Strategic Enrollment Management

Fall 2019 Outcomes

September 17, 2019

Northern Illinois University
Your Future. Our Focus.

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

Northern Illinois University
Strategic Enrollment
Management Plan
2019-2023

January 2019

Northern Illinois University
Your Future. Our Focus.

SEM Accountability Plan

Goal One: Strengthen our distinctive identify 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.

Tactics/Activities	Accountable	Assessment	Completion Date
Increase funds in advertising to increase our reach and impact, and commit to advertising budgets one year in advance.	• VP Finance and Administration • VP Enrollment Management, Marketing and Communications	• Number of search responders, inquiries and applicants • Website analytics, market penetration analyses	Fiscal Year 2020
Address the issue of understaffing in critical central marketing positions.	• VP Enrollment Management, Marketing and Communications	• Hiring and onboarding of critical positions	Spring 2020

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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

NIU

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

Strategic Enrollment Management

Projected/Actual Total Enrollment

Student Group	Actual Fall '18	Projected Fall '19	Actual Fall '19
New Freshmen	1,856	1,883	1,897
New Transfers	1,577	1,593	1,611
Continuing Undergraduates + Others	8,994	8,309	8,291
Main Campus Undergraduate	12,427	11,787	11,799
Online Undergraduates	386	378	416
Online Graduates	413	574	679
Main Campus Graduate	3,699	3,739	3,664
Law	260	270	274
Total Enrollment	17,169	16,748	16,609

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*

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

Media Mix

- Out of Home
- Radio
- Print
- Digital
- Opportunity Fund

1%
20%
6%
3%
70%

Brand Penetration
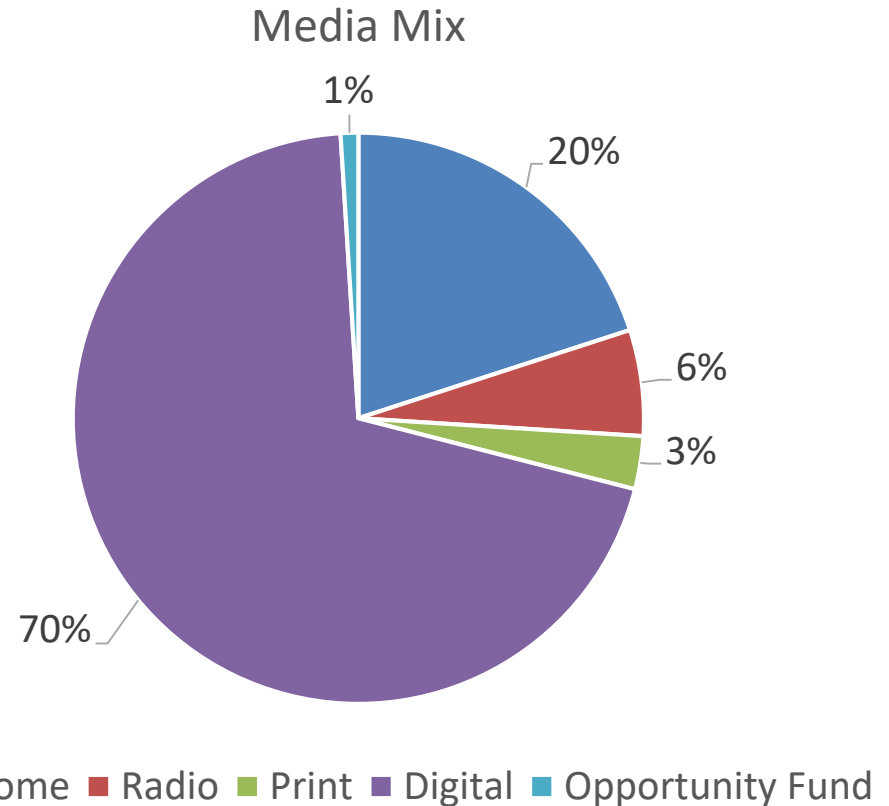
Increase advertising to improve reach and impact

Strategic Enrollment Management

Brand Penetration

Increase advertising to improve reach and impact

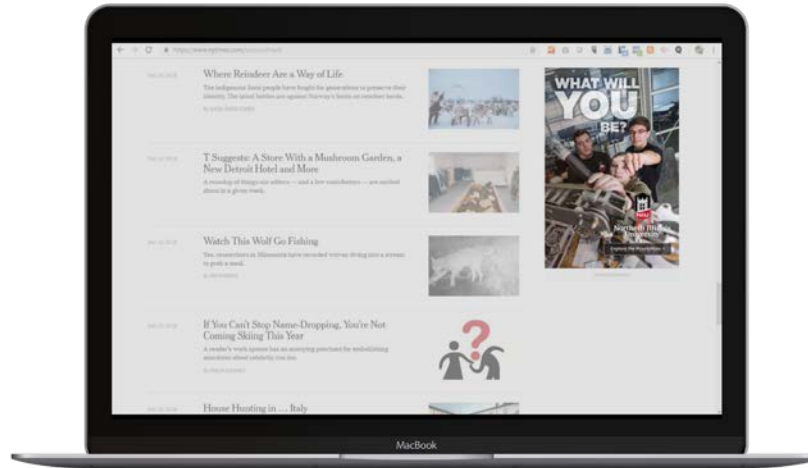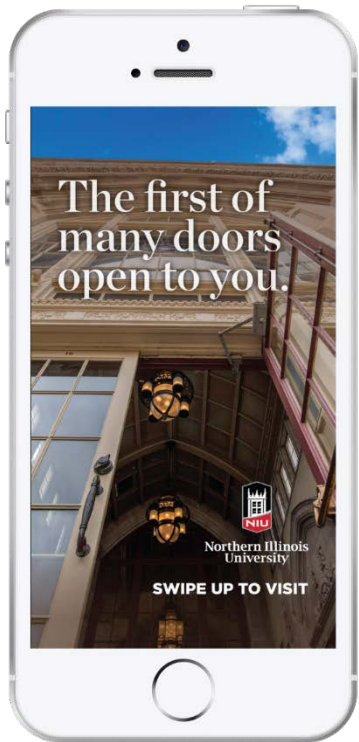## DIGITAL/SOCIAL - 2018

CAMPAIGN	2018																												
	JUNE				JULY				AUGUST				SEPTEMBER					OCTOBER				NOVEMBER					DECEMBER			
	#	4	11	18	#	2	9	16	#	#	6	13	#	#	3	10	17	#	1	8	15	#	#	5	12	19	#	3	10	17	#
DIGITAL / SOCIAL MEDIA																															
Open House Campaign - Fall #1 (OH 10/8/2018)																	X	X	X												
Open House Campaign - Fall #2 (OH 11/12/2018)																					X	X	X								
Open House Campaign - Spring (OH 4/13/2019)																															
Open House Campaign - Summer (OH 7/13/2018)																															
Transfer Open House - #1 (2/15/2019)																															
Transfer Open House - #2 (3/1/2019)																															
Out of State - Wisconsin																	X	X					X	X							
Out of State - Iowa																	X	X					X	X							
Out of State - Indiana																	X	X					X	X							
Out of State - Minnesota																	X	X					X	X							
Out of State - Missouri																	X	X					X	X							

Brand Penetration

Increase advertising to improve reach and impact

DIGITAL/SOCIAL - 2019

CAMPAIGN & AUDIENCES	2019 AUGUST 29	5	12	19	SEPTEMBER 26	2	9	16	23	OCTOBER 30	7	14	21	NOVEMBER 28	4	11	18	DECEMBER 25	2	9	16	23
DIGITAL / SOCIAL MEDIA																						
Visit / Branding Campaign																						
Audiences: Parents, Students, Latinx Parents, Latinx Students, OOS Parents, OOS Students, Transfer Students in IL			X	X	X						X					X	X	X	X			
Tactics: Display, Facebook, Instagram, Twitter, Snapchat																						
Open House Campaign																						
Audiences: Parents, Students, Latinx Parents, Latinx Students, OOS Parents, OOS Students, Transfer Students in IL									X	X	X		X	X	X							
Tactics: Display, Facebook, Instagram, Twitter, Snapchat, Video, YouTube																						
Thematic Branding																						
Audiences: Students, OOS Students						X	X	X	X		X	X	X	X								
Tactics: Spotify, Sound Cloud, Display, Facebook, Instagram Snapchat, Twitter, TV Streaming, YouTube, Video																						
Retargeting for Visit / Branding & Open House																						
Audiences: Admissions Visitors, OH Visitors, Transfer Visitors, Latinx Visitors, Thematic Visitors		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Tactics: Facebook, Instagram, Display																						

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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

- Stakeholders (1:1 Int.)
- Students (Groups)
- Transfers (Groups)
- Faculty (Groups)
- Staff (Groups)
- Community (Groups)

Perceptions of Campus Audiences

1:1 Interviews

Focus Group Preparation → On-Campus Focus Groups → Report Out Findings

- Students (Survey)
- Alumni (Survey)
- Faculty (Survey)
- Community (Survey)

Finalize Surveys → Deploy Surveys → Report Out Surveys

Strategic Implications: Branding & Enrollment

Creative/ Messaging Audit

Opportunities Report

JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN/FEB	MAR

Phase I: Quantitative Research — *Phase II: Qualitative Research* — *Phase III: Quant & Implications*
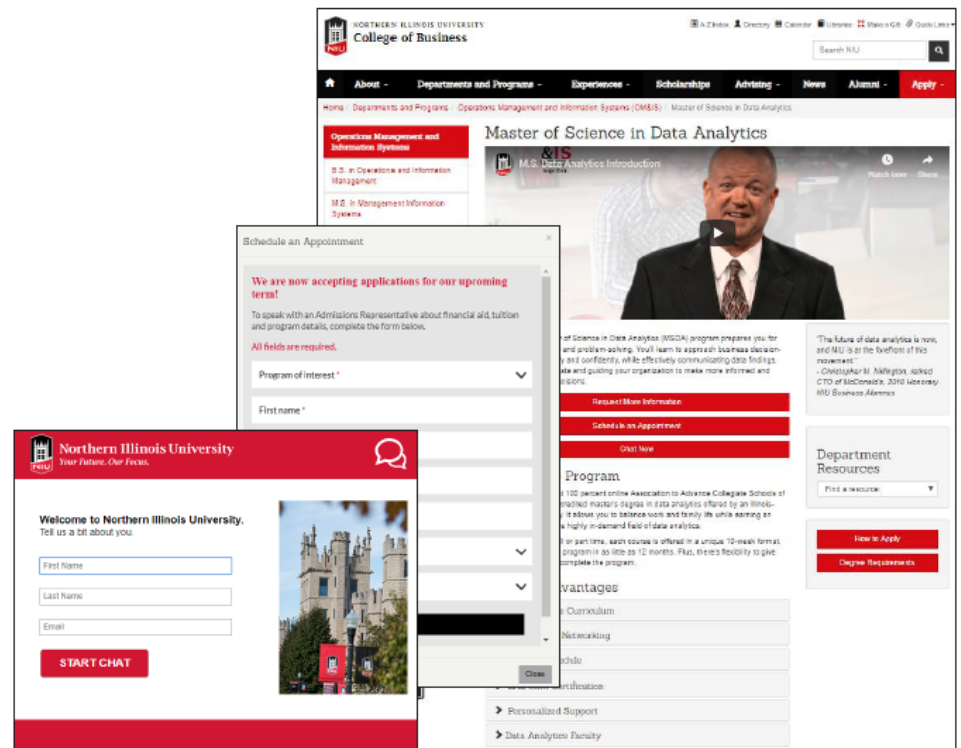
Recruitment and Access

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

Student Group	Actual Fall '18	Projected Fall '19	Actual Fall '19
Returning Online Students	153	252	317
New Online Students	87	91	163
Total Online Enrollment	240	343	480
Returning Online SCHs	851	1,459	1,897
New Online SCHs	611	536	1,227
Total Online SCHs	1,462	1,985	3,124
Avg SCH/Student	6.09	5.79	6.51

Recruitment and Access

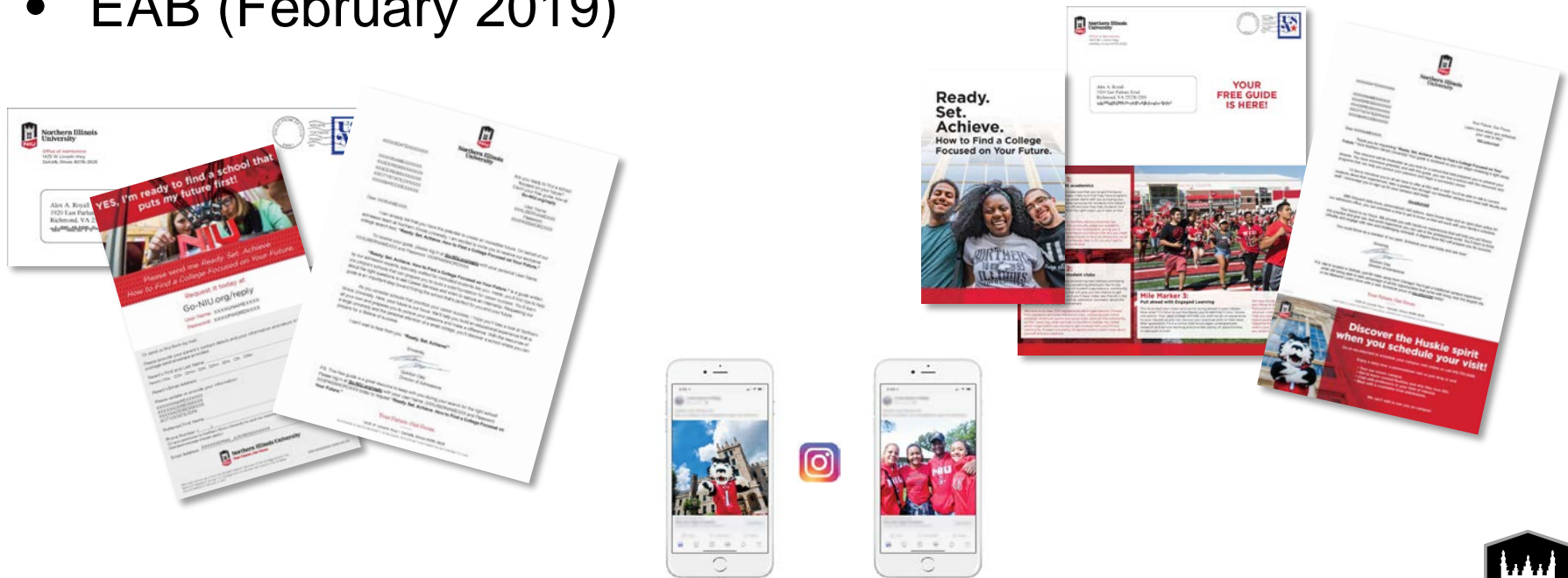*Engage new out-of-state markets through targeted recruitment activities*

- Expanded travel

- Ad campaigns

- Specific communications by region
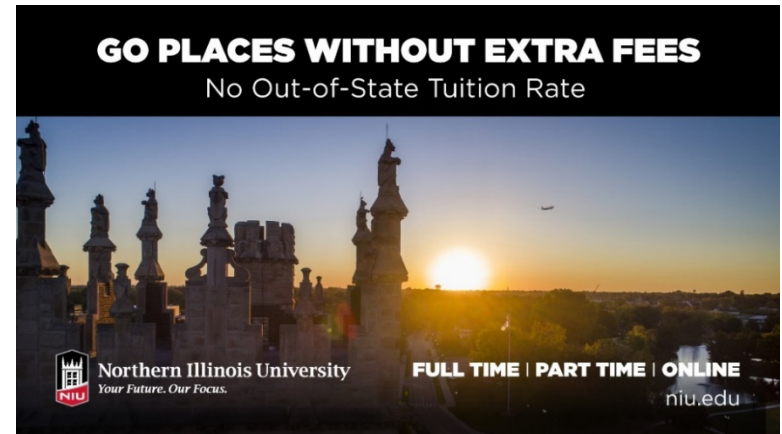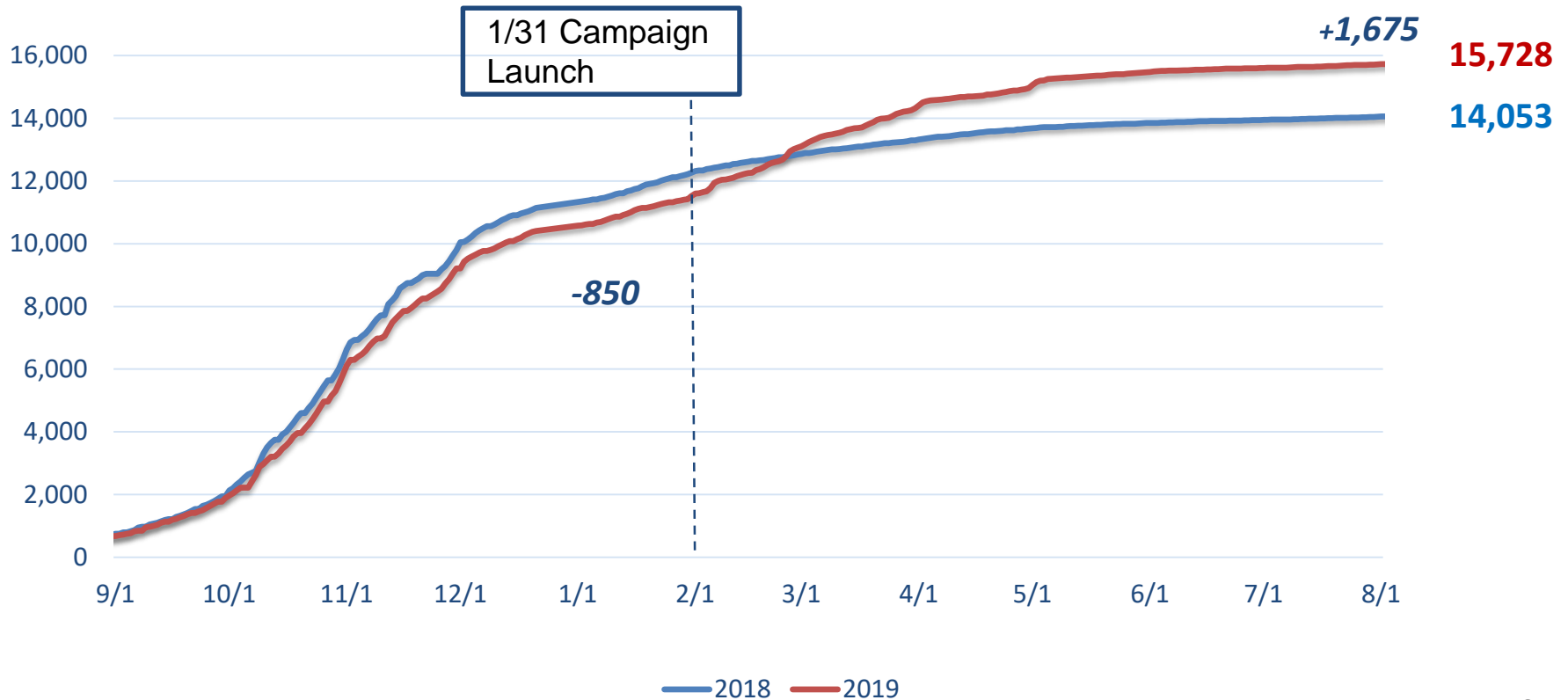
Recruitment and Access

Engage a partner for earlier communications with students and parents, targeted name purchases, senior application marketing and admitted yield enhancements
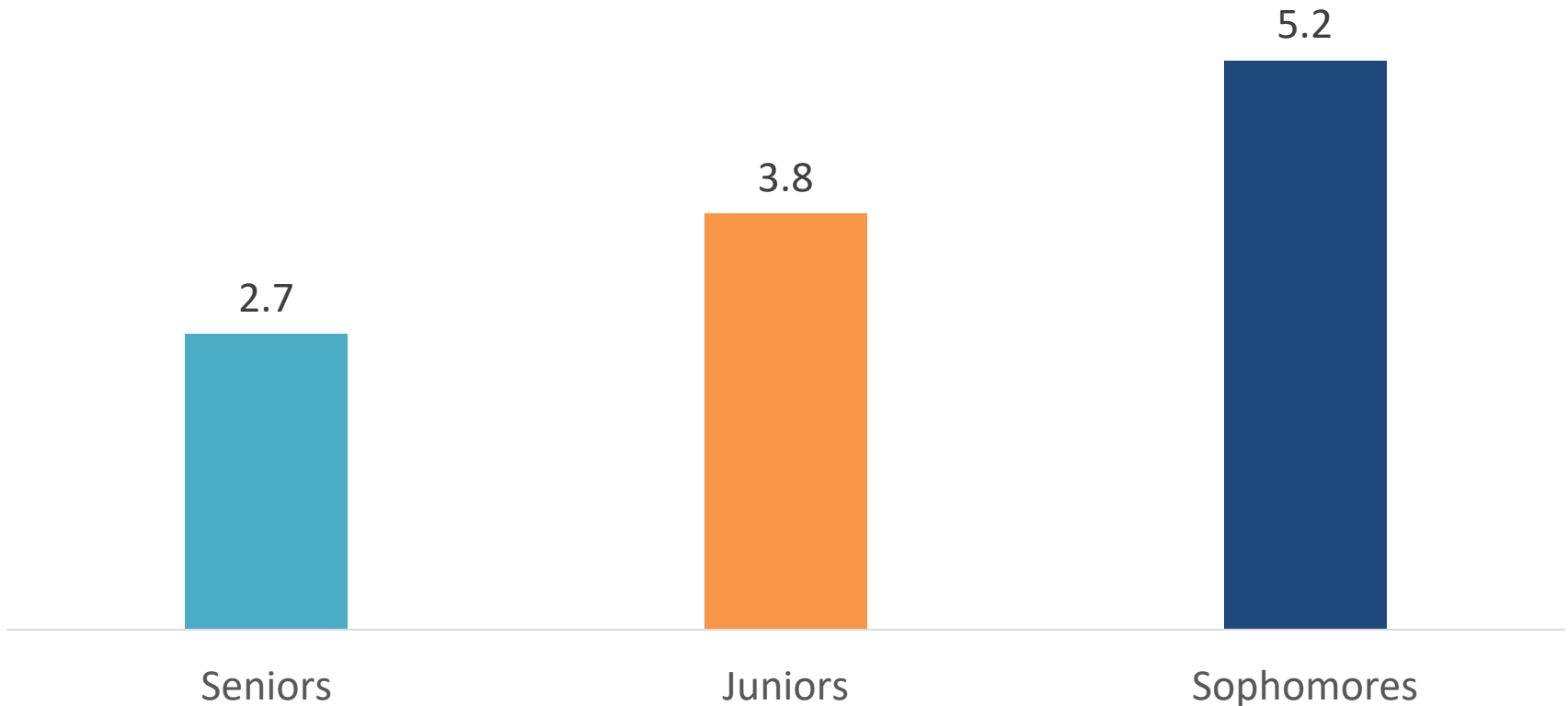
- EAB (February 2019)

Power of EAB Partnership

Fall Freshman Submitted Applications by Date

Chart: Fall Freshman Submitted Applications by Date comparing 2018 (blue) and 2019 (red)

1/31 Campaign Launch

+1,675

15,728

14,053

-850

Legend: 2018 · 2019

NIU

Early Engagement Matters

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

Source: EAB

Strategic Enrollment Management

Recruitment and Access

New and earlier communications with students and parents

- Soph/Juniors

- Spanish materials

- Financial aid guide

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