



**Northern Illinois
University**

Undergraduate Admissions Update

December 17, 2015

The Office of Admissions



Recruitment



- Updates on staff (posting and hiring in progress):
 - Southern/Central Regional Representative
 - Additional Chicago Regional Representative
 - Transfer Counselor in DeKalb

- Fall semester by the numbers:
 - 320 high school visits
 - Fall 2014: 307
 - Fall 2013: 275
 - 103 community college visits
 - Fall 2014: 64
 - Fall 2013: 65
 - 131 college fairs
 - 4 state university transfer days/ 6 transfer fairs
 - 40 additional recruitment events (panels, application workshops, on-the-spot events etc.)
 - 6,000+ admitted student phone calls by admissions counselors

Events, Tours & Customer Service



- Hosted NIU's *first ever* Saturday Open House on 11/14
 - Attendance outpaced every other open house by over 4%
 - Over 800 students, over 2,000 total attendees
- Continue to expand our Northern Ambassador program
 - Allows for additional tours and group visits
 - Up to 54 undergraduate leaders
 - Over 6,500 visitors on campus since June
- We have hosted over 70 special groups on campus, including many high schools and community based organizations and the following community colleges:
 - Rock Valley College
 - McHenry County
 - Elgin
 - Sauk Valley
 - Highland
 - Waubonsee

Strategic Communications



- Calls
 - Over 20,000 outbound calls this semester
 - Fall 2014: 20,920
 - Fall 2013: 20,758
- Associate Director of Strategic Communications hired
 - Will oversee and implement communication plans
 - Email
 - Text
 - Print/hard copy
 - Vendor hosted web presence/social media
- Admissions' main website has been updated
- Over 300,000 prospective students have heard from NIU admissions since June 16th

Systems & Processing



- 7 processors have been hired
 - Jump in admit numbers is largely due to improved training and a stronger staff
 - Processing anomalies rectified
- Streamlined College Review, Sponsorship Review and Reinstatement Review workflow introduced in November
 - Eliminates paper process and associated expense
 - Speeds time to decision for these review cases
- Orientation registration for fall of 2016 will go live on January 31, 2016
 - For 2017, projected go live in October
 - Over 6 months earlier than in previous years

General Admissions Updates



- NIU was the *first* university in Illinois to fully adopt the new AP law
 - HB 3428: requires all public universities to award college credit to students who submit Advanced Placement (AP) Exam scores of 3 or higher
 - Received accolades from the IBHE and The College Board
- Admissions was awarded a \$20,000 grant for recruitment from the NIU Foundation Board
- Acted as requested speaker at two national conferences
 - Hobsons U: for our CRM “renaissance” (July 26)
 - one of the most highly ranked and well attended sessions
 - National Association for College Admission Counseling (October 1)

Opportunities and challenges...

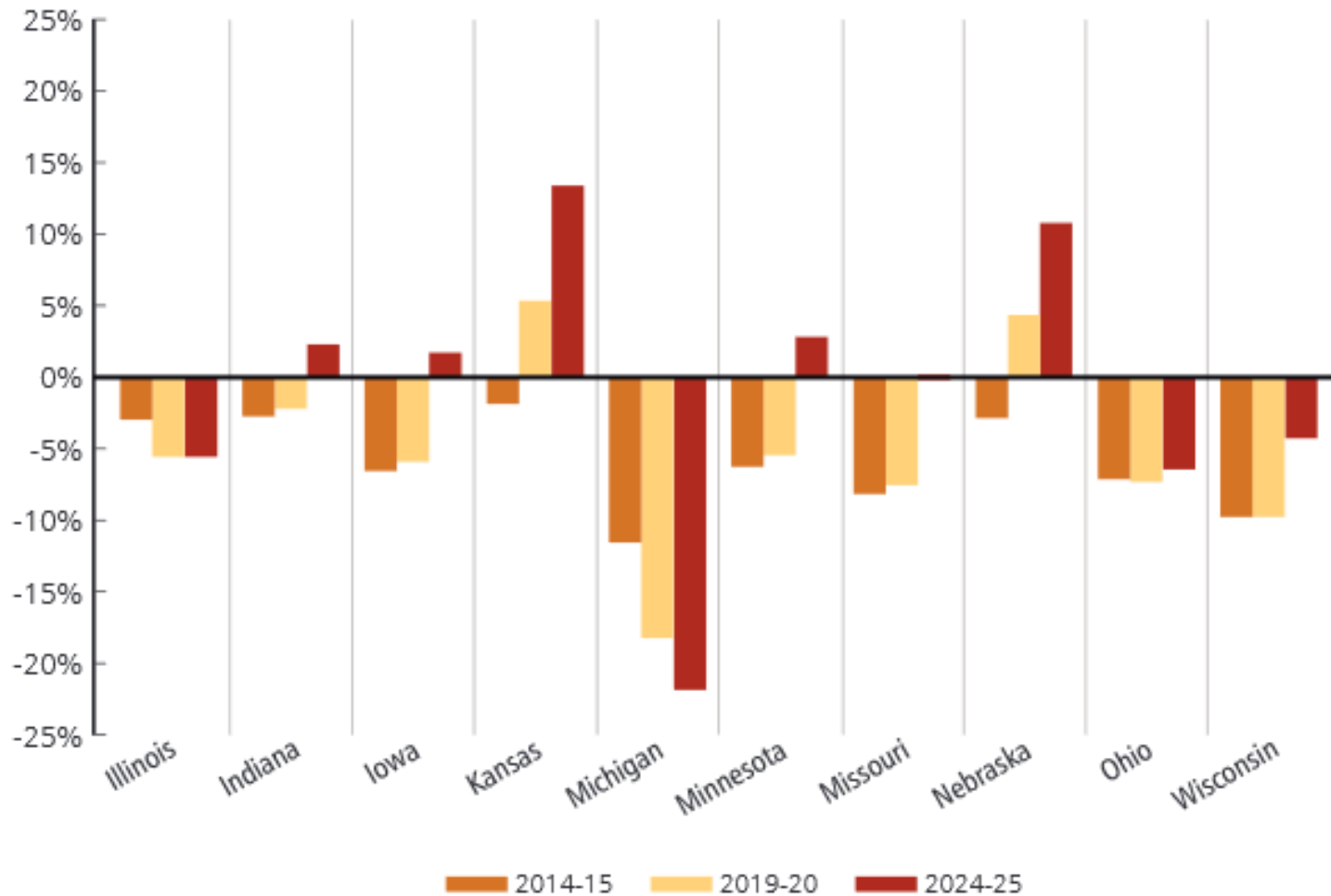


- Illinois is adopting the SAT
 - First in-school exam date projected for April
 - Requires shifts in name purchase frequency and type
 - Must revamp internal processing to accommodate different test scores and sub-score reports
- Prior-prior year FAFSA changes
 - Take effect in 2017
- The state of Illinois isn't producing more high school graduates

Opportunities and challenges...



Total Number of Projected High School Graduates in Midwestern States





**Northern Illinois
University**

Thank you!