Vision 2020
Implications for External Programs

Anne C. Kaplan, Ph.D.
External Program Directors Meeting
September 7, 2011
Vision 2020 Recommendation: Increase Off-campus Enrollment

“To attain our goal of 30,000, we must also increase off-campus enrollment.

“According to current estimates, there are 300,000 non-traditional students throughout our service region who are enrolled in higher education programs.

“Currently only 3,000 of those students—or 1 percent— are enrolled at NIU.

“We must do a better job.
Vision 2020 Recommendation: Increase Off-campus Enrollment

“Serving those students has been an important part of our mission, and we have made a substantial investment in our Outreach Centers to help us do so. It is clear that this is an area ripe for growth.

“Therefore, I am endorsing the recommendation calling for growing our share of that population to 3 percent, or 9,000 students.”

- John G. Peters, September 1, 2011
Growing Our Share to 9,000

Current Enrollments – Percentages may be similar but numbers should triple.

• About 7% of our total enrollment is away from the main campus

• 30% of the university’s graduate enrollment is offered off campus
Growing Enrollment: Regional Population

• Nearly 2 million people of all ages live within 20 minutes of an NIU Outreach Center or NIU’s main campus

• About 1.3 million individuals over the age of 25 live within 20 minutes of an NIU Campus
Growing Enrollment: Regional Educational Attainment

• Within this population group, an estimated 67.2 percent have achieved less than a Bachelor’s Degree.

• The NIU-Naperville and the NIU-Hoffman Estate regions have a relatively large percent of their populations holding a Bachelors Degree alone.
Northern Illinois Community Colleges: Collaborators or Competition?

Northern Illinois Community College Locations

Scale - Each ring represents a distance of 25 miles from NIU DeKalb
## Baccalaureate Pathway Partnerships, 2009

<table>
<thead>
<tr>
<th>Partners</th>
<th>3 + 1 Pathways</th>
<th>2 + 2 Pathways</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nursing *</td>
<td>Industrial Management &amp; Technology</td>
</tr>
<tr>
<td>DuPage</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Elgin</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Harper</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Joliet</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Lake County</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>McHenry</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Oakton</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Rock Valley</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Triton</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Waubonsee</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* Most Nursing, Health & Human Science, and Liberal Arts & Science courses are available online to serve the entire region.
Growing Enrollment

61% of students attend NIU bachelor completion programs outside their home community college districts

Only 29% of NIU graduate students said that a “top quality” program was a priority.

Good academic reputation motivated 58% of NIU students compared to 67% nationally.
Growing Enrollment

NIU is losing undergraduate market share to community colleges.

NIU is losing graduate market share to non-public institutions.
Growing Enrollment

Policy Issues

Admissions
Advising
Customer Service
Delivery Modes, Format, Schedules
Financial Model
Etcetera, Etcetera, Etcetera
Growing Enrollment: Online Programs

“In a similar vein, we can no longer afford to lag behind competitors in the area of online learning. Students are turning to virtual universities, and frankly, we have so much more to offer.”
Growing Enrollment: Online Programs

“We must pursue the working group recommendations to add up to 42 additional online degree programs and certificates – prioritized according to student demand. To put that in proper perspective, we currently offer eight online degree programs.
“To set us on the path toward reaching our overall enrollment goals, I am announcing today that:

“Over the next two fiscal years, the university will provide $3 million dollars for new academic initiatives designed to enhance programs that attract more students. From this pool of funds, we will offer grants to faculty developing online courses and degree programs that appeal to both traditional and non-traditional students. “

- John G. Peters, September 1, 2011