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

In thousands

120
100
80
60
40
20


July 2014-15: -6,263

Source: William Frey analysis of Census data
@ChiTribGraphics
Existing Challenges:
Projected High School Graduates

Total Number of Projected High School Graduates in Midwestern States

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- Ohio
- Wisconsin

- 2014-15
- 2019-20
- 2024-25
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.

Fall 2016 Enrollment Update

New Freshmen Student Characteristics

<table>
<thead>
<tr>
<th>Measure</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean H.S. Class % Rank</td>
<td>63.8</td>
<td>62.5</td>
</tr>
<tr>
<td>Percent of New Freshmen In:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top 10% of High School Class</td>
<td>13.0</td>
<td>12.3</td>
</tr>
<tr>
<td>Top 25% of High School Class</td>
<td>35.5</td>
<td>36.0</td>
</tr>
<tr>
<td>Top 50% of High School Class</td>
<td>73.7</td>
<td>70.8</td>
</tr>
<tr>
<td>Mean High School GPA</td>
<td>3.26</td>
<td>3.26</td>
</tr>
<tr>
<td>Mean ACT Composite Score</td>
<td>22.3</td>
<td>22.1</td>
</tr>
</tbody>
</table>
Fall 2016 Enrollment Update

Undergraduate Enrollment Diversity

- New Freshmen
- New Transfer
- Undergraduates

Fall 2015 vs Fall 2016
### Fall 2016 Enrollment Update

<table>
<thead>
<tr>
<th>Dept.</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Increase</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>416</td>
<td>421</td>
<td>5</td>
<td>1.2</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>372</td>
<td>402</td>
<td>30</td>
<td>8.1</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>595</td>
<td>616</td>
<td>21</td>
<td>3.5</td>
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<tr>
<td>Computer Science</td>
<td>561</td>
<td>599</td>
<td>38</td>
<td>6.8</td>
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<tr>
<td>Geography</td>
<td>100</td>
<td>100</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Physics</td>
<td>54</td>
<td>54</td>
<td>0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
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
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

30.24% (30%)
Inquiry to application conversion (all)

22.1% (17%)
Inquiry to application conversion (excluding stealth)

52% (70%)
Admit rate (application to admit)

*23% (36%)
Yield rate (admit to enroll)

*79% (94%)
Capture rate (confirmations to enroll)
Enrollment Management Strategies: Freshmen

Progressive Learning in Undergraduate Studies

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
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
Questions?