Outline

• Review of SEM Plan
• Highlights of Fall 2019 Enrollment Outcomes
• Key SEM Plan Tactics and Impacts
• Student Success and Retention
Strategic Enrollment Management Plan

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>
</tr>
</thead>
<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>
</tr>
<tr>
<td>Address the issue of understaffing in critical central marketing positions.</td>
<td>• VP Enrollment Management, Marketing and Communications</td>
<td>• Website analytics, market penetration analyses</td>
<td>Spring 2020</td>
</tr>
</tbody>
</table>
Key Elements of SEM Plan

• Stable total enrollment at 17,000 – 18,000 students
• Recognition that student body profile will change
• Focus on university branding, marketing and recruitment
• Focus on improving undergraduate retention and student success and reducing achievement gaps
• New approaches to financial aid and scholarships
Fall 2019 Enrollment Outcomes

✓ Up 2% in new freshmen
  ✓ Increased avg HS GPA from 3.31 to 3.36; number in top 10%
✓ Up 2% in new transfers
✓ Up 9% in new graduate/law students
✓ Up 25% in new out-of-state students

✓ Down 3% in total students
✓ Down 5% in total undergrad students
✓ Up 2% in total graduate students
✓ Up 37% in total online students
<table>
<thead>
<tr>
<th>Student Group</th>
<th>Actual Fall ‘18</th>
<th>Projected Fall ‘19</th>
<th>Actual Fall ‘19</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Freshmen</td>
<td>1,856</td>
<td>1,883</td>
<td>1,897</td>
</tr>
<tr>
<td>New Transfers</td>
<td>1,577</td>
<td>1,593</td>
<td>1,611</td>
</tr>
<tr>
<td>Continuing Undergraduates + Others</td>
<td>8,994</td>
<td>8,309</td>
<td>8,291</td>
</tr>
<tr>
<td>Main Campus Undergraduate</td>
<td>12,427</td>
<td>11,787</td>
<td>11,799</td>
</tr>
<tr>
<td>Online Undergraduates</td>
<td>386</td>
<td>378</td>
<td>416</td>
</tr>
<tr>
<td>Online Graduates</td>
<td>413</td>
<td>574</td>
<td>679</td>
</tr>
<tr>
<td>Main Campus Graduate</td>
<td>3,699</td>
<td>3,739</td>
<td>3,664</td>
</tr>
<tr>
<td>Law</td>
<td>260</td>
<td>270</td>
<td>274</td>
</tr>
<tr>
<td><strong>Total Enrollment</strong></td>
<td><strong>17,169</strong></td>
<td><strong>16,748</strong></td>
<td><strong>16,609</strong></td>
</tr>
</tbody>
</table>
What We Will Do To Achieve Success

Brand Penetration

- *Invest in state-of-the art technology to better connect with and attract students*
- *Increase advertising to improve reach and impact*
- *Conduct a comprehensive brand perception study*

Recruitment and Access

- *Engage a partner to provide marketing, recruitment and concierge service for students enrolling in online programs*
- *Engage new out-of-state markets through targeted recruitment activities*
- *Engage a partner for earlier communications with students and parents, targeted name purchases, senior application marketing and admitted yield enhancements*
- *Use data to optimize financial aid packaging*
- *Increase merit awards to transfer students*
Communicating with potential students

Encouraging students to apply

Ensuring admitted students matriculate

Supporting enrolled students to increase retention

WILEY
EDUCATION SERVICES

EAB

slate

navigate

RUFFALO NOEL LEVITZ

Blackboard

NIU
Brand Penetration

*Invest in state-of-the-art technology to better connect with and attract students*

- Slate (CRM)
- Virtual Victor
  - Two-way text messaging
Brand Penetration

*Increase advertising to improve reach and impact*

- **New ad campaign plan**
  - Open House/Visit
  - Thematic/Brand
  - Expand out-of-state and Latinx
  - Increase coverage

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**Media Mix**

- **Out of Home**: 70%
- **Radio**: 20%
- **Print**: 6%
- **Digital**: 3%
- **Opportunity Fund**: 1%
Brand Penetration

*Increase advertising to improve reach and impact*
Brand Penetration

*Increase advertising to improve reach and impact*

**DIGITAL/SOCIAL - 2018**

<table>
<thead>
<tr>
<th>CAMPAIGN</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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<tbody>
<tr>
<td>Digital/Social Media</td>
<td><img src="image" alt="" /></td>
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<tr>
<td>Open House Campaign - Fall #1 (OH 10/8/2018)</td>
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<tr>
<td>Open House Campaign - Fall #2 (OH 11/12/2018)</td>
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<tr>
<td>Open House Campaign - Spring (OH 4/15/2019)</td>
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<td>Open House Campaign - Summer (OH 7/15/2018)</td>
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<tr>
<td>Transfer Open House - #1 (2/15/2019)</td>
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<tr>
<td>Transfer Open House - #2 (3/1/2019)</td>
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<td><img src="image" alt="" /></td>
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<tr>
<td>Out of State - Wisconsin</td>
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<tr>
<td>Out of State - Iowa</td>
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<tr>
<td>Out of State - Indiana</td>
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<tr>
<td>Out of State - Minnesota</td>
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<tr>
<td>Out of State - Missouri</td>
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</tbody>
</table>
### Brand Penetration

*Increase advertising to improve reach and impact*

#### DIGITAL/SOCIAL - 2019

<table>
<thead>
<tr>
<th>CAMPAIGN &amp; AUDIENCES</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital / Social Media</strong></td>
<td></td>
</tr>
<tr>
<td>Visit / Branding Campaign</td>
<td></td>
</tr>
<tr>
<td><strong>Audiences:</strong> Parents, Students, Latinax Parents, Latinax Students, OOS Parents, OOS Students, Transfer Students in It.</td>
<td>AUGUST: 29, 12, 19</td>
</tr>
<tr>
<td><strong>Tactics:</strong> Display, Facebook, Instagram, Twitter, Snapchat</td>
<td>X X X</td>
</tr>
<tr>
<td>Open House Campaign</td>
<td></td>
</tr>
<tr>
<td><strong>Audiences:</strong> Parents, Students, Latinax Parents, Latinax Students, OOS Parents, OOS Students, Transfer Students in It.</td>
<td>AUGUST: 29, 12, 19</td>
</tr>
<tr>
<td><strong>Tactics:</strong> Display, Facebook, Instagram, Twitter, Snapchat, Video, YouTube</td>
<td>X X X X X</td>
</tr>
<tr>
<td>Thematic Branding</td>
<td></td>
</tr>
<tr>
<td><strong>Audiences:</strong> Students, OOS Students</td>
<td>AUGUST: 29, 12, 19</td>
</tr>
<tr>
<td><strong>Tactics:</strong> Spotify, Sound Cloud, Display, Facebook, Instagram, Snapchat, Twitter, TV Streaming, YouTube, Video</td>
<td>X X X X X X X X X</td>
</tr>
<tr>
<td>Retargeting for Visit / Branding &amp; Open House</td>
<td></td>
</tr>
<tr>
<td><strong>Audiences:</strong> Admissions Visitors, OH Visitors, Transfer Visitors, Latinax Visitors, Thematic Visitors</td>
<td>AUGUST: 29, 12, 19</td>
</tr>
<tr>
<td><strong>Tactics:</strong> Facebook, Instagram, Display</td>
<td>X X X X X X X X X X X X X X X X X X X X X X X</td>
</tr>
</tbody>
</table>
Brand Penetration

Conduct a comprehensive brand perception study

Perceptions of Inquiry Pool, Non-Enrolled, Parents
- Inquiry Pool
- Non-Enrolled
- Parents
  - Finalize Surveys
  - Deploy Surveys
  - Report Out Surveys
  - 1:1 Interviews

Perceptions of Campus Audiences
- Stakeholders (1:1 Int.)
- Students (Groups)
- Transfers (Groups)
- Faculty (Groups)
- Staff (Groups)
- Community (Groups)
  - Focus Group Preparation
  - Focus Groups
  - Report Out Findings

Strategic Implications: Branding & Enrollment
- Creative/Messaging Audit
- Opportunities Report
  - Finalize Surveys
  - Deploy Surveys
  - Report Out Surveys

Phase I: Quantitative Research

Phase II: Qualitative Research

Phase III: Quant & Implications

JUN JUL AUG SEP OCT NOV DEC JAN/FEB MAR
Recruitment and Access

Engage a partner to provide marketing, recruitment and concierge service for students enrolling in online programs

- Wiley Education Services (March 2019)
- 6 Programs
  - MS Data Analytics
  - MS Digital Marketing
  - Master of Public Health
  - MS Nursing – Nurse Educator Track
  - MS in Nursing to Doctor of Nursing Practice
  - RN to BS in Nursing
## Power of Wiley Partnership

<table>
<thead>
<tr>
<th>Student Group</th>
<th>Actual Fall ‘18</th>
<th>Projected Fall ‘19</th>
<th>Actual Fall ‘19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Returning Online Students</td>
<td>153</td>
<td>252</td>
<td>317</td>
</tr>
<tr>
<td>New Online Students</td>
<td>87</td>
<td>91</td>
<td>163</td>
</tr>
<tr>
<td><strong>Total Online Enrollment</strong></td>
<td>240</td>
<td>343</td>
<td>480</td>
</tr>
<tr>
<td>Returning Online SCHs</td>
<td>851</td>
<td>1,459</td>
<td>1,897</td>
</tr>
<tr>
<td>New Online SCHs</td>
<td>611</td>
<td>536</td>
<td>1,227</td>
</tr>
<tr>
<td><strong>Total Online SCHs</strong></td>
<td>1,462</td>
<td>1,985</td>
<td>3,124</td>
</tr>
<tr>
<td>Avg SCH/Student</td>
<td>6.09</td>
<td>5.79</td>
<td>6.51</td>
</tr>
</tbody>
</table>
Recruitment and Access

Engage new out-of-state markets through targeted recruitment activities

• Expanded travel
• Ad campaigns
• Specific communications by region

GO PLACES WITHOUT EXTRA FEES
No Out-of-State Tuition Rate

Northern Illinois University
Your Future. Our Focus.
niu.edu

NO OUT-OF-STATE TUITION RATE
One More Reason to Choose NIU

Northern Illinois University
More Reasons
Recruitment and Access

Engage a partner for earlier communications with students and parents, targeted name purchases, senior application marketing and admitted yield enhancements

• EAB (February 2019)
Power of EAB Partnership

Fall Freshman Submitted Applications by Date

1/31 Campaign Launch

2018

2019

-850

+1,675

15,728

14,053
Early Engagement Matters

Enrollments per 1,000 Search Contacts by Year in High School Contacted

- Seniors: 2.7
- Juniors: 3.8
- Sophomores: 5.2

Source: EAB
Recruitment and Access

New and earlier communications with students and parents

- Soph/Juniors
- Spanish materials
- Financial aid guide

Congratulations!

The 2019-2020 award notification letter accompanying this email outlines the financial aid awards you’ve been awarded. This way includes scholarships, grants, loans, and work-study, the whole you eligibility through federal, state, and university programs. Please review your award letter carefully and use this guide to identify your next steps.

We look forward to helping you transition throughout the financial aid process. — see on your way to success!
Student Success and Retention

• Improving Academic Success
  • Investment in professional advising
  • Enhanced use of Navigate
  • Promotion of equity-minded practice

• Enhancing the Student Experience
  • Renovation of Holmes Student Center
  • Support for student mental health services
  • Promotion of equity-minded practice
Questions