



**Northern Illinois
University**

Recruitment & Retention Update

**Board of Trustees
November 16, 2017**

Recruitment : Goal and KPIs



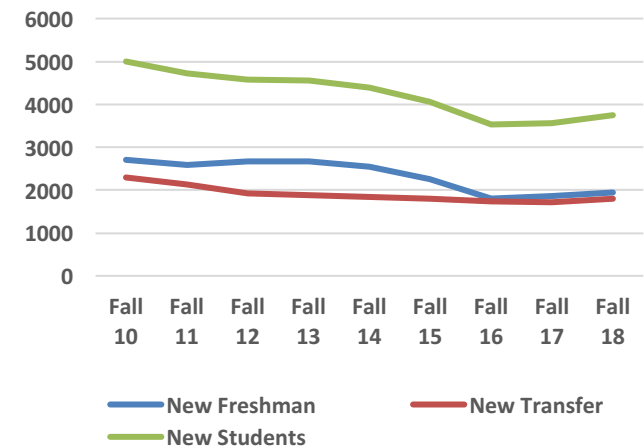
Goal 1: Increase new Fall 2018 undergraduate student enrollment by 5% from Fall 2017

Goal 2: Hold new Fall 2018 graduate student enrollment flat from Fall 2017

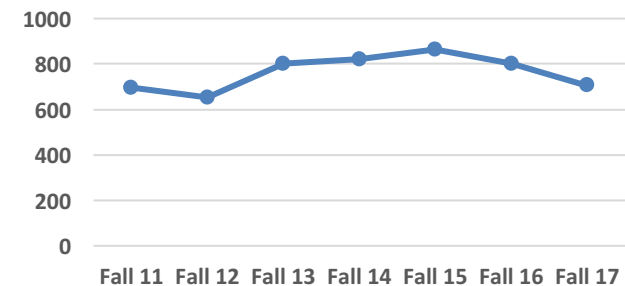
Key Performance Indicators:

- Enrollment
- Student academic quality
- Diversity enrollment
- Cohort profile

New Undergraduate Students



New Masters Students



Performance Indicators



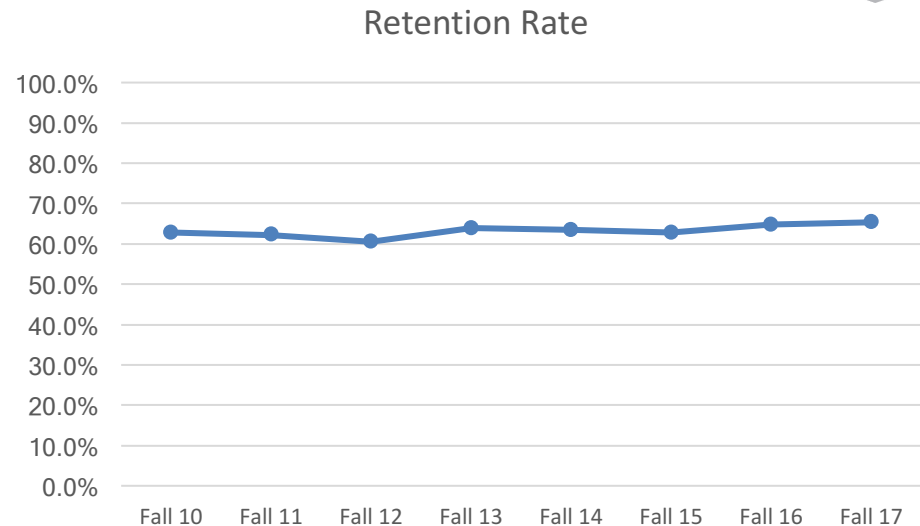
Performance Indicators to Support Recruitment:

- Enrollment, admits, applicants and inquiries (and yield) by term:
 - Freshman
 - Transfer
 - Graduate
 - Online/Off-campus
 - Illinois service area
 - First generation/Under-represented
 - Racial/Ethnic diversity
 - Out-of-state students
 - International students
- Academic quality profile (GPA, test scores)
- Campus visit attendance
- Marketing engagement and advertising metrics
- Prospective student recruitment survey

Retention : Goal and KPIs



Goal: Increase overall undergraduate retention by 0.5% per year.



Key Performance Indicators:

- Overall Persistence (year-to-year)
- Equity Gaps in Persistence (year-to-year)
- Overall Graduation Rates (four- and six-year rates)
- Equity Gaps in Graduation Rates (four- and six year rates)

Performance Indicators



Performance Indicators to Support Retention:

All of these will be evaluated both for trends for the overall student population, and for trends that impact the equity gap

- Re-enrollment patterns (early vs. late)
- Leavers (good academic standing vs. poor academic standing)
- Completion of key courses (foundational, gateway)
- Participation in High Impact Practices (HIPs)
- Changes in major
- Credit hours
- Pre-college credit (dual credit, AP, placement tests)
- Student engagement
- Student satisfaction