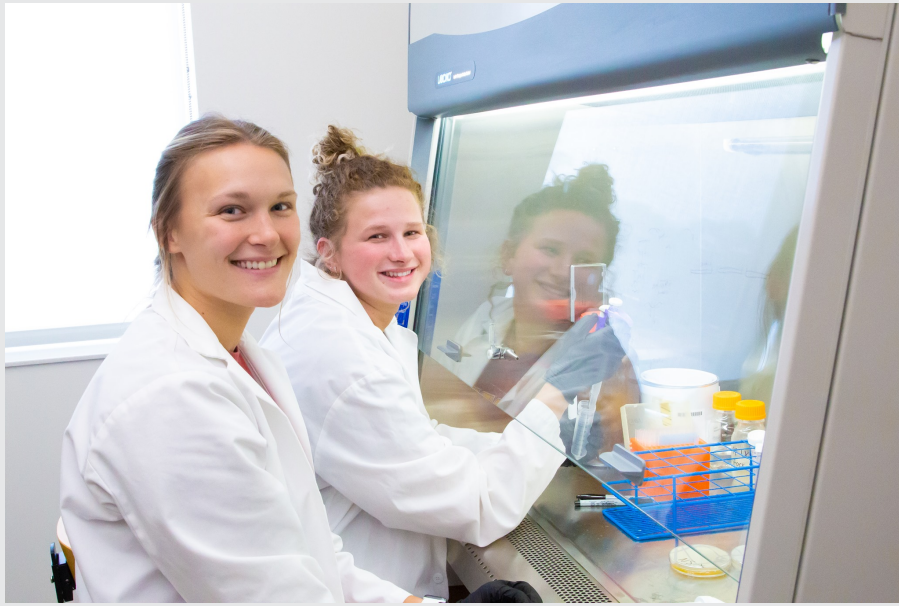
Since 2013 National Collegiate Honors Conference

- Overall Conference Acceptance Rate = 65%
- NSU Acceptance Rate = 95%

Undergraduate Research/Experiential Learning

BIOL 151L (introductory Biology course)

- 64 students (non-Honors sections) conducted semester-long research in antibiotic resistance through the Small World Initiative mentored by Dr. Andrew Russell and Dr. Eric Pullis
- 14 students (Honors section) conducted semester-long research on viruses through the Howard Hughes Medical Institute mentored by Dr. Jon Mitchell



Integrated Marketing Communications course (Business)

- Dr. Hannah Walters received a grant to integrate virtual reality
- Students collaborated with the Boys and Girls Club and Humane Society to develop marketing campaigns

Select Academic Partnerships

SDSU

- Direct Admit for NSU graduates to SDSU Accelerated Nursing
- 2+2 Guaranteed Admission for SDSU Engineering

USD

- NSU + USD Honors Law Opportunity Program includes guaranteed admission and a scholarship to USD Knudson School of Law

Huron Community Campus—NSU Delivers:

- Associates in General Studies, Business Administration, Criminal Justice
- MSEd in Teaching and Learning (fully face-to-face in Huron)

SD School for the Blind and Visually Impaired

- MSEd in Special Education with specialization in Visual Impairment

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Student Success: Implementing *Opportunity for All*

Comprehensive support to help all students succeed

- Academic Affairs offices in Student Success Center:
  Academic Advising, American Indian Circle Program, Career Services, Supplemental Instruction, TRIO Student Support Services and Upward Bound, the Tutoring/Math/Writing Center, Veterans Services (Avera Student Center)
- Student Affairs offices in the Avera Student Center:
  Avera Student Health, the Counseling Center, Disability Services, Multicultural Student Affairs, New Student Programs, Prevention Services, Residence Life, Student Organizations, and Title IX
- A virtual "Opportunity Center" webpage unites all offices in one digital location for student access

Launched the Center for Public History and Civic Engagement

- Address topics in American Government and History, Civic Engagement, and the U.S. Constitution
- Sponsor related programming and speakers and recruits SD State Legislative interns
- Received $35,000 Knight Foundation grant for activities, speakers, & continuing education opportunities for K-12 teachers

Enrollment Management: Fall 2021

- New first-time freshman cohort of 337, matching the five-year average
- 7% growth in graduate credit hours
  - 26% increase in credit hours over past two years
  - 204 degree-seeking graduate students, highest since 2014.
- On-campus headcount increased 1.5%
- Down approximately 100 international students
- Graduation rates continue to increase:

4-year =	31.6% (2017)	vs	26.7% (2012)
5-year =	55.7% (2016)	vs	47.5% (2011)
6-year =	56.2% (2015)	vs	49.5% (2010)

Enrollment Management: 2022 and beyond

- Formed Enrollment Management Council
- Engaging a national consultant
- NSU Foundation increasing support
  - $3.3M+ in annual scholarships
  - Marketing support
- High schools again allow in-school visits
- Increasing international recruiting relationships
- Recruiting events with Army National Guard
- Assisting with FAFSA completion at key HS

Center for Statewide E-learning

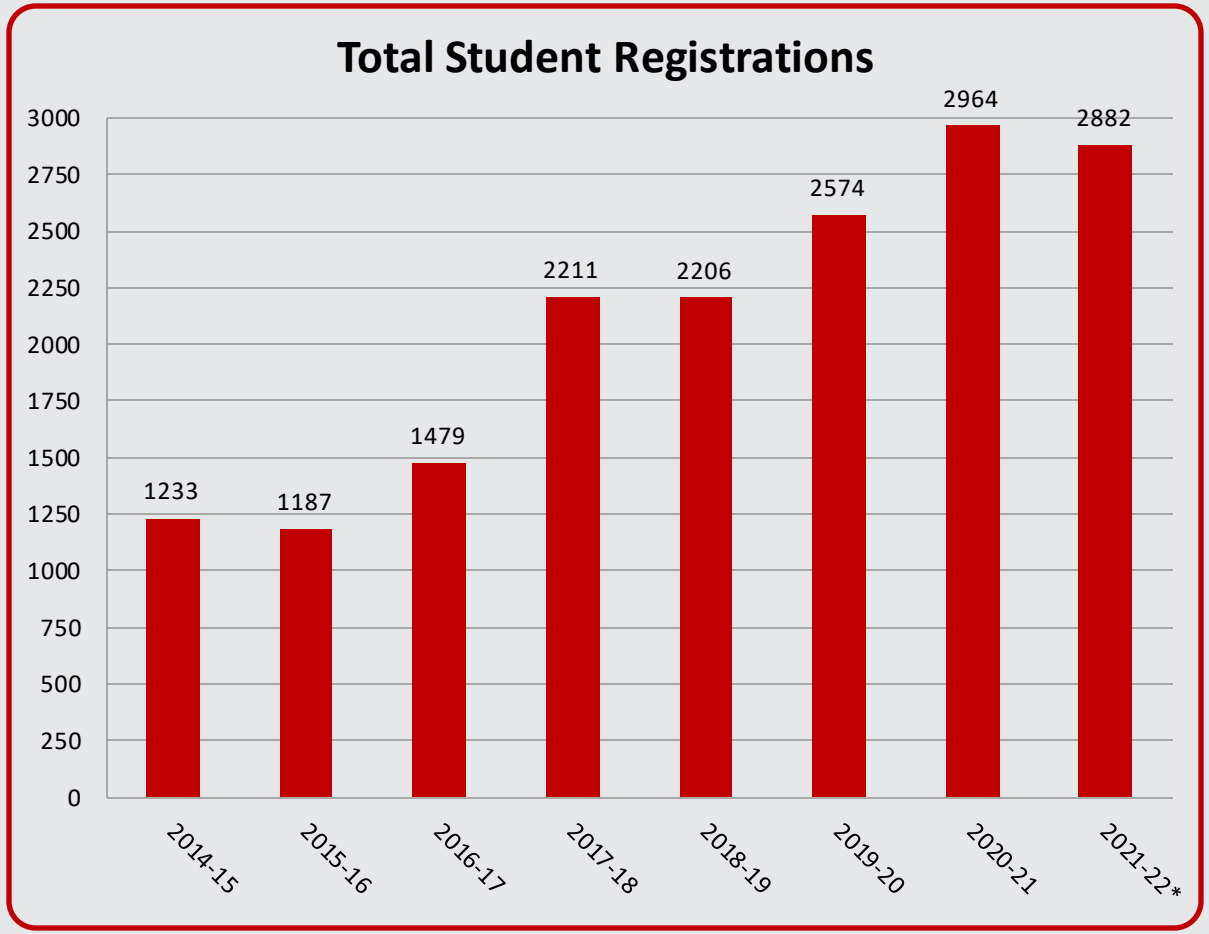
E-learning courses taught by highly qualified Master Teachers:

- experts in their field - master's degrees
- experts in effective delivery using technology

- All 149 school districts in S.D. have been served since 2001

- Courses in Spanish, Business, English, Social Science and most Science courses were filled by early August 2021

- Capacity with 24 Master Teachers is 1,920 – 2,400
  - Target is 80 students per teacher
  - 8 of 24 teachers currently have more than 100 students



*2021-22 number includes projected spring 2022 registrations

Center for Statewide E-learning

Regarding NSU's E-learning High School, I cannot over-sing its praises.

We lean on Mary Cundy and her staff to round out our course offerings—in 2021-22 this includes accounting and anatomy—while other schools affected by our teacher shortage count on NSU to provide many classes the DOE requires for high school graduation. The need for science and math is particularly great as we struggle to employ highly-qualified educators in these disciplines.

When principals like me cannot hire the teachers necessary to offer all of the courses our kids need and want, we turn to outside entities to support us remotely, and no one does it better than Principal Cundy and Northern State University.

Lisa Parry, M.Ed.
K-12 Principal, Arlington School District 38-1

Managing COVID-19

- Implemented a campus framework to monitor local conditions and guide decision-making and communication
- Hosted Avera Health vaccination clinics resulting in 330 individuals receiving at least one vaccination
- Self-reported cases remained low throughout Fall 2021
- Special thanks to: Avera Health, Sanford Health, Brown County Emergency Management, State of S.D., S.D. Department of Health, S.D. Board of Regents, SDSU Nursing, NSU faculty, staff and students

HEERF-Higher Education Emergency Relief Fund

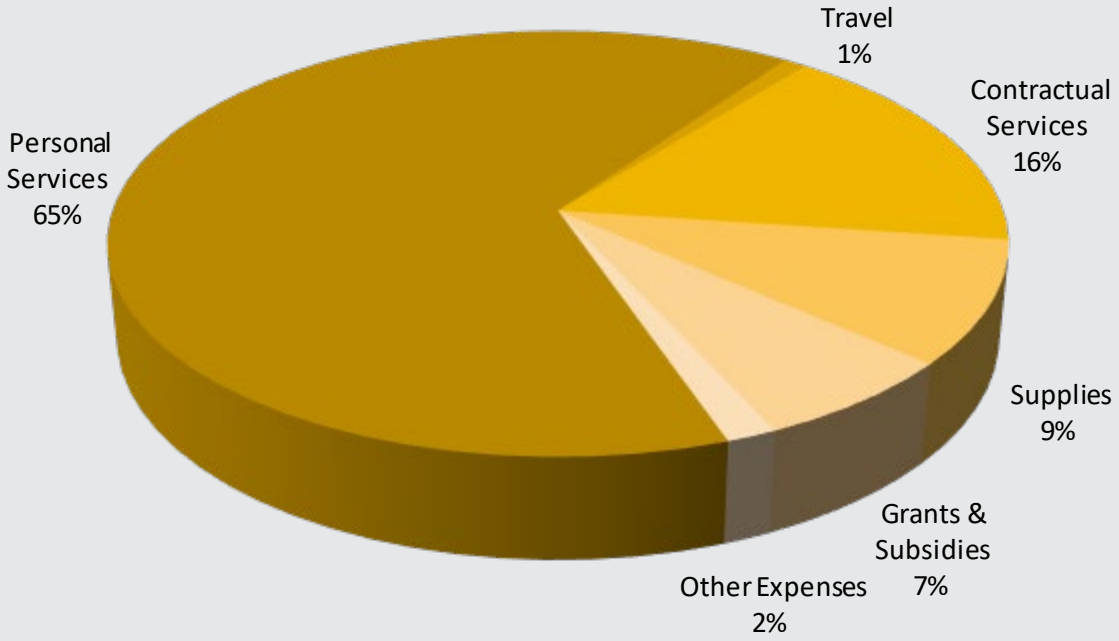
	Student Grants	Institutional Funds	Strengthening Institutions	Total
NSU Award	$ 2,065,223.00	$ 2,771,573.00	$ 216,616.00	$ 5,053,412.00
Use of Funds:				
Grants to Students	$ 2,065,223.00	$ 46,166.00		$ 2,111,389.00
Replace Lost Revenue		$ 1,452,010.32	$ 97,903.00	$ 1,549,913.32
COVID Expenses		$ 947,978.10	$ 30,878.81	$ 978,856.91
Total Expenditures	$ 2,065,223.00	$ 2,446,154.42	$ 128,781.81	$ 4,640,159.23
Remaining Balance	$ -	$ 325,418.58	$ 87,834.19	$ 413,252.77

Workforce

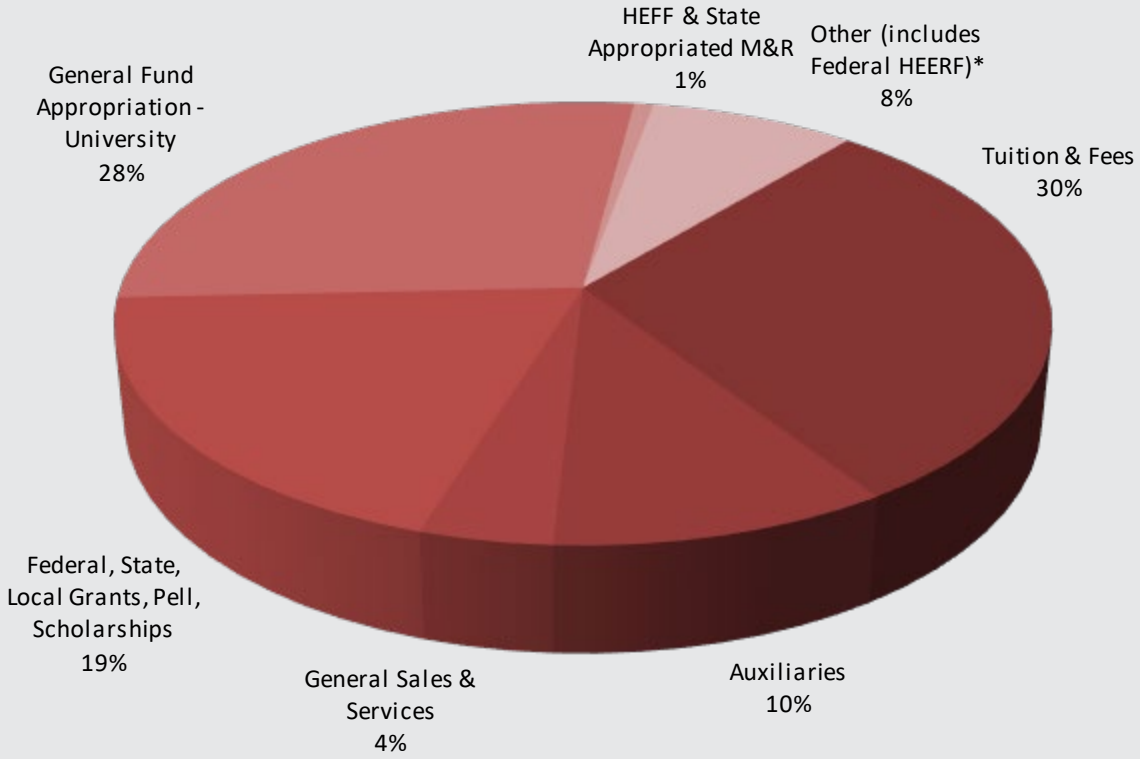
- 321 FT benefits-eligible employees, 66 adjuncts, 3 part-time staff
- 17 searches are in process: 11 faculty, 4 CSA and 2 NFE
- Most challenging searches:
  - Counselor Education Faculty
  - Information Technology Department
  - International Programs
  - Mid-level coordinator/director especially in Student Affairs & Facilities
- Employee turnover: FY21–18.8% to FY20–22.6%
- Budgeted FTE=363: FY21 utilized 321.7, FY20 utilized 353.4

Financial Resources

FY21 Expenditures



FY21 Revenue



FY23 Budget

Governor's recommended increase to base budget includes:

- **$491,000 High School E-learning Expansion**
  - Request is driven by
    1) Overall shortage of available teachers
    2) Inability of small, remote communities to attract qualified teachers
  - Courses will be added in Science, Spanish, English Business and Social Science
  - Will provide 0.5 administrative support to the program which has doubled in size
- **$328,794 Utility Cost Adjustment**
  - Cost inflation adjustment
- Total increase - $819,794
- FY 2023 Recommended Base Budget =$46,377,437

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10-Year $150M Campus Modernization Investment by Private Donors

Capital Projects – Generated over $2M in S.D. Excise Tax

- Johnson Fine Arts Center renovation
- Jewett Regional Science Education Center
- Two Modern Suite-Style Residential Halls
- Dacotah Bank Stadium, Koehler Hall of Fame Softball, NSU Pavilion & Athletics/Recreation Fields
- S.D. School for the Blind and Visually Impaired

  Governors Noem and Daugaard contributed Future Funds supporting enhanced collaborations between the School and NSU

Scholarships and Programmatic Support

Note: General funds last appropriated to NSU in 1985 (Barnett Center) & 1969 (Johnson Fine Arts Center)

Lincoln Hall Project Appropriations Request

- A $29.5M Board of Regents Priority Capital Project
- Supported by Governor Noem with American Rescue Plan Act funds for Workforce Development, Healthcare and Education
- Driven by:
  - Regional/State Workforce Demands in Business & Nursing
  - Partnering to advance Regional Economic Development
  - Strategic Priority of Increasing Enrollment

Lincoln Hall Project Appropriations Request

New construction (47-50,000 sq ft) with state-of-the-art:

- Business Classrooms and Integrated Social/Informal Learning Spaces
- Nursing Classrooms and Simulation Labs (SDSU Accelerated Nursing)
- Center for Innovation and Entrepreneurship Incubator Space:
  Initial digital economy incubator collaboration with Aberdeen Dev Corp
- Admissions and Related Offices

Lincoln Hall Project Appropriations Request

Business Workforce Demands

- 3 of the top 4 degree/workforce gaps in SD (EMSI Gap Analysis Study)
  - #1 Business Administration (NSU—90 majors, 4-yr. avg = 87)
  - #2 Finance (NSU—32 majors, 4-yr. avg = 26)
  - #4 Accounting (NSU—64 majors, 4 yr. avg = 57)
- Related Masters Degrees
  - Accounting Analytics (13) [first offered in 2020]
  - Banking and Financial Services (13)

Lincoln Hall Project Appropriations Request

Meeting Business Workforce Demands

- 66.2% of School of Business graduates remained in SD (last 5 years)
- NSU Alumni Placement Examples:
  - Dacotah Bank: Over 50% Execs, 46% Directors, 23% All Locales
  - Agtegra: Over 50% Corporate Headquarters Staff
  - Eide Bailly (Aberdeen): 72% all Staff Members
  - Lamont Companies: 53% Corporate Employees
  - My Place Hotels/Rivett Group: 34% Corporate Employees

Lincoln Hall Project Appropriations Request

Meeting Nursing Workforce Demands

- South Dakota is projected to be short 1,900 registered nurses by 2030

  2017 Health Resources and Services Administration analysis of nursing workforce (https://bhw.hrsa.gov/sites/default/files/bureau-health-workforce/data-research/nchwa-hrsa-nursing-report.pdf)

- Expand SDSU Accelerated Nursing capacity to 48 from current class size of 30-32 per year

- Pursuing 2+2 Nursing Articulations

NSU's Economic & Workforce Impact

- $35.6B direct impact generated by NSU alumni throughout the course of their careers
- $180.7M in economic impact
- 1,008 jobs
- $6.8M in state/local taxes

2021 SDBOR/Parker-Philips Economic Impact Study (2019 data analyzed)

"The university is incredibly important not only to the Aberdeen community but to the whole region. It's our No. 1 tool to not only attract new workforce from other states, but to develop our own workforce right here in South Dakota. That's why folks in Aberdeen are investing in NSU. When students have a great experience at NSU, they'll stay and continue to be part of the workforce and carry on the legacy of Northern."

Casey Crabtree
South Dakota State Senator