NIU Partnership with EAB

November 18, 2021
SEM Plan

“Implement new recruitment marketing partnership that will include earlier communications with prospective students and parents, targeted name purchases, senior application marketing and yield enhancement for admitted students.”
Communicating with potential students

Encouraging students to apply

Ensuring admitted students matriculate

Supporting enrolled students to increase retention and completion
# EAB Partnerships

<table>
<thead>
<tr>
<th>Institutional Research &amp; Strategy</th>
<th>Recruitment</th>
<th>Student Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Enrollment Management</td>
<td>• Undergraduate Recruitment Marketing</td>
<td>• Navigate</td>
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<tr>
<td>• Prof &amp; Adult Education</td>
<td>• Perception Study</td>
<td>• Smart Guidance</td>
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<tr>
<td>• Higher Ed Strategy</td>
<td>• Advanced Web Analytics</td>
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<td>• Academic Performance Solutions</td>
<td>• Adult Learner</td>
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<td>• Financial Aid Optimization</td>
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Benefits of EAB Partnership

• Full-service partner with three decades of higher education experience
• National landscape of best strategies and practices – over 2,100 college partners
• Suite of services are comprehensive and coordinated
• National/Regional/Peer benchmarking
• Extension of NIU – values/goals-driven organization that mirrors our own
• Universal strategies but fully customizable to NIU
• Competitive edge in a shrinking market
Enrollment Services – HS Soph/Juniors

- Cultivate Demand
  - Audience strategy – analysis of historic enrollment paired with goals to target best-fit students
  - Year-round student search
- Engagement
  - Multichannel outreach to students
  - Engagement campaign for parents of student responders
Enrollment Services – HS Seniors

- Cultivate Demand
  - Year-round student search and audience selection strategy

- Generate Applications
  - Early application marketing – digital, electronic and print campaigns
  - Application completion follow-up

- Secure Enrollments
  - Deposit IQ (survey to determine admitted students’ decision factors)
  - Yield IQ (admitted students’ likelihood to enroll)
Power of EAB Partnership

First-Year Applications by Entry Term

Entry Term

Fall 2013  Fall 2014  Fall 2015  Fall 2016  Fall 2017  Fall 2018

Number of First-Year Applications

0 5,000 10,000 15,000 20,000 25,000

19,763 19,814 17,099 14,980 14,641 14,157

Strategic Enrollment Management
Power of EAB Partnership

First-Year Applications by Entry Term

Entry Term

- Fall 2013: 19,763
- Fall 2014: 19,814
- Fall 2015: 17,099
- Fall 2016: 14,980
- Fall 2017: 14,641
- Fall 2018: 14,157
- Fall 2019: 15,709
- Fall 2020: 16,690
- Fall 2021: 22,553

EAB Campaign Launch 2/1/19
Power of EAB Partnership

First-Year Applications by Entry Term

EAB Campaign
Launch 2/1/19

Number of First-Year Applications

Entry Term

2018 2019

2018: 15,709
2019: 14,157

-850 (+1,552 (11%))
Power of EAB Partnership

Submitted Applications by EAB Influence

Full-Time Freshman - Fall

<table>
<thead>
<tr>
<th>Year</th>
<th>EAB Influenced</th>
<th>Not EAB Influenced</th>
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<tbody>
<tr>
<td>2017</td>
<td>14,472</td>
<td>14,472</td>
</tr>
<tr>
<td>2018</td>
<td>14,053</td>
<td>14,053</td>
</tr>
<tr>
<td>2019</td>
<td>2,917</td>
<td>12,804</td>
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<tr>
<td>2020</td>
<td>8,536</td>
<td>8,738</td>
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<tr>
<td>2021</td>
<td>22,099</td>
<td>15,712</td>
</tr>
</tbody>
</table>
Power of EAB Partnership

Enrollment by EAB Influence

Full-Time Freshman - Fall

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<tbody>
<tr>
<td>2017</td>
<td>225</td>
<td>1,585</td>
</tr>
<tr>
<td>2018</td>
<td>916</td>
<td>991</td>
</tr>
<tr>
<td>2019</td>
<td>1,102</td>
<td>1,569</td>
</tr>
<tr>
<td>2020</td>
<td>1,550</td>
<td>717</td>
</tr>
<tr>
<td>2021</td>
<td>2,267</td>
<td>314</td>
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NIU Strategic Enrollment Management
Traditional Populations Declining Rapidly

High School Graduates Profile for Illinois

Projected values are displayed as either thicker or darker in the profile charts. See the notes for more details.

Total & Public High School Graduates, Class of 2008 to 2037

- Illinois high school graduates are not projected to increase after the class of 2018 at 155,279 graduates
- Between the Class of 2018 and the Class of 2037, high school graduates are projected to average 137,810 per year
Adult Learner Degree-Completion

- Research and Guidance
  - Evaluate market position, assess current programs and assess new market/program opportunities
  - Readiness assessments, policy and operational reviews, competitive benchmarking

- Cultivate Demand
  - Audience generation and specific targeting with maximized reach among high-potential prospects

- Engagement
  - Customized multichannel outreach to build awareness and facilitate decision-making
Navigate

• Coordination of proactive and holistic student support
  • Student dashboard
  • Appointment scheduling
  • Shared notes

• Analytics to inform and assess interventions
  • Case management
  • Monitoring of student progress

• Network with other institutions through the Student Success Collaborative
Academic Performance Solutions

• Analysis, visualization and benchmarking of data across programs, departments and colleges

• Integrates student information with financial and human resource information

• Use cases
  • Course planning based on predicted student demand
  • Academic program review
  • Benchmarking of instructional capacity
Questions