Fellow Huskies,

“If your actions inspire others to dream more, learn more, do more, and become more, you are a Leader!” As the academic year comes to a close, I am reminded of this quote from John Quincy Adams I discussed during the Fall Welcome. I believe departments across the Division have exemplified this quote in a multitude of ways this year. In this eNewsletter you will find just a few of the ways John Quincy Adams’ quote has been brought to life in our Division. These include the departmental highlights featured in “Around the Division,” the celebration of the LGBT Resource Center’s 10th Anniversary, and the discussion of what Enrollment Management really entails.

I am also reminded of Division-wide victories we have achieved this year. We have collaborated with a variety of campus and community partners to revamp our Welcome Days tradition, opened a new residence hall, and held a groundbreaking for our Outdoor Recreation Sports Complex. In addition, our Northern PACT Awareness Week, which promoted a Disciplined community, provided a variety of activities, including the opportunity for students to sign the PACT pledge and even perform at a PACT Talent Night.

Achieving these milestones makes me proud to be a member of a Division that leads, inspires, and succeeds every day. I thank you, colleagues, for the contributions you have made this year to better our Division and our students.

Sincerely,

Dr. Kelly Wesener Michael
Acting Vice President for Student Affairs & Enrollment Management
**Using Lean Manufacturing Principles in Enrollment Management**

Enrollment Management has emerged as a major administrative function at colleges and universities around the country. Enrollment Managers are charged with creating and expertly executing strategic plans for optimal enrollment as defined by stakeholders at the institution. These plans involve creating comprehensive, anticipatory, market-smart, and mission-centered approaches to recruitment and retention. Planning involves collaborating with colleagues across divisions and integrating appropriate resources to achieve desired results. At its core, Enrollment Management encompasses managing recruitment and retention, and doing it well. Strategic Enrollment Managers recognize goal attainment is impacted by factors external to the institution, especially the institution’s position in the global, national, and regional market. As a consequence, Enrollment Management leaders must stay abreast of important developments in higher education, K-12 education, government (federal and state), and industry and must anticipate the impact of changes on the horizon.

This Herculean task, managing Enrollment, often requires financial resources beyond what is available. Nonetheless, as with most challenges, this resource conundrum presents a brilliantly disguised opportunity. I have found that using “lean manufacturing” principles and “thinking lean” in Enrollment Management is the appropriate response to scarce funding.

**What is ‘lean’?**

In the 1980’s, Japanese manufacturing companies began to question the mass production techniques that had emerged in the early 1900’s. The widely adopted Japanese manufacturing concepts that came from this questioning came to be known as “lean production.” In time, the notions behind lean production spread to the military, to construction, to the service industry, and eventually to higher education (Poppendieck).

A simple way to understand “lean” is to view it as a set of tools that assist in the identification and steady elimination of waste. As waste is reduced or eliminated, quality improves and production time and cost are reduced.

Lean thinking looks at a series of work-related steps and asks: How can this be structured so that the said activity only adds value, and does that as rapidly as possible? All the intermediate steps, all the intermediate time, and all the intermediate people are eliminated.

In the end, Enrollment Management involves leadership, management, creating a culture of evidence, and planning. All Enrollment Managers know the size and composition of their applicant pool and work to convert the best available student talent into enrollments and future graduates. My favorite lean term is Kaizen, a Japanese philosophy that focuses on continuous improvement throughout all aspects of life and is vitally important in Enrollment Management. By improving standardized activities and process, excellent things happen: smarter Enrollment Management, faster results, better leveraging of financial aid, and student persistence.

Written by Kimberley Buster-Williams

Reference:
www.poppendieck.com/papers/LeanThinking.pdf
Increased Usage Marks the LGBT Resource Center’s 10th Anniversary

In spring of 2003, the Lesbian, Gay, Bisexual, Transgender (LGBT) Resource Center opened its doors. One of the most evident accomplishments over the last 10 years has been significant growth in usage. Particularly in the last two and a half years, the increase in numbers of individuals utilizing the Center has been staggering.

In FY11, the number of student, faculty, staff, and/or community member visits to the LGBT Resource Center totaled 1,575, which was an 18% increase from FY10. In FY12, visits totaled 2,695, an additional 41% increase in one year’s time. Furthermore, in less than six months of FY13, the Center has seen visits total to over 2,500.

Events like Admissions’ Diversity Day and the Campus Pride LGBTQA Student & Family College Fair as well as educational programs and speakers have allowed for even more interaction with campus and community members. Further, the Ally Program has increased in the last year by over 100 volunteers campus wide.

A close-knit staff, passionate student leaders, and a mission focused on creating a sense of community inclusive of all on campus are a few contributors to the success of the Center. Allies within the Division and greater campus community have shown support in myriad ways. This April, as part of LGBTQ Awareness month, the Center celebrated 10 years and recognized a few of those who have contributed along the way.

More information about the LGBT Resource Center, including a calendar of events, can be found at http://www.niu.edu/lgbt/resourcecenter/

Around the Division

Campus Recreation

The Student Recreation Center (SRC) has completed a rotation painting project that has given the main lobby and hallways a fresh, new, modern look. Campus Recreation has also added several new cardio and strength equipment pieces to better serve its patrons in the SRC. The new equipment includes four Woodway treadmills, five Precor elliptical machines, two Adaptive Motion Trainers, one Stepmill, and two chin/dip assist strength machines.

Community Standards & Student Conduct

Community Standards & Student Conduct hosted their first Counseling, Adult & Higher Education (CAHE) interns this semester. The office hopes to continue this exciting program and offer CAHE graduate students an opportunity get student conduct experience. Thanks to Christopher Swanson and Tashena Brown for being the office’s trailblazers.

Health Services

The staff of Health Services continues to collaborate with departments across campus in order to learn about the needs of the student population and resources available to them. In early January, at the Health Services all-staff meeting, the Asian American Center and Counseling & Student Development Center presented information to Health Services staff regarding the challenges of providing care for Asian American students. Additionally, a Safe Passage representative presented information regarding resources for students who have been sexually assaulted. Campus Recreation also presented a program regarding nutrition, fitness, and wellness and the resources available through Campus Recreation for both students and staff.