Strategic Enrollment Management Plan 2019-2023

March 7, 2019
NIU Key Performance Indicators

Key Performance Indicators (KPIs)
- Commonly acknowledged measurements that are directly related and critical to the mission and fiscal health of the institution (broad items)
- Institution-specific and data-derived measurements
- Comparable to those of similar, competing or aspirant institutions
- Supported by and dependent upon multiple PIs

Performance Indicators (PIs)
- Important measurements that are indirectly related to the mission and support key performance indicators (specific items)
- PIs can be addressed more readily than KPIs
- It takes improvement in multiple PIs to impact any one or more KPIs
- Nearly all PIs are a function of the work done among two or more functional areas

“Strategic Enrollment Management: A Dynamic Collaboration” (Second Edition), Ruffalo Noel Levitz (2016)
NIU Key Performance Indicators

- **KPI: New Student Enrollment**
  - PIs: Number of search responders, inquiries, applicants, admit yield rates and event attendance by student segment (freshmen, transfer students, online students, out-of-state students, Latinx students, graduate students, international students, students who don’t enroll anywhere)

- **KPI: Fiscal Health: Tuition Impact**
  - PIs: Net and gross tuition revenue by student segment, number of students utilizing alternative aid programs and university waivers/grants

- **KPI: Student Success**
  - PIs: Retention (first-year and year-to-year persistence) rates, six-year graduation rates by student segment and college/department, number of students who leave due to financial reasons, student satisfaction, number of students engaged in High Impact Practices by student segment

- **KPI: Market Position/Brand Awareness**
  - PIs: Website traffic, market penetration analysis, institutional brand study, cultural competency trainings, diversity hiring plans, new employee hiring, onboarding trainings
# SEM Accountability Plan

## Goal One.
Strengthen our distinctive identity as a public university that combines educational opportunity with student engagement.

## Strategy One.
Refine and reinforce our brand identity to best differentiate NIU to our target markets.

## Objective.
Increase the financial investment in university marketing and advertising by fiscal year 2020 to stand out in the competitive market.

<table>
<thead>
<tr>
<th>Tactics/Activities</th>
<th>Accountable</th>
<th>Assessment</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td>Increase funds in advertising to increase our reach and impact, and commit to advertising budgets one year in advance.</td>
<td>• VP Finance and Administration</td>
<td>• Number of search responders, inquiries and applicants</td>
<td>Fiscal Year 2020</td>
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<td></td>
<td>• VP Enrollment Management, Marketing and Communications</td>
<td>• Website analytics, market penetration analyses</td>
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<tr>
<td>Address the issue of understaffing in critical central marketing positions.</td>
<td>• VP Enrollment Management, Marketing and Communications</td>
<td>• Hiring and onboarding of critical positions</td>
<td>Spring 2020</td>
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