Normandale Community College
Health Science Programs
Overview of Normandale’s marketing for prospective students

- One person in charge of marketing, recruiting, and advising students initially
  - Content mastery

- Prospective students
  - Rapport with High Schools and Workforce Centers
    - Gatekeepers
  - General Health Science Information Sessions
  - Degree specific Information Sessions
  - Advising Sessions
  - Registration Sessions
  - Open House Events
  - Career and college fairs
  - Partnership with other colleges and universities
Overview of Normandale’s marketing for current students

- One person in charge of marketing, recruiting, and advising students
  - Content mastery
- Current students
  - Rapport with faculty
    - Gatekeepers
    - Gateway courses
      - HLTH 1107, NURS 1060, EXSC 2300, etc.
  - Classroom visits
  - Health Science Monitors
  - Rapport with other students
  - Database leads
  - General Health Science Information Sessions
  - Degree specific Information Sessions
  - Partnership with other colleges and universities
Approach/best practices

- Content mastery
  - Being honest when you don’t know the answer, but finding someone that does
- Pathway (see next slides)
- Creating degree partnerships that are student-focused
- Being real with students
- Do not push degrees
- Do not forget about your current students
- Build good relationships with student, staff, and faculty
- Develop a good support system
- Regular opportunities for students to be able to meet in a group and individual setting
Community Health Pathway

Community Health Worker - Navigator Certificate
16 credits

Community Health Associate’s Degree
60 credits

Community Health Bachelor’s Degree
120 credits
Minnesota State University - Mankato
Dental Hygiene Pathway

**Dental Hygiene Associate’s Degree**
- 88 credits

**Dual Admissions Partnership**

**Dual Enrollment Partnership**

**Dental Hygiene Bachelor’s Degree**
- 120 credits
- Metropolitan State University
Dietetic Technology Pathway

Dietetic Technology Associate’s Degree
70 credits

Additional Science Courses (Chem and Bio)

Dietetics or Nutrition Bachelor’s Degree
120 credits
Minnesota State University - Mankato
Exercise Science Pathway

12 credits

Exercise Specialist Certificate

60 credits

Exercise Science Associate’s Degree

Dual Enrollment Partnership

120 credits

Exercise Science Bachelor’s Degree

Southwest Minnesota State University
Nursing Pathway

- Nursing Assistant Certificate: 4 credits
- MANE Nursing Associate’s Degree: 75 credits
- Dual Admissions Partnership
- MANE Nursing Bachelor’s Degree: 120 credits

Metropolitan State University
Message that resonate with prospective students

- Being real vs trying to sell the program
- Explain the various pathways available
- Program benefits
  - Time
  - Money
  - Location
- Providing good and consistent information
  - Not necessarily something student wants to hear
- Additional resources available
- Treat students like an individual versus a population
- Make it enjoyable 😊
Questions?