



**Northern Illinois
University**

**Aligning Financial Aid & Housing Planning
for
Improved Recruitment & Retention**

FFOC

Agenda



I. Enrollment/Financial Aid

- Improvements in recruiting/retaining students

II. Housing capacity and pricing

- Residential Hall pricing
- Options for utilization incentives

III. Renovation Investments

- Making housing more attractive

Enrollment/Financial Aid Processing



- Financial Aid team better able to
 - Assess students with likelihood to succeed
 - Tailor financial aid package to each student
- Housing discount - an added financial aid option

✓ Federal Pell Grant
✓ Illinois MAP Grant
✓ Federal Subsidized Loans
✓ Federal Unsubsidized Loans

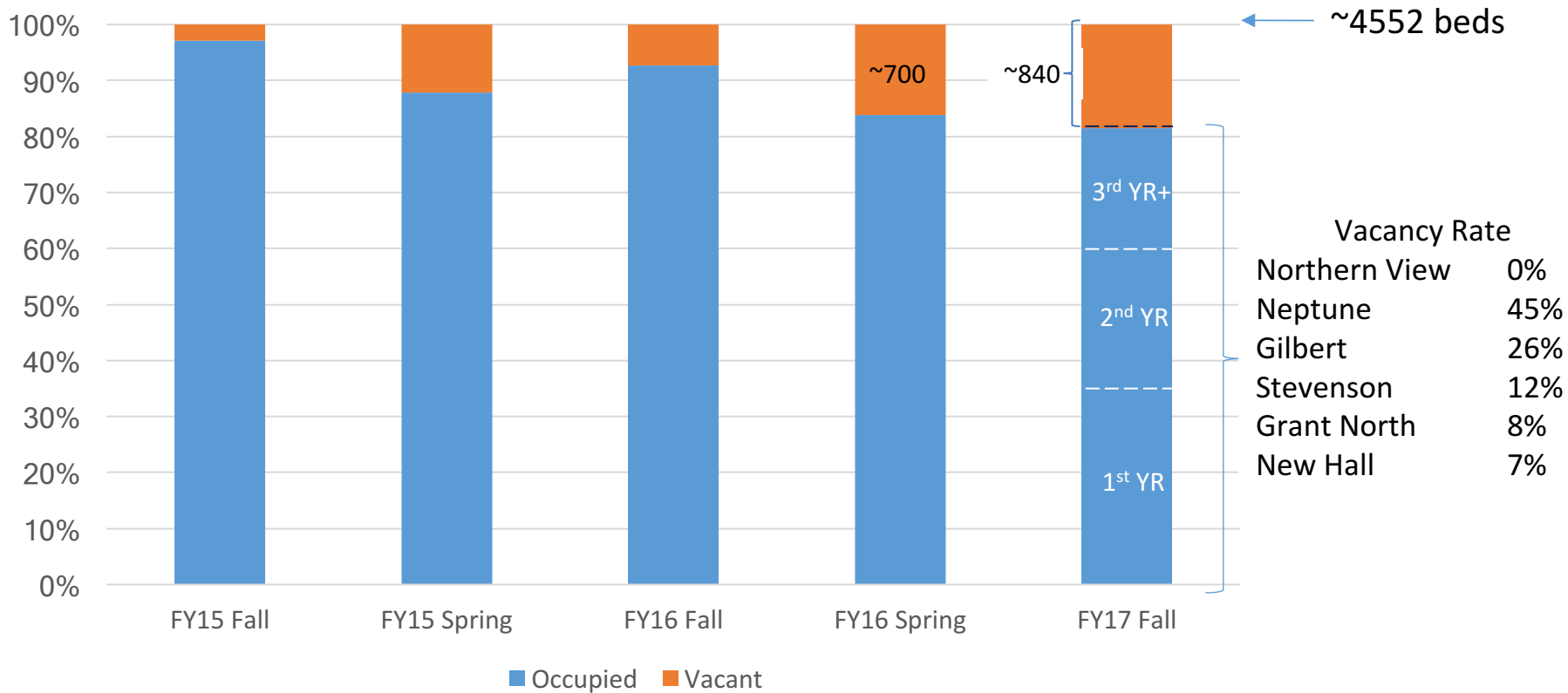


✓ Housing Discounts



More Student
Recruitment &
Retention
Success

Residential Capacity



100% capacity represents Gilbert, Neptune, New Hall, Stevenson, Northern View, and Grant North

Residential Pricing Review



Hall	Room & Board per Semester (FY17)	Vacancy	Accommodation
New	\$6,685	7%	Single w/ Suite
Gilbert	\$5,388	26%	Double (Junior/Senior)
Grant North	\$6,010	0%	Single
Grant North	\$5,388	10%	Double
Stevenson	\$6,010	2%	Single
Stevenson	\$5,388	13%	Double
Neptune	\$4,845	45%	Double
Northern View	\$3,854/student (room only)	0%	2-bedroom apartment

- Single rooms appear in higher demand
- Lowest cost rooms may not be low enough to retain students on-campus
- Neptune logical target for renovation to make more attractive

Leveraging Housing Assets



- Housing cost discounts
 - Added financial aid tool for recruiting/retaining
- International student housing
 - Special program-specific application to entice international student enrollment
- Double to single room conversion
 - Address demand for single rooms
- Expand/enhance living/learning communities
 - Increasing from 14 to 16 LLC's
 - Aligning LLC's with common academic areas of study

Multiple Strategy Approach



- Discount Incentives
 - Implement for FY18 (Fall 2017)
 - Announce opportunities by Feb 2017
- Adjust single room mix
- Adjust learning community allocation
- Adjust options as demand varies from year to year

	FY17	FY18	FY19
Total Bed Capacity	4552	4552	4552
Regular Demands			
1st year residents	1634	1634	1634
2nd year residents	1154	1154	1154
3+ year residents	920	920	920
Targeted Incentives			
International		100	150
Financial need		400	500
Double to single room		200	150
Remaining	844	144	44

Goal to utilize available capacity

Renovation Investments



- Where/why:
 - Neptune 45% vacancy – key indicator
 - New, Gilbert, Grant North – good condition
 - Stevenson – better than Neptune
- Scope:
 - Allocate remaining \$5.4M BAB funds
 - Provide fresh update to high traffic areas
 - Lounge, dining, possible minor room improvements, curb appeal improvements
 - Create environment conducive for international students
 - Evaluate critically needed building repairs
- Timeline
 - Phased to fast-track some/most improvements for summer

BOT Recommendations



- Approve design and construction authorization for Neptune renovation investment



Backup

Living Learning Communities



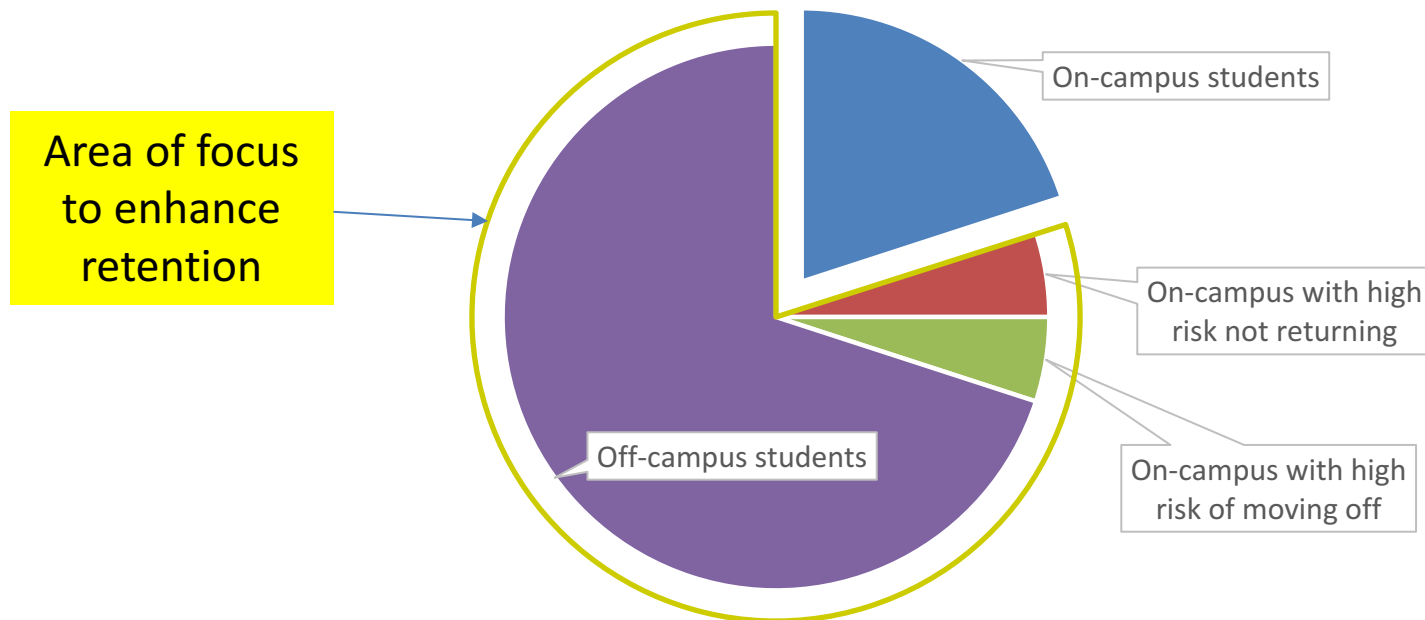
- Currently 14 LLC's (2 additional for FY18)
 - Sports, Wellness, and Recreation (Stevenson Hall)
 - Law Community (Northern View)
- Integration of Themed Learning Communities (TLC) with LLC's

Housing LLC's	Academic TLC's
Health Professionals (Stevenson)	Preparing for Health Careers
Business Careers (Grant)	Business & Society
Honors (New Hall)	Developing
Fine Arts (Neptune)	Developing



- ACES (Stevenson)
- Business (Grant)
- Fine Arts (Neptune)
- Foreign Lang. (New)
- Health Prof (Stevenson)
- Honors (New)
- STEM (Grant)
- Teacher (Stevenson)
- Green Living (Grant)
- Leadership (Grant)
- LGBTQA (New)
- ROTC (Neptune)
- 2nd Year Exp. (New)
- Transfer (Stevenson)
- Sports/Rec (Stevenson)
- Law (Northern View)

Financial Need Implementation



- Target to adjust financial aid profile for off-campus students
- Housing discount to incentivize living on campus without impact to total aid package
- Case-specific application to on-campus students at risk of moving off/leaving