



**Northern Illinois
University**

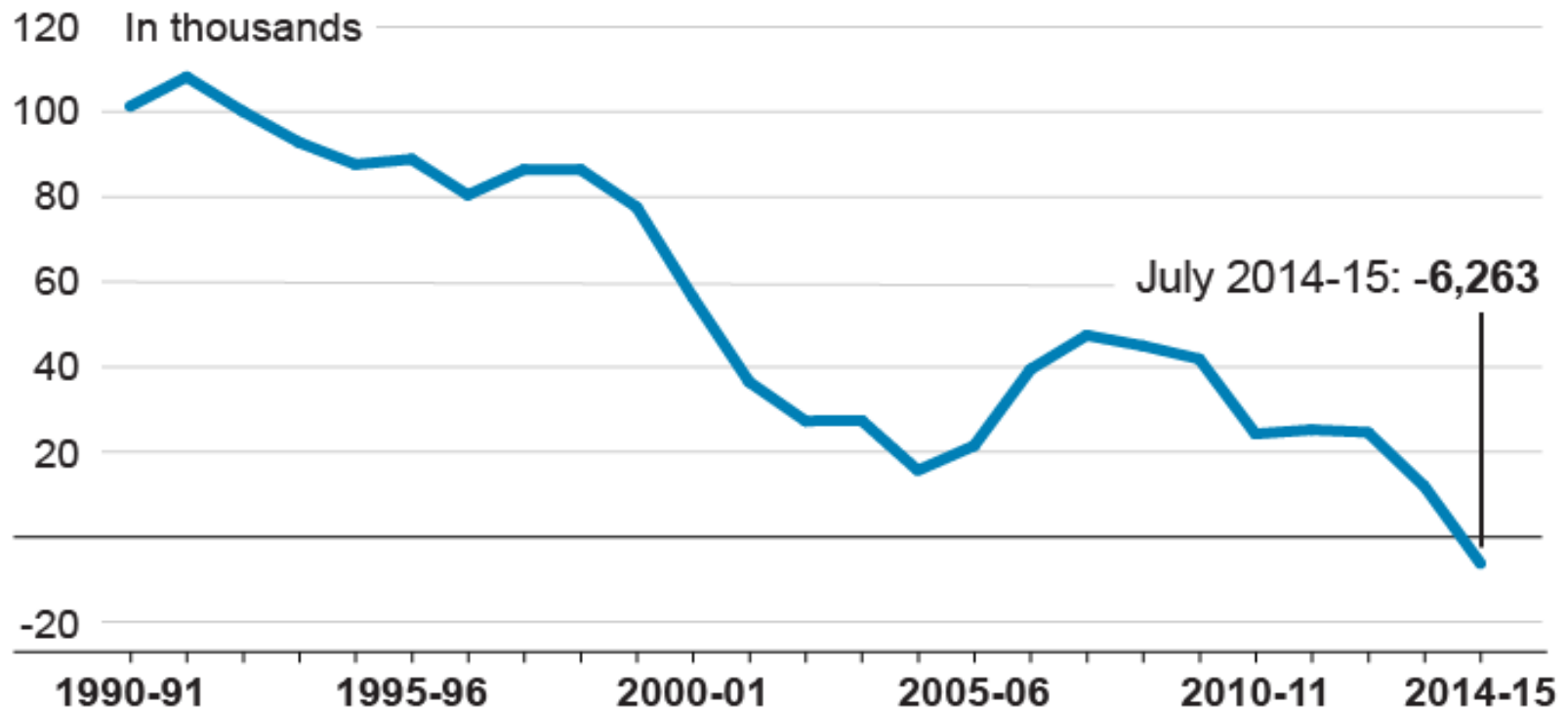
Enrollment Update

**Board of Trustees Ad Hoc Enrollment Meeting
October 20, 2016**

Existing Challenges: Chicago Area's Declining Population



Chicago population change by year *As of July 1*



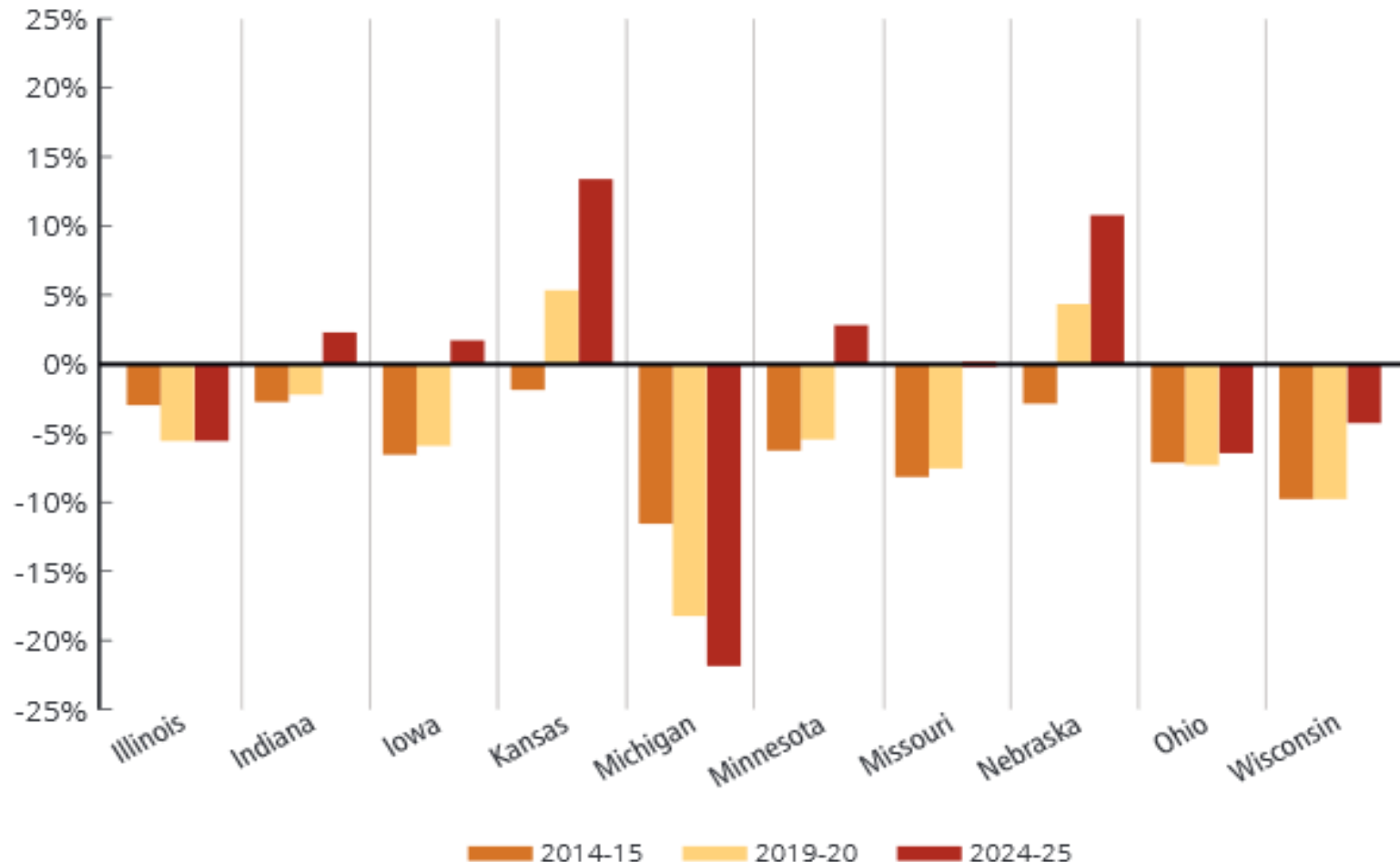
Source: William Frey analysis of Census data

@ChiTribGraphics

Existing Challenges: Projected High School Graduates



Total Number of Projected High School Graduates in Midwestern States



Existing Challenges: Outmigration



Illinois Freshmen Outmigration

- **In 2002:** 19,621 Illinois students enrolled as freshmen at 996 out-of-state 4-year colleges and universities.
- **In 2008:** The number of Students increased by 21% to 23,822 students at 1,074.
- **In 2014:** Migration increased another 22% to 29,166 students attending 1,094 institutions.

Source: "The Trend of Leaving Illinois for College." Illinois Association for College Admission Counseling (May 2016).

Fall 2016 Enrollment Update



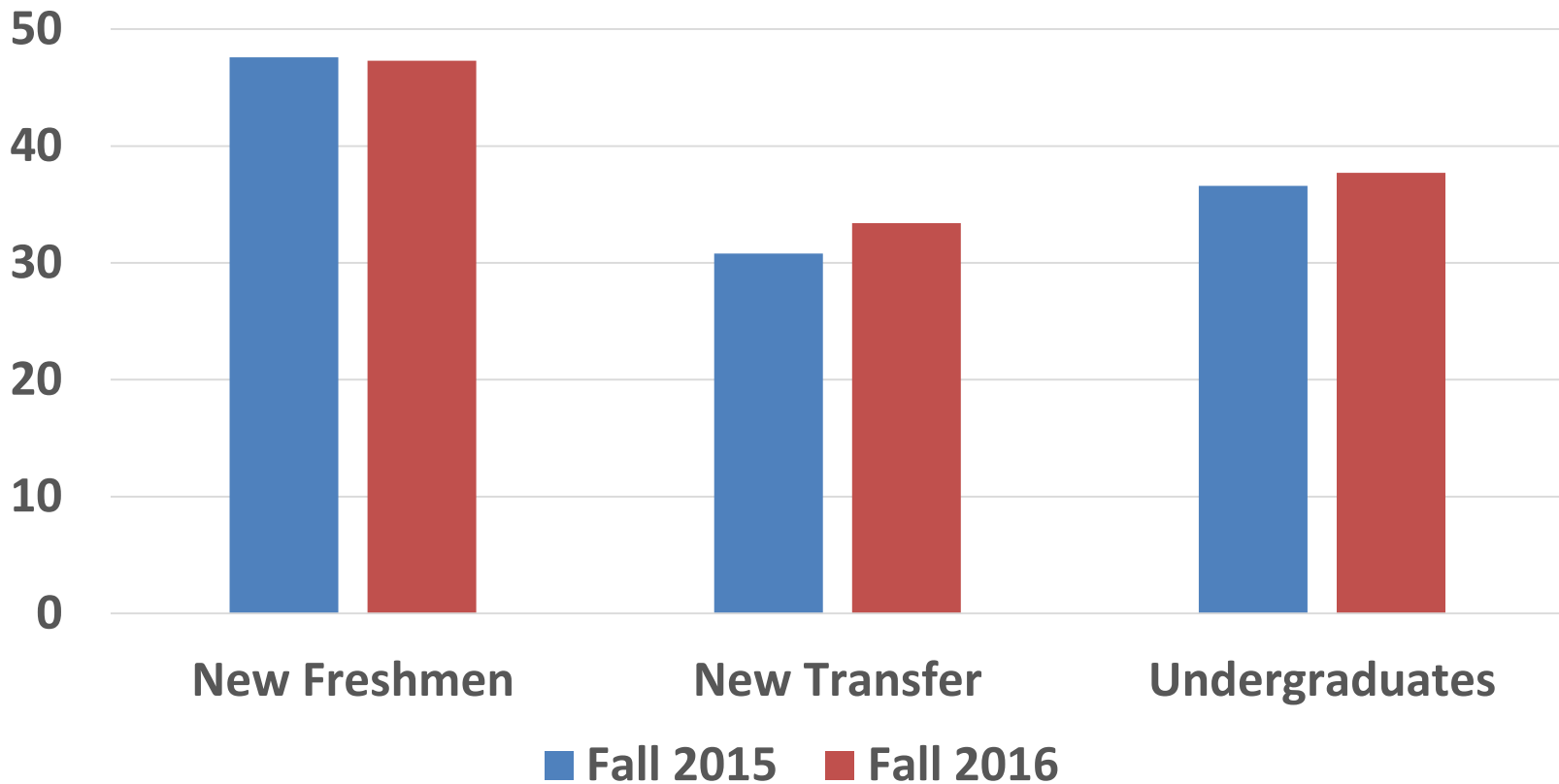
New Freshmen Student Characteristics

Measure	Fall 2015	Fall 2016
Mean H.S. Class % Rank	63.8	62.5
Percent of New Freshmen In:		
Top 10% of High School Class	13.0	12.3
Top 25% of High School Class	35.5	36.0
Top 50% of High School Class	73.7	70.8
Mean High School GPA	3.26	3.26
Mean ACT Composite Score	22.3	22.1

Fall 2016 Enrollment Update



Undergraduate Enrollment Diversity



Fall 2016 Enrollment Update



Dept.	Fall 2015	Fall 2016	Increase	% Increase
Marketing	416	421	5	1.2
Electrical Engineering	372	402	30	8.1
Mechanical Engineering	595	616	21	3.5
Computer Science	561	599	38	6.8
Geography	100	100	0	0.0
Physics	54	54	0	0.0

Fall 2017

Enrollment Management Strategies



Strike force/work groups have been created to address action items for population segments:

- Freshmen
- Transfers
- Online & Adult Learners
- International

Groups are charged with producing short- and long-term tactics, as well as creating strategies that can be formally defined and operationalized.

Enrollment Management Strategies: Freshmen



- High school counselor events
 - November 1
 - Again in spring
- DeKalb HS and Sycamore partnerships
- Digital marketing campaign for high-potential academic programs
- Increased social media coverage for freshmen
 - High school visits, events, etc.
- Prioritize web updates by most popular programs
- Add text messaging to applicant communications
 - increase focus on yield

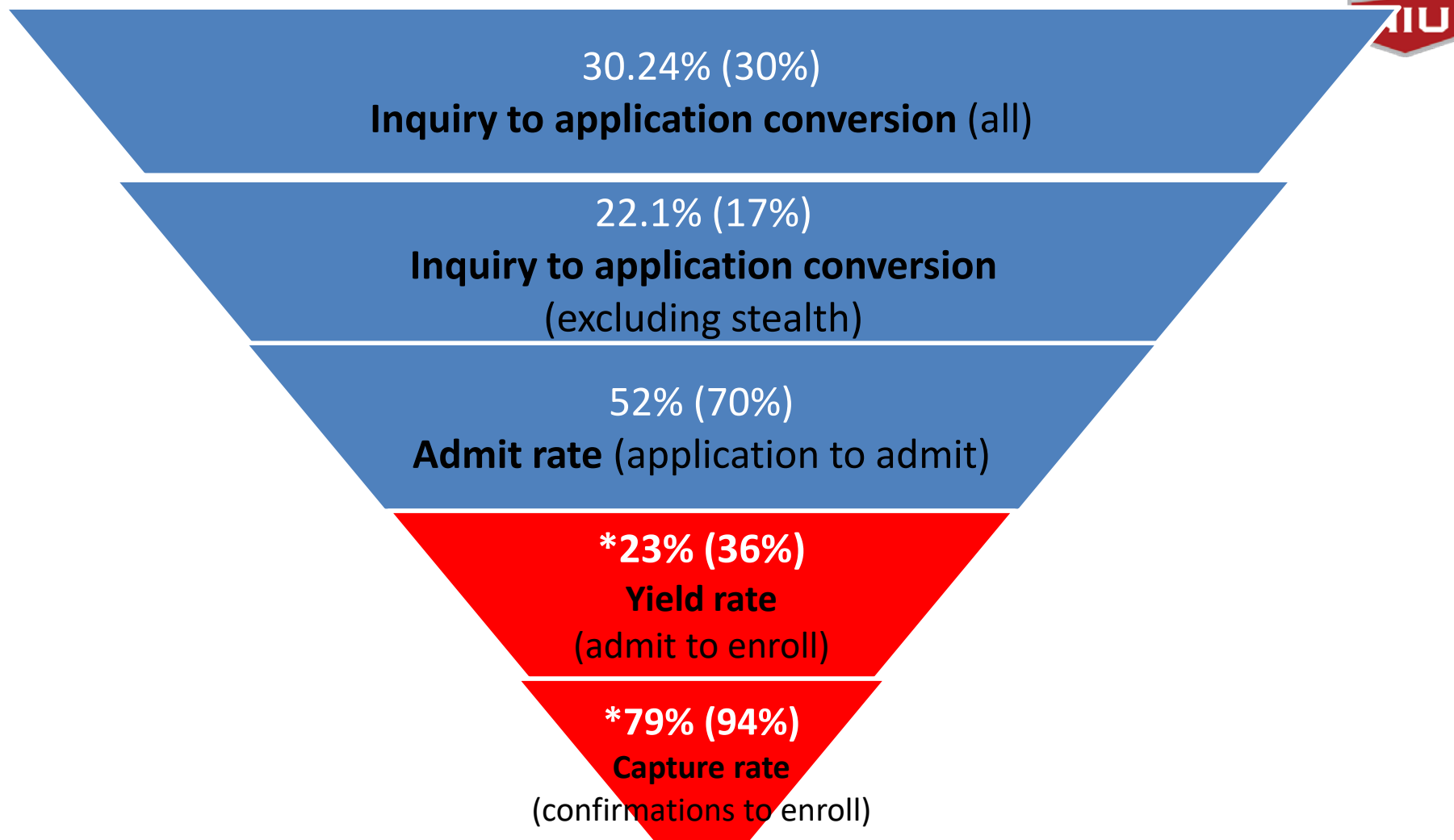
Enrollment Management Strategies: Freshmen



Increase focus on yield

- Percentage of admitted students who go on to actually enroll
- Increased assistance and coordination to address NIU's yield issues
 - Appropriate communication flow and segmentation is critical
 - Segment-specific communications are most effective from application forward
 - Yield rates are decreasing nationally as students apply to more institutions
 - NIU's freshmen yield rate is 13% below the national average

NIU Freshmen Conversion and Yield Rates Funnel Representation

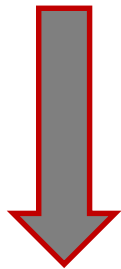


Enrollment Management Strategies: Freshmen



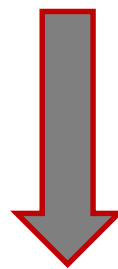
Progressive **L**earning in **U**ndergraduate **S**tudies

**Academics
PLUS**



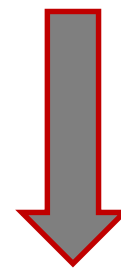
**In
Class**

**Engage
PLUS**



**Outside of
Class**

**Jobs
PLUS**



**On the
Job**

Enrollment Management Strategies: Transfers



- Regional transfer counselors
 - ECC
 - RVC
 - McHenry County College
 - Harper
- Guaranteed Admissions Program agreements
 - 39 community colleges have received a copy of the template
 - 22 have responded with interest
 - 3 have signed
 - McHenry
 - College of Lake County
 - IVCC
 - Website and opt in form
 - Earlier identification
- Improving MOU templates for college/major specific 2+2 agreements

Enrollment Management Strategies: Transfers



- Director of Community College Partnerships
 - Search is underway
- Revamping re-recruitment activities
 - Formerly admitted students/utilizing National Student Clearinghouse
- Monthly webinars
 - Open to all transfer students
- DeKalb area transfer counselors are able to increase visits to area community colleges
 - Once or twice per month on average

Enrollment Management Strategies: Transfers



Additional Considerations

- Articulation agreements with Ivy Tech Community College in Indiana
- Competitive transfer scholarships
- Hosting more community college groups on campus
- Building pathways by promoting graduate programs

Enrollment Management Strategies: Adult and online



- Adding adult student sessions to Saturday open houses
- Standardizing inquiry forms with date of birth
- Rec-recruitment activities (National Student Clearinghouse)
 - Increased data mining, building in-house prospect lists
- Consider changing GED direct-admission requirements
 - Scholarships may help, but we need to increase conversion, completion and yield
 - More full online degree programs

Enrollment Management Strategies: Campus wide



- Employ admitted student and parent/family surveys and maintain consistent administration
 - ASQ or ASQ+
 - National best practice, readily available
- Strengthen collaboration with academic colleges and departments
 - Assess capacities by college and by program
 - Choose two hallmark programs to highlight with undergraduates
 - Appoint one person as an enrollment management/recruitment liaison
 - Regular meetings and coordination
 - Supportive collaboration to improve communications and recruitment activities
 - Increase participation in campus wide calling campaigns

Enrollment Management Strategies: Campus wide



- Work with HR to obtain names and contact information of all NIU faculty and staff with high school-age dependents for the purposes of targeted recruitment and outreach
- Alumni:
 - Names and contact information for alumni working in high schools and community colleges
 - Increase participation in the Admissions' Alumni Volunteer Recruiter program
 - Appoint an Alumni Volunteer Recruitment coordinator
 - Organizer and touchstone for alumni assistance with recruitment and communications activities
 - Host newly admitted students and their families
 - Assist with calling, email, and mailing campaigns to students and families
 - Attend recruitment events as requested

Enrollment Management Strategies: Campus wide



Additional Considerations

- Tuition legacy pricing to the dependents of alumni
 - Alumni who become members of the NIU Alumni Association by paying the \$40 membership fee could also have the application fee waived for dependents
- Reduce administrative barriers
 - Solicit feedback from NIU community to identify and provide solutions to various administrative barriers that may hinder ease of enrollment, continuing student registration, etc.
- Change names of academic programs to optimize recognition and marketing opportunities
 - Example: Accountancy to accounting



**Northern Illinois
University**

Questions?