The Situation

**External**
- Fewer Illinois high school graduates
- Hispanics increasing/ others flat or decreasing
- Cost pressures from community colleges

**Internal**
- Growing number of competitors
- Fragmented spending on communications/marketing
- Too many messages and themes
Result: Lower “Yield”

Change in Yield Rate

Lipman Hearne Competitive Assessment, September 2014
Division Staff: Where’s Marketing?

- Web Communications (5.5 FTE) - 15%
- Administrative Support (4 FTE) - 11%
- IT - 6% IT Support (2 FTE)
- Video (5 FTE) - 14%
- Publications (4 FTE) - 11%
- Media & Public Relations (5 FTE) - 14%
- Media Production (5 FTE) - 14%
- Marketing (3.5 FTE) - 9%
- Photography (5 FTE) - 14%
What’s Important Now

- Build new story, new tagline
- Make our web presence work harder
- Focus on more communications with staff, faculty
- Use our research & faculty achievements to “make news”
- Work as partners with SAEM and Academic Affairs
From Message Platform to Theme

Your Future, Our Focus

Large University, Small College Culture

Student career success

Student-centered education
Building a Narrative and Theme

Tagline: Your Future, Our Focus

Themes:
- Student Career Success
- Big University Resources/Small College Culture
- Student-Centered Education

Proof Points:
- Internships
- Mentor program
- Engaged alumni network
- Research rookies
- Alumni success
- Nationally-recognized curriculum
- Education mapped to critical skills
- Social networks
- Fraternities/sororities
- Community engagement opportunities
- Advising tailored to the individual
- Living options tailored to preference
- Mentor program
- Access to Chicago for both entertainment and work
- Learning Communities
- Professors who care about teaching
- Friendly, accessible staff
- Seven colleges, many major options
- Mentoring programs
- Diverse internship options
Launching the Theme

hi, i’m jenna

Jenna is a 2015 Art Education major and a residence hall advisor. She moved us into her “home away from home” to give you a peak into a residence hall life as a real life.

lights

led zep poster

hula hoop

afghan

Northern Illinois University

your future, our focus

NIU
Sometimes, the best way to build a future is by looking into the past.

For more than 27 years, Dr. Dan Gobe has focused on the futures of more than seven thousand NIU students by introducing them to the mysteries and artifacts of the past. In the process, he has inspired a generation of architectural historians, discovered clues to understanding ourselves, and the road we’ve traveled. Now, it’s time to focus on Dr. Gobe, and salute him for his exceptional work engaging students inside and outside the classroom, recognized by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.

Congratulations, Dr. Gobe, on being named the 2016 Illinois Professor of the Year.
**Work Streams**

### Accomplished
- Baker Report Preview
- Core narrative/tagline development
- “Town Hall-apalooza”
- “Ask Me” Employee Campaign
- Competitive Assessment
- Website redesign
- Social media manager hired
- NIU Newsroom launch
- Communications manual
- Media Services realignment
- Search Engine Optimization (SEO) – Phase one
- Hiring of Chicago PR Firm

### In Progress
- Internal communications plan
- Thought Leadership Initiative
- Enterprise Media Relations Plan
- Collateral review
- Marketing consultant roster
- “Your Future, Our Network” campaign
- Search Engine Optimization (SEO) – Phase two
- Digital program pilot
- Centralization of web presence
- “Playbook” execution
- Benchmark brand perception study
- Continuing division realignment
Website Redesign
Piloting Search Engine Optimization

Losing visitors to more optimized competitors

60 percent of off-campus web traffic comes from Google organic searches

Goal is to increase web traffic to NIU.edu through organic search results in top search engines

Optimizing for 40 keywords focusing on academic programs and reputation
SEO Timeline & Early Results

- **December/January**
  - Optimized Meta Tags

- **February**
  - Optimized Page Content

- **March**
  - Link Building

- 25 of 42 optimized search terms increased in ranking
- 13 of 22 optimized pages increased in first-time visitors from Google searches
Web Centralization

Implement a comprehensive content strategy for all sites in the NIU.edu domain

Improve collaboration and communication between college and department webmasters

Ensure that our web pages represent our brand and are useful to our audiences

Build a consistent, high-impact web presence

Create externally-appealing content
“Ask Me” Campaign

Northern Illinois University
Your Future. Our Focus

Ask Me ... I Can Help You

At NIU, faculty and staff have a common goal: helping students prepare for student career success. From helping you find your classroom to helping you understand your tuition statement, we're here to help. Just ASK.

Jason Wright is inspired by his family and friends.
Town Hall Meeting
Going Global

“Telepressure” Study, Antarctica Research and Expedition garner more than a billion impressions valued at $10 million in global media coverage.

Telepressure:
- 378 million circulation
- $3.5 million media advertising value

Antarctica:
- 754 million circulation
- $7 million media advertising value

*Source: Meltwater Media Report, Nielsen Net Ratings
Alumni Campaign

- Comcast Xfinity OnDemand 2-minute video spot
- Digital advertising on Xfinity.com
- Bus signs on CTA
- Advertising on Facebook & LinkedIn
Marketing Role in Enrollment Funnel

- **PROSPECT**: Target our “pitch” to specific types of students
- **INQUIRY**: Encourage students to apply
- **APPLICANT**: Follow up with specific information
- **ADMIT**: Get admitted students to accept
- **ENROLL**: Build commitment when they get here
Teaming Up

Marketing & Communications

Academic Affairs

Enrollment Management

LIPMAN HEARNE
Division Structure

(as of 6/30/14)
Division Structure

(as of 3/1/15)