

Assessment Cycle 2025-2026

Recruiting Office

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Northwestern Mission. Northwestern State University is a responsive, Student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its Students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

The Student Experience provides the University community with programs and services to support the academic mission of creating, disseminating and acquiring knowledge through teaching, research and service while empowering a diverse student population to achieve their highest educational potential. The Student Experience creates a stimulating and inclusive educational environment that is conducive to holistic personal growth. The commitment to students initiates prior to entrance, sustains throughout the college experience and continues beyond graduation. Enrollment Services provides equal access to education for potential students throughout the state and region and promotes economic stability and financial access to citizens. Student Affairs enhances student development and broadens intellectual, social, cultural, ethical, and occupational growth. The Student Experience works closely with faculty, staff, students, and the community to ensure graduates have the capability to promote economic development and improvements in the region.

The Office of Enrollment Management is a student-centered division that is future focused providing educational access to students in our region to improve the lives of our citizens. High School Relations, Financial Aid and Scholarships, and Admissions work collaboratively with University faculty and staff to provide services and programming that are innovative and surpasses state and federal guidelines. Enrollment Management fulfills the university's mission and commitment to academic quality, diversity, equity, and inclusion.

The mission of Recruiting is to increase the quantity and quality of all new student enrollment to Northwestern State University. New student enrollment includes all first-time freshmen, transfer students, and new graduate students. Increase in quality is determined by increased ACT/SAT composite scores, GPA and leadership skills. In support of this mission, the Recruiting staff provides prospective students with accurate information necessary to the admissions and enrollment processes, while presenting the public with a positive image of Northwestern State University. The Recruiting staff are always focusing on an increase in diversity and access to higher

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education for all populations.

Methodology: The assessment process includes:

- (1) Data from weekly applicant and admission reports that compares applicants and admits from each parish and state to the application and admissions numbers from the previous year on the same date.
- (2) The Director, along with the Enrollment Manager, will analyze the data and determine whether the applicable outcomes are met.
- (3) Results from the assessment will be disseminated and discussed with the appropriate staff.
- (4) Weekly staff meetings will be held to discuss the progress.
- (5) The director, in consultation with the staff and senior leadership, will determine and propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes

Service Outcomes:

SO 1. Recruitment efforts will lead to an increase in student enrollment and be representative of the regional community.

Measure.1.1 Student enrollment will increase by 8% per freshmen class. 6% is acceptable.

Finding. Target was not met.

Analysis.

In AC 2024-2025, the target was not met. In Fall of 2024, there was a decrease of 16 students, from 1067 to 1051 enrolled first-time freshmen.

Based on the analysis of the 2024-2025 results, the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. Recruiting utilized communication plans throughout the year with mail, email, social media, texting, and other platforms. The Marketing Office also assisted with this. The Recruiting Office had a plan to divide North Louisiana into two territories, Northwest and Northeast, which would allow us to visit more students and receive more applications as warmer leads in the funnel. The Director of Recruiting also visited specific parishes and schools within our 10-parish service area to increase applicant size. Recruiters were also given more guidelines on student follow up to ensure applicants move through the enrollment funnel.

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As a result of these changes, in AC 2025-2026 the target was not met. In Fall 2025, there were 1053 enrolled entering freshmen. This is an increase of 2 students, or .19% increase. Although some changes were made, they were not significant in impacting the Fall 2025 numbers due to assessment cycles. The changes that were made for AC 2025-2026 should be re-evaluated once Fall 2026 numbers are reported. Indications for Fall 2026 appear positive, and potential growth is expected.

Decision.

In AC 2025- 2026, the target was not met.

Based on the analysis of the 2025-2026 results, the faculty will implement the following changes in AC 2026-2027 to drive the cycle of improvement. The Recruiting Office will make changes to the communications plan for AC 2026-2027 with mail, email, social media, texting, and other platforms. The data used to market NSU to prospective students will also be expanded to include eighth grade through juniors, as well as dual enrollment students. Recruiting will also focus on specific student groups whose interests align with opportunities at Northwestern, such as rodeo, powerlifting, wrestling, and other club sports. Recruiting will also partner with CampusESP and other third parties as a way to generate warm leads to meet students where they are located on social media platforms. The Director of Recruiting will reevaluate the territory distribution focusing on Northwest, Northeast, Central, Southwest, Southeast, and East and North Texas as recruiting territories, which will allow greater focus on primary, secondary, and tertiary schools. A new Demon Dedication Day will also be implemented to have high-achieving students commit earlier on. These students will hopefully be awarded benefits such as earlier registration, secured housing, and more.

These changes will improve the Recruiting Office's ability to recruit warm leads from across the state, thereby continuing to push the cycle of improvement forward. These changes went into effect for AC 2025-2026, and results from these changes should be analyzed based on Fall 2026 numbers.

Measure 1.2. New Graduate student enrollment will increase by 3% per academic year.

Finding. Target was not met.

Analysis.

In 2024-2025, the target was not met. For the Fall of 2024, new graduate enrollment decreased from 987 students to 928 students, or 59 students. This decrease can still be attributed to similar reasons as the last assessment cycle, similar to last year, with outdated admissions processes and shifts to a more competitive marketing environment.

Based on the analysis of the 2024-2025 results the staff made the following changes

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in AC 2025-2026 to drive the cycle of improvement. The Recruiting Office had conversations with Academic Affairs and the Graduate School to drive the cycle of improvement. Though it was less of a decrease than in years past, it's still a decrease. While this measure falls under the Recruiting assessment, University Recruiting only controls the recruitment of graduate students, not the admissions process or the latter section of the enrollment funnel, which the Graduate School has oversight. Large strides have been made using suggestions from last year assessment, and a new application for graduate school was created through Banner CRM in August 2024. This process has been a combined effort with Academic Affairs and Enrollment Management. The new application allowed for customized communication through every academic area through texting and emails, as well as built-in strategies through every point in the graduate school funnel. Before these changes, these communication efforts did not exist for Graduate School admissions. Marketing was also involved with graduate school recruiting and launched unique digital advertising efforts on social media and SEO paid searches.

As a result of these changes, in AC 2025-2026, the target was not met. For the Fall of 2025, new graduate enrollment decreased from 928 to 901, or by 27 students. This decrease can still be attributed to similar reasons as the last assessment cycle, with outdated admissions processes and a lack of information regarding enrollment processes. Although some changes were made, they were not significant in impacting the Fall 2025 numbers due to assessment cycles. The changes that were made for AC 2025-2026 should be re-evaluated once Fall 2026 numbers are reported.

Decision.

In AC 2025-2026, the target was not met.

Based on the analysis of the 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. Recruiting will have conversations with Academic Affairs and the Graduate School to increase efficiencies. While this measure falls under the Recruiting assessment, University Recruiting only controls the recruitment of graduate students, not the admissions process or the latter section of the enrollment funnel, which the Graduate School has oversight. Conversations to add admission criteria to the Graduate School website will occur, in order to provide transparent admission criteria to potential applicants. We will pursue new ways of gaining warm leads through name purchases and events, and innovate graduate student recruiting practices.

These changes will improve the Recruiting Office's ability to recruit and enroll graduate students, thereby continuing to push the cycle of improvement forward.

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Measure 1.3. The student body will be representative of university's regions in terms of diversity.

Finding. Target was met.

Analysis.

In AC 2024-2025, the target was met. We were able to enroll students from 54 of 64 parishes. This decreased by 2 parishes from the previous assessment cycle. Based on the data, students were not enrolled from the following parishes: Caldwell, Catahoula, East Carroll, Franklin, Iberville, Madison, Saint Helena, St. James, Tensas, and West Carroll. In Fall of 2024, the demographic percentages were as follows: White – 56%, Black/African American – 26%, Hispanic or Latino – 6%, Asian – .014%, 2 or more Races – 7%, American Indian or Pacific Islander – .015%, Native Hawaiian or Pacific Islander – .004%, and Foreign or Resident Alien – .012%. This data mirrored the state of Louisiana demographic makeup.

Based on the analysis of AC 2024-2025 results the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. The Recruiting Office attended fairs, planned school visits, and invited schools/counselors to events on campus from all parishes AC 2025-2026.

As a result of these changes and efforts in AC 2025-2026, the target was met. In Fall of 2025 students were enrolled from 58 of the 64 parishes, increasing by 4 parishes. Based on the data, students are not enrolled from the following parishes: East Feliciana, Madison, Plaquemines, St. Helena, Tensas, and Union. Students from Saint Helena, Madison, and Tensas have not enrolled at NSU in quite some time. In Fall of 2025, the demographic percentages were similar to AC 2024-2025. Those numbers are as follows: White – 51%, Black/African American - 29.84%, Hispanic or Latino – 5.92%, Asian – 1%, 2 or more Races – 5.4%, American Indian or Alaskan Native – 1%, Native Hawaiian or Pacific Islander – .051%, and Foreign or Resident Alien – 1.23%. There was also 4.56% listed as unknown. A few percentages have changed or swapped places from the previous year, however, Northwestern enrollment still mirrors the state of Louisiana demographic make-up.

Decision.

In AC 2025 – 2026, the target was met.

Based on the analysis of the 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. This measure will measure geographic region in order to ensure the geographic makeup of Northwestern State matches that of Louisiana. The Recruiting Office recruit in all parishes through new recruiting initiatives, innovative postcard mailers, and utilizing new communication plans in our CRM system, now including geofenced social media advertising in order to drive the cycle of improvement. North Louisiana territory has also been divided into Northeast and Northwest, which means an increased presence in hard-to-reach parishes, especially in the Northeast region. This increased

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presence in the Northeast region will hopefully lead to students enrolling in parishes such as Madison, Tensas, and Union. We will always use the mantra of recruiting at every school, every parish in Louisiana, and anyone who invites us to their property, in order to give every future demon a chance at higher education, regardless of background or circumstances. However, the new approach of recruiting the core 10 parishes in central Louisiana and auxiliary parishes touching those parishes will be carried out in the next assessment cycle. In AC 2026-2027, the measure will be updated to the following: “The student body will be representative of the university’s regions and will enroll at least 90% of parishes each year.” This new measure best reflects the Recruiting Office’s efforts and goals across the state of Louisiana.

These changes will ensure the Recruiting Office’s efforts reflect the makeup of the student body at Northwestern State University, thereby continuing to push the cycle of improvement forward.

SO 2. Students who participate in NSide View Events, personalized campus tours on campus will learn the steps necessary in the admissions process.

Measure 2.1. Ninety percent (90%) of students who participate in Nside View and campus tours will respond that these events are very helpful in understanding the admissions process by responding, “strongly agree” or “agree” on their student survey. Students were able to select from 5 responses from strongly agree to strongly disagree.

Finding. Target was met.

Analysis.

In AC 2024-2025, the target was met. In the campus tour surveys for the Fall of 2024 seniors overall stated that 97.3% strongly agreed that the events were helpful.

Based on the analysis of the AC 2024-2025 results the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. The changes were made at N-Side View Day to include more personalized application assistance and a larger variety of sessions during AC 2025-2026. Tour training for ambassadors and recruiters was increased to ensure each tour includes similar information.

As a result of changes made in AC 2025– 2026, the target was met. In the campus tour surveys for the Fall of 2025, seniors overall stated that 99% strongly agreed the events were helpful. The changes allowed for the Recruiting Office to better fit the needs of current seniors and parents, which translated into improved survey results.

Decision.

In AC 2025-2026 the target was met.

Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. For tours, the Recruiting Office will only use recruiters when available, instead of

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ambassadors. When planning N-Side View Day events, the Director of Recruiting will gauge the needs of students to ensure N-Side View Day and tours meet their needs and have a high overall satisfaction percentage. Tour Training for ambassadors and recruiters will be increased and altered as needed. Future preview day sessions will be added on new weekends, along with hybrid academic miniature days to cater to students who may not want a larger day. Group tours will be added to cater to students who do not want a personalized tour. These will be divided by school/college/department to ensure students of similar interests are grouped together.

These changes will improve the organization's ability to cater to prospective students' needs, thereby continuing to push the cycle of improvement in satisfaction forward.

Measure 2.2. Ninety percent (90%) of students who participate in Nside View Events, campus tours & recruiting receptions will respond these events are very helpful in understanding the Financial Aid process and associated requirements by responding “strongly agree” or “agree” on their student survey. Participants were given 5 choices on the measurement from strongly agree to strongly disagree.

Finding. Target was met.

Analysis.

In AC 2024-2025, the target was met. For fall 2024, the same average of 99% was attained as the previous four years of students and parents indicated that the tour guide was knowledgeable. The best item to note is the qualitative feedback based on tour guides, which allows the Recruiting Office to fix issues that arise and make changes based on student/parent responses.

Based on the analysis of the AC 2024-2025 results the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. More financial aid training was provided in AC 2025-2026 in order to ensure the goal was met. Each tour was sent a survey after attending an event or visiting for a tour. Using the qualitative feedback from the tour responses allowed the Recruiting Office to make changes as needed and continue to drive the cycle of improvement.

As a result of changes and efforts, in the AC 2025-2025, the target was met. For Fall 2025, the same average of 99% was attained as the previous five years of students and parents indicated that the tour guide was knowledgeable and was able to provide knowledge regarding Financial Aid processes and requirements.

Decision.

In AC 2025-2026, the target was met.

Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. More

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financial aid information will be utilized in the discussion during tours and preview events, since parents find that to be most pertinent. Financial Aid worksheets will be added to all information packets to ensure parents and students understand what costs they are responsible for. Recruiters will also be trained on changes within the Financial Aid office, FAFSA, and LOSFA to better explain processes to prospective students and parents. Financial Aid representatives will be present and host sessions at campus events, such as recruiting receptions and N-Side View Day. In AC 2026-2027, this measure will be update to “Ninety percent (90%) of students who participate in campus events, such as preview days, campus tours & recruiting receptions will respond these events are very helpful in understanding the next steps in the enrollment process, whether this is financial aid requirements, freshman connection or housing registration, or other requirements as needed. Students will choose between “strongly agree” or “agree” on their student survey. Participants were given 5 choices on the measurement from strongly agree to strongly disagree.” This new measure better reflects the role of staff members in the recruiting office. It also allows for a broader measure for student satisfaction in the enrollment process.

These changes will allow the Recruiting Office to educate future students on enrollment processes, which will effectively push them through the enrollment funnel, thereby continuing to push the cycle of improvement forward.

SO 3. Enrollment of Transfer students will increase each year.

Measure 3.1. Transfer student enrollment will increase by 2% each year.

Finding. Target was met.

Analysis.

In AC 2024-2025, the target was not met for AC 2024-2025. Transfer enrollment for Fall 2024 was 400, which decreased by 1.38% from the previous year. As mentioned in the AC 2024-2025, the Recruiting Office has pushed for a transfer portal in order to compete with other colleges and universities. A lack of a transfer portal affects the Recruiting Office’s ability to recruit quality transfer students who plan to enroll.

Based on the analysis of the AC 2024-2025, the following changes were implemented for AC 2025-2026 to drive the cycle of improvement. The Recruiting Office utilized the connections and articulation agreements with 2-year colleges to increase transfer student data and Northwestern’s presence among transfer students. This data was used to email and connect with transfer students, ensuring they knew who to contact to begin the process. Specific marketing and social media geofencing was used to target students looking to transfer schools.

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As a result of the changes in AC 2025-2026, the target was met. Transfer student enrollment increased from 400 to 445, an increase of 3.87%. These changes had a direct impact on the number of enrolled transfer students.

Decision.

In AC 2025-2026, the target was met.

Based on the analysis of the 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. Recruiting efforts will be increased by expanding our territory and increase the number of junior and community college agreements across our state and out of state. Additional programs at NSU will also encourage students to transfer, such as academic programs, club sports, or student organizations. The transfer excellence scholarship will also be marketed to students who have more than 30 hours and a 3.25 GPA. This should lead to increased recruiting and retention. Efforts are still being made to create a transfer portal, which would allow transfer students to know which courses transfer and how those credits fall into their degree program. This will be reliant on the IT infrastructure. It is a high priority in for the AC 2026-2027, and has been for multiple assessment cycles.

These changes will improve the Recruiting Office's ability to assist students during the transfer process and help with a seamless transition, thereby continuing to push the cycle of improvement forward.

SO 4. Entering freshmen will have scores and grade point averages that are above the state average and have cited leadership skills.

Measure 4.1. Freshmen ACT average for fall 2018 is 21.67. We will increase the average ACT for fall 2019 to 22.5. Acceptable targets are 22 ACT composite averages.

Finding. Target was not met.

Analysis.

In AC 2024-2025, the target was not met. In Fall of 2024 the average ACT score was 21.39 and rose to a 21.6 for Fall 2025.

Based on the analysis of the AC 2024-2025, the following changes were implemented for AC 2025-2026 to drive the cycle of improvement. The Recruiting Office, along with the Financial Aid Office, analyzed and increased scholarship packages to target students with higher ACT scores and to be competitive with other universities. The Recruiting Office also utilized scholarships from the NSU Foundation Office to compete with other universities' scholarship offers. In AC 2025-2026, the Recruiting Office awarded scholarships based on ACT superscores, which has drawn multiple students to enroll at NSU. Louisiana Scholars College is the natural landing spot for higher ACT scores. This increased the ACT average, as many of those students are above the 30

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ACT composite thresholds.

As a result of these changes in AC 2025-2026, the target was not met. While the average ACT score increased, it did not hit the 22 ACT goal. For Fall 2025, the average ACT was 21.6. With the test-optional admission policy in place, it may positively affect the average ACT score at NSU, as students with lower scores may not submit.

Decision.

In AC 2025-2026, the target was not met.

Based on the analysis of the 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. To meet our 22 ACT goal, the Recruiting Office will lean on creative scholarship packaging and matching with NSU Foundation monies to attract higher ACT scores. With the new TOPS Excellence bracket implemented by LOSFA, students with a score of 31 or higher have a better reason to attend NSU than ever, as they will receive more scholarship funding. This means that students with high ACT scores at NSU will be able to stretch their scholarship funds even farther, making NSU a more desirable choice than other universities and allowing use to drive the cycle of improvement. Louisiana Scholars College will be the natural landing spot for higher ACT scores, so increased recruiting efforts will occur within this department through fairs, school visits, and targeted marketing efforts. A new Demon Dedication Day will also be implemented to encourage high-achieving students to commit earlier. In AC 2026-2027, this measure will be updated to read "The ACT average for incoming freshmen will increase by .25 points each year." This new measure better reflects the goals of the Recruiting Office, which is to increase overall score averages, while also recognizing the average scores of our surrounding parishes may affect our overall average year upon year.

These changes will improve the Recruiting Office's ability to recruit high-caliber students and increase the average ACT score at NSU, thereby continuing to push the cycle of improvement moving forward.

Measure 4.2. Ten percent (10%) of entering freshmen will have documented leadership skills as part of their application process for programs like the Presidential Leadership program, Louisiana Scholars' College, and the student ambassador program.

Finding. Target was met.

Analysis.

In AC 2024-2025, the target was met. In Fall 2024, there were 60 PLP students, 42 ambassadors, and 71 scholars' students, totalling 173, 17% of entering freshman class.

Based on the analysis of the AC 2024-2025, the staff made the following changes in

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AC 2025-2026 to drive the cycle of improvement. The Recruiting Office worked to recruit students with leadership skills through events such as recruiting receptions, N-Side View Day, and tours. Students were also recruited from third-party events on campus, such as FFA, HOSA, LASC, 4-H, AHEC, and Freshman Connection.

As a result of these changes efforts in AC 2025-2026, the target was met. In Fall 2025, there were 63 PLP students, 52 ambassadors, and 95 scholars' students, totalling 210, approximately 20% of the entering freshman class. These changes had a direct impact on the Recruiting Office's ability to recruit strong prospective students with leadership skills that can be applied when they enroll at NSU.

Decision.

In AC 2025-2026, the target was met.

Based on the analysis of the 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. The Recruiting Office will strive to recruit more students to all the aforementioned programs in the measure through tactics previously discussed. A new Demon Dedication Day will also focus on inviting student leaders to register earlier than other students, with hopes to have them commit to NSU earlier. As previously mentioned, Scholars' students should rise through recruiting efforts to over 100, and the same should apply for ambassadors and presidential leadership students as early identification recruiting tactics were used through this assessment cycle. The Recruiting office will also shift focus to students during their sophomore, junior, and senior years to further solidify students with documented leadership skills.

These changes will improve the quality and quantity of student leaders, thereby continuing to push the cycle of improvement forward.

Comprehensive Summary of Key evidence of improvement based on analysis of results. The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2025-2026. These changes are based on the knowledge gained through analyzing the AC 2024-2025 results and lessons learned.

SO 1:

1.1 Recruiting utilized communication plans throughout the year with mail, email, social media, texting, and other platforms. The Marketing Office also assisted with this. The Recruiting Office had a plan to divide North Louisiana into two territories, Northwest and Northeast, which would allow us to visit more students and receive more applications as warmer leads in the funnel. The Director of Recruiting also visited specific parishes and schools within our 10-parish service area to increase applicant size. Recruiters were also given more guidelines on student follow up to ensure applicants move through the enrollment funnel.

1.2 The Recruiting Office had conversations with Academic Affairs and the Graduate

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School to drive the cycle of improvement. Though it was less of a decrease than in years past, it's still a decrease. While this measure falls under the Recruiting assessment, University Recruiting only controls the recruitment of graduate students, not the admissions process or the latter section of the enrollment funnel, which the Graduate School has oversight. Large strides have been made using suggestions from last year assessment, and a new application for graduate school was created through Banner CRM in August 2024. This process has been a combined effort with Academic Affairs and Enrollment Management. The new application allowed for customized communication through every academic area through texting and emails, as well as built-in strategies through every point in the graduate school funnel. Before these changes, these communication efforts did not exist for Graduate School admissions. Marketing was also involved with graduate school recruiting and launched unique digital advertising efforts on social media and SEO paid searches.

- 1.3 The Recruiting Office attended fairs, planned school visits, and invited schools/counselors to events on campus from all parishes AC 2025-2026.

SO2

2.1 The changes were made at N-Side View Day to include more personalized application assistance and a larger variety of sessions during AC 2025-2026. Tour training for ambassadors and recruiters was increased to ensure each tour includes similar information.

2.2. More financial aid training was provided in AC 2025-2026 in order to ensure the goal was met. Each tour was sent a survey after attending an event or visiting for a tour. Using the qualitative feedback from the tour responses allowed the Recruiting Office to make changes as needed and continue to drive the cycle of improvement.

SO3

3.1 The Recruiting Office utilized the connections and articulation agreements with 2-year colleges to increase transfer student data and Northwestern's presence among transfer students. This data was used to email and connect with transfer students, ensuring they knew who to contact to begin the process. Specific marketing and social media geofencing was used to target students looking to transfer schools.

SO4

4.1 The Recruiting Office, along with the Financial Aid Office, analyzed and increased scholarship packages to target students with higher ACT scores and to be competitive with other universities. The Recruiting Office also utilized scholarships from the NSU Foundation Office to compete with other universities' scholarship offers. In AC 2025-2026, the Recruiting Office awarded scholarships based on ACT superscores, which has drawn multiple students to enroll at NSU. Louisiana Scholars College is the natural landing spot for higher ACT scores. This increased the ACT average, as many of those students are above the 30 ACT composite thresholds.

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4.2 The Recruiting Office worked to recruit students with leadership skills through events such as recruiting receptions, N-Side View Day, and tours. Students were also recruited from third-party events on campus, such as FFA, HOSA, LASC, 4-H, AHEC, and Freshman Connection.

Plan of action moving forward.

SO 1

1.1. The Recruiting Office will make changes to the communications plan for AC 2026-2027 with mail, email, social media, texting, and other platforms. The data used to market NSU to prospective students will also be expanded to include eighth grade through juniors, as well as dual enrollment students. Recruiting will also focus on specific student groups whose interests align with opportunities at Northwestern, such as rodeo, powerlifting, wrestling, and other club sports. Recruiting will also partner with CampusESP and other third parties as a way to generate warm leads to meet students where they are located on social media platforms. The Director of Recruiting will reevaluate the territory distribution focusing on Northwest, Northeast, Central, Southwest, Southeast, and East and North Texas as recruiting territories, which will allow greater focus on primary, secondary, and tertiary schools. A new Demon Dedication Day will also be implemented to have high-achieving students commit earlier on. These students will hopefully be awarded benefits such as earlier registration, secured housing, and more.

1.2.R Recruiting will have conversations with Academic Affairs and the Graduate School to increase efficiencies. While this measure falls under the Recruiting assessment, University Recruiting only controls the recruitment of graduate students, not the admissions process or the latter section of the enrollment funnel, which the Graduate School has oversight. Conversations to add admission criteria to the Graduate School website will occur, in order to provide transparent admission criteria to potential applicants. We will pursue new ways of gaining warm leads through name purchases and events, and innovate graduate student recruiting practices.

1.3. This measure will measure geographic region in order to ensure the geographic makeup of Northwestern State matches that of Louisiana. The Recruiting Office recruit in all parishes through new recruiting initiatives, innovative postcard mailers, and utilizing new communication plans in our CRM system, now including geofenced social media advertising in order to drive the cycle of improvement. North Louisiana territory has also been divided into Northeast and Northwest, which means an increased presence in hard-to-reach parishes, especially in the Northeast region. This increased presence in the Northeast region will hopefully lead to students enrolling in parishes such as Madison, Tensas, and Union. We will always use the mantra of recruiting at every school, every parish in Louisiana, and anyone who invites us to their property, in order to give every future demon a chance at higher education, regardless of background or circumstances. However, the new approach of recruiting the core 10 parishes in central Louisiana and auxiliary parishes touching those parishes will be carried out in the next assessment cycle. In AC 2026-2027, the measure will be updated to the following: "The student body will be representative of

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the university's regions and will enroll at least 90% of parishes each year." This new measure best reflects the Recruiting Office's efforts and goals across the state of Louisiana.

SO2

2.1. For tours, the Recruiting Office will only use recruiters when available, instead of ambassadors. When planning N-Side View Day events, the Director of Recruiting will gauge the needs of students to ensure N-Side View Day and tours meet their needs and have a high overall satisfaction percentage. Tour Training for ambassadors and recruiters will be increased and altered as needed. Future preview day sessions will be added on new weekends, along with hybrid academic miniature days to cater to students who may not want a larger day. Group tours will be added to cater to students who do not want a personalized tour. These will be divided by school/college/department to ensure students of similar interests are grouped together.

2.2. More financial aid information will be utilized in the discussion during tours and preview events, since parents find that to be most pertinent. Financial Aid worksheets will be added to all information packets to ensure parents and students understand what costs they are responsible for. Recruiters will also be trained on changes within the Financial Aid office, FAFSA, and LOSFA to better explain processes to prospective students and parents. Financial Aid representatives will be present and host sessions at campus events, such as recruiting receptions and N-Side View Day. In AC 2026-2027, this measure will be update to "Ninety percent (90%) of students who participate in campus events, such as preview days, campus tours & recruiting receptions will respond these events are very helpful in understanding the next steps in the enrollment process, whether this is financial aid requirements, freshman connection or housing registration, or other requirements as needed. Students will choose between "strongly agree" or "agree" on their student survey. Participants were given 5 choices on the measurement from strongly agree to strongly disagree." This new measure better reflects the role of staff members in the recruiting office. It also allows for a broader measure for student satisfaction in the enrollment process.

SO3

3.1 Recruiting efforts will be increased by expanding our territory and increase the number of junior and community college agreements across our state and out of state. Additional programs at NSU will also encourage students to transfer, such as academic programs, club sports, or student organizations. The transfer excellence scholarship will also be marketed to students who have more than 30 hours and a 3.25 GPA. This should lead to increased recruiting and retention. Efforts are still being made to create a transfer portal, which would allow transfer students to know which courses transfer and how those credits fall into their degree program. This will be reliant on the IT infrastructure. It is a high priority in for the AC 2026-2027, and has been for multiple assessment cycles.

SO4

Assessment Cycle 2025-2026

4.1 To meet our 22 ACT goal, the Recruiting Office will lean on creative scholarship packaging and matching with NSU Foundation monies to attract higher ACT scores. With the new TOPS Excellence bracket implemented by LOSFA, students with a score of 31 or higher have a better reason to attend NSU than ever, as they will receive more scholarship funding. This means that students with high ACT scores at NSU will be able to stretch their scholarship funds even farther, making NSU a more desirable choice than other universities and allowing use to drive the cycle of improvement. Louisiana Scholars College will be the natural landing spot for higher ACT scores, so increased recruiting efforts will occur within this department through fairs, school visits, and targeted marketing efforts. A new Demon Dedication Day will also be implemented to encourage high-achieving students to commit earlier. In AC 2026-2027, this measure will be updated to read "The ACT average for incoming freshmen will increase by .25 points each year." This new measure better reflects the goals of the Recruiting Office, which is to increase overall score averages, while also recognizing the average scores of our surrounding parishes may affect our overall average year upon year.

4.2 The Recruiting Office will strive to recruit more students to all the aforementioned programs in the measure through tactics previously discussed. A new Demon Dedication Day will also focus on inviting student leaders to register earlier than other students, with hopes to have them commit to NSU earlier. As previously mentioned, Scholars' students should rise through recruiting efforts to over 100, and the same should apply for ambassadors and presidential leadership students as early identification recruiting tactics were used through this assessment cycle. The Recruiting office will also shift focus to students during their sophomore, junior, and senior years to further solidify students with documented leadership skills.