UMN Crookston – UMN Morris Office of Admissions Collaboration

February 16, 2021

UNIVERSITY OF MINNESOTA
Driven to Discover®

Context

- More challenging recruitment environment
- Fewer available resources
- Office downsizing and additional responsibilities have decreased abilities to accomplish key tasks
- Ensure a robust Class of 2021

Outcomes

- Increase enrollment for both campuses
- Enhance effective and efficient admissions operations
- Maintain distinctiveness of our individual campuses
- Recruit strong and successful students for 2022 and beyond

Academic Majors at Crookston and Morris

UMN Crookston (B.S. / B.M.M.)

Accounting
Agricultural Business
Agricultural Communication
Agricultural Education
Ag Systems Management
Agronomy
Animal Science
Applied Health
Applied Studies
Biology
Communication
Criminal Justice
Early Childhood Education
Elementary Education
English
English Education
Environmental Sciences
Management
Equine Science
Exercise Science & Wellness
Finance
Golf and Turf Management
Health Management
Health Sciences Pre-Prof.
Horticulture
IT Management
Intl Business Management
Manufacturing Management
Marketing
Medical Laboratory Science
Natural Resources
Quality Management
Software Engineering
Sport & Rec. Management

UMN Morris (B.A.)

Anthropology
Art History
Biology
Chemistry
Communication, Media, and Rhetoric
Computer Science
Economics
Elementary Education
English
Environmental Science
Environmental Studies
French
Gender, Women, and Sexuality Studies
Geology
German Studies
History
Human Services
Latin American Area Studies
Management
Mathematics
Medieval and Ancient Studies
Music
Native American and Indigenous Studies
Philosophy
Physics
Political Science
Psychology
Secondary Education
Sociology
Spanish
Sport Management
Statistics
Studio Art
Theatre Arts

Destinations of Non-Enrolling Admitted First Year Students: 2015-2019

UMN Crookston Applicants

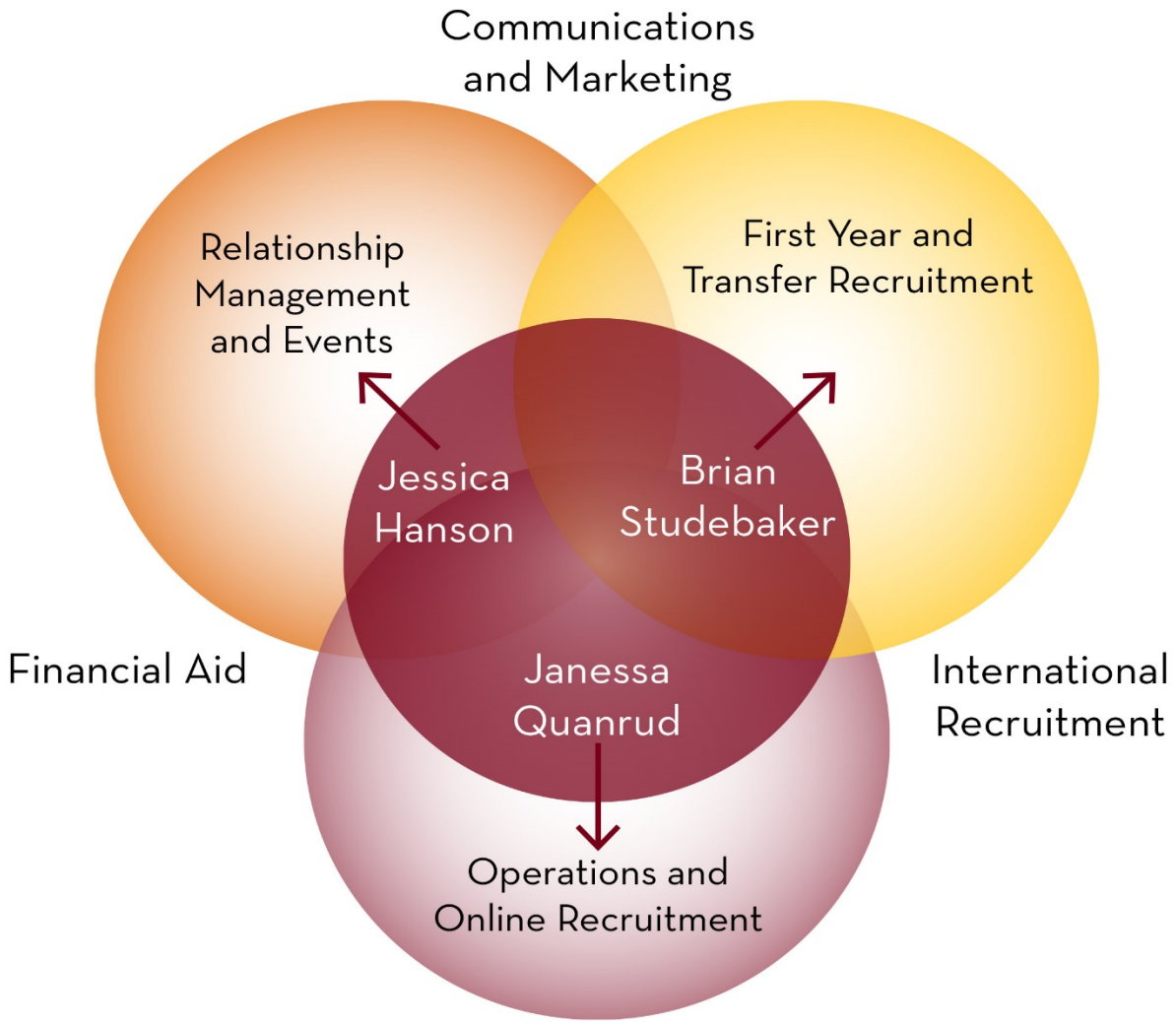
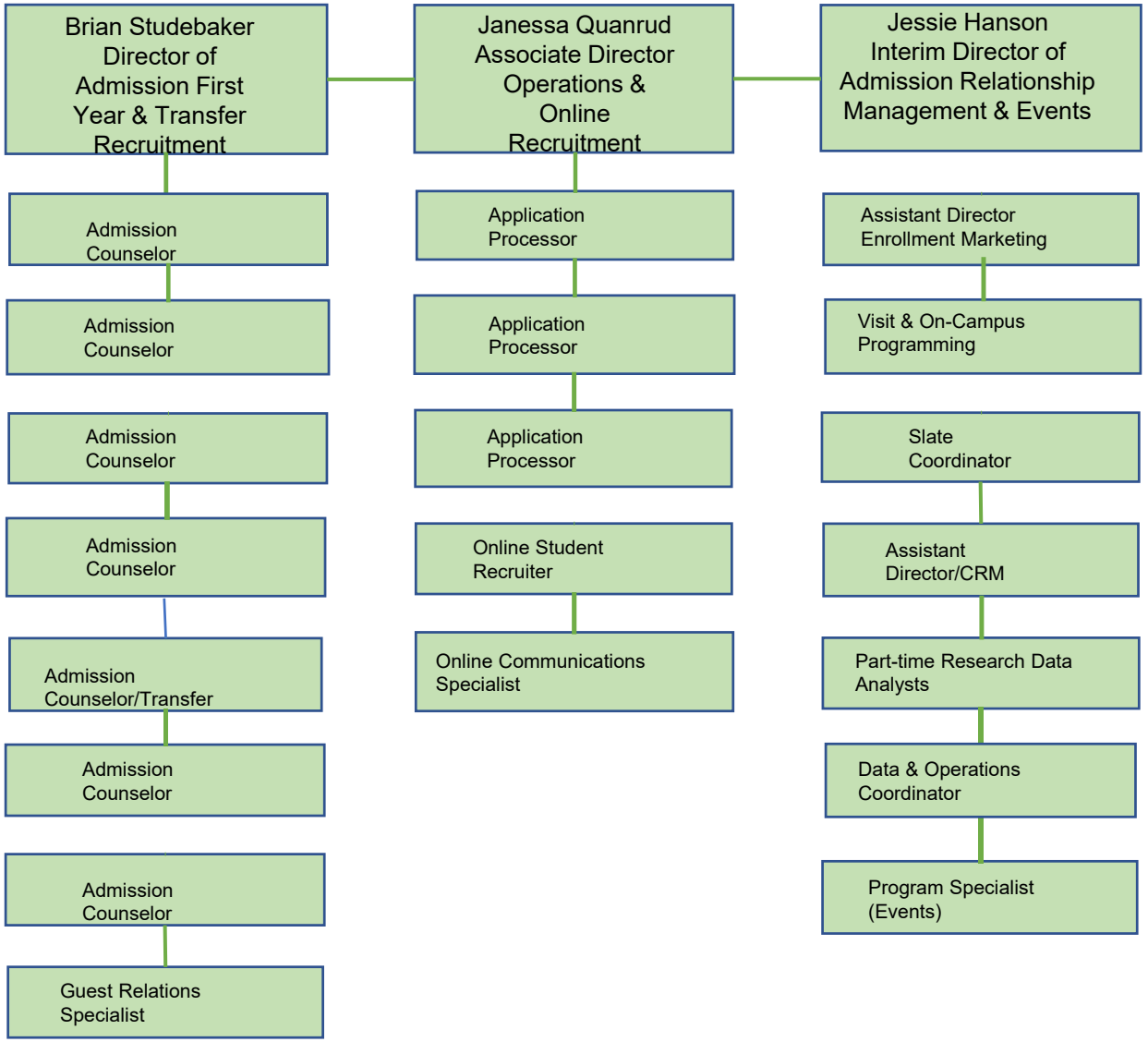
UMN Twin Cities (17.6%)
UMN Duluth (7.3%)
NDSU (3.4%)
UW River Falls (2.6%)
MSU Mankato (2.3%)
St. Thomas (2.2%)
UW Madison (2.1%)
UND (1.9%)
UMN Morris (1.8%)
St. Cloud State (1.7%)

UMN Morris Applicants

UMN Twin Cities (17.9%)
UMN Duluth (7.6%)
St. Thomas (2.7%)
St. Kate's (2.6%)
Gustavus Adolphus (2.0%)
MSU Mankato (2.0%)
UW Madison (1.8%)
Hamline (1.8%)
St. Cloud State (1.7%)
Concordia (1.6%)

Key: UMN campuses UW colleges MN State colleges MN private colleges ND colleges

Crookston/Morris Admissions Organizational Plan



Crookston/Morris Admissions Teams