**Strategic Planning Focus Group**

**Student Ambassadors**

**10 Attendees**

1. Why did you choose to attend UND?
   1. Cheap
   2. Aviation program
   3. Other programs to communicate with
   4. Culture
      1. Not only aviation
      2. College experience
   5. Doesn’t feel like a sales pitch when you tour
      1. We want you here, but make the best decision for yourself
   6. Medical school
   7. Good size
      1. Recognize people you know
   8. Opportunity for in-state residency after one year
   9. Far enough away from home
      1. Minnesota
2. How do you describe UND to your family, friends, and neighbors?
   1. Cold
   2. Community
      1. Great campus culture
         1. Involved culture
      2. Feel supported
      3. Connected
   3. Love UND, hate North Dakota
      1. Dislike the cold and that there isn’t anything to do here
      2. Easy to get involved and feel connected to the campus
      3. Wish there were more ways to get involved in the community
   4. Grand forks isn’t the greatest
      1. Enjoy UND
      2. Enjoy friends and professors
   5. Feel supported
      1. Accommodating professors
      2. No one turns you down
   6. Small community
      1. Everyone loves being a part of UND
         1. Including the community/state
      2. ND Nice
         1. Connected
         2. Committed to the campus
   7. Sometimes it feels isolated
      1. But like the class sizes
      2. Know your peers
   8. Degrees of separation are nice
   9. Faculty get to know you
      1. They care
      2. Expertise in the industries
3. Who does UND serve, and do you believe we are currently meeting these needs?
   * 1. Serving the students
        1. Putting us first
        2. Always asking what they can do for us
        3. Vouchers
        4. Things to do on campus
     2. Not making finals too stressful
     3. Academic and overall well-being
     4. Used to be a disconnect during COVID, but doing better now to serve students
        1. Felt isolated
           1. Mental health was not a priority by the institution

Negatively impacted experiences

* + - 1. It was hard to get involved
      2. Wish they had gotten more involved earlier
      3. The more involved they are, the more they want to get involved
    1. Opportunities to get more involved
    2. Need to prioritize mental health
       1. Needed a better response to COVID
       2. Just because you get a bad grade, it doesn’t define you
          1. How we are serving students and their mental health in the classroom
  1. Who do you believe it should be serving and what do you think needs to change for this to happen?

1. What has the university done to benefit you or your student organization most?
   * 1. SOFA funding
        1. Lenient with funding
        2. More opportunities with financial support
     2. Very confusing trying to find connections, interacting with the community, how to request SOFA
        1. Guidebook for orgs to be more successful
        2. Student org leadership summit
        3. Contacts not only on campus, but also the community
     3. Support student orgs because of the turnaround
        1. COVID impacts
     4. Difficulty getting students engaged
        1. Aside from org fairs and tabling
        2. Informing incoming students
     5. Doing a student organization fair later in the semester/ school year
        1. Not only during welcome weekend
     6. Club sports have recently been more supported
   1. What might the university do better to help you, or your student organization succeed?
2. What have been your best experiences at UND?
   * 1. Hockey games
        1. Student bash before the game
        2. Hockey tailgating
     2. Student vouchers
     3. Sporting events
        1. Football games
           1. Tailgates
        2. Volleyball
     4. Welcome weekend
        1. Made connections that weekend
           1. Lasted throughout college
     5. Living in the dorms
        1. Impacts the way you interact with others on campus
        2. Depends on the floor you lived on
        3. Having an involved RA makes a positive difference
   1. Would you recommend UND to your family and friends, why or why not?
      * 1. Depends on what you are seeking
           1. Program
           2. Price
           3. Location
        2. It’s a good investment
        3. Cost benefit analysis
           1. Easy decision
        4. Connections are easy to build
        5. No nearby academic competitors
        6. More opportunities for different experiences
        7. Pride in the school
        8. Based on improvements
           1. Library
           2. Business school
           3. Union
           4. New dorms
        9. Enjoy living in Grand Forks
           1. Convenience of having stores nearby
        10. Feel safe in this town
   2. Can you see yourself returning to UND as an alumnus?
      * 1. Yes, giving back to the campus community
           1. Aviation

Small industry

College driven

* + - * 1. Organizations
      1. There is not a direct connection between alumni and students
         1. Limitations
      2. The whole university does not focus on interacting alumni with students
      3. Aviation model
         1. More interaction between alumni and students
      4. There is not much of a drive for students to come here
         1. Associated clinics, hospitals, etc.
      5. Yes, but career dependent on where they end up
      6. There is a gap between grad programs and undergrad students who attend UND
         1. Example: PT program
         2. Undergrad students do not have an advisor
         3. Difficult to be an undergraduate student to enter grad school with current resources

1. As a student, what concerns you most about UND?
   * 1. Lack of alumni connection
        1. Support students regardless of where they end up
     2. Diversity and inclusion
        1. Difficult to meet people to different backgrounds
        2. Lacking in aerospace college
        3. Getting more diverse groups of students involved
        4. Building a better campus culture
           1. Getting more students involved
        5. Feeling of isolation/being alone
           1. Issues of acceptance
     3. Mental health
        1. Aerospace
        2. More efforts from the university for all colleges
     4. Only offering online courses
        1. Would prefer in-person classes because they are an on-campus student
        2. Paying an on-campus tuition for online classes
   1. What do you think needs improvement?
      * 1. It was disappointing to see the president make the decision he did on the gender inclusion policy
           1. If we are not actively pushing forward, we are progressively moving background
        2. Emphasize the importance of inclusion
        3. Retention of faculty
           1. We have great faculty, but we need to retain them
           2. Outstanding new faculty have left
           3. Younger professors
           4. Better support for them
           5. Older faculty can learn from newer faculty (vice versa)
        4. Wellness center
           1. It’s busy

Extended hours

Weekends

Weeknights

* + - * 1. Great facility, but it is small

Need more space

* + - * 1. We have a higher demand for the wellness than the room we have

Access to the Hyslop

Additional fee

* + - * 1. Partnerships with local gyms

Vouchers or passes to the students to serve the overflow

* + - * 1. Are there other areas on campus we can utilize at no additional cost

Memorial stadium

Athletic center

Hyslop

* + - * 1. Additional facilities for club sports

Practice times

* + - 1. Miscalculation of all our on-campus students
         1. More people on-campus than we estimated
         2. Very involved campus

More ways than one

Wellness center

Union

More things for students to do on campus than in the Grand Forks community

* + - 1. We push healthy foods, but need more health options on campus
         1. Union
         2. All students need to be accounted for

Vegan

Vegetarian

1. What would be your vision for UND’s future?
   * 1. Bigger wellness center
     2. Alumni connections
     3. Grad program connections
     4. Alumni/professional students are reaching out to undergraduate students
     5. See students on university avenue
        1. Pride in the university and community
           1. People out on campus
     6. Cycle for renovations/improvements
        1. Rather than everything happening at once
        2. Keep up with construction/renovations to keep the campus “beautiful”
           1. Example: Library
        3. Small renovations/additions to meet the needs of students
           1. Technology/electrical outlets
     7. Construction
        1. Keep noise to a minimum
           1. Accommodate to the students
     8. Recognize the need to make updates
        1. Have someone make plans
     9. New ideas
        1. Innovation
     10. Leader in diversity and inclusion
     11. Focus on student experiences
         1. Making UND a place that makes bearing the winters worth coming here
     12. Putting UND on the map
         1. Grand Forks
            1. Good place to live
            2. Quality of life
            3. Expansions of the city along with the university
         2. Mutiple programs
     13. Continuing with good advertising/branding
         1. Reaching different areas
            1. Minnesota
            2. Surrounding areas
         2. Impressive Faculty
   1. Do you have any ‘big dreams’ for the institution?

Comments:

* Value
  + We get a lot for what we pay