



**Northern Illinois  
University**

# **SEM Plan 2.0 Updates**

**November 7, 2023**

# Incorporating Shared Equity Leadership into SEM: Primary Goal and Structure



- SEL will be used to advance equity-minded SEM goals, which center on needs of NIU students
- SEL model will be used to engage more of the NIU community in advancing the SEM goals
- The model will have six working groups that are charged with high level topics related to student success



**SEM Plan 2.0 working groups restructured with laser focus on retention and student success**

October 30, 2023

The Strategic Enrollment Management (SEM) Plan 2.0, which, in response to the pandemic, ramped up emphasis on student retention and success, has already helped produce [positive results in student reenrollment](#) and will continue to unfold under a shared equity leadership (SEL) structure.

**President's Monthly SEM Meeting**

President

Faculty Senate President/  
University Council Chair

Chief Financial Officer

Dean of Grad School

Chief Human Resources  
Officer

Core Team

**Working Groups Reporting Monthly to Core Team**

- 1) Administrative Processes and Barriers
- 2) Advising and Student Pathways
- 3) Faculty Academic Experience
- 4) HSI Planning
- 5) Student Academic Success
- 6) Student Engagement and Wellbeing

**Core Team:**

Provost  
CDO  
Chief of Staff/CSO  
VPSA  
VPEMMC

**Support to Core Team:**

Vice Provost Academic Affairs  
AVP Student Success  
AVP Communications  
Ex. Director of Equity/Inclusion  
Director of Institutional Research

# Administrative Processes and Barriers Working Group



**Charge:** Identify administrative barriers to student success, persistence, and graduation and offer suggestions for how to remove or address them.

**Co-Chairs:**

Amanda Durik – Associate Dean for Undergraduate Affairs,  
College of Liberal Arts

Chris Lowe – Director of Office for Student Success,  
College of Education

# Advising and Student Pathways Working Group



**Charge:** Create tailored programs and supports for first-year students to ensure successful transition to college and work to ensure that all students have multiple solid connections to the NIU campus and a network of support.

## **Co-Chairs:**

Bill Pitney – Acting Dean, College of Education

Nichole Knutson – Associate Vice Provost for Student Success

# Faculty Academic Experience Working Group



**Charge:** To address barriers to faculty success, including addressing governance, policies and practices; belonging, mentorship and inclusion; and teaching, research and recognition.

## **Co-Chairs:**

Barbara Gonzalez – Vice Provost for Faculty Affairs

Ismael Montana – Professor of History

# Hispanic-Serving Institution Planning Working Group



**Charge:** Advise NIU on the development and implementation of effective policy and best practices for institutional and Hispanic/Latinx student success which supports, promotes, and celebrates our status as an (emerging) Hispanic-Serving Institution.

## **Co-Chairs:**

Christina Abreu – Director, Center for Latino and Latin American Studies

Carol Sumner – Vice President for Diversity, Equity and Inclusion and Chief Diversity Officer

# Student Academic Success Working Group



**Charge:** To propose a new approach to academic preparation through a series of academic and student support programs, and to improve strategies to eliminate equity gaps in student outcomes through data-informed decisions.

## **Co-Chairs:**

Dan Pedersen – Director, Housing and Residential Services

David Walker – Associate Dean for Academic Affairs,  
College of Education



# Student Engagement and Wellbeing Working Group



**Charge:** Create opportunities for all students by combining educational opportunity and personalized support with meaningful student engagement, well-being, and co-curricular activities. Leverage co-curricular activities and engagement to increase students' sense of belonging to improve persistence rates.

## **Co-Chairs:**

Jessica Reyman – Associate Dean, Graduate School

Jeff Salmon – Director of the Center for Student Assistance



**Northern Illinois  
University**

## **Campaign Update**

**November 7, 2023**

# The Comprehensive Campaign

## WHAT IS A CAMPAIGN?

An organized fundraising effort which focuses on obtaining support for NIU's most strategic priorities by engaging alumni, friends and other benefactors.

Enlists organized volunteer leadership to represent the campaign and position NIU as a top philanthropic priority during the life of the campaign and beyond.

Comprehensive in design as it will benefit almost every facet of NIU.

Lifespan – 8 to 10 years

Years 1 - 3 are the Leadership Phase and final stages of implementing suggested campaign recommendations that set the stage for success.

## WHAT ARE THE CURRENT KEY COMPONENTS?

### **Campaign Readiness Study**

- Analysis of infrastructure (i.e., staffing and systems)
- Implementation of recommendations

### **Capacity Analysis**

- Strategic fundraising strategy development
- Trends analysis
- Gift Table development

### **Constituent Engagement**

- Initial campaign blueprint development
- Engagement of alumni, donors and friends of NIU
- Opportunities and potential priorities identification

### **Case Development**

- Collaboration with campus leadership, collecting feedback
- Alignment of message with NIU MarComm

# The Case for Support

## **Amplifies the NIU story**

- Resonates with donors as visionary and aspirational, with clarity of purpose and impact
- Inspires philanthropy through a compelling call to action

## **Conveys and advances our biggest ideas**

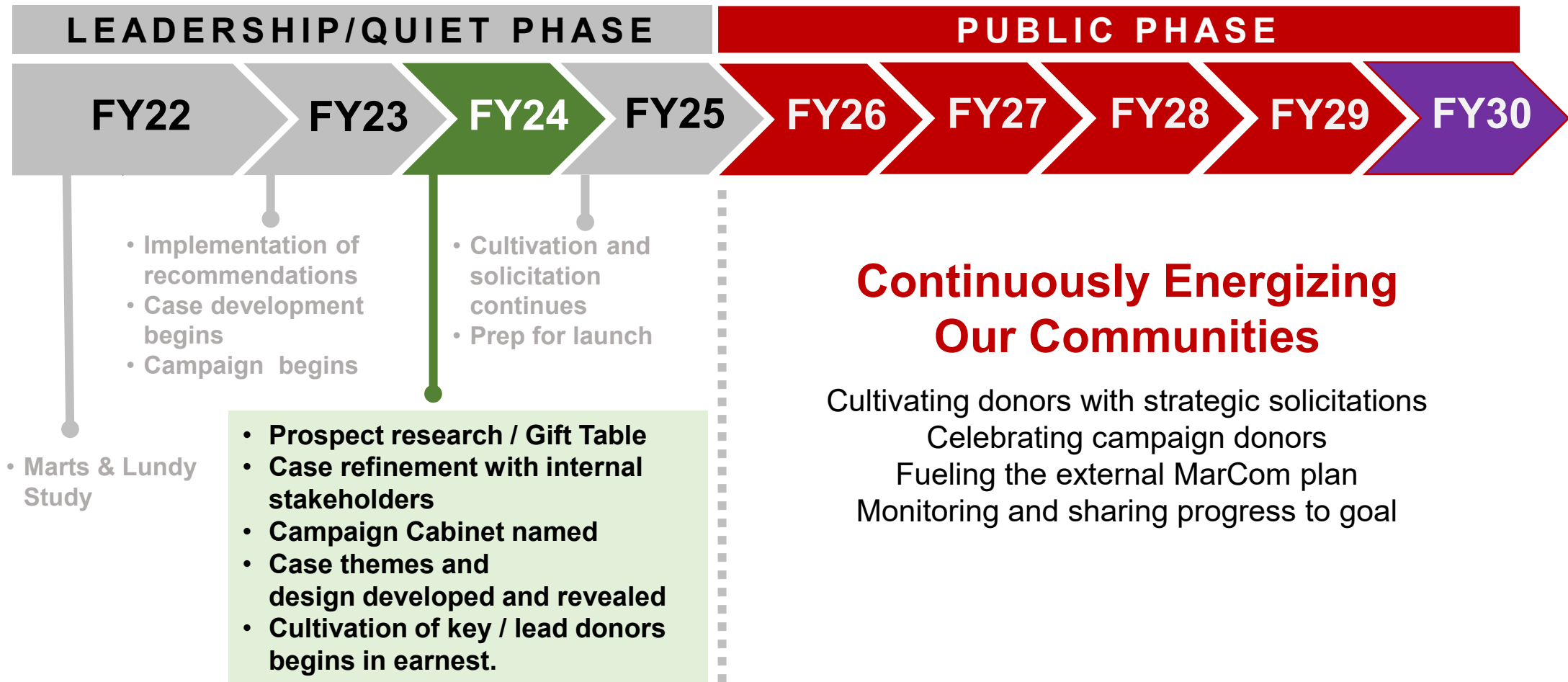
- Motivates transformational giving from individuals, organizations and society
- Involves multiple university units

## **Positions NIU for success**

- Through a compelling and captivating Case for Support – takes time to craft
- With high impact funding priorities – key to success

*We are grateful for the partnership with stakeholders across the university and look forward to your continued involvement.*

# Campaign Timeline



# Near-Term Timeline



Continued  
Interviews with  
Leadership



Faculty / Staff  
Listening  
Sessions



Campaign  
Theme and  
Brand R&D



Campaign  
Fluency  
Coaching



NIU / NIUF  
Governance  
Meetings



Internal Reveal /  
Winter Leadership  
Meeting

NOVEMBER					
DECEMBER					
JANUARY					
FEBRUARY					<b>FEBRUARY 27</b>

# How you can be involved

## Finalize support elements for unit cases and marquee projects

- Review contributions for key features
  - *For faculty and staff already assisting with this work*

## Join us for a listening session and provide your feedback

- Gain a large-scale perspective of the entire campaign effort
- Share reactions and additional considerations
- Build positive momentum and buzz for campaign commitments

## Schedule a campaign road show for your department or team

- Invite Foundation staff to attend your late winter / early spring meetings

## Send me your thoughts or schedule time with me!

- [csquires@niu.edu](mailto:csquires@niu.edu)



Stay tuned for  
news on  
December and  
January sessions!

# Crisis Management Process

Adapted from Simon R. Barker, *Preventing Crises at Your University*. Baltimore: Johns Hopkins University Press, 2021.



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# Crisis management is **NOT** emergency management

- **Emergency management** is activated for events like active shooters, workplace violence or catastrophic weather events.
- These threats make up a **very small percentage** of the threats to universities.



# The nature of campus crises

- Crisis management occurs when **an issue or event poses a significant threat to the institution and risks damaging its people, service or reputation.**
- Universities face no shortage of issues that can lead to crises.
- Some examples include:

- Sexual Harassment
- Free Speech Issues
- Hazing
- Research Misconduct

- Acts of Hate/Bias
- Fraud and Malfeasance
- Data Breaches
- Community Unrest

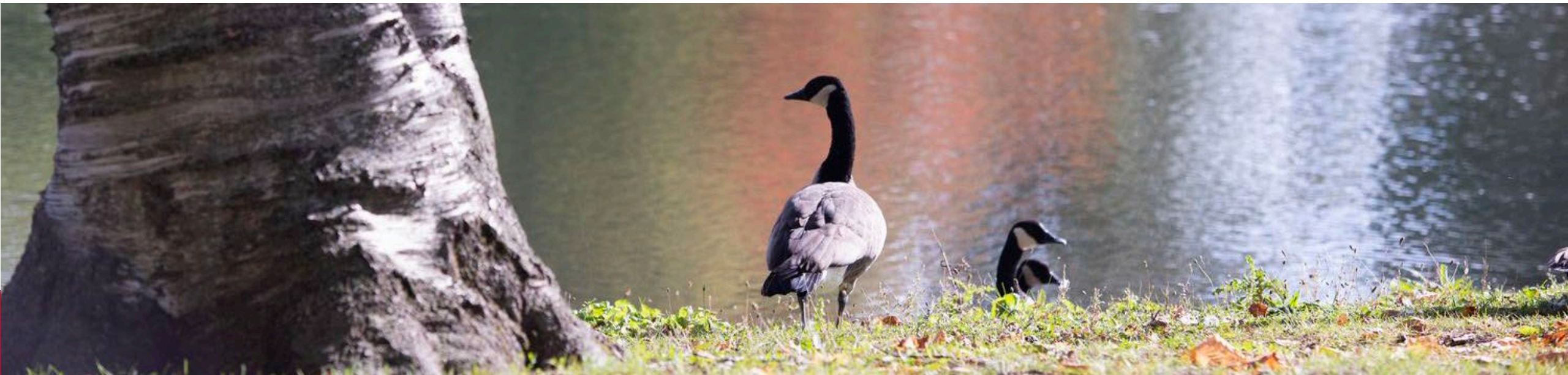
# Issues vs. crises

## Issues

The characteristics of an issue are a possible **threat** to the university exists and there is some **uncertainty** in how to respond.

## Crises

Issues become crises when there is a sense of **urgency** for the university to respond.



# Reporting a potential crisis

An **incident occurs** that you believe could become a crisis because there is a possible threat to the university.

**Report** that incident to a member of the screening team.

The **screening team meets** and decides on one of three outcomes:

- Do nothing/monitor
- Assign responsibility or provide additional resources
- Activate the Crisis Management Team

# Screening team

- Lisa Miner, Associate Vice President of Institutional Communications
- Bryan Perry, Vice President and General Counsel
- Matt Streb, Chief Strategy Officer

When issues emerge that may become crises, please contact one of the above screening team members and also make your immediate supervisor aware of the possible crisis.

# Crisis management team

NIU's Core Crisis Management Team is composed of:

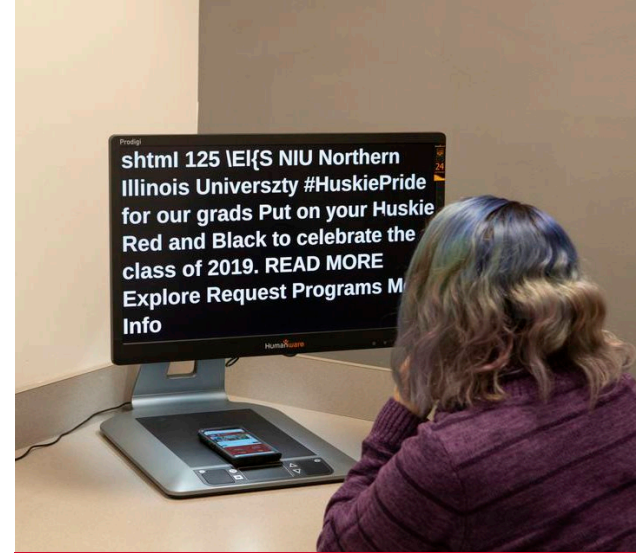


- CMT Leader (Matt Streb)
- CMT Coordinator (Liz Wright)
- MARCOMM (Lisa Miner)
- General Counsel (Bryan Perry)
- Provost (Laurie Elish-Piper)
- Student Affairs (Clint-Michael Reneau)
- Chief Diversity Officer (Carol Sumner)
- Others are included as needed depending on the crisis

# Digital Accessibility Task Force

## Shared Leadership Group

Nov. 12, 2023



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The background of the slide is a photograph of two Canada geese swimming in a body of water. The geese are positioned on the left side of the frame, facing right. The water is a light blue-grey color with gentle ripples. The text 'Digital Accessibility' is overlaid on the right side of the image in a black, serif font.

# Digital Accessibility



# What is digital accessibility?

- Removing barriers for people with disabilities so there is **equitable access** to websites, web applications, mobile apps and other digital spaces.

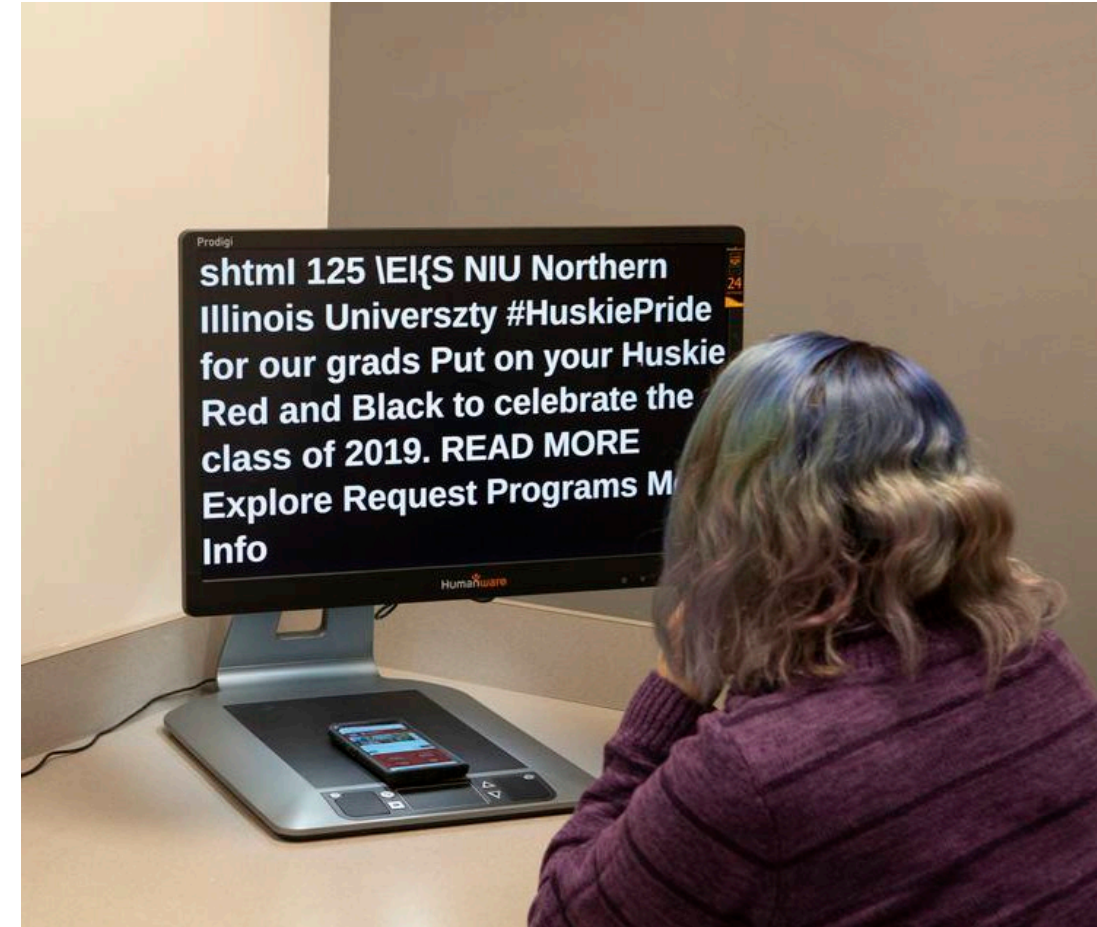


## Examples

- Descriptive text (alt text) on images
- Using a defined heading structure
- Descriptive link text
- Proper color contrast ([WebAIM contrast checker](#))
- Video captioning

# A word about digital accessibility

- Universal design benefits everyone.
- We do our best to remain compliant with [Section 508](#) and [Section 504](#) of the federal Rehabilitation Act, the Americans with Disabilities Act, and the [Web Content Accessibility Guidelines](#) (WCAG).
- It is embedded in NIU's values and goals.



# Accessibility and University Goals

- Theme 1: Empowerment and Shared Responsibility
  - NIU community support and cooperation
- Theme 2: Student Recruitment, Student Success and Student Experience
  - User-centered design from inception
- Theme 3: Academic Excellence and Curriculum Innovation
  - Broader awareness of existing tools

# Accessibility and University Goals

- Theme 4: Diversity, Equity and Inclusion
  - Live out our values
- Theme 5: Research, Scholarship, Artistry and Engagement
  - Accessible to all
- Theme 6: Resource Development and Fiscal Responsibility
  - Using tools and services more efficiently and effectively

# Spotting opportunities – continual improvement

## Web/Digital Content

- Documents
- Research
- Data visualization
- Third-party resources
- Student processes

## Various Resources

- Accessibility webpage
- Web standards
- Accessible documents webpage
- Fix Your Content Day
- Disability Resource Center
- Tools embedded in software



# Digital Accessibility Task Force



# Collaboration

## Phase One group

- Web communications: Holly Nicholson, Jory Keller
- Center for Innovative Teaching and Learning: Stephanie Richter
- Disability Resource Center: Carrie Aldrich, Amylin Hendrix-Ziegelbauer
- Division of IT: Irene Sanderson, Paul Watson, Elson Smith, Mangaiah Chowdary Garikapati
- Compliance/Presidential Commission on Persons with Disabilities: Katy Whitelaw
- Faculty: Ismael Montana



# Phase one

**Nov. 16, 2022**

- First meeting

**Apr. 17, 2023**

- Educational email campaign begins: Be an Ally for Disability Justice

**May 4, 2023**

- Educational email campaign: The Need for Accessibility On Campus

**May 11, 2023**

- Educational email campaign: Experiencing Disability in Higher Education

**May 18, 2023**

- Global Accessibility Awareness Day (GAAD)
- CITL's Fix Your Content Day

# Phase Two – Shared leadership group charge

## Awareness and Education

- Creating and maintaining educational opportunities
- Impact of digital accessibility and user-centered universal design

## Collaboration

- Making recommendations and accepting recommendations from the NIU community
- All presidential commissions should be engaged to address intersectionality.

## Culture Change

- Fostering awareness that leads to a shared commitment to centering and giving priority to digital accessibility
- Spirit of shared accountability

# Next steps

## Research

- Current student processes
- Digital touchpoints

## Assessment

- The current state
- Monitoring for improvement

## Collect feedback and testimonials

- We'll need your help!

**Final report to come in 2024**