

Minutes of the
NIU Board of Trustees
Of Northern Illinois University
Ad Hoc Committee on Enrollment
February 4, 2016

1. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 2 p.m. by Chair Strauss in the Board of Trustees Room, 315 Altgeld Hall. Recording Secretary Kathleen Carey conducted a roll call. Members present were Trustees Robert Marshall, John Butler, Tim Struthers, and Committee Chair Marc Strauss. Committee member Trustee Robert Boey was absent. Also present were General Counsel Jerry Blakemore, Board Liaison Mike Mann, President Doug Baker, Executive Vice President and Provost Lisa Freeman, Vice President Al Phillips, Deputy General Counsel Greg Brady, Vice President Eric Weldy, Asst. Vice President Dani Rollins, and UAC Representatives Greg Long and Holly Nicholson.

2. VERIFICATION OF QUORUM AND APPROPRIATE NOTICE OF PUBLIC MEETING

General Counsel Blakemore indicated the appropriate notification of the meeting has been provided pursuant to the Illinois Open Meetings Act. Mr. Blakemore also advised that a quorum was present.

3. APPROVAL OF PROPOSED MEETING AGENDA

Chair Strauss asked for a motion to approve the meeting agenda. Trustee Butler so moved and Trustee Struthers seconded. The motion was approved.

4. REVIEW AND APPROVAL OF MINUTES OF DECEMBER 17, 2015

Chair Strauss asked for a motion to approve the minutes of December 17, 2015. Trustee Struthers so moved and Trustee Butler seconded. The motion passed.

5. CHAIR'S COMMENTS/ANNOUNCEMENTS

Chair Strauss welcomed the representatives of the University Advisory Council. There were no additional comments.

6. PUBLIC COMMENT

No public comment.

7. UNIVERSITY REPORTS

Agenda Item 7.a. Spring 2016 10th Day Enrollment

Vice President Weldy began by noting, I will start with information as it relates to spring enrollment numbers and the 10th day final numbers. I do have some talking with points to share with you so it will be easier to follow as I go through and pull out some information, some interesting data and information, and then we'll talk about recruitment efforts and update you on some programs. There are a few that I would like to update you on and then I will pass it on to Dani Rollins and she will speak more in depth on some of the undergraduate recruitment efforts that we have. What I'm passing around is some ten day counts and some talking points. I understand that you have up there a copy of the details of the enrollment, but I want to put things in perspective in regards to the spring semester. The second sheet that I'm passing around deals with specifically what our undergraduate enrollment has been during the

spring semester over the past few years. As I noted, it's important that when you get these numbers you put them in perspective and as a comparison as it relates to last year. Total enrollment for spring 2016 is at 18,519 students. This is a decrease of 481 students, a 2.5% drop in comparison to spring 2015 when we had 19,000 students. As with the fall semester, this spring is the lowest decrease at NIU in the past five years. In regards to the undergraduate student total, we were down 245 students in comparison to spring of last year and this is a drop of 1.8 percentage points. This is the smallest decrease in the past five years. The hand out will give you some numbers to put in perspective in regards to our 245 student decrease in undergrad enrollment. Last year we lost 500 students in comparison to the spring before. Spring 2014 we were down 518 students in comparison to the spring before. If you go back to 2013 that number was 713 students and we lost less than 200 students in the spring semester in comparison to 2010 when we lost 187 students. I just want to show from the standpoint of where we have come from, how far we have come in just a short period of time in regards to the drop in enrollment we've been experiencing, particularly amongst our undergraduate enrollment.

Chair Strauss asked, how did we do from fall to spring? What was our retention rate?

Vice President Weldy responded, our retention rate for new freshman was 88.5% and last year the retention rate from fall to spring for our new freshman was 87% and so we had an increase of 1.5 percentage points. If you look at our retention from fall to spring for new transfers, last year it was 90%, this year it's 90% as well. But if you look at retention in other areas, we had some increases across the board. For example, if you look at our colleges we saw increases in student retention among our colleges. They either remain flat or equivalent to last year or they were up anywhere between one and three percent. I give you some numbers as it relates to my talking points. For example, in undergraduates, the College of Business had remained flat at 87%; College of Education increased 2% in regards to their fall to spring retention from 85% last year to 87% this year. College of Engineering and Engineering Technology remain flat at 86%. College of Health and Human Sciences remain flat as well at 84%. College of Liberal Arts and Sciences, which is our largest college, increased 1% from 82 to 83%. Finally the College of Visual and Performing Arts had the largest percentage increase at 3% from 87 to 90%. The good news is retention is improving. In past conversations that we've had, I noted that first and foremost from the standpoint of increasing enrollment, the first big step is improving retention of students that you do have and we have seen continual improvement over the past couple of years.

Vice President Weldy continued, next I'm going to identify some interesting points as it relates to increases in undergraduate student enrollment this spring particularly looking at our new transfer students. Total new undergraduate student enrollment for spring of 2016 totaled 790 students. This is an increase of 33 students or 4.4% compared to spring of 2015. In spring of 2015 we brought in 757 new students. Total new transfer student enrollment for spring 2016 totaled 531 students and I mention this because we had an increase of 28 new transfer students this spring which is an increase of 5.6% when compared to spring of 2015.

Trustee Marshall asked, what things may be coming off the assembly line to help us with retention, new initiatives, are there some that are being developed or just going in to action?

Vice President Weldy responded, we're continually creating new initiatives from the standpoint of retention programs and then there are some that have continued on over the past few years, but is there anything specifically that you would like to hear about?

Trustee Marshall asked, anything that will bring the numbers up.

Provost Freeman responded, I can also add that we're in a period of assessing the efficacy of a number of retention initiatives that were launched in the first few years of President Baker's administration. As you may remember from the leadership retreat, all of the initiatives that we launched. We're actually doing an assessment to see where the greatest return on investment was for the things that we tried so that we can continue to invest and support those initiatives and perhaps not invest in things that sounded like a good idea but didn't really work. That work takes a little bit of time to do and those answers take a

little time to get, but that's where we are and hopefully we'll have a presentation of that work available to the Board over the course of the next few months.

Chair Strauss added, I take it from the question that there's interest in receiving that report. We would like to become advised as to what is working and also, from Trustee Marshall's question, what's queued up next.

Trustee Butler asked, do you have a sense of if there anything unusual happening with respect to new transfer students that may have led to one, the retention of the numbers from last year, but also the increase?

Vice President Weldy responded, our history shows that our transfer students do well overall but also I think that there has been an increase as it relates to new transfer students because of the work Admission is doing with our academic programs. President Baker and I we recently had a conversation in regards to some of the things that were happening with our new freshmen and our enrollment and what we did this past fall and what we would need to do from the standpoint of making up any differences. A number of efforts that have focused in on our community colleges and how we can strengthen our relationships and how we can better attract some of those community college students. I know that some of our community college are very interested in us spending more time on their campus for recruiting and we are exploring the possibility of setting up offices on those campuses as well. There are definitely things that we are looking at to help boost numbers.

Ms. Rollins added, I would just say that the university marketing group has just finished a brand perception study. In that study, it looks like we're doing a better job of communicating with transfer students as to what they can expect when they get here. I'm hoping that will increase both retention and recruitment as well.

Chair Strauss noted, I know that these statistics haven't been available for long and also that the Admissions area aren't primarily interested in the graduate numbers, but I'm wondering whether Provost Freeman might be in a position to comment on whether there's been any response yet or thoughts about the percentages of the decline in the graduate and the law school.

Provost Freeman responded, for the Law School, I would need to talk to Dean Cordes and for the graduate numbers, Dean Bond. I can tell you that I know that some of our more popular graduate programs, and computer science comes to mind, had reached capacity where they couldn't serve the increased demand and provide the students with a reasonable experience so they actually deliberately to limited admission while they hired more resources so that they could continue to grow. Without a conversation with those Deans, I really can't speak to it but I'll provide that information to the trustees.

Chair Strauss responded, that would be good. I think that might be a good topic for the next time that we get together. We've spent a lot of time talking about the undergraduate admissions and not as much talking about the graduate admissions so it may be time to open that conversation.

Vice President Weldy continued, I was just going to say that as institutions begin to get their numbers for the spring semester, I think there's a lot of looking into the data as it relates to what happened between fall and the spring semester. One of our competitors has recently put out information in regards to their spring enrollment and they had a significant drop in not just their undergrad student enrollment but their graduate student enrollment by 11% or 400 plus students from fall to spring. I think that there may be some interesting things going on. Maybe it's a result of the budget situation and the uncertainties that go along with it, but it will be interesting to hear from some of the other institutions as they put out their numbers for the spring.

Provost Freeman added, I would also just follow-up to say that in general, historically as the economy gets better graduate enrollment goes down, and we might be seeing part of that phenomenon reflected overall.

Chair Strauss noted, one other way to take a look at this data is to ask what's happening off campus as opposed on campus as well. Is that anything on the undergraduate level that you've been able to give some thought to yet?

Vice President Weldy responded, no we have not.

Ms. Rollins added, with regard to on-line and off campus students specifically, there's still some discussion around who's taking the lead on those kinds of things and so we're working with our partners on campus to streamline communications for those programs as well.

Chair Strauss noted, it may be an area of opportunity or there may be impediments, but I don't think we've really focused on what's happening with regard to the off campus situation either. That may also be a good topic for us to take a look at in the future.

Trustee Struthers responded, some general observations and comments. My first is, given the magnitude of the importance of enrollment, I was shocked to get 25 pages of minutes and one page of random, I don't know if I want to call them random numbers, but some statistics on a page in table. My comparison of that in the private sector would not even be close. I think the reality, this is the biggest thing there is that we have going, the most important thing at the university, and there's only one page which was stunning to me. Other observations that I hope you can take constructively, one, I think putting data on graphs instead of tables is far more insightful and meaningful. It provides trends and clear pictures of activity over time. I think the other really important piece of that is that you drive the key measures that are important. Chair Strauss asking about off campus and on campus and graduate and law school. We've got random information, the Business School did this and Liberal Arts did this, whatever, you all pick the five, ten, fifteen key measures, historical charts, and then most importantly a standard of where you want to get to based on the strategies that you're deploying, and probably more specifically the immediate next term target. When I look at this we're all happy that our enrollment decline was less than it was in the prior periods. Did that exceed your targets or did it match your targets? It's not relative therefore it reduces the relevance of it. Pure data would also be very, very important. Randomly to speak of one college that lost 11% and this one you heard did this or that. For you to choose the most viable peer data to compare to that's within the State of Illinois that may have challenges or maybe somebody outside the state, it seems again the vigor and the urgency that I would expect to have this data managed. I would appreciate very much if I got information on this weekly. Here's the 15 charts. Here's the trends. Here's the target. For example, new applications for fall, obviously it's something you look at all the time, but I would surely want to see what that data looked like last fall, the fall before, the fall before that and where did you expect it to be and why did we fall short or why did we exceed? Are the strategies working? Even to pare that down more would be subset, sub strategies of some key techniques or strategies that you were deploying and were they working so that the inputs end the outputs to some degree. Just a lot more bulk and not just random bullet points of things, because when I walk out of here, I don't feel a whole lot better about really what's going on and what's working and where our energy has been focused at, where the investments are and that sort of thing, than I did prior. I'm very, very, very interested in this. I don't know if I speak for anyone else about the robustness of the data and the strategies. Again, I am willing to help in any way that I can.

Vice President Weldy responded, to address some of your initial questions, I take full responsibility from the standpoint of there being one particular document available to all of you beforehand and I'm still reviewing the data and information and making additional requests to institutional research because there is a lot more I think to be had in regards to the information and the data. I do apologize for not getting additional information to you. I'm definitely happy to meet with you several weeks before the next scheduled Ad Hoc on Enrollment meeting to sit down and discuss the upcoming agenda items and specifically those things that you are most interested in hearing about. We can work out the details as I think it would be helpful for me to hear from you directly.

Trustee Struthers added, I think just as importantly though is I'm interested in what you're interested in. What you think are the key measures and the key movers, and, are they working to the expectations that

you and Dani and the President see. I would much rather have you provide that data and say Trustees this is what we think are important. These are the needle movers and here's how we're doing relative to our expectations. That's what I want to see.

Vice President Weldy responded, I definitely would be happy to have those conversations with you and share that data with you. You're right, on a weekly basis we do look at a lot of information and track, from the standpoint of applications, enrollment numbers and confirmations. I've also worked with a President Baker as well from the standpoint I know that there's a certain kind of dashboard metrics that the Board is interested in, and so I have had a chance to look through and identify those key measures that are important to me and I think that you will find just as interesting.

Chair Strauss added, those are good comments Trustee Struthers. We traditionally do have a meeting to talk about the agenda several weeks in advance. It would be better if we were able to receive the material ahead of the meeting so that we have a chance to study it before hand and we could have more meaningful conversation. One of the things that we have talked about on prior occasions is the construction of a relevant set of metric that we would be able to follow. My recollection of those prior conversations in the context of this committee structure is that we didn't have clear direction as to which metrics people wanted to take a look at. I think it might be fruitful for us to have some additional conversation about that today so that we might be in a position to be able to provide some clearer direction to people. It would be an indication as to what we're interested in seeing. With regard to the larger scale of items that we want to follow, there are ongoing conversations regarding the overall set of metrics that include items other than admissions data that we would take a look at. We'll continue to have those conversations too, but maybe we could have a little bit of conversation about anything that people want as a data series, how often, but also giving due consideration to some information that would rightfully be regarded as proprietary during the process.

Trustee Marshall asked if there could be an emphasis on those students who would come to us via the community colleges. I have quite an interest there in seeing that we get more of the market share.

President Baker responded, some of the baseline measures that enrollment offices often used are applicants admitted and enrolled, and then underneath that you can look at process measures like time to respond, which is an important one because if you stretch it out for days or weeks then you often have a lower yield rate. We can break that down, Trustee Marshall, by whether they're a transfer student from a community college, or first time freshman, or graduate school. If you really wanted to go granular you could go into the number of visits, the number of communications we have from students out of the CRM, we could go into the number of visits that our advisors and recruiters have in various locations. That's getting pretty molar but you can look at those kinds of process issues too.

Trustee Struthers noted, that would be the place to start; the end measure of success is qualified enrollment, and from there it would be possibly retention rates and new students. Then there would be applicants accepted and enrolled and where are those measures trending. This would direct the strategies of your efforts as to whether you're going after the community college transfers or the online students or graduate students or law school students, whatever is most relevant. Again if we get too many things on the page we might as well not have any because we're not focused, but ultimately the numbers that drive to the very top goal, it's very systematic, the old DuPont formula, you continue to break it down multiple ways and you probably only get to about six or eight or ten numbers that are key that will drive. I would think a very systematic line of thinking with trends and targets would tell you, of course, and would very much tell us if those strategies are working.

Chair Strauss added, I want to make a suggestion here because I think this conversation indicates the direction that we'd like to go in. There are some things to consider aside from information that should understandably remain confidential, and the fact that some of these statistics don't change even as frequently as we meet and we only meet quarterly. I don't want to create new data sets that are only available and useful for us. I think that what we have in mind is finding that set of information which is useful to the conduct of your work but also accessible to us so that we can follow along with what's

happening. If we can get some recommendations as to what those might consist of, that's something that might be good for me to have a discussion with whoever is appropriate off line and then, to the extent necessary, I can circulate that through meetings to our committee members and maybe we can come up with something that's both workable and useful. This would allow us to be partners with you in figuring out what would work and to let you know of our interest and support. I think that might be a good way for us to proceed

Trustee Butler added, I'm looking for more links between strategy and results as you interpret and, without giving away shop secrets, there are some things that we have done such as 2+2 programs and the establishment of means of transferring associates of applied science into some sort of a program. I'm interested if we can connect reasonably those strategies with any evidence that those are contributing to positive numbers. Positive numbers, in my view, are numbers that are not just showing an increase but numbers that would otherwise perhaps not be experienced were it not for those strategies. There's some reason to argue that the strategies have contributed to the positive number. Again, I also don't want to ask you to create new things just for me, but I do think at some point one of the roles of the Board, and this committee particularly, is to ask these questions as to whether or not these strategies are linking to positive results and any way that you can provide us that information would be useful even if your answer is no, the strategies aren't leading to the positive numbers, but we now know that and we're now thinking differently about this particular problem.

Vice President Weldy responded, I would love to have those conversations particularly not during Ad Hoc Enrollment meeting, and that's from the standpoint of not wanting to give away the farm as it relates to our competitors. There are definitely certain strategies in which we're tracking the results of those that we'll be happy to share and address any questions that you have.

President Baker added, as we have that discussion we need to be honest about how clear a line you can draw from X to Y. We've done a lot of stuff all at the same time. It's not a very pure experiment. You'd want to move one variable and see if the deep ended variable moved. We changed our allocation of financial aid, how we do that. We increased the number of recruiters. We changed the CRM. We shortened the turnaround time from the time we got an applicant to the time they heard from us to a day or less. We're doing more phone calling. We're targeting scholarships for particular students that we didn't do before. Then when we say did that scholarship make a difference, probably but it's blurred by a bunch of this other stuff so we can give you qualitative examples on where it worked and cases and stuff but we have to be just a little bit hesitant about over interpreting all those pieces.

Trustee Struthers noted, I understood that the recruitment office was a bit in disarray in years prior so my comment to the Board was were you all aware of this. I need to be provided enough data to give me confidence and assurance that we've got all the arrows pointed in the right direction and that I can defend that. I'd love to see that on a chart. That would be meaningful to me and would say we're putting real resources and marketing dollars to project X, Y, or Z. If we go in too many directions, you lose it, but enough to give us assurance and confidence that good work is going on here.

Agenda Item 7.b. Update on Fall 2016 Recruitment Initiatives

Vice President Weldy began, I want to share a few highlights, programs that we have going on. A couple of weeks ago, actually as recently January 30th, we held our interviews for our presidential scholarship, which is our highest scholarship, our top scholarship. We interviewed 27 perspective students who qualified for the on-campus interviews. They were interviewed by faculty and current presidential scholars here on campus. We were very pleased. Last year we had a 77% yield of offers to these enrolled presidential scholars which was 27% higher than anticipated, and this year we expect the same thing. We have ten slots for our presidential scholars and, for the first time, more than ten students said they wanted to come to NIU. The change that we did was basically the interviews and inviting them on campus and giving them an opportunity to interact with faculty and other current students. I think that that really heightened the interest and really helped increase our yield rates with that group. We hope to enroll ten students for fall 2016 if not more. I just wanted to share a bit of that from the standpoint of

that interest and that we are definitely attracting that top tier student.

We've had updates in regards to the Angel Touch Grant Program. This is a program that we worked with the NIU Foundation to support current NIU students who are in good academic standing, but financially struggling to continue their education at NIU. I just wanted to share some numbers about this. Initially we called it the first initial fall cohort group of students that were supported through this program. We had 83 students that were identified who needed some form of financial assistance in order to return to NIU for this fall. Two of those students graduated this December out of the 83. 41 of those students were able to register for this spring semester without any additional financial help or support. The money that they received through this grant was able to allow them to continue their education and get on good footing. We had 18 students who had successfully completed at least 12 hours during the fall semester with a 2.0 term and cumulative GPA or higher, but still needed financial assistance for the spring semester and the Foundation was able to support those 18 students to help them continue on with their education. We had 16 students who did not successfully complete 12 hours during the fall semester for some reason. They did not do well academically for that semester or as well as they would have liked but they were able to continue on with their education here. Finally, there were just six students who did not successfully complete 12 hours with a 2.0 and so they did not enroll for the spring. Out of the 83 student who were supported through this program, there were 6 students who were not able to continue on with their education. In looking, this is a 93% success rate for this program. I think that it shows that this is something that is needed and I understand that the possibility of continuing on. I believe that the Foundation will continue on with this particular cohort group to make sure these students finish up here at NIU. But I think it's a wonderful example of the importance of identifying donors to increase our scholarship support for our students.

Chair Strauss asked, what was the total that the Foundation invested in this?

Vice President Weldy responded, I don't have that number with me, but I can definitely get that number for you.

Trustee Butler noted, if I could just point out before we move on to something else, this is precisely the linkage that I'm looking for between programming and results. It's entirely possible that we could find out that there was some other factor that really kept them here. There could be some other factor, but I still think we can claim success between the programming and the result. We can at least say that it had some significant contribution here because minus this financial support I think the reasoning is the student would not have stayed.

Vice President Weldy continued, lastly I just want to say that the President had created an institutional financial aid task force to look at overall how we distribute our scholarship, grant funds, and other funding to students and so they continue their work. At this point, the task force has identified five focus areas and they've divided their work into two different phases. The first phase which entails three of the focus areas is to prioritize funding resources as well as budget processes and strategic planning to leverage operation improvements for FY18. In phase two, they will prioritize technology and assessment to continue improvements from phase one and ensure sustainability. The big thing is from the standpoint of establishing a system in which we're able to distribute our funds in the best way possible and utilizing our funds. One of the things that I'm excited about is that you have different areas throughout the university that are serving on this task force, and I'm very excited and looking forward to seeing the final results of the work that they come up with, because I think this will be very essential as we talk about some of the programs like Angel Touch and some of these other programs that help support our students. I think this will be a major focus, to track how we're able to impact students and show those results.

President Baker added, I had a situation report from the committee yesterday. They're making good progress. Of course I wanted them to go faster, but they're making good progress. Part way through the meeting, I asked the co-chairs Anne Hardy and Rebecca Babel what were the big ah-ha's, epiphanies, surprising things coming together in this. They seem to agree it was the cultural transformation they

were observing. That in the past there were pockets – this is my money to give out, this is my scholarship money or my waiver and I’m not talking to you - to now people clamoring to be on the committee and wanting to figure out how to leverage the dollars more effectively. I appreciate their leadership. I think they’ve helped facilitate that cultural transformation and the fact that this committee’s reaching out to people is helping with that so kudos to them.

Agenda Item 7.c. New/Special Projects

Ms. Rollins began, I’m just going to give some highlights of what we we’ve been up to essentially since our last meeting in December. We had an admitted student day on January 30th and out of 254 registered students, we had 217 that attended. So that’s about an 85% show rate, which is up 3% from last year. We increased some calls and e-mails and, so again, we think that because we did more with calls and e-mails that more people showed up. As of today, 61% of those students that attended have confirmed, and on the day, we received about 20 new confirmations as well. We have also added several call-a-thons. These call-a-thons are open to everyone on campus, essentially we’ll give them a script and a calling list and they can either come over to the Office of Admission after hours or they can call from their own offices and we’ll set them up with all the access that they need in the CRM; and we’re focusing on admitted student calls so that we can get our confirmation numbers up. In the past we would do two of these a semester and now we’re doing three. We just finished one up between January 25th and 28th. We’ll have another one February 7th through the 12th, and then, the last one will be March 21st through the 24th. We have some upcoming admissions information sessions and new recruitment events that we’ve added. Naperville is set up for March. Rockford is also going to be in March. Heartland Community College has reached out to us and they will allow us to use some space for free so we’re going to do an information session for their students as well and for anyone in that region that wants to attend. That’s going to be in mid-April. We’re setting one up at Hoffman Estates for April 26th and then we have a couple of events scheduled at public libraries in Chicago. We like the library format because it’s a little more assessable to the public. It’s on bus lines and those sorts of things and the library will also give us the space for free. We utilize Sulzer Library and Toman for those as well. In terms of new projects, I wanted to give you guys some handouts here. These are new student postcards. This is a brand new initiative. In the past if we have a student that would apply and maybe didn’t send us a test score or a transcript or their application fee, we would just send a series of emails. Really it was sort of the same e-mail over and over and over again. We were nagging them and not even nagging them in an incredibly sophisticated way, but we were just sending the same thing over and over again, complete your application, complete your application. Now we formulated these postcards. These will go out to incomplete applicants twice a month and then we’ll also send the e-mails twice a month as well with similar imaging, so again, they make that connection and that branding is there as well. This is a new initiative.

President Baker asked, can you say why a postcard?

Ms. Rollins responded, in the past, one of the other things that we would do would be a letter once in a while. But if you get a letter in the mail, it might sit on the counter, someone has to open it. A 17 or 18 year old student is probably not going to open a letter, but their mom might see the postcard with, hey you’re missing something, someone has to open this. It’s also much more cost effective as well. Even for non-traditional students, they need to know what they need to know, when they need to know it, and so these small information pieces are going to serve us better than letters - that’s why a postcard.

Trustee Struthers added, I think that’s great. I also applaud you for keeping the same graphic in the email as well and the language is clever.

Ms. Rollins continued, University Marketing has been really helpful in working with us. I think I shared in the last meeting that I just hired an Associate Director for Strategic Communications. She just started December 1st and so she and University Marketing have been meeting on a regular basis really to get everybody on the same page. We’ve also been doing a lot of meetings with our departments and our colleges on campus to discuss what we’re trying to get at here in terms of centralizing communications,

making sure they all look the same, have the same voice, and really just sort of educating people on the importance of that because it sounds like a really small thing, but it makes a difference in the long run. The second new initiative is our NIU alumni volunteer recruiter manual. We're working with Alumni Relations to essentially come up with a roster of interested alumni who would be willing to be called if we can't make an event in their area. So let's say that we have a high school appearance or we have a community college visit or a college fair at night that we just can't make because of staffing limitations. We have about six alumni who have expressed an interest so far and we're working with the Alumni Foundation to get e-mails out to alumni to see if they're interested. The idea eventually is to do something along the lines of promotional materials and samples of different things. We're trying to put that sort of concept together as you tell us that you're interested in recruiting on our behalf, and we'll send you a little box with a table blanket and one of these volunteer recruiter manuals and maybe a little thank you gift as well along with inquiry cards that they can then send back to us. So we're trying to build up to something as we build that roster as well. The last thing, I would just update you on something new since December. We have made progress in our high school counselor appreciation day that's going to be happening on March 4th. As of right now we've had 32 RSVP's and many of them are also planning to attend the basketball game as well. This is possible because of a grant from the Alumni Foundation. We received a grant of about \$20,000 to put on a big appreciation day for all high school counselors. We sent out invitations and save the dates to about 1000 high school counselors and we've had 32 RSVP's so far and that just went out this week so we're expecting that to grow as well.

Trustee Struthers asked about the 2016 fall enrollment data.

Vice President Weldy responded, I would prefer to schedule a meeting afterwards for us to talk about fall 2016.

Trustee Struthers asked, at some point in time could have an executive session for a very honest, candid conversation about enrollments as a group?

Chair Strauss responded, I'm not aware of how we could do that in an executive session, but I would encourage you to the extent that you have interest in exploring that information to make contact through President Baker.

8. OTHER MATTERS

No other matters were discussed.

9. NEXT MEETING DATE

Chair Strauss added, I hope that we can work on establishing the next date for this committee to meet. We'll try and use the same protocol that we have in past where between Mike Mann and the President, we can determine availability of the assets that we require from the university and then reach out to see which of the possible dates will work for the committee members. My interest is in keeping us on a frequent schedule for these meetings. I think there still remains considerable interest among the trustees to see that we're dealing with these matters in an appropriate manner and so we have some items that surfaced today that hopefully we can get on the agenda next time and some other things that will probably will come around and be appropriate that we've dealt with in the past.

Provost Freeman noted, Trustee Strauss, just based on our previous conversation in this session, am I correctly inferring that you might want a report on graduate admissions at the next committee meeting? I'm asking that so we can make sure that Dean Bond is available.

Chair Strauss responded, yes, I think that would certainly be a possibility depending on what else we had already for the agenda, but that's something that we really haven't focused on at all yet. I think it would be appropriate for us to do that sometime soon. The other topics that were mentioned today were trying

to get some information on what has worked among the programs that have been discussed with us, whatever linkage data we have available, some information regarding what's happening with the off campus as opposed to on campus, and some continuation of our conversation or a revelation of the results of a discussion concerning appropriate metrics.

10. ADJOURNMENT

Chair Strauss asked for a motion to adjourn. Trustee Struthers so moved and Trustee Butler seconded. The motion was approved. Meeting adjourned at 2:55 p.m.

Respectfully submitted,

Kathleen Carey
Recording Secretary

In compliance with Illinois Open Meetings Act 5 ILCS 120/1, et seq, a verbatim record of all Northern Illinois University Board of Trustees meetings is maintained by the Board Recording Secretary and is available for review upon request. The minutes contained herein represent a true and accurate summary of the Board proceedings.