

AASAP Committee

NIU Enrollment Presentation

August 17, 2017



Northern Illinois University
Your Future. Our Focus.



Outline

- Context and Current Trends
- Recruitment Initiatives
- Retention Initiatives
- Long-Term Planning and Reporting

Context & Current Trends

Mission

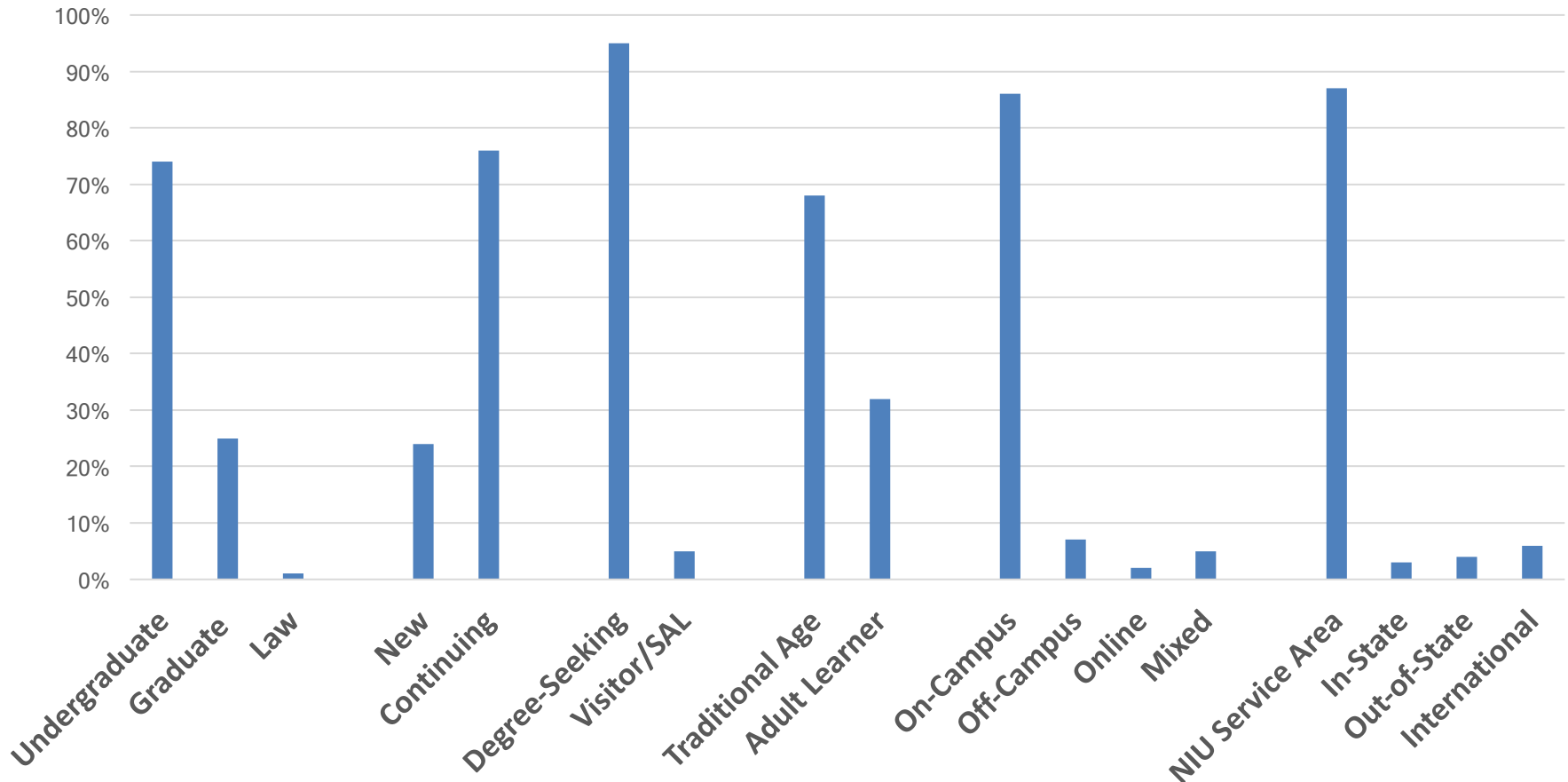
The mission of the University is to promote excellence and engagement in teaching and learning, research and scholarship, creativity and artistry, and outreach and service.

Our value proposition resides within that mission: NIU's excellence reflects the intersectionality of learning, discovery and engagement.

We fulfill our mission to our students by providing them with both the experiences and the credentials that transform their lives. For most, that means not just enrolling, but completing.

NIU's Multiple Student Populations

Chart Title



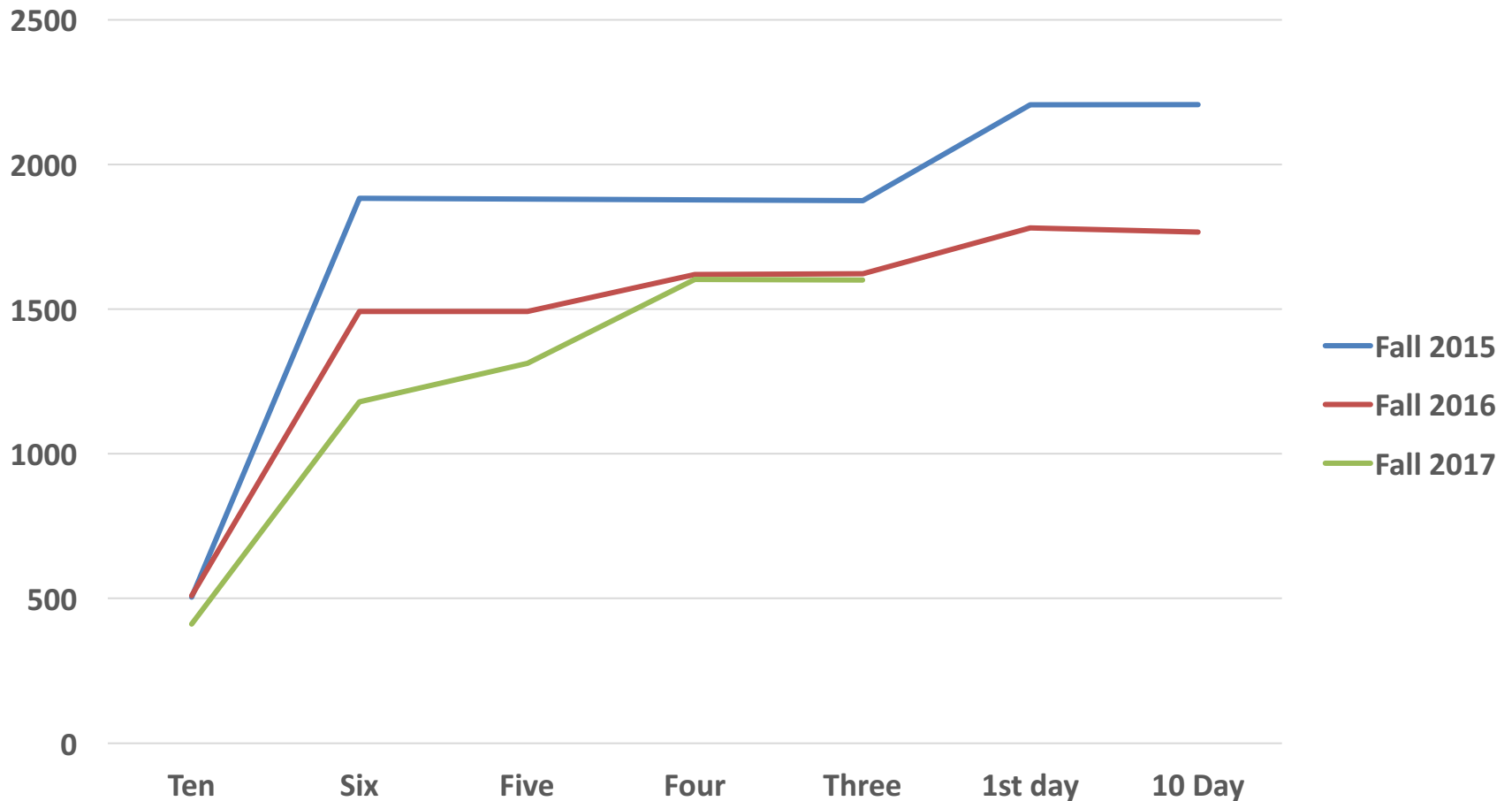
Distribution of Fall 16 student population

Current Trends

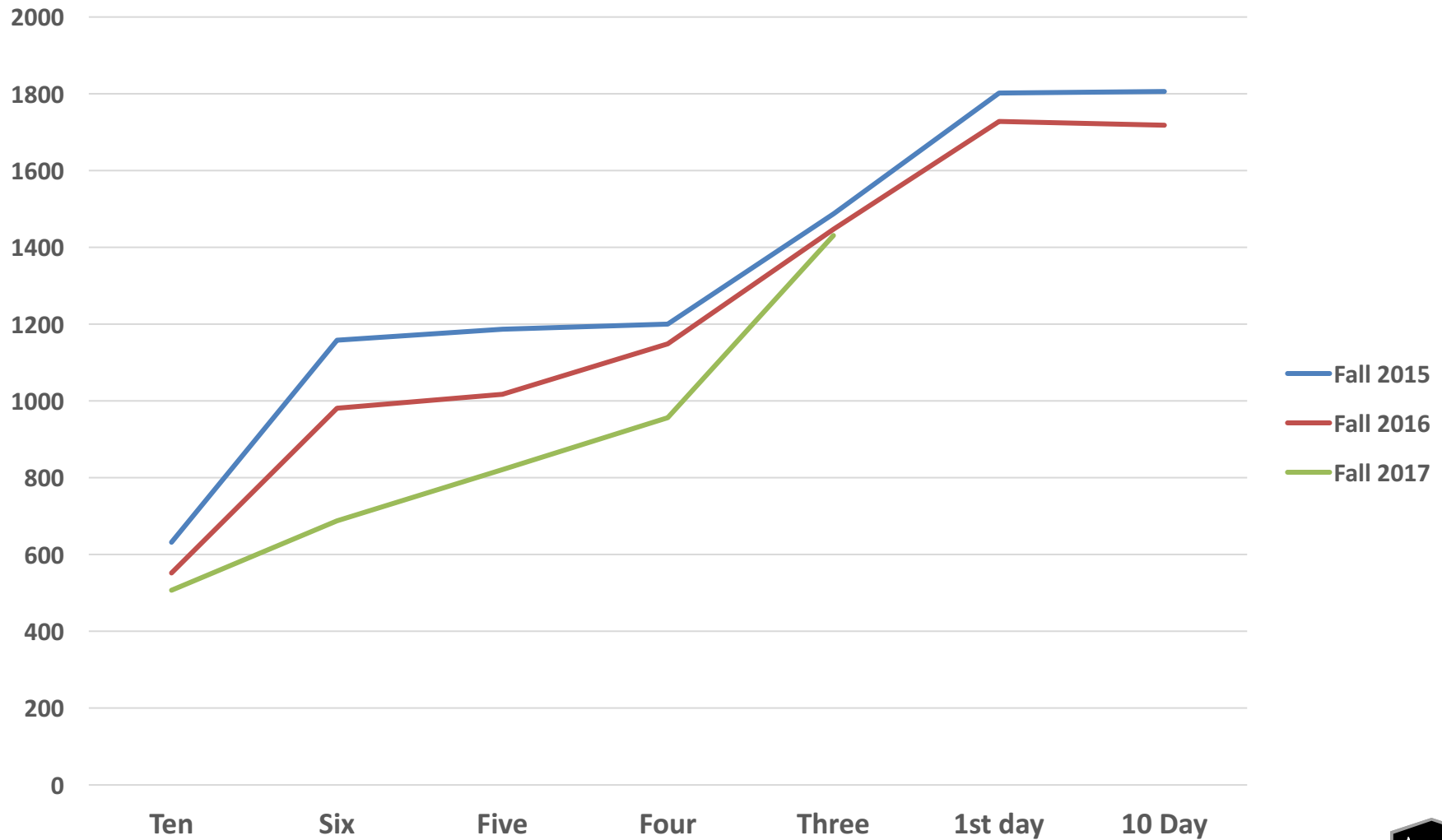
Point-in-Time Comparisons to this time last year:

- New freshmen and new transfer student numbers are flat – an improvement over previous years
- Masters student enrollments and graduate “students at large” are down; doctoral student enrollments are stable
- Law student enrollments are stable
- Undergraduate retention rates are improved, for the third year in a row
- The number of returning undergraduates is down: fewer students last year means fewer students eligible to be a returning student this year

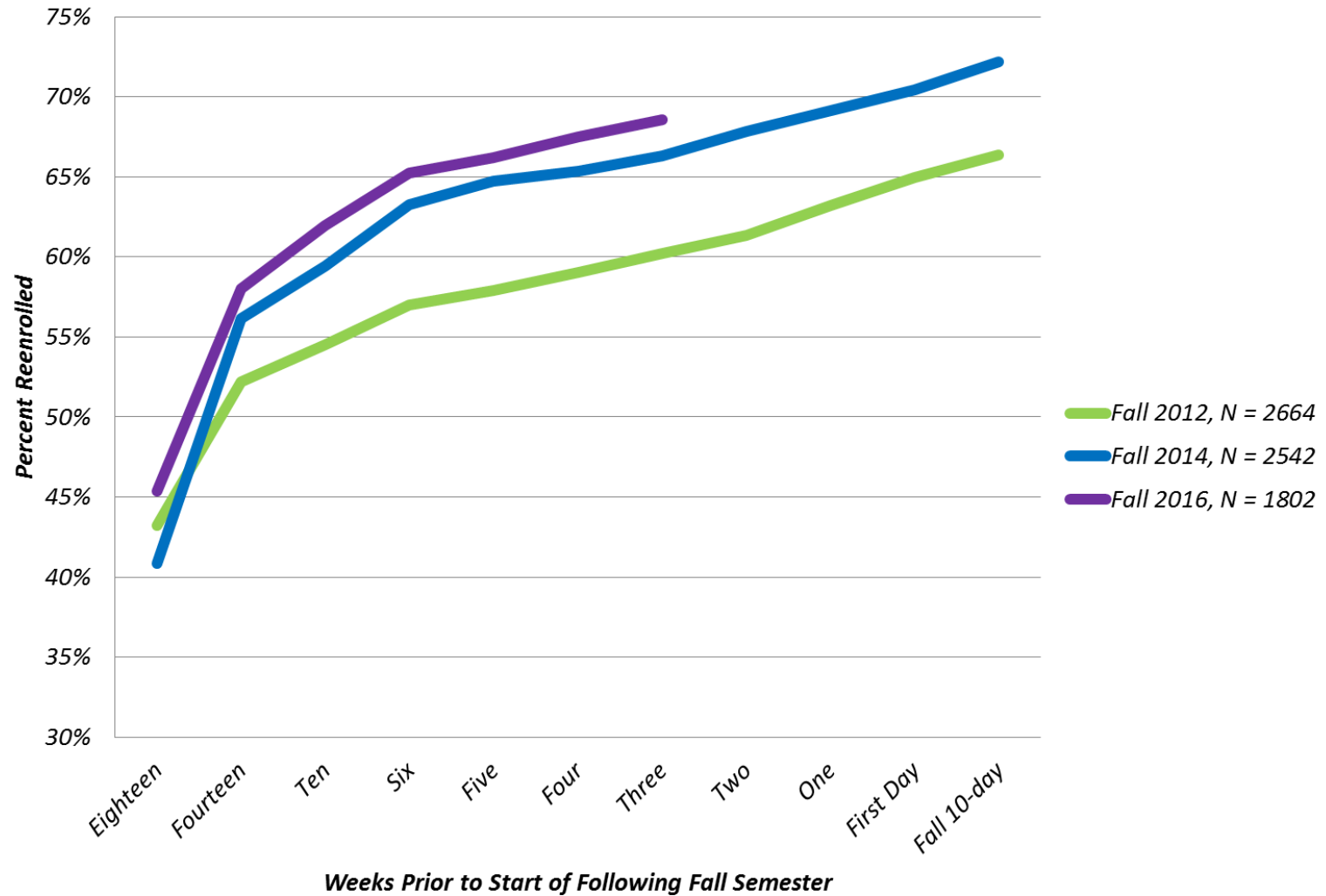
New Freshman Enrollments



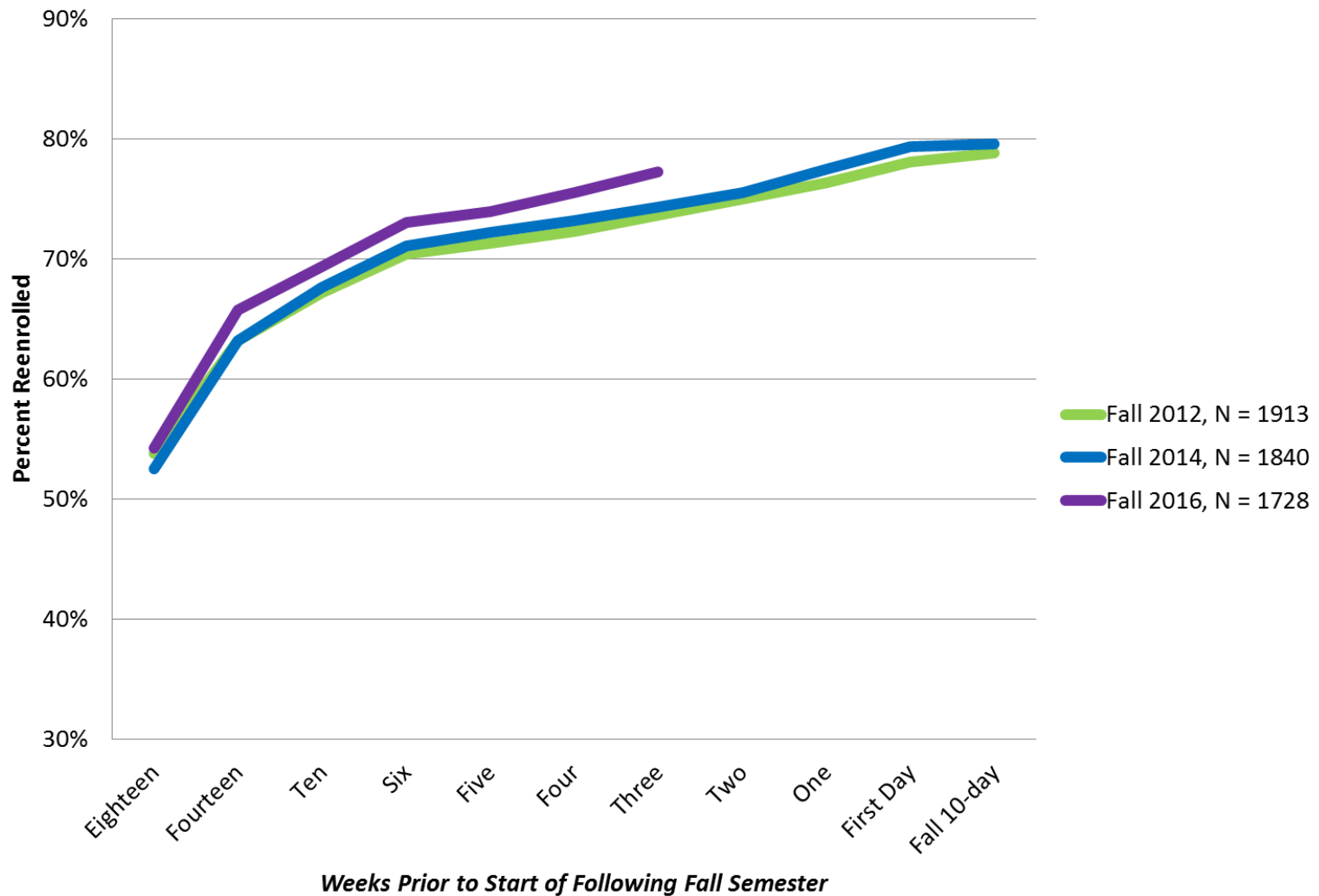
New Transfer Enrollments



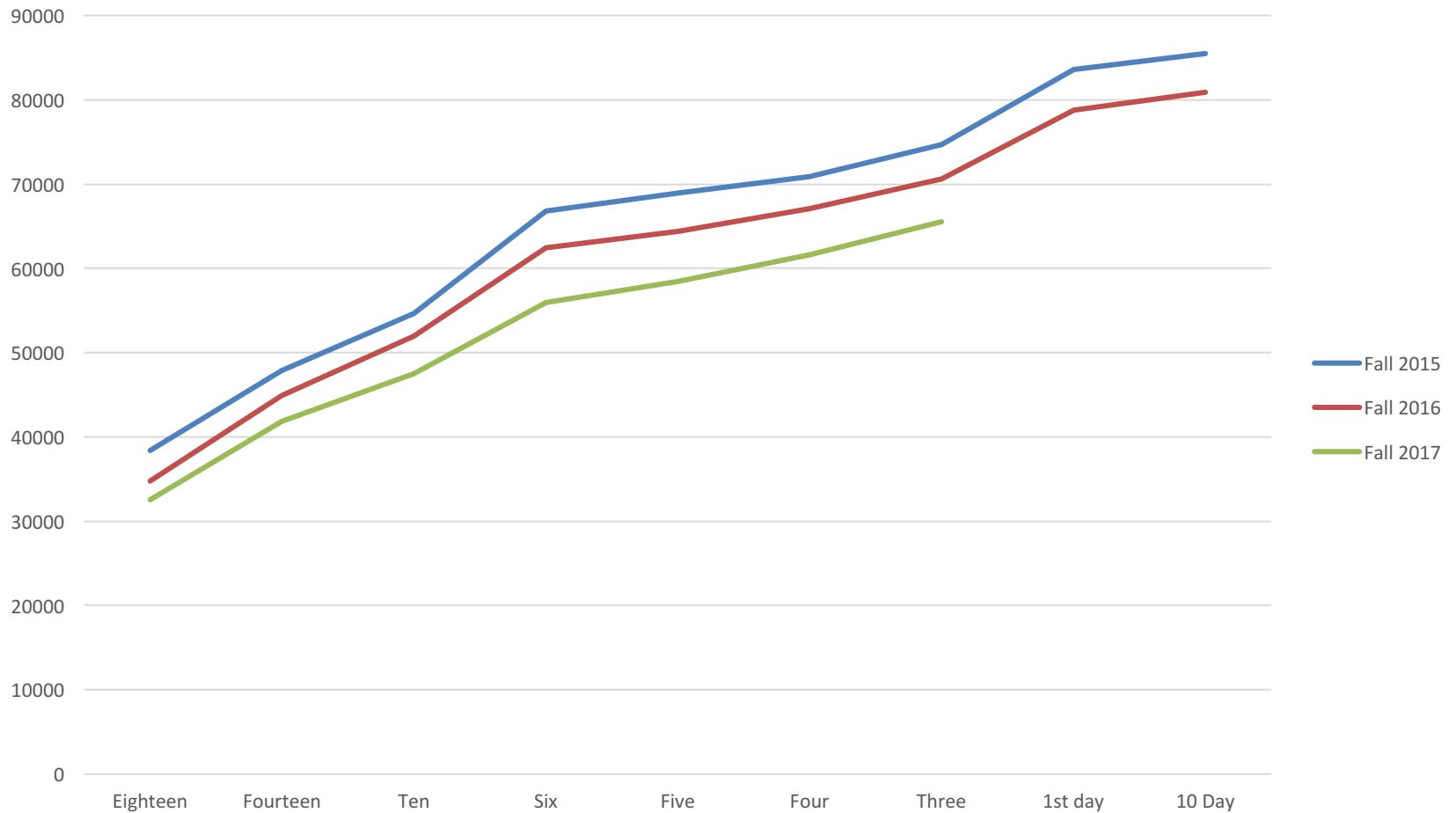
New Freshmen Re-Enrollment



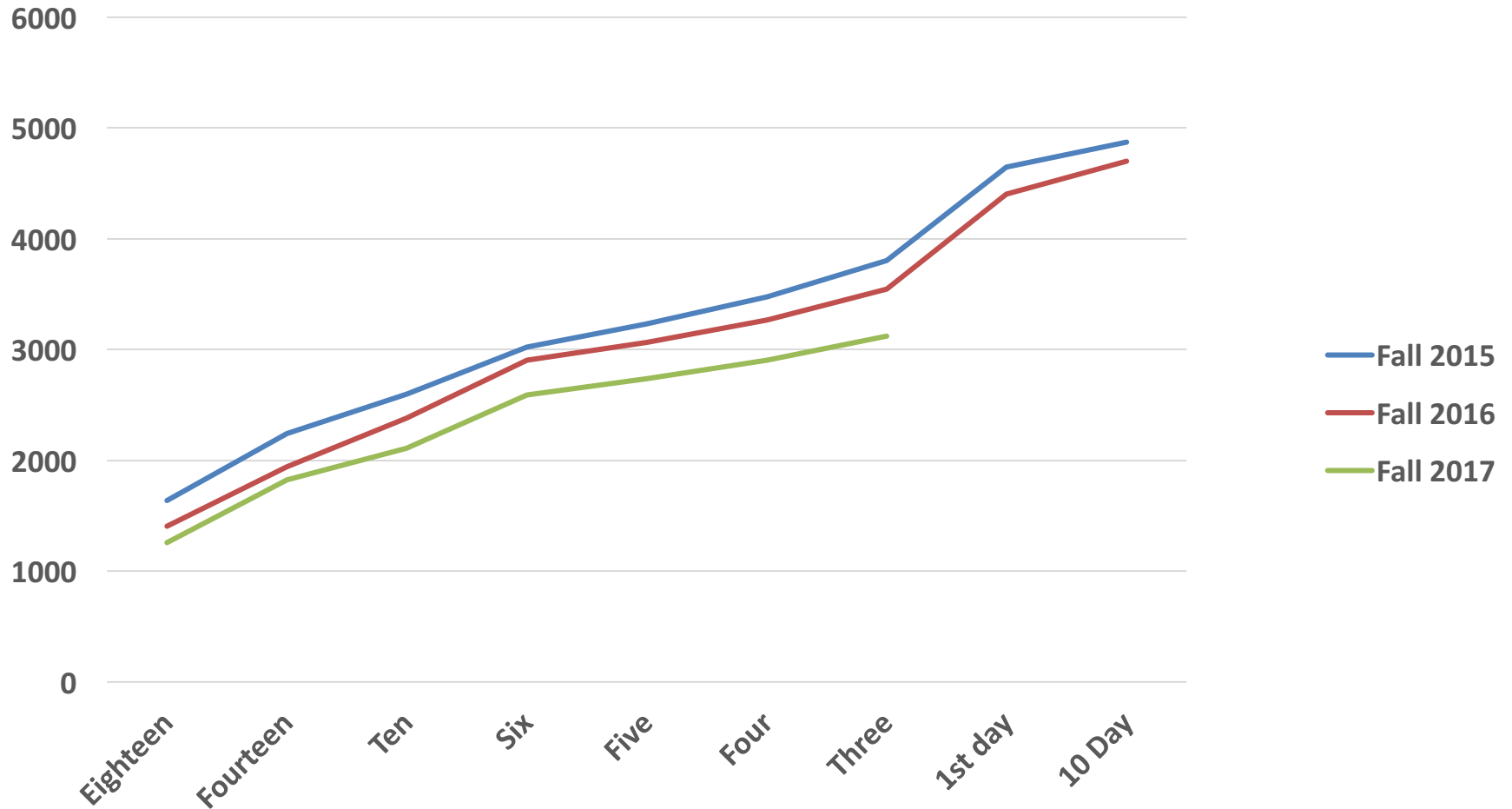
New Transfer Re-Enrollment



Continuing Undergraduate Enrollment

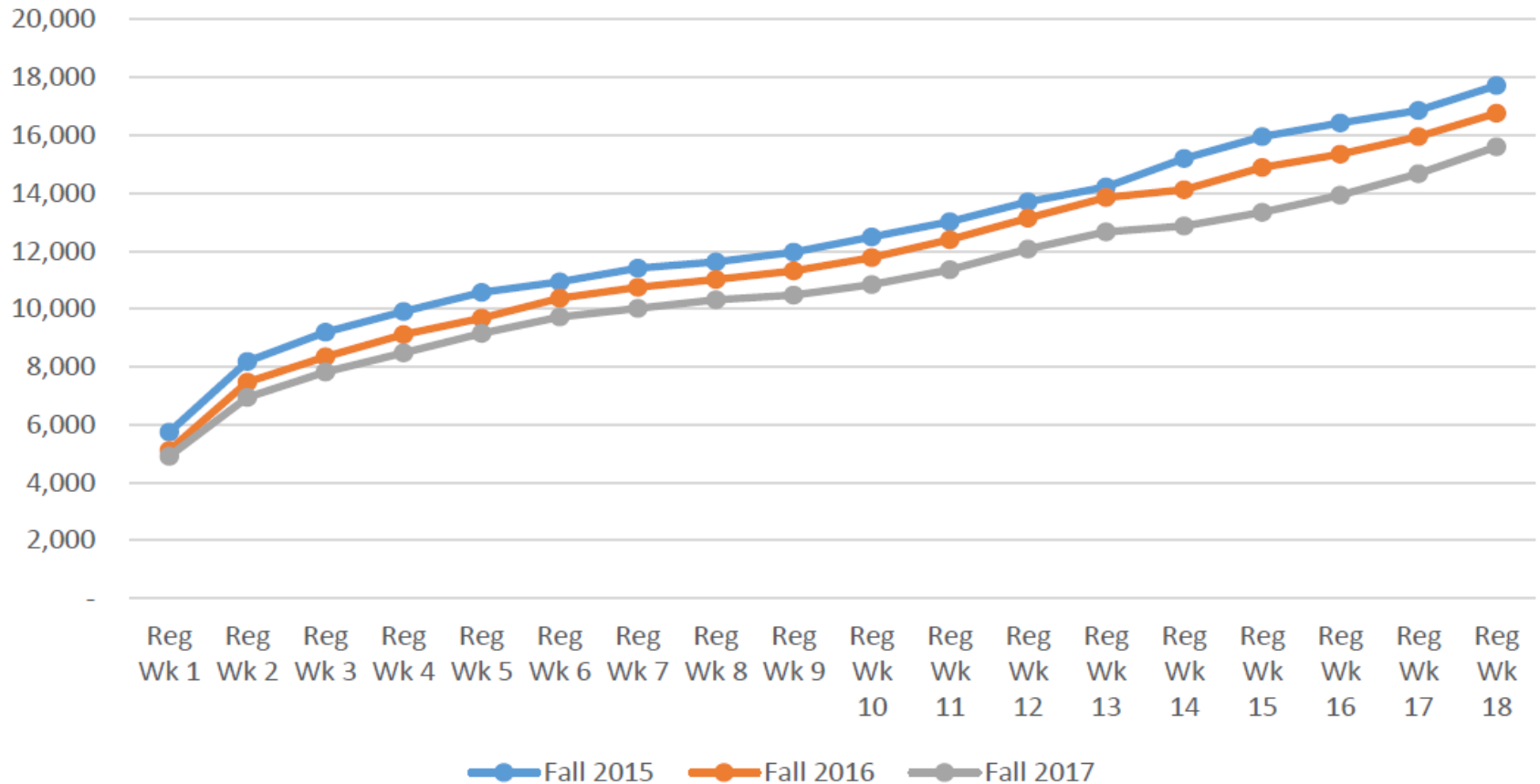


Graduate Student Enrollment

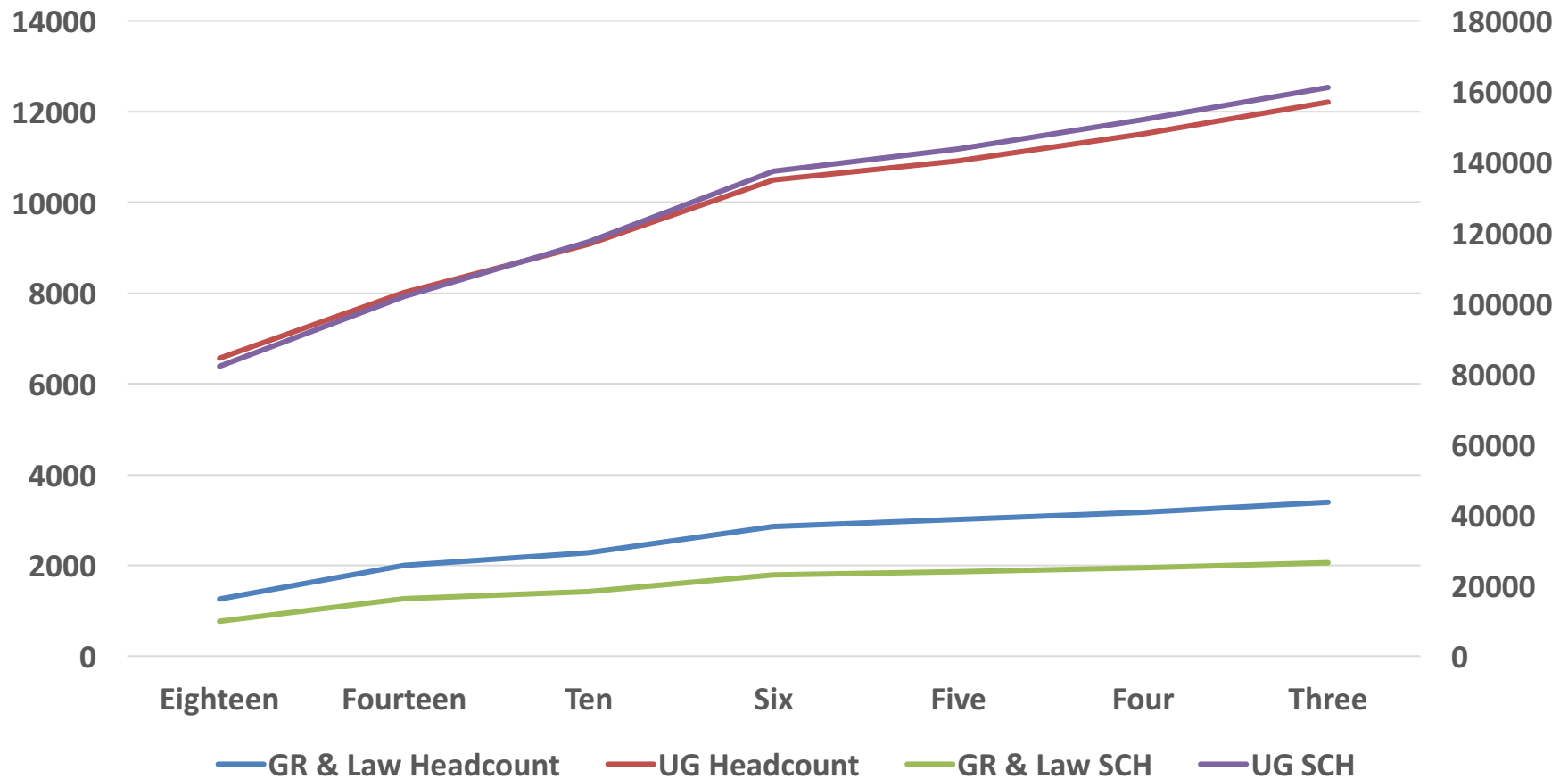


Total Enrollment

Fall 2017 Enrollments Through Registration Week 18



Enrollment vs. Credit Hours



Undergraduates very consistently average 13.5 credits per semester
Graduate and Law students very consistently average 8 credits per semester

Recruitment, Marketing & Communications



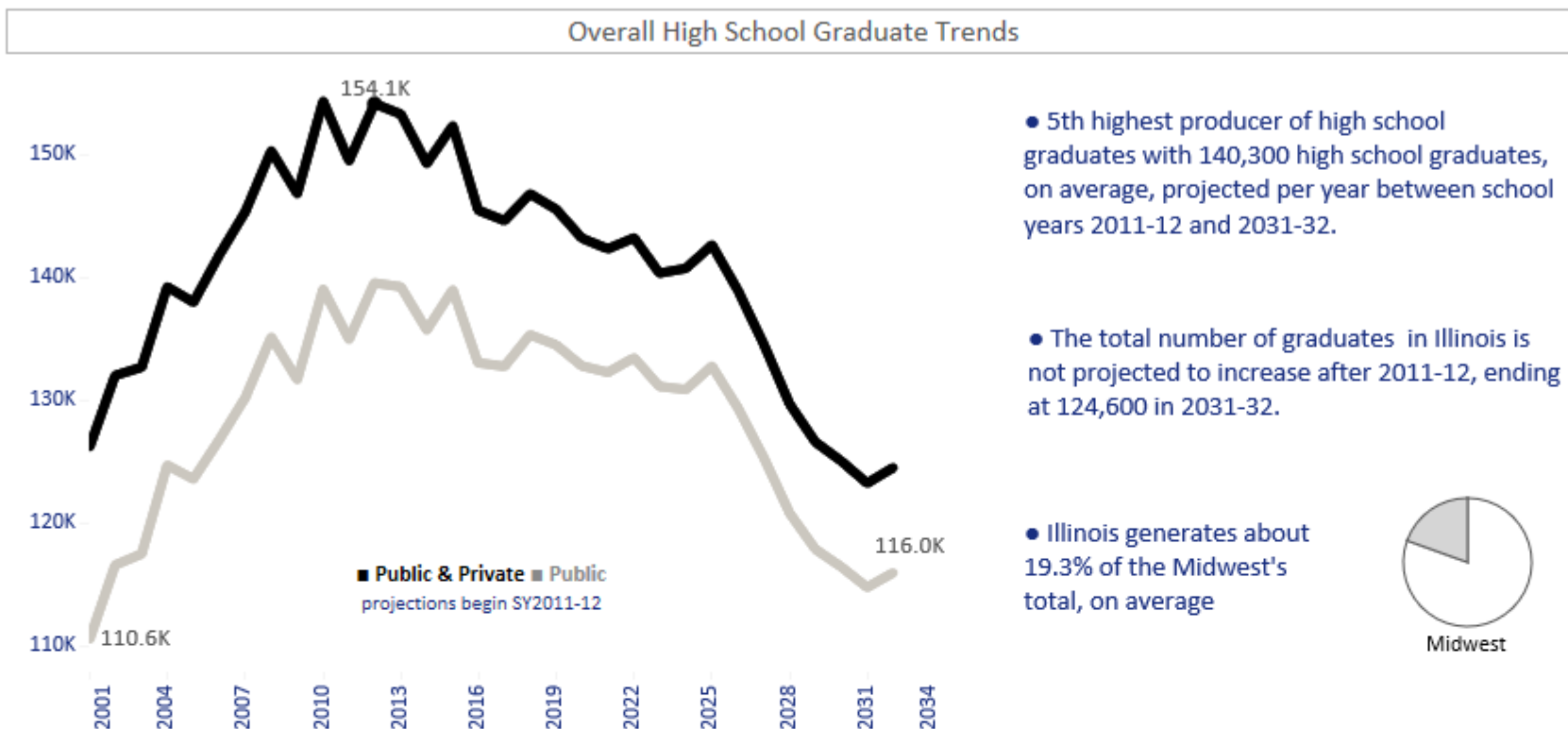
Recruitment, Marketing & Communications

Overview

- State Demographics
- Recruitment Plan
- Marketing and Advertising Strategies

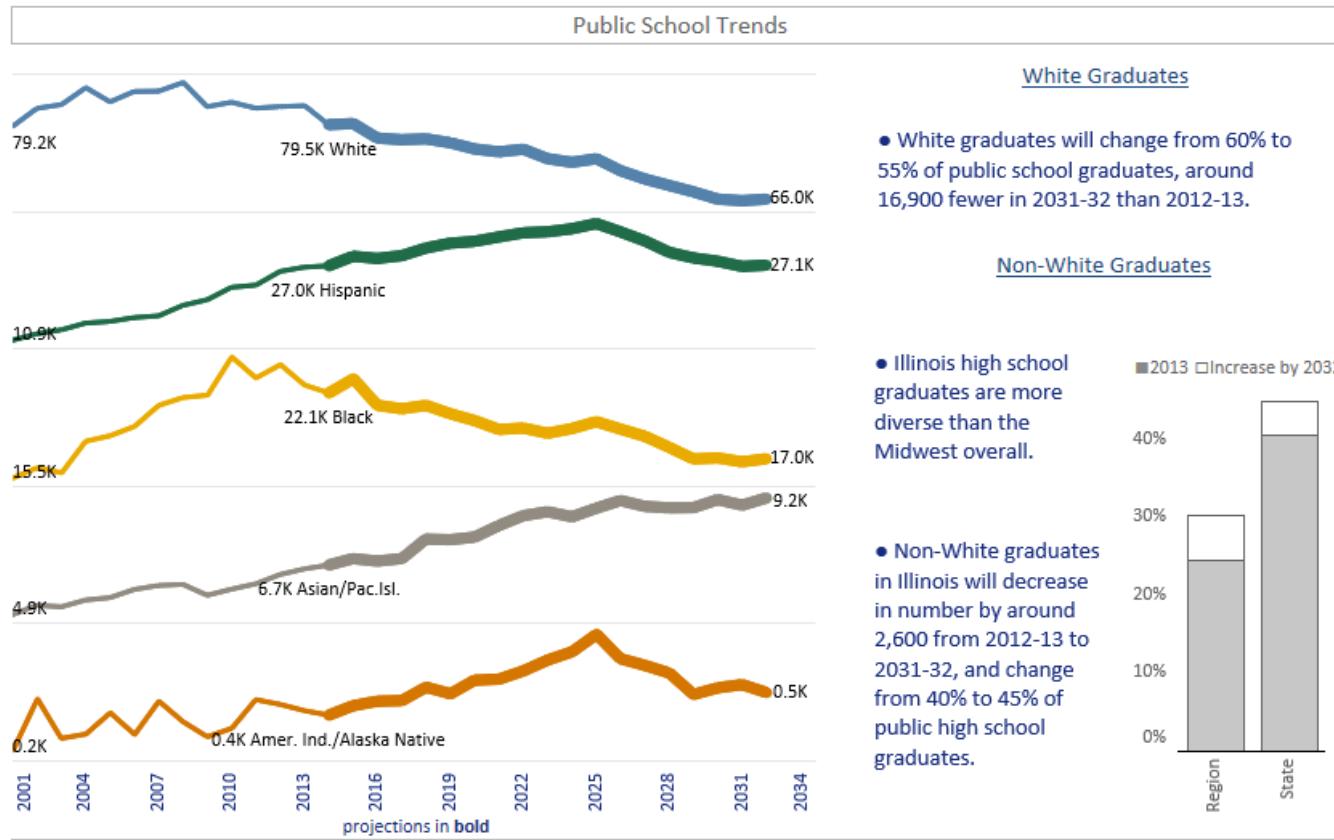
Recruitment, Marketing & Communications

State Demographics – Illinois



Recruitment, Marketing & Communications

Race/Ethnicity State Demographics – Illinois



Recruitment, Marketing & Communications

Recruitment Plan – Guiding Principles

The goals and strategic initiatives articulated in the 2017-18 recruitment plan embody the following principles to guide our efforts:

- Recruit, admit, enroll, retain and graduate a diverse, academically-prepared student population
- Provide the greatest access and affordability possible, particularly to students within our service region
- Align resources and strategic enrollment practices at both campus and program levels

Recruitment, Marketing & Communications

Recruitment Plan – Goals

- Increase enrollment market share of IL (especially service region)
- Increase [out-of-state and international enrollment](#)
- Monthly KPIs
- Online enrollment data dashboards
- Work with colleges/departments on enrollment goals

Recruitment, Marketing & Communications

Recruitment Plan – Primary Strategies

- Enhance communications
- More personalization
- Diversify populations
- Increase campus visit attendance
- Enhance campus visit/orientation “experience”

Recruitment, Marketing & Communications

Recruitment Plan – Communication Initiatives

New

- CRM consolidation
- Enhanced communication plan – new communications, further segmentation, increased personalization
- Texting communication plan
- Communication plan for parents
- Communication plan for HS counselors and CC advisors

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Recruitment Plan – Recruitment Initiatives (All)

Current

- Community events and career expos
- Campus visits

New

- Admit-to-deposit survey
- Annual admitted student questionnaire
- Alumni volunteer involvement plan
- Faculty/college involvement plan
- Financial aid leveraging
- Events coinciding with NIU Athletics

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Recruitment Plan – Recruitment Initiatives (Freshman)

Current

- High school visits
- Regional/National college fairs

New

- Personal communications from admission staff, current students, faculty, and alumni
- HS Counselor breakfasts
- HS Counselor Advisory Council
- Trained student ambassador visits to their HS

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Recruitment Plan – Recruitment Initiatives (Transfer)

Current

- Community college visits
- Transfer advising appointments

New

- Personal communications from admission staff, current students, faculty, and alumni
- CC Advisor breakfasts
- Increase transfer partnerships with community colleges and more intentional pathways (i.e. dual enrollment by major)

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Recruitment Plan – Recruitment Initiatives (Non-resident and International)

Current

- International recruiters: China, Southeast Asia, and Middle East
- Housing scholarship

New

- Evaluate tuition models
- Strategically target areas – growth/opportunity regions, targeted academic programs, NIU alumni base, NIU Athletics
- Purchase additional names
- Increase advertising/brand awareness
- New recruitment travel territories
- Video conference appointments (i.e. Skype)

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Recruitment Plan – Recruitment Initiatives (Post-Traditional)

New

- Personal communications from admission staff, current students, faculty, and alumni
- Increase number of courses and degrees offered online (asynchronous) and off-campus
- Stronger efforts to re-enroll stop-outs

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Recruitment Plan – Recruitment Initiatives (Graduate/Professional)

Current

- Regional/National fairs; campus visits
- Business/Professional Association communication

New

- Increase number of degree programs offered entirely online
- CRM access

Recruitment, Marketing & Communications

Marketing and Advertising Initiatives

New

- [NIU Homepage](#)
- Social media engagement
- Multichannel advertising → landing pages
- Re-envision of *NIU Today*
- Consistent branding across campus
- Creation of sub-brands (i.e. College of Business)
- Promotion of individual academic programs

Retention and Completion

Retention Initiatives

Program Prioritization generated multiple initiatives:

- Central Tutoring Website
 - <https://www.niu.edu/academics/tutoring/index.shtml>
- Developmental Math Pilots
 - Math 108 → Math 101
 - Math 109
- 5-Minute Solution Pilots
- Development of Standardized Tutor Training
- Expansion of University Writing Center

Retention Initiatives

- Advising
 - Advising Council Re-imagined
 - Student Success Collaborative—Campus
 - Additional Professional Advisors
- Reorganizing our Efforts
 - Realignment between SILD and OSEEL
 - Improved synergies among CHANCE, Admissions, Financial Aid, and Orientation
 - Closing OSAS and redistributing resources
 - Realigning support offices under Vice Provost for Undergraduate Academic Affairs

High School to NIU

- Dual Credit Opportunities
 - College of Education, College of Business, and District 211
 - Financial literacy course
 - Educational internship course
- Engineering 3+1 Pathway with District 214
- Advanced Placement Credit
- Seal of Bi-literacy
- Celebrating Bilingualism Initiative

Community College to NIU

- Reverse Transfer Agreements (17)
 - Most recent: Heartland, Highland, and Joliet Community Colleges
- Guaranteed Admission Program Agreements (14)
 - Most recent: City Colleges, Illinois Central, Morton College, Sauk Valley
- Program Articulation Agreements
 - Most recent: COD, Harper, McHenry County, Rock Valley, Triton,
- Finalist Seamless Transfer Pathway Design Challenge:
NIU, Harper, and District 211

Long-Term Planning & Reporting



Long-Term Planning

EMMC and Academic Affairs are developing a comprehensive enrollment management plan that includes:

- Market analysis
- Forecasting and modeling capabilities
- Capacity management
- Metrics and dashboards
- Assessment of initiatives

Enrollment Reporting



