



ASK ME! Campaign Report Spring 2010 – Highlights

Spring 2010 NEIU ASK ME! campaign was held January 7th through 17th 2010. On January 7th and 8th from 10 a.m. to 1 p.m. a resource table was dedicated to assist students before courses started. The campaign kicked-off on Monday, January 11th campus-wide with the logo banner and resource table in Village Square. Other information tables were stationed at Ronald Williams Library, Science Building, Parking Office, CCICS and El Centro. The campaign ended serving Weekend College students on Saturday, January 16th from 7:30 a.m. to 11:30 a.m. To gain students attention throughout the campaign information cards were placed on tables in campus halls. For the first time, the campaign included daily Village Square activities including candy and popcorn giveaways, N-Alert sign-up; the Black Heritage Choir activity hour performance on January 12th and NEIU Jazz Combo activity hour performance on January 14th. As an incentive for staff offering volunteer service for one hour or more at the main resource table, ten volunteers received either donated food service dollars for one lunch or a bookstore tee shirt. Other campaign highlights are:

✓ Campaign goals are: 1) to create an even friendlier and engaging campus environment; 2) lessen student anxiety during the first week of class; 3) encourage greater participation by faculty and staff in 'student life' on campus; 4) help improve coordination between campus services, and 5) foster an enriching campus experience... leading to greater student retention.

✓ The campaign planning committee is comprised of representatives from various departments: *Antoinette McConnell, Office of the Dean of Students; Judith Brewer, Education; Jean Egerman, Sponsored Programs; Wajiha Moonis, Student Government; Brenda Peoples, Financial Aid; Darlene Queen, English; Ann Weaver, Parking Office; Nancy Murillo, R.W. Library; Monica Smith, CCICS; and Rebeca Lamabrid-Quevedo, El Centro.*

✓ For the Spring 2010 campaign **thirty (30)** campus representatives signed up for the first time through the campaign on-line registration. During Fall, 09 **ninety-two (92)** signed-up through the ASK ME! on-line registration.

- ✓ For Spring 2010 **13** new departments participated, adding to the **55** campus departments /programs that participated Fall, 2009.
- ✓ Approximately **32** faculty participants both Spring and Fall.
- ✓ Student Government, NEIU Ambassadors and El Cap student groups participated.

✓ Approximately **350** student inquires were made at the main Village Square table, Spring 2010 compared to **913** inquires reported during Fall, 2009 campaign.

✓ For Spring the majority of new frequently asked inquires were for: N-Alert sign-up; scavenger hunt questions; campus heritage programs; graduation date; health services; on-line only course offerings and wifi hot spots.

Most frequently asked questions during Fall, 2009 related to: building locations; where to get a financial aid waiver; where to get parking sticker; CLS to LWH and CBM building; advisors office; Greek organizations and Student Clubs; where to get an I.D.; does NEIU offer U Pass; campus jobs; change a class/Class changes; time of activity hour; photocopy machines; location of El Centro Accessibility Office and computer labs.

✓ New departments registered to participate during Spring were: Student Center for Science Engagement; CCICS Academic Computing; Facilities; Student Loans; Academic Advising and Child Care Center.

Amongst the NEIU departments who participated Fall 09 were : First-Year Experience; Office of Sponsored Programs; Enrollment/ Financial Aid; AIS; Geography/ Environmental Studies; Chemistry; Student Life; Career Services; Communication /Media/ Theatre; Student Ambassadors; El Cap; International Programs; Justice Studies; Women's Studies; Human Resources; UMS; HPERA; College of Education; Finance and Administration; African- American/Latin American Studies and more...

Special thanks to: All campus staff and student button wearers; table volunteers, departments contributing resource information; Student Union/Events Management; Office of the Dean of Students; Student Life; Graphics/ Publications and Public Relations; Parking Office; RW Library; Arts & Sciences; Computer helpdesk and a NEIU community that cares!!