



News Release

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Schloss Updates Regents on NSU Planning

RAPID CITY, S.D. – Northern State University President Patrick Schloss briefed the South Dakota Board of Regents Thursday on strategic plans to increase enrollment at the Aberdeen campus.

The “Margin of Excellence” initiative has involved NSU faculty, staff, students, and community leaders in aggressive planning. A review of all offices and programs can lead to enhancements in quality, making the university more attractive to students, Schloss said.

“What can we do to attract young people to Northern who would otherwise not apply and what can we do to keep students at Northern who would otherwise leave?” Schloss asked. “These are the two critical questions that Margin of Excellence addresses.”

To subsidize the effort, all university divisions redirected funds based on the student-to-faculty ratio, making close to \$1 million available. This was reallocated to other areas to improve education quality, student retention, and new student recruitment, as determined by the university community.

NSU has traditionally enrolled five of every 100 high school graduates from South Dakota. As the number of high school graduates in the state has declined, so has the school’s enrollment. “By enhancing programs and services, we hope to extend that margin to seven in 100, or another 200 full-time equivalent students, in the next three years,” Schloss said.

Regents President Harvey C. Jewett commended Northern for its efforts. “It is important to address these enrollment challenges head on,” Jewett said. The regents asked Schloss to update the board as new directives are put into place.

Committees have suggested plans to enhance recruitment, retention, student life, academic excellence, planning and budget, and reputation and visibility. The Margin of Excellence draft has been reviewed by faculty, staff, students, and community leaders, and their feedback will be presented soon in a final report.

“Margin of Excellence calls for annual review to measure effectiveness and to hear ongoing proposals for improving quality,” Schloss said. “This document will serve as the blueprint for Northern State.”