

Strategic Enrollment Management Plan 2019-2023

March 7, 2019



Northern Illinois University
Your Future. Our Focus.



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
 - Pls: 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
 - Pls: Net and gross tuition revenue by student segment, number of students utilizing alternative aid programs and university waivers/grants
- KPI: Student Success
 - Pls: 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
 - Pls: 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 identify 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.

Tactics/Activities	Accountable	Assessment	Completion Date
Increase funds in advertising to increase our reach and impact, and commit to advertising budgets one year in advance.	<ul style="list-style-type: none"> VP Finance and Administration VP Enrollment Management, Marketing and Communications 	<ul style="list-style-type: none"> Number of search responders, inquiries and applicants Website analytics, market penetration analyses 	Fiscal Year 2020
Address the issue of understaffing in critical central marketing positions.	<ul style="list-style-type: none"> VP Enrollment Management, Marketing and Communications 	<ul style="list-style-type: none"> Hiring and onboarding of critical positions 	Spring 2020



Northern Illinois University

Your Future. Our Focus.

