

Telling the Story of Graduate Education at North Dakota State University

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North Dakota State University

- Land-grant university in Fargo, ND
- 14,000 students (2,000 graduate)
- Doctoral-higher research
- State higher education system comprised of 11 institutions.
- College of Graduate & Interdisciplinary Studies oversees all graduate education in conjunction with the academic colleges.



On Campus Meetings

- Sharing program success stories at meetings
 - Deans Council (includes Provost)
 - Graduate Council
 - Graduate Program Leaders

Three Minute Thesis Competition (3MT™)

- 4th annual campus-wide competition
- Single day competition—morning preliminary rounds; afternoon championship round + nice reception
- Corporate sponsors (awareness building opportunity)—entry into giving for graduate education (one level of funding allows for a company rep to speak at the event)



3MT™--Judging Panels

- At least one external judge on every panel
- Strategic invites of external judges
 - Editor of local paper championship round judge every year
 - Vice Chancellor for Academic Affairs from university system office
 - Vice President for Research of a major employer in our region
 - Foundation heads, CEOs, Alumni



3MT™--Invite Everyone!

- Postcards & hand-written invitations
- Legislature—note competitors from their district
- Mayors & city commissioners; school boards; governor & Lt governor; local businesses; university board of trustees; development foundation staff
- Emails to entire campus (all employees + all students)
- News stories (before and after)



3MT™--Making it Bigger

- This year—adding Graduate Student Showcase –posters, demonstrations, displays, and listening/viewing stations
- Considering radio ads, radio remote, etc.
- Inviting middle school and high school classes, monitoring attendance for UG extra credit, etc.

3MT™--Using Finalists in Other Ways

- Championship Round videos on university Youtube channel
- Attend Legislative Showcase
- Present to Board of Trustees
- Showcase at EPSCOR conference

Six Word Stories

- https://www.youtube.com/watch?v=8cp2JB1p_qw&feature=youtu.be
- Giving Day Fundraiser Promo
- Developing a collection featuring students, alumni, faculty, staff

Doctoral Dissertation Videos

- 3 Minute General Audience Videos like 3MT™
Open Access Institutional Repository
<https://library.ndsu.edu/ir/handle/10365/26051>
- Will be featuring a new video on our GS home page every 1-2 weeks

Social Media

- Committee meets 2 X month and includes a staff member from University Relations
- Schedule FB posts, tweets
- Graduate student focused banner stories on main university page

Print Media

- Monthly Graduate Student Focused Stories in Area Woman magazine
- Press Releases

Next Steps

- Next term will begin using Constant Contact to send out newsletters to different audiences
- Form an external advisory board which will both give us information & let us have people outside the university to help “tell the story”

Challenges

- Need a mechanism to more easily get the stories about student & alumni successes
- Need a mechanism to identify good dissertation videos
- Need to work with programs to get them to use their students videos to tell their individual program stories

Takeaways

- Multiple Audiences & Multiple Strategies
- Consider--What is the Goal/Purpose for Each Strategy
- Ongoing Process
- Must be part of people's job responsibilities
- Time consuming and can take time to “pay off”, but it is WORTH IT!