Innovation & Impact:
The Work of Student Affairs

August 24, 2023
“Caring about students beyond the boundaries of the classroom is the first step of sparking engagement.”

~Beth Morrow

Student Recruitment, Student Success and Student Experience
University Goal 2A: Increase Enrollment and Enhance Student Success

University Goal 2B: Continue to Make our Student Experience More Equitable and Engaging
Division of Student Affairs

- Housing and Residential Services
- Campus Dining Services
- Holmes Student Center
- Student Involvement
- Student Government Organization
- Fraternity and Sorority Life
- Center for Student Assistance & Huskie Food Pantry
- Counseling and Consultation Services
- Disability Resource Center
- Military and Veteran Services
- Student Conduct
- Student Legal Assistance
- Commuter and Family Programs
- Northern Star
- Health Services
Importance of Student Engagement

- Student engagement associated with positive outcomes in much of the higher education and student affairs literature.

- Focus on bolstering student experience, sense of belonging, and increasing student engagement (Goal 2B)
<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td>Welcome Holmes</td>
<td>1,500</td>
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<tr>
<td>Block Party</td>
<td>900</td>
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<tr>
<td>Student Involvement Fair</td>
<td>1,300</td>
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<tr>
<td>Meet the Greeks</td>
<td>900</td>
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<tr>
<td>Jewel-Osco Jamboree</td>
<td>700</td>
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<tr>
<td>President’s Picnic</td>
<td>680</td>
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</tbody>
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Student Engagement Bolstered

- NIU Family Weekend: 850
- 115th Homecoming Week: 2,000
- Late Night Breakfast: 1,000
Student Voices Elevated

Over 200 students engaged in the new innovative dinner series called “Conversations that Matter”
Revitalization of Greek Life - University Priority

• Prioritize task force recommendations on how to revitalize Greek life. Create and share implementation and accountability plans with clear annual and multiyear goals. (Goal 2B)
Greek Life Revitalization

- Enhancing and strengthening the Greek Life experience through collaboration
- Innovative approaches resulting in early success
- Preserving tradition:
  - The National Pan-Hellenic Council Yard Rededication
  - Successful transition of Tugs event to Greek Row
Vision for the Future – NIU Greek Life Center

- Moving forward with the proposal to build new NIU’s Greek Life Center. (Goal 2B)
Re-enrollment Strategies

- Innovative and collaborative approaches to re-enrollment (Goal 2A)
Reenrollment Strategies

• Multidivisional shared leadership approach - Office of Undergraduate Studies, Diversity and Cultural Resource Centers, Housing and Residential, and the Center for Student Assistance

• Strategic and intentional messaging, coaching through in-person sessions, individual approach
Center for Student Assistance

• Student-centered and community focused services through connecting essential units within the same location

• First point of contact for students
“I've only been in the program for a month, but my peer mentor has been beneficial, and I have seen a significant change in my work ethic for classes and better communication with my professors.”

“I feel supported talking to people who look like me (my peer mentor) and can understand my struggles.”
Building on the Successful Reenrollment Strategies

• Utilization of Navigate
• Peer Academic Coaches support
• Partnership with the divisions of Academic Affairs and Enrollment Management, Marketing and Communications, the Hope Chicago Scholars program has seen several successes.
Strengthen Braven Partnership

• Collaborate to provide more NIU students with opportunities to build skills, confidence, experiences and networks (Goal 2A)
Thank you!