Transform NIU from a “suitcase” campus into a seven-days-a-week collegiate experience.

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**Ideas generated from student interviews:**

Notice boards or an announcement system through the residence halls, Northern Star, social media, etc. to get the word out about events and/or opportunities happening on campus which would reach the entire student population.

Events needed on campus during the weekends: physical activity options such as sporting events, 5K races, ball games, and athletic competitions. Other suggestions included carnival-like activities and activities for specific student populations who are non-traditional.

Provide a place for students to gather, a meeting place on campus such as dorm community center. Develop the Lincoln Center (a student-centered facility where Lincoln Hall is presently located) including activities such as an indoor theatre, mini golf, hot tub, pool, game center, and a deli restaurant similar to the Douglas Hall Dog Pound.

More green space for students to gather, meet people, and socialize.

Better dorm food on the weekends.

Address parking issues for commuting students so they are willing to come to campus for activities outside of class.

Better transportation options from the Chicagoland area to DeKalb for friends and family to visit students on campus.

Additional and better jobs in the DeKalb area, ideally related to a major at NIU.

City of DeKalb to offer activities directed toward students.

**Ideas generated from team members:**

A centralized announcement system could see immediate results if students were aware of activities that are already happening on campus, in addition to upcoming activities.

Embrace the fact that students come to NIU because of its location to the Chicagoland area and use this as a selling point to prospective students. Providing transportation options and enhancing weekend activities could generate students’ interest in staying and family and friends in visiting.

A dorm center close to the majority of students on campus would be a great enticement.

Parking issues should be addressed, especially for commuting students. The parking should be within close proximity to the major campus buildings.