Media Buying Services

June 13, 2019
Board of Trustees Meeting
Strategic Enrollment Management Plan

• **Objective**
  “Increase the financial investment in university marketing and advertising by fiscal year 2020 to stand out in the competitive market”

• **Tactic**
  “Increase funds in advertising to increase our reach and impact, and commit to advertising budgets one year in advance”
NIU Advertising Strategy

Centralize and leverage buying power of one media-buying agency to:

- Promote specific recruitment events
- Generate greater awareness for NIU’s brand and its academic offerings
- Provide recommendations based on data analytics
- Achieve cost savings through the vendor’s purchasing ability
  - Hambrick estimates more than $72K in bonus exposure in FY19 through negotiations with its vendors
- Enable the department to respond more rapidly
Context/History

- **March 2017**
  BOT approved expenditure authority
  - FY18-23; one-year, initial term with 5 one-year renewals for total of $2,400,000

- **FY18**
  General market, new online program marketing

- **FY19**
  General market, new online program marketing

- **FY20 and Beyond**
  SEM plan execution
FY20 and Beyond

- Approval of BOT expenditure authority for media buying services for FY20 (Wiley to manage online programs)
  - Not to exceed $3,000,000
- Begin new RFP process this summer
- After RFP process, return to BOT with new contract for approval of future years
- Analytics, measurement and accountability
To meet the SEM objectives, advertising efforts will:

• Further strengthen NIU brand presence in a crowded and expensive marketplace for greater repetition and reach

• Remain present in the market throughout the entire year

• Introduce additional campaigns to engage new markets

• Provide flexibility to respond to new needs as they are identified during the fiscal year (i.e. change in out-of-state tuition, AIM HIGH)

• Align with multi-year planning and budget goals
Questions/Comments?