Media Buying Services

Northern Illinois University
Your Future. Our Focus.

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"

Northern Illinois University
Strategic Enrollment
Accountability Plan
2019-2023

March 2019

Northern Illinois University
Your Future. Our Focus.

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

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Northern Illinois University

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

Final Considerations

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?

Advertising and Media Buying Services