

2024 University Goal Enrollment Updates

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Northern Illinois University

Your Future. Our Focus.



Increase Enrollment and Enhance Student Success (Goal 2A)



Updating Messaging



Improving Campus Visits



Revising Institutional Aid Strategies



Strengthening Partnerships



Supporting Transfer and Working Adult Students



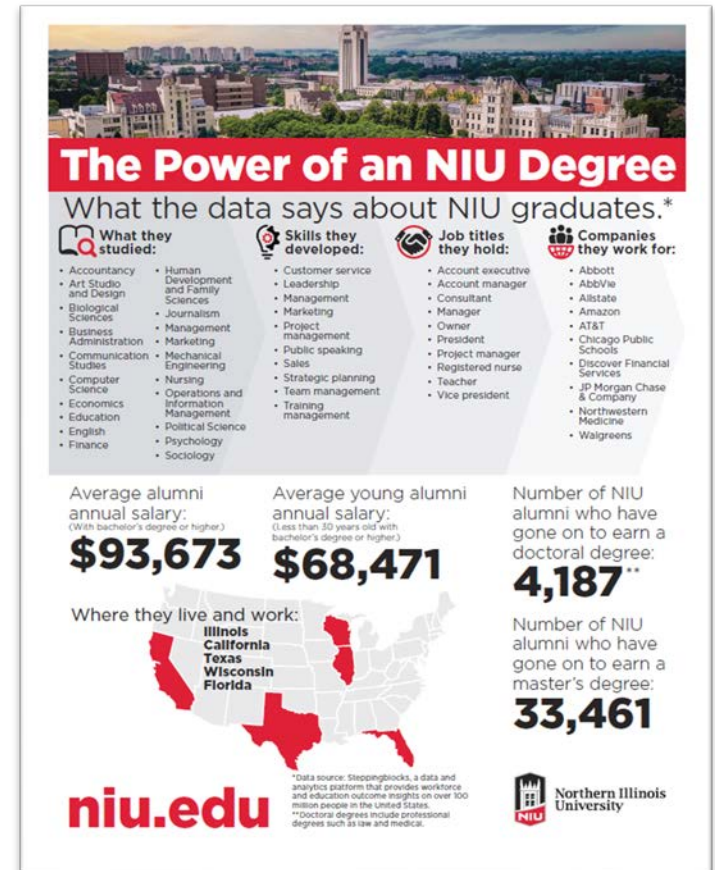
Graduate Enrollment Management



Media Buying Services

Updating Messaging

- Perception study (2022-23) — value of an NIU education:
 - Affordability
 - Career outcomes
 - Academic experiences
 - Fit



- Updated messaging in communications

Current Student



Faculty

Let me partner with you.

Biagio Palese
Assistant Professor
Department of Operations Management
and Information Systems

"I believe that we need to customize learning to our students. We are offering them a service, and we want to offer it at the highest level possible."

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MEMBER OF DELAWARE UNIVERSITIES
College of Business



Make **NIU** your home,

just like Jaylan, an OM&S major.

"The rigorous training I received at the College of Business prepared me to overcome any obstacles I may encounter. The exposure to finance, accounting, and my emphasis in OM&S provided me with a solid foundation for success."





OM&S programs are And when you're in the field, you'll be able to do what they did for me. I thank you so much for this opportunity.

very hard to make a list of sufficient working with other stakeholders, an college students looking a new challenge I've realized it's important to that make you understand and, formation as it can be applied to

the Association for Information Systems (AIS) - representing and - and I was on board every day to continue giving such experience to my peers.

me!

ese

Accounting Professional Management

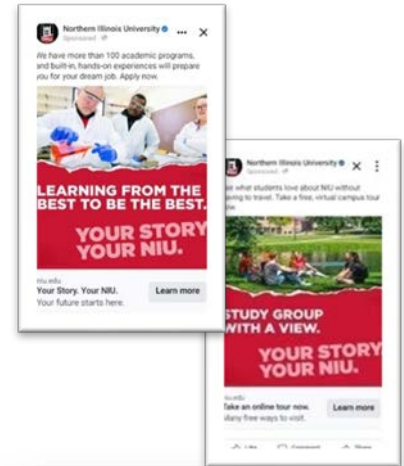
Improving Campus Visits

Increase Capacity and Attendance

- Full team of Northern Ambassadors
- Phone calling campaigns improve show rate
- New program: First-Gen Admitted Student Day
- Increase in group/special visits

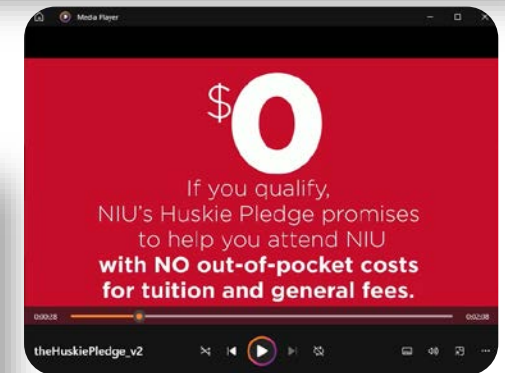
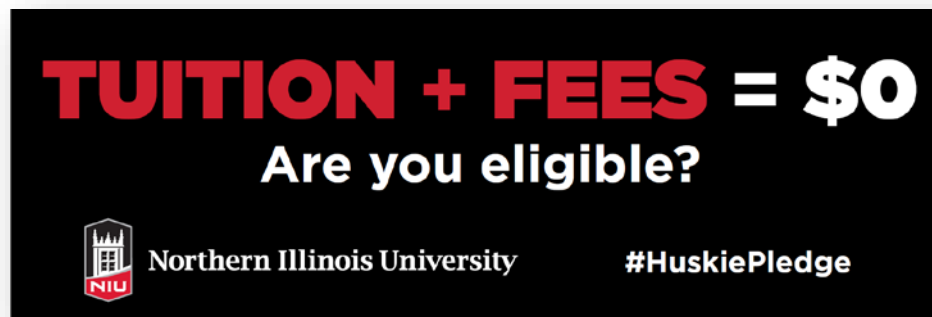
Enhance Campus Tour/Visit Experiences

- Academic showcases at Admitted Student Days
- Bienvenido a NIU (bilingual)
- Updated campus tour script
- Updated Admissions presentation
- Option to eat in dining centers
- Academic visits/meetings (next academic year)



Revising Institutional Aid Strategies

- AIM HIGH
 - Huskie Pledge
 - CPS and DeKalb County
- Strategic allocation of:
 - Undergraduate tuition waivers and institutional aid
 - Foundation scholarships



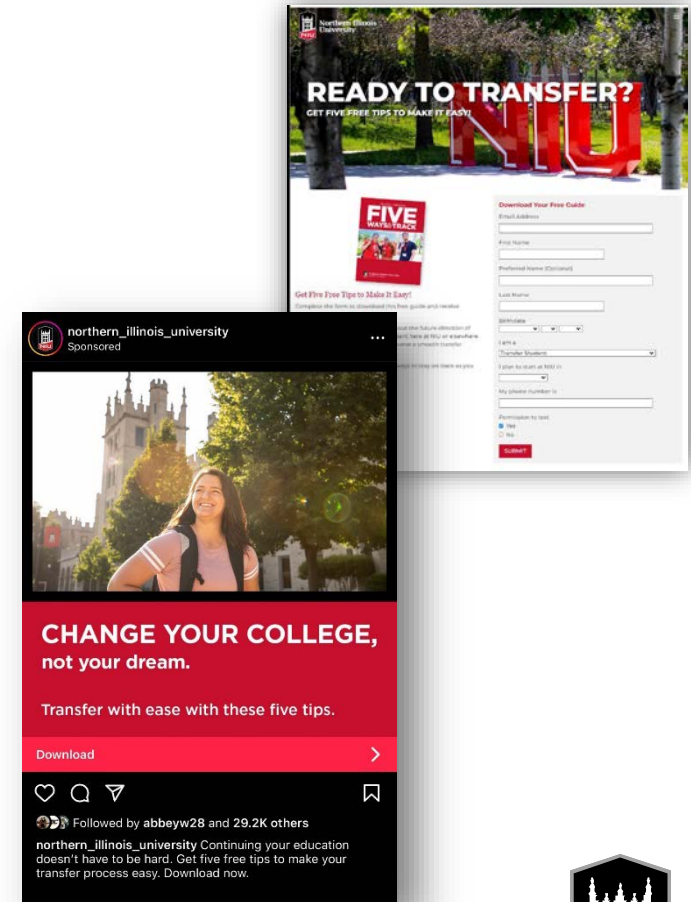
Strengthening Partnerships

- College and Career Pathways
- McHenry CC (Fall 2024 entry)
 - Business Administration
 - Computer Science
 - Early Childhood Education
 - Psychology
 - Public Health
- Comprehensive community college strategy



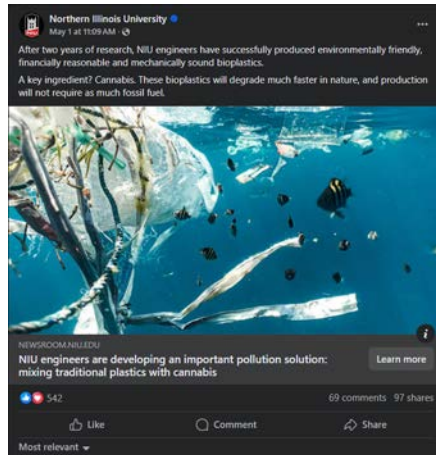
Supporting Transfer and Working Adult Students

- “A Thriving Illinois”
(IBHE Strategic Plan)
- NIU Transfer Credit Estimator
- Re-enrollment of stop-outs (ReUp)
- Creation of marketing campaigns for “some college, no degree”
 - Ex – Bachelor of General Studies



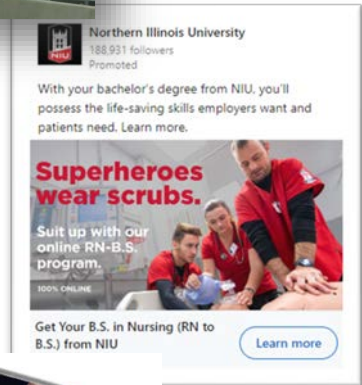
Graduate Enrollment Management

- Implementation of Slate (CRM)
- Development of graduate enrollment plans
 - Build upon existing marketing/ad campaigns
 - Creation of recruitment plans



Media Buying Services

- Benefits of a partner:
 - Greater buying power through larger-scale purchasing ability and expertise
 - Amplified cost savings through a significant reduction in administrative time and effort
 - Recommendations based on data analytics, enabling the department to respond rapidly
- Supports NIU's ad campaigns – inclusive of undergraduate, graduate and adult learner audiences
- RFP process during the 2024-25 academic year



Questions/Comments?

