

# NIU Partnership with EAB



**Northern Illinois University**  
*Your Future. Our Focus.*

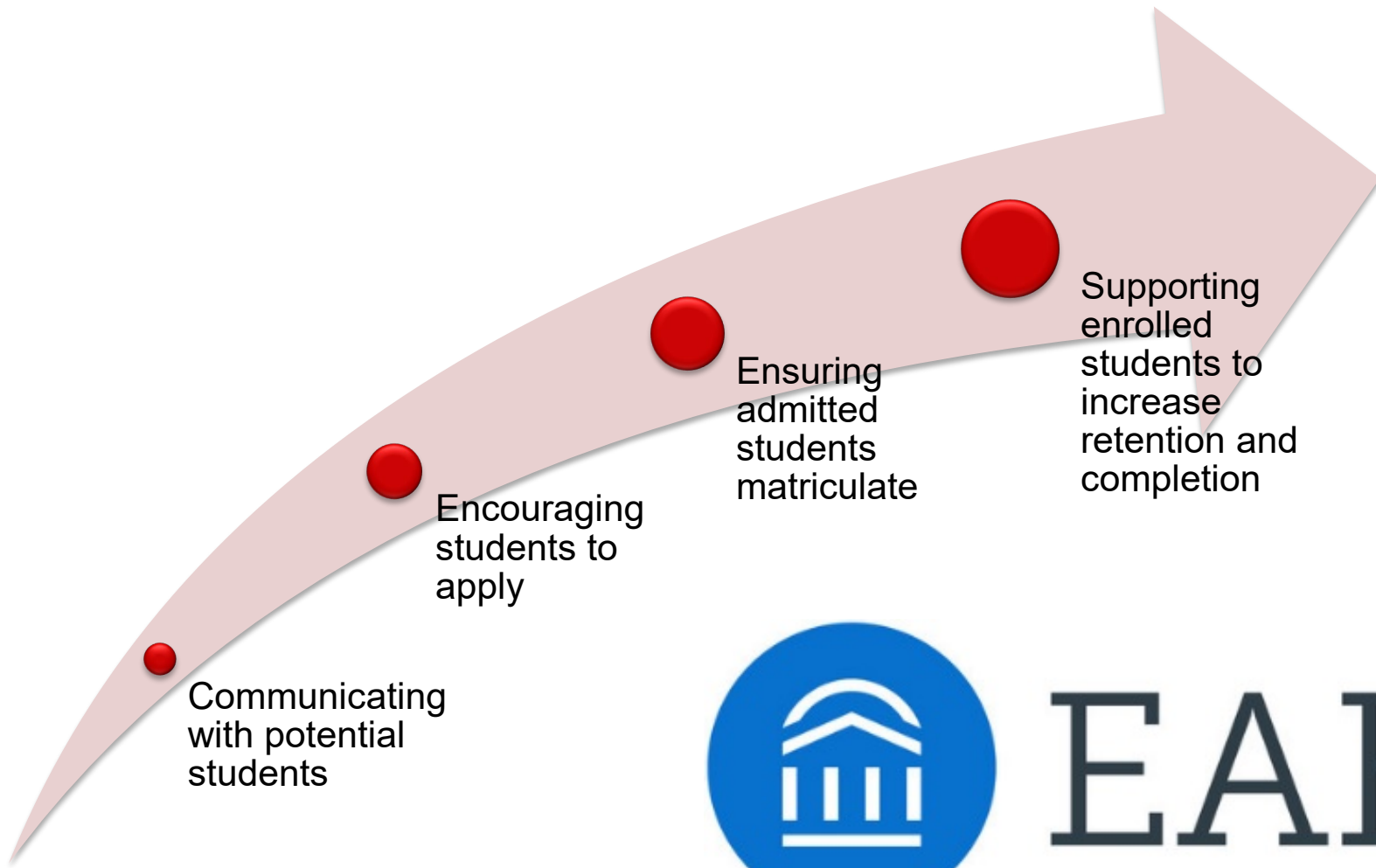
November 18, 2021



# 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.”*





EAB

# EAB Partnerships

## Institutional Research & Strategy

- Enrollment Management
- Prof & Adult Education
- Higher Ed Strategy
- Academic Performance Solutions

## Recruitment

- Undergraduate Recruitment Marketing
  - Perception Study
  - Advanced Web Analytics
  - Adult Learner
- Financial Aid Optimization

## Student Success

- Navigate
  - Smart Guidance

# 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

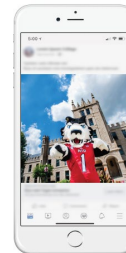
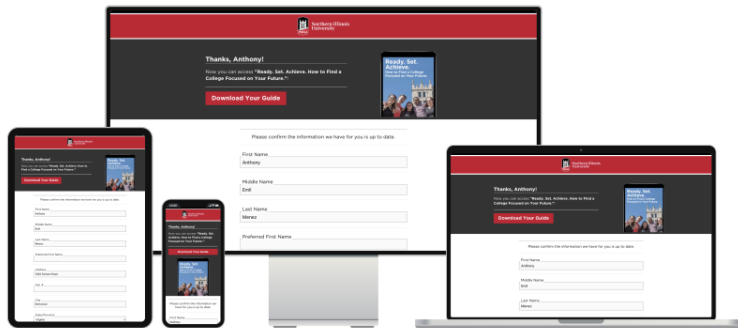
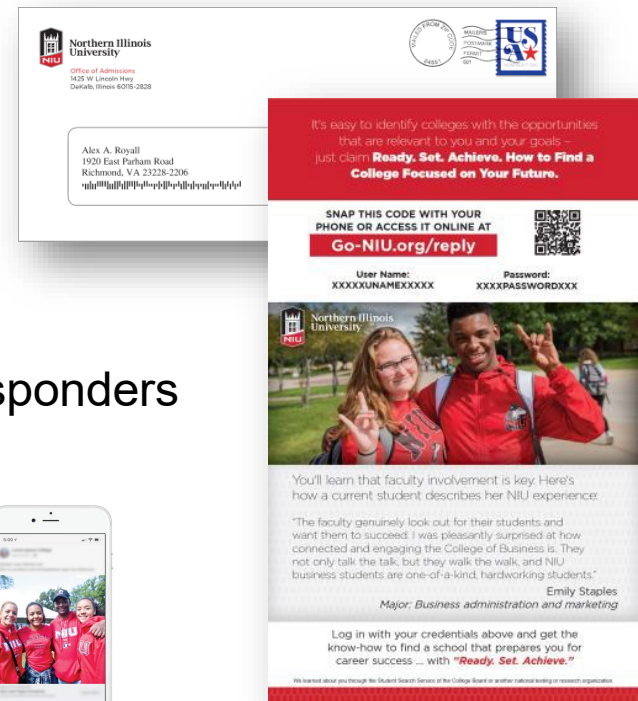
- Audience strategy – analysis of historic enrollment paired with goals to target best-fit students

- Year-round student search

- Engagement

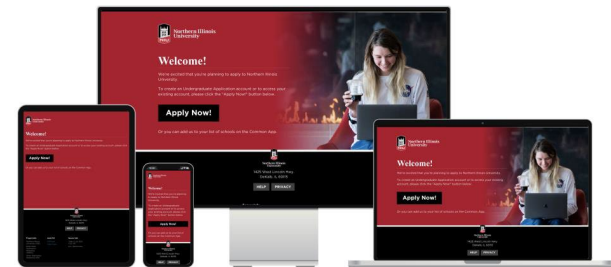
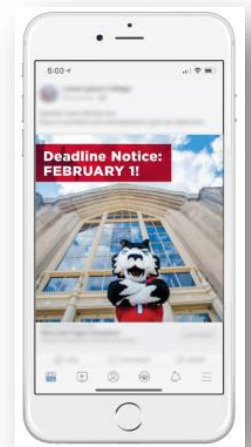
- Multichannel outreach to students

- Engagement campaign for parents of student responders



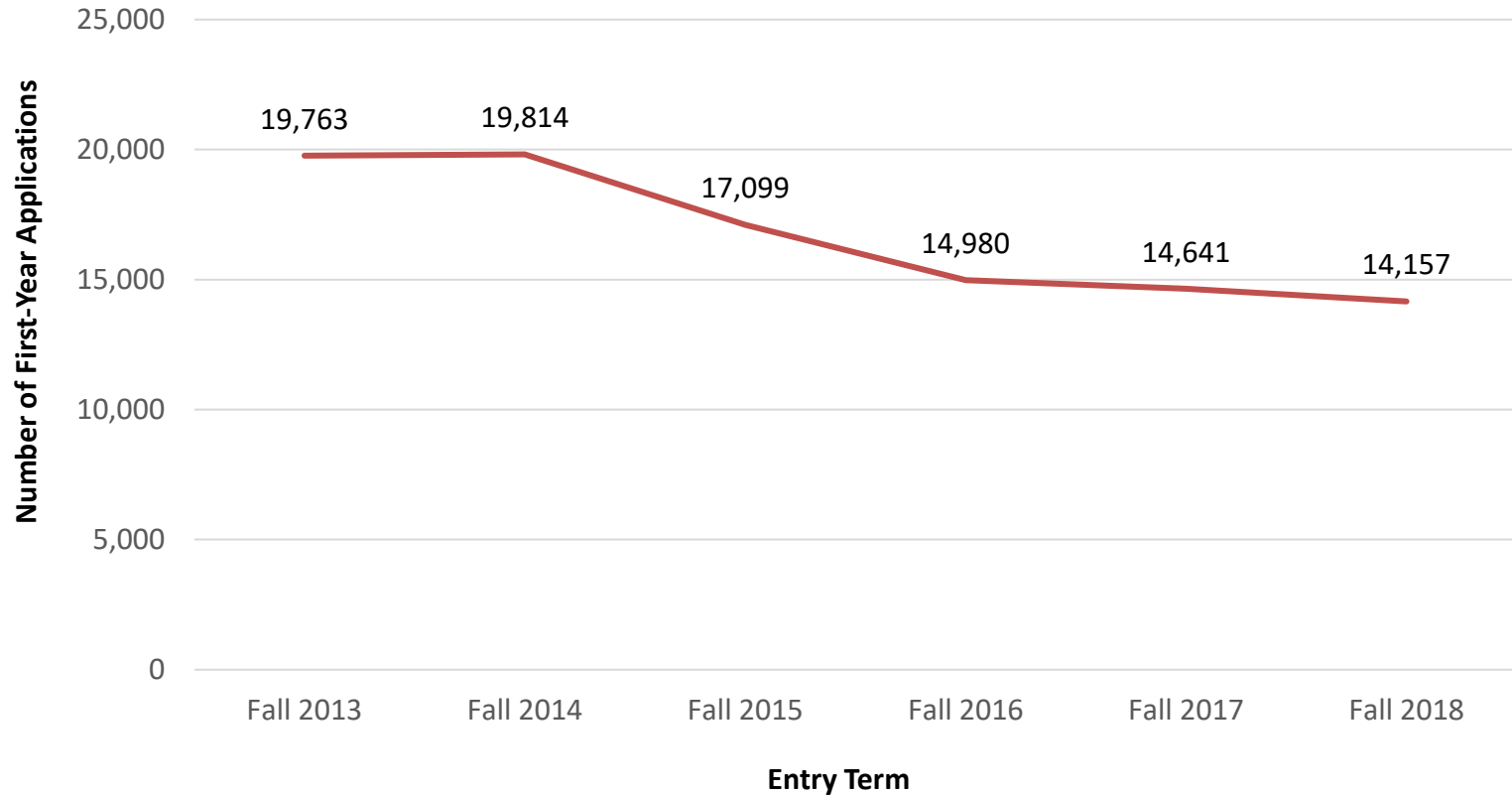
# Enrollment Services – HS Seniors

- 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

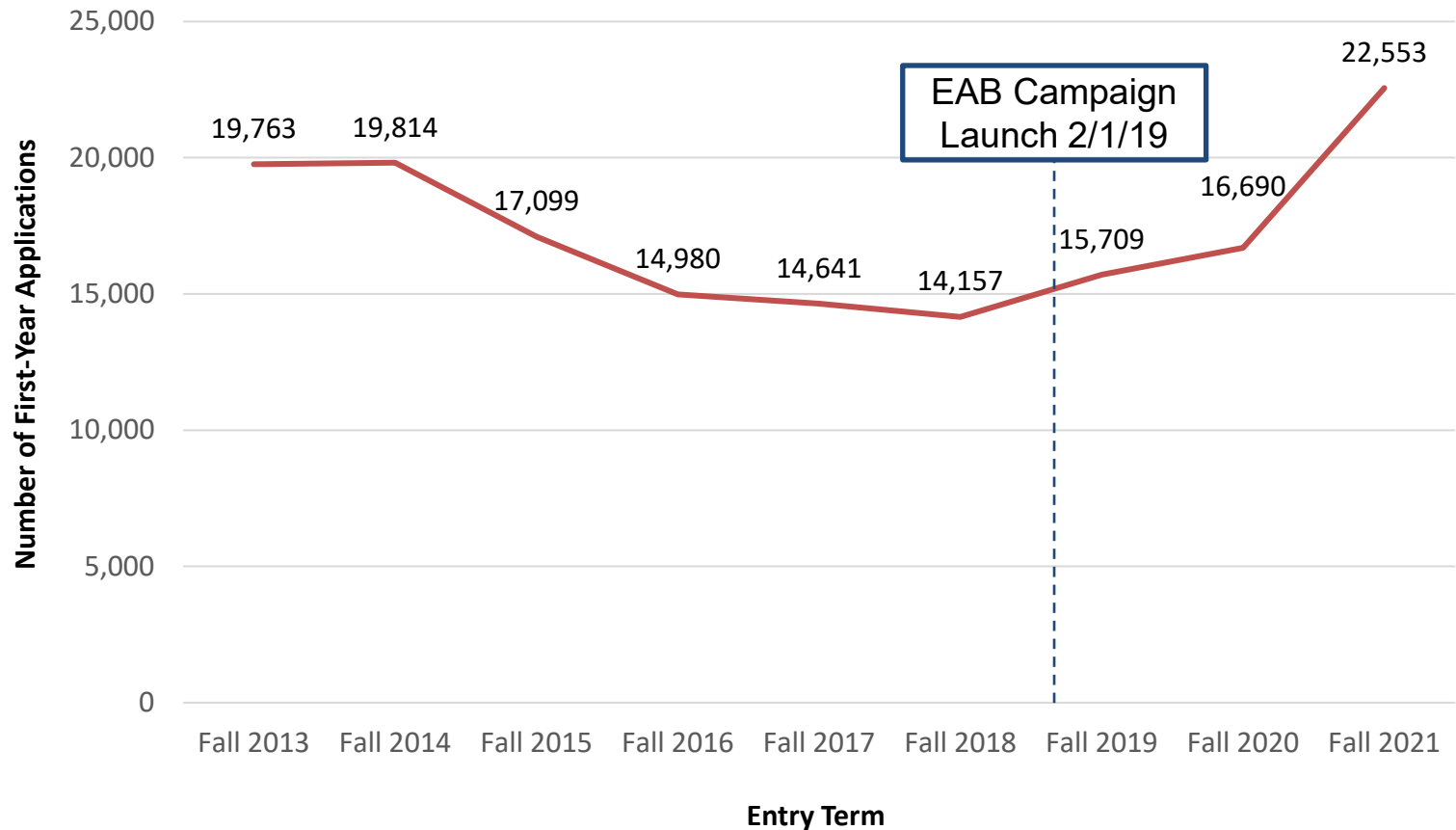
## First-Year Applications by Entry Term





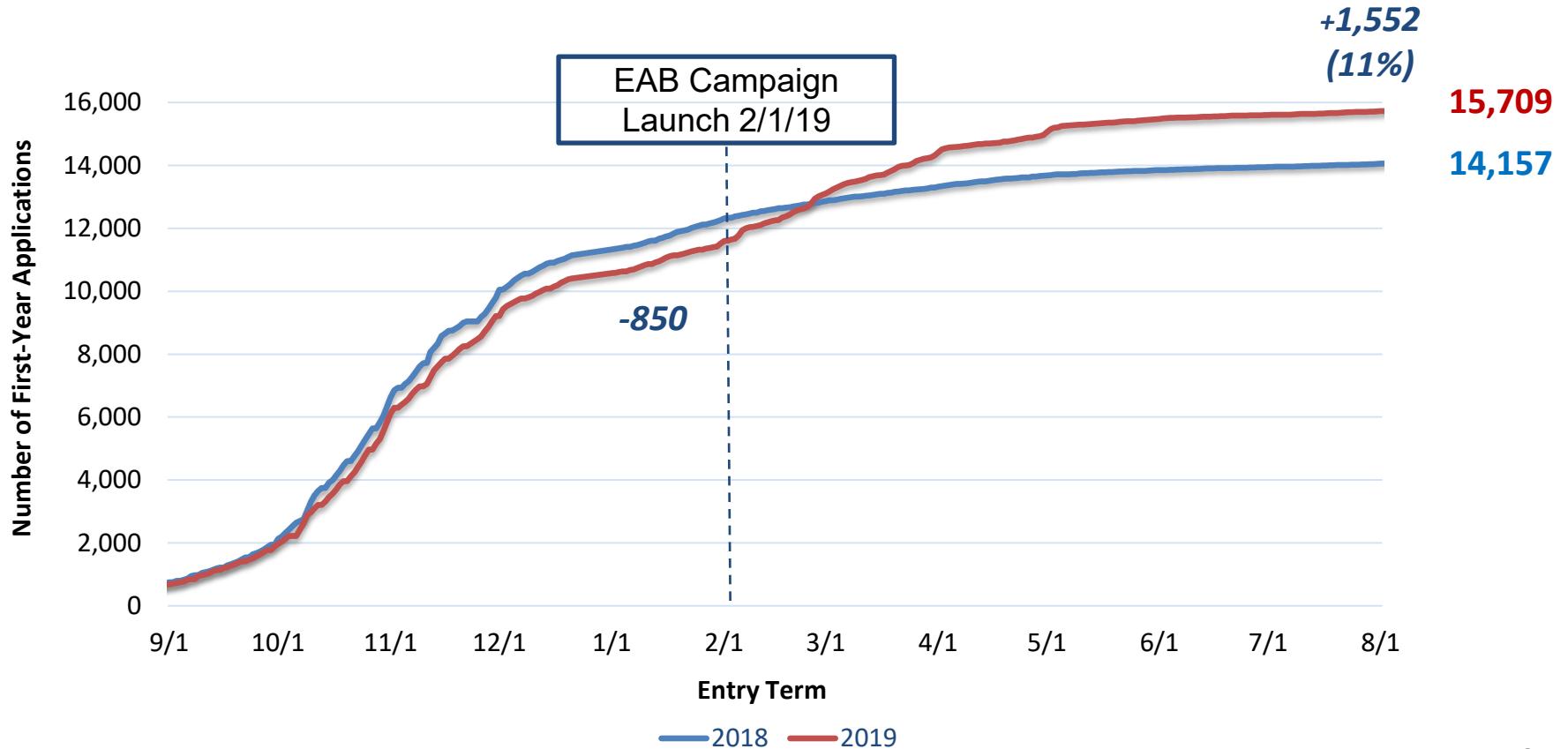
# Power of EAB Partnership

## First-Year Applications by Entry Term



# Power of EAB Partnership

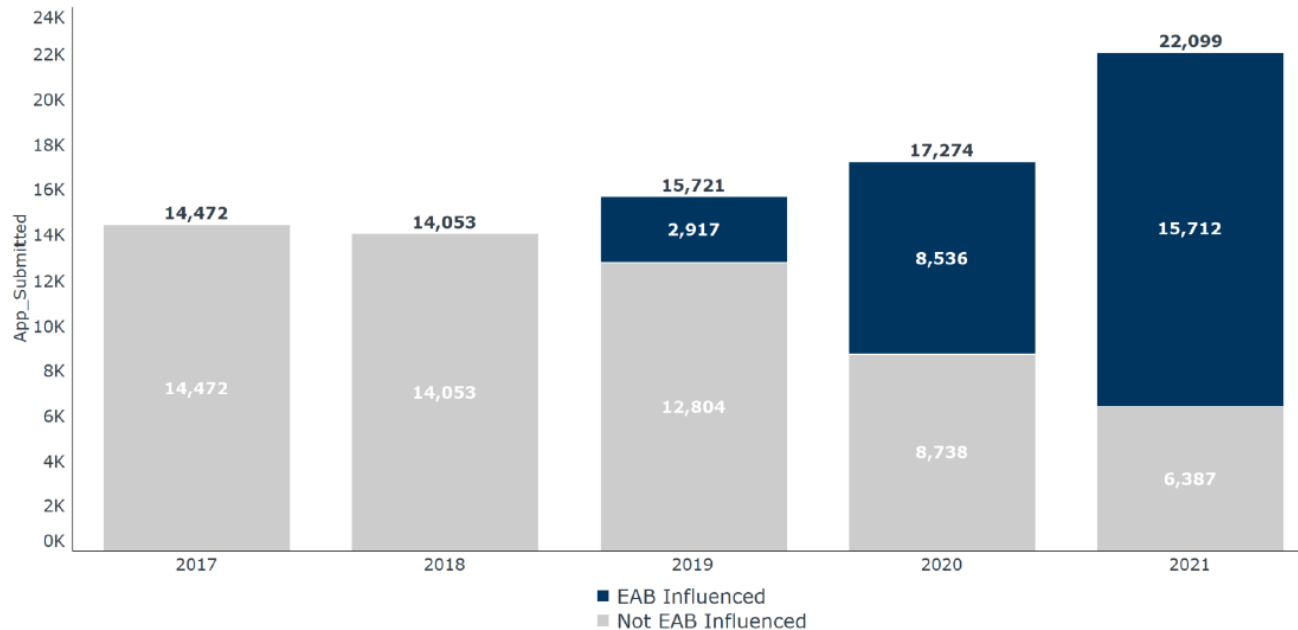
## First-Year Applications by Entry Term



# Power of EAB Partnership

## Submitted Applications by EAB Influence

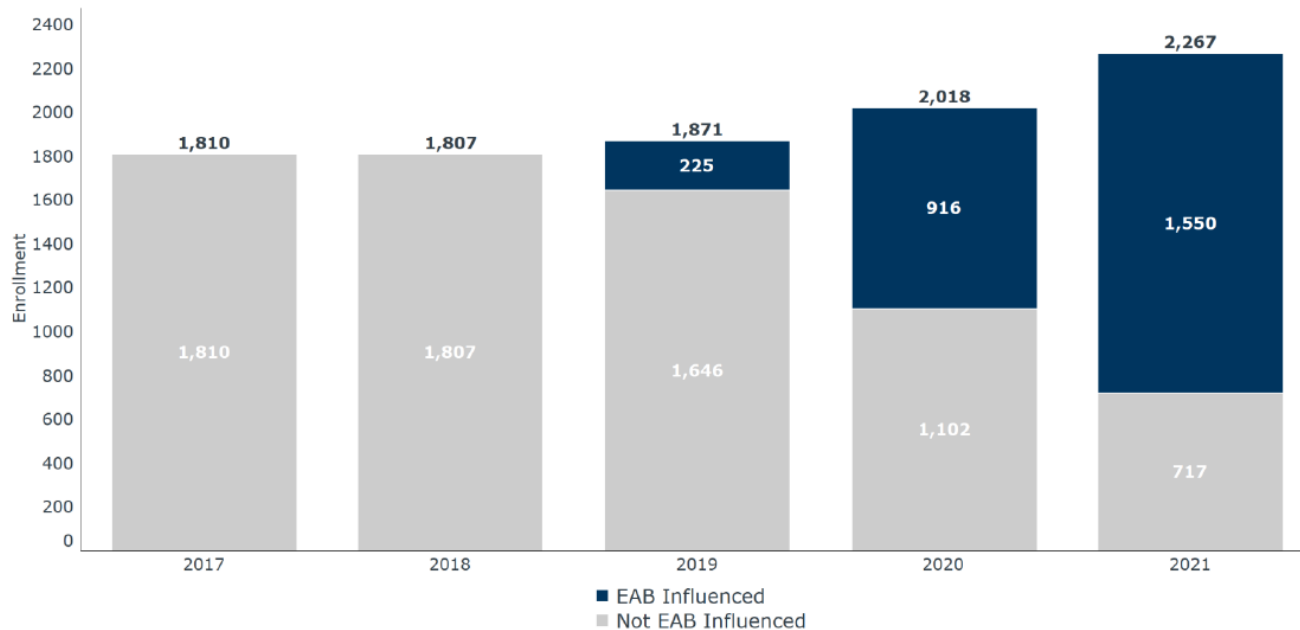
Full-Time Freshman - Fall



# Power of EAB Partnership

## Enrollment by EAB Influence

Full-Time Freshman - Fall



# Traditional Populations Declining Rapidly

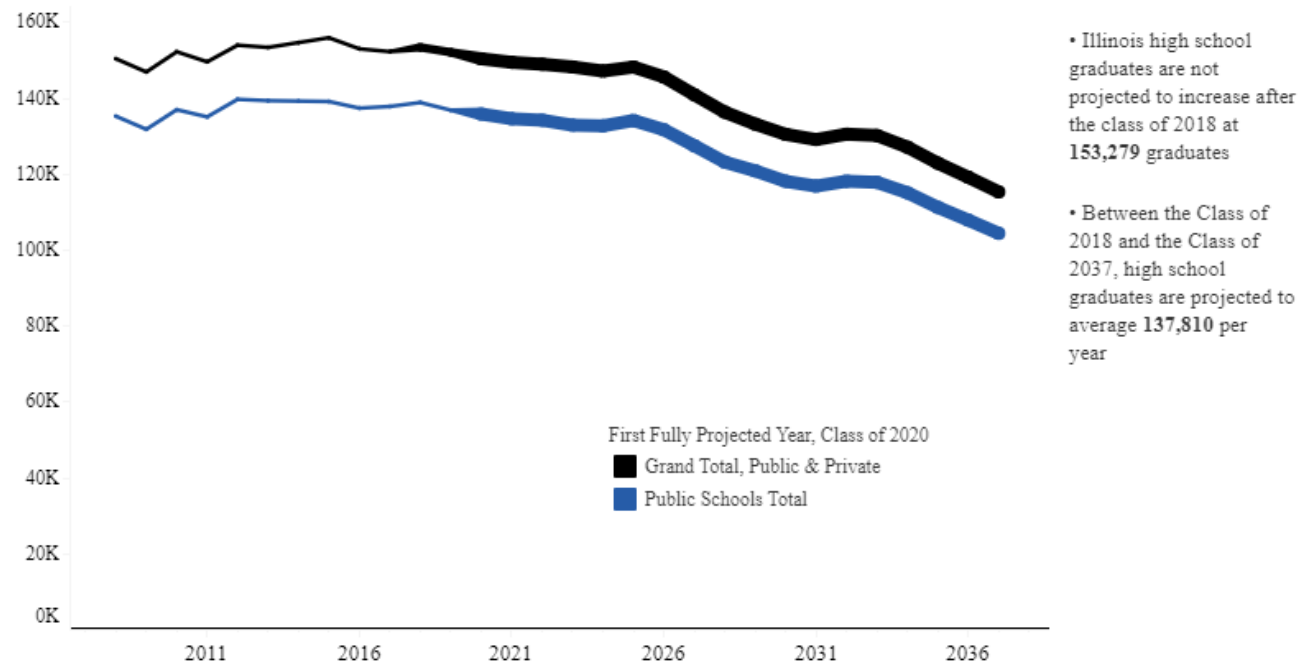
High School Graduates Profile for

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



# 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

