Following a national search, Shireen Roshanravan was hired as the Executive Director of Equity, Diversity and Inclusion and began her appointment on July 12, 2021.

Dr. Roshanravan earned her bachelor’s degree with a double major in Spanish and Philosophy from Southwestern University and her master’s degree and Ph.D. in the interdisciplinary program of Philosophy, Interpretation & Culture from the State University of New York at Binghamton.

Dr. Roshanravan comes to Northeastern Illinois University from Kansas State University where she served as a professor of American ethnic and gender, women and sexuality studies, faculty advisor to multicultural and feminist student organizations, and chair of the Arts and Sciences College Committee on Diversity. In each of these roles, Dr. Roshanravan focused her leadership on programmatic and policy transformations that enabled greater equity and inclusivity for all members of the campus community.

Dr. Roshanravan’s academic research, pedagogical approach, and administrative style focus on coalition-building across diverse communities. She is co-editor of several books and special journal issues on the praxis of deep coalition-building at the intersection of multiple differences. These include “Asian American Feminisms and Women of Color Politics,” “Speaking Face-to-Face: The Visionary Philosophy of Maria Lugones,” and “#WeToo: A Reader.”

Approval is requested to grant tenure at the rank of full professor to Shireen Roshanravan, Ph.D. Her tenure recommendation comes with support from the Department of Philosophy and Provost Dennis Rome.
Following a national search, Kamau Rashid was hired as Founding Director of the Ed.D. program in the Daniel L. Goodwin College of Education and began his appointment on August 1, 2021. Dr. Rashid earned his bachelor’s degree in Sociology from the University of Illinois-Urbana, his master’s degree in Inner City Studies from Northeastern Illinois University, and his Ph.D. in Educational Policy Studies with a concentration in the Sociology of Education from the University of Illinois-Urbana.

Dr. Rashid was most recently a faculty member at National-Louis University where his first appointment was as Assistant Professor in the Department of Educational Foundations and Inquiry. He was then promoted to Associate Professor where he helped design a Global Policy Studies doctoral program. In addition, Dr. Rashid was a Fulbright Scholar and lecturer in the Department of History Education at the University of Education in Winneba, Ghana in 2015-2016.

Dr. Rashid’s research interests include the philosophical dimensions in African proverbs, African combat arts in the Americas, Intersections of African and Asian cultures, and the educational philosophies of W.E.B. DuBois, among many others. He has numerous peer-reviewed publications and has presented at numerous national and international conferences.

Approval is requested to grant tenure at the rank of full professor to Kamau Rashid, Ph.D. His tenure recommendation comes with support from the Department of Educational Inquiry and Curriculum Studies, and Provost Dennis Rome.
NEIU For You Outreach Tactics

Targeted Digital Advertising/Lead Generation:
- Google Discovery Ads (Served in Northern/Southern Chicago suburbs, East St. Louis, Milwaukee, Northwest Indiana, Southwest Michigan)
- Display Ads (June only)
- Audience Select Digital Advertising
- Paid Social Media Advertising
  - Instagram
  - Facebook
  - SnapChat
  - TikTok
- Mobile Footprinting (banner ads served around key high schools)
- Spotify Audio Spots

Traditional Advertising:
- iHeartRadio (WGCI & WKSC-FM)
- Univision Radio
- Print advertising

Earned Media (News & Interviews):
- Chicago Tribune, Daily Herald, WGN Adelante Chicago, WVON, Univision, TUDN 1220, Austin Voice, La Ley, Citizen Newspaper, Lawndale News

Owned Media:
- Website Integration
- NEIU For You Landing Page
- Clarity Behavioral Targeted Lightbox Ads
- NEIU For You Flyers
Key Observations

Organic Web Activity: June-July 2021

• From June 1 through July 31, 126,973 users visited our website - YOY this was a 10.5% increase; during the same timeframe, we had 115,100 new users visit our site - YOY this was an 11.1% increase

• Of the 126,973 users that visited our site, 32,614 interacted with Clarity (the behavioral targeting software on our site) - a 90.8% month-over-month increase
  ➢ 513 clicked to our application
  ➢ 380 submitted a request for information (RFI) form
  ➢ 130 created a personal viewbook
  ➢ 7 submitted a Social Justice Leadership Program application

• In the month of June, the NEIU For You and general freshman landing pages both ranked in the top five pages by user visits

• From June 1 through July 31, the NEIU For You landing page had 19,412 total page views; during this period 517 users completed/submitted the inquiry form

* - internal users/IP addresses are not included in these numbers
June-July 2021 Paid Digital Overview

Trending Performance
- Impressions
- Impressions (Previous year)

Performance
- Impressions: 15,143,771 (+ 53%)
- Clicks: 68,514 (+ 45.5%)
- CTR: 0.45% (+ 0.9%)
- Direct Conversions: 557 (+ 17.3%)
- View through Conversions: 71 (+ 24.1%)
- Total Conversions: 628 (+ 6.8%)

Northeastern Illinois University
Paid Strategies Overview

Filters: June 1, 2021 - July 31, 2021
Key Observations
Digital Advertising Analytics: June-July 2021

• From June 1 through July 31, we served 15,143,771 digital impressions - a 54.9% year-over-year increase

• 12.8 million of the impressions were directly attributed to the NEIU For You campaign

• In this timeframe, paid digital accounted for 628 total conversions/leads, 603 of these conversions were directly attributed to the NEIU For You campaign and our general undergraduate marketing campaign

• From June 1 through July 31, digital advertising produced 68,514 clicks to our website; this was a 141.5% YOY increase

• In the month of June, our paid RFI/lead-generation tactics rose 26.8% after launching the NEIU For You campaign

• TikTok (a new channel we tested the NEIU For You campaign) contributed 150 of the campaign leads

• YOY, direct digital lead-generation conversions are up 11.2%; total conversions are up 3.4%
## NEIU for You Initiative

<table>
<thead>
<tr>
<th></th>
<th>First-Year Students</th>
<th>Transfer Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admitted</td>
<td>2,157</td>
<td>1,083</td>
</tr>
<tr>
<td>Enrolled</td>
<td>311</td>
<td>591</td>
</tr>
</tbody>
</table>
# Projected Spending for NEIU for You

## Summary of Estimated and Projected Spending for the NEIU for You Program

<table>
<thead>
<tr>
<th></th>
<th>#</th>
<th>Total Spending</th>
<th>$/student</th>
<th>#</th>
<th>Undocumented</th>
<th>$/student</th>
<th>#</th>
<th>No Pell (not undoc.)</th>
<th>$/student</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enrolled Students</strong></td>
<td>766</td>
<td>1,910,003</td>
<td></td>
<td>34</td>
<td>81,511</td>
<td></td>
<td>235</td>
<td>894,108</td>
<td></td>
</tr>
<tr>
<td><strong>New-FTF</strong></td>
<td>296</td>
<td>1,248,710</td>
<td>4,219</td>
<td>9</td>
<td>47,068</td>
<td>5,230</td>
<td>70</td>
<td>659,814</td>
<td>9,426</td>
</tr>
<tr>
<td><strong>New-Tx</strong></td>
<td>470</td>
<td>661,293</td>
<td>1,407</td>
<td>25</td>
<td>34,443</td>
<td>1,378</td>
<td>165</td>
<td>234,294</td>
<td>1,420</td>
</tr>
<tr>
<td><strong>Projected Class</strong></td>
<td>930</td>
<td>2,201,939</td>
<td></td>
<td>47</td>
<td>135,122</td>
<td></td>
<td>298</td>
<td>1,057,583</td>
<td></td>
</tr>
<tr>
<td><strong>New-FTF</strong></td>
<td>324</td>
<td>1,358,920</td>
<td>4,194</td>
<td>11</td>
<td>86,171</td>
<td>7,834</td>
<td>66</td>
<td>732,135</td>
<td>11,093</td>
</tr>
<tr>
<td><strong>New-Tx</strong></td>
<td>606</td>
<td>843,019</td>
<td>1,391</td>
<td>36</td>
<td>48,951</td>
<td>1,360</td>
<td>232</td>
<td>325,448</td>
<td>1,403</td>
</tr>
<tr>
<td><strong>Fall 21 = Fall 20</strong></td>
<td>1,040</td>
<td>2,500,976</td>
<td></td>
<td>50</td>
<td>158,583</td>
<td></td>
<td>308</td>
<td>1,167,615</td>
<td></td>
</tr>
<tr>
<td><strong>New-FTF</strong></td>
<td>378</td>
<td>1,581,392</td>
<td>4,184</td>
<td>14</td>
<td>109,632</td>
<td>7,831</td>
<td>76</td>
<td>842,167</td>
<td>11,081</td>
</tr>
<tr>
<td><strong>New-Tx</strong></td>
<td>662</td>
<td>919,583</td>
<td>1,389</td>
<td>36</td>
<td>48,951</td>
<td>1,360</td>
<td>232</td>
<td>325,448</td>
<td>1,403</td>
</tr>
</tbody>
</table>

Northeastern University
## Return to NEIU Initiative

<table>
<thead>
<tr>
<th></th>
<th>Summer 2021</th>
<th>Fall 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied</td>
<td>19</td>
<td>64</td>
</tr>
<tr>
<td>Admitted</td>
<td>14</td>
<td>56</td>
</tr>
<tr>
<td>Enrolled</td>
<td>6 (Su21), 4 (Fa21)</td>
<td>48 (Fa21)</td>
</tr>
</tbody>
</table>
Slate Implementation Update

NEIU has partnered with Carnegie/Underscore on our Slate Implementation and Communication Project. The Slate Project is split into two teams (with some overlapping team members) and has several main phases.

Teams
- Communications
- Slate Implementation

Phases
- Communication Buildout
- Slate implementation/buildout
- Slate Integration to Banner
- Full System Testing
- End User Training
Slate Project Timeline

- Communications buildout
  August 2021 – November 2021
- Slate Implementation/buildout
  August 2021 – November 2021
- Slate Integration to Banner
  October 2021 – November 2021
- System Testing
  December 2021
- End User Training
  December 2021
- Planned Go-Live
  January 2022 (no later than February 1, 2022 if unforeseen delays)

GO LIVE GOALS

Timeline is aggressive and go-live goal assumes all goes smoothly in all phases of the project (concerns about holidays in November and December may cause some delay in go-live).

Our goal is to have Slate fully functional, including all communication plans, online applications, and Common Apps (first year, transfer and BusinessCAS) all connected to Slate for go-live.
Slate Implementation Milestones

Milestone 1 – Application building
September 15

Milestone 2 – Integrations
October 15

Milestone 3 – Reader bins/Communications buildout
November 1

Milestone 4 – Slate database buildout
November 15

Milestone 5 – Full system testing begins
December 1 – December 30

Milestone 6 – End user training/transition from old CRM
December 1 - December 30

Milestone 7 – Go-Live
January 1
Benefits and Efficiencies

- Ability to communicate via email and text from one system
- Enhanced custom communications tailored to applicant types (such as freshmen, transfer, graduate); specific populations (international students, undocumented students); and academic programs across the enrollment funnel (prospect, inquiry, applicant, admit, enrolled) via email and text
- Portals provide quick access to most important information (Intent to enroll forms, next steps, orientation and advising information, required documents after admission, etc.) to applicant/admit in one convenient location – significantly improved and branded experience for applicants
- Integrate Financial Aid data to Slate and present students with up-to-date financial aid checklists and award information within their applicant/admit portal DURING the application phases (if FAFSA was submitted)
- Electronic reader bins for Graduate advisor to review and recommend decisions via portal – eliminate printing/scanning documents and sending back and forth via emails
- Integration of Common App and BusinessCAS applications to Slate
- Integration of electronically submitted transcripts, test scores, international evaluations to Slate and present students with up-to-date financial aid checklists and award information within their applicant/admit portal DURING the application phases (if FAFSA was submitted)
- One dynamic application less confusing to applicants – ability to create electronic application for specialty admission programs such as Exchange Program, Dual Credit program, etc.
- Unlimited license model allows us to provide access to Slate to all who have a need, such as (our current CRM only allotted 60 licenses)
- Significantly improved integration to Banner, eliminates duplicate data entry and data integrity
- Eliminate printing (cost effective and time saver) and physical space requirements to house application folders and documents (which will now be imaged)
The NEIU Research Enterprise: Grants

Overview

Board of Trustees
Academic/Student Affairs, Enrollment & Technology Subcommittee

August 26, 2021

Dennis M. Rome, PhD
Provost and Vice President, Academic Affairs
Research & Scholarship Embedded in Strategic Plan:

• 6.1 Increase external funding, including grants, that supports programming critical to Northeastern’s mission.

• 6.3 Increase advocacy efforts with federal and state governments to secure appropriations for the University.
Provost’s Initiatives
Competitive Opportunities for Research Support

• General Travel Fund
• Communities of Research
• Summer Research Stipends
• Sabbatical Leave
Why is Research and Scholarship Important?

• Contributes to Retention
• Prepares Students for Careers and Graduate Studies
• Advances Knowledge
• Promotes Collaboration among Faculty, Students, and Staff
• Keeps the University Community Updated on Contemporary Research Issues
NEIU Students & Faculty engaging in research

From left to right: Student Center for Science Engagement (SCSE) team, SCSE Student Research Symposium, Genocide and Human Rights Research (GHRAD) panel, NEIU Illinois Louis Stokes Alliance for Minority Participation (ILSAMP), and Maximizing Access to Research Careers (MARC) program.
Questions?
The NEIU Research Enterprise: 
Grants Overview

August 26, 2021
BOT ASAET Committee Meeting
Michael Stern, CGSR Dean
Grants Overview: Major Points

1. Supports our overall operating budget

2. The grant support-infrastructure spans the whole university

3. Grant funding supports critical university activities
Grant Funding Represents 18% of NEIU’s Operating Budget

“Indirects”: supports our grant infrastructure
“Direct” funds: fund grant activities

FY2021 Total Operating Budget
The Research Enterprise Spans All Areas of the University

<table>
<thead>
<tr>
<th>Academic Affairs</th>
<th>Finance &amp; Administration</th>
<th>Institutional Advancement</th>
<th>General Counsel</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CGSR</td>
<td>• Grants Accounting</td>
<td>• Corporate &amp; Foundation Relations</td>
<td></td>
</tr>
<tr>
<td>• Libraries</td>
<td>• General Accounting</td>
<td>• Student travel awards</td>
<td></td>
</tr>
<tr>
<td>• ORSP</td>
<td>• Accounts Payable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• C-CAS</td>
<td>• Purchasing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• RCA support programs</td>
<td>• HR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• SCSE</td>
<td>• Safety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Student support programs (e.g. TRIO, McNair, ...)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Office of Research and Sponsored Projects
Grants Accounting
Corporate & Foundation Relations
Funded Grants Activities

FY2020-2021 Funding:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$17.2M</td>
</tr>
<tr>
<td>Individual Research</td>
<td>$1.5M</td>
</tr>
<tr>
<td>“Pipeline” grants</td>
<td>$8.7M</td>
</tr>
<tr>
<td>Prepares K-12 students to successfully enroll in colleges and universities (Center for College Access and Success)</td>
<td></td>
</tr>
<tr>
<td>Institutional grants</td>
<td>$7.0M</td>
</tr>
</tbody>
</table>
Thank you!
ChicagoCHEC – Who are we?

• **U54 Center** Grant Mechanism funded by National Cancer Institute (NCI), National Institutes of Health (NIH).

• **Partnership** to advance Cancer Health Equity in Chicago
  • Join two Chicago-based HSI’s (UIC, NEIU) with Lurie Comprehensive Cancer Center at NU (NULCC)

• **GOAL:** To advance cancer health equity through rigorous scientific research, education, outreach and engagement of Chicago’s underserved communities.

• **NEIU:** Build Research Capacity (labs, publications, curricular development) through the pursuit of **other grant funding**
ChicagoCHEC – Magnitude

• **CHEC 1.0, 2015-2020**
  • $3,502,881 (Direct), $473,076 (Indirect)
  • $3,975,957 (Cumulative)

• **CHEC 2.0, 2021 – 2026**
  • $3,874,115 (Direct), $1,110,364 (Indirect)
  • $4,984,479 (Cumulative)

• **CHEC 3.0, 2027 – 2032!**
  • Will requires a competitive submission/renewal process....
ChicagoCHEC – Complex Structure

- **Tri-institutional**
  - CORES: Admin, Research-Education, Planning-Evaluation, Community Outreach, Epidemiology-Biostats*
  - FUNDED RESEARCH PROJECTS: Citizen Scientist, We Can Manage, Microbiome

- **Internal Advisory Committee (IAC)**
  - NEIU: Drs. Katrina Bell-Jordan, Andrea Evans, Michael Stern

- **Program Steering Committee (PSC)**
  - NIH Funded Faculty (8 members) + NIH Program Officers (2)
  - Annual Review (March) held *in-person* at NEIU (2018, 2019)
  - NIH Visits to Campus (2016, 2017): “We are going to change this place....” Dr. Peter Ogunbiyi
NEIU Center of Health

• Elevate Health + Encourage Wellness across the NEIU Community
  • Promote ongoing pursuit and advancement of health by engaging, motivating, challenging and celebrating the health-related victories of our students, faculty, staff
  • Transform the NEIU community to become living examples, role models and autonomous leaders of Health in Chicago

• https://www.neiu.edu/academics/our-centers-and-programs/center-of-health
NEIU Center of Health

• Initiatives & Service Programs
  • Research and Statistical Services Core – launched summer 2021*
  • Women in Science Conference – annually since 2017
  • ADDA Achieves – Virtual Study Halls, Curricular Development
  • Center of Health CREW – Student Organization
  • The HORIZON – Center sponsored webinars, panels, etc.
  • Summer Data Camp Challenge* – encourage applied, scientific exploration of NEIU Student Health Behavior Survey, 2008-2020
Introduction & Updates

- Student Leadership Update
- External Review
- The Nest Update
Student Government Update

Introduction of Student Government
President Edwin Medina

• Student Leadership Retreat

• Goals for 2021 – 2022
External Review:

- June 2021 – Virtual Session with External Reviewers
- August 2021 – First Draft of Report: 35 Recommendations
- September 2021 – Final Report Published
- Fall 2021/Spring 2022 – Implement Recommendations
The NEST

- Occupancy Rate for Fall 2021: 56%, which is 240 lease out of 440 beds. Prior YR Occupancy was 21%.

- Established two graduate student aides to assist with Financial Aid Literacy & Academic Success
New LLC Website: https://www.neiu.edu/university-life/living-learning-communities

<table>
<thead>
<tr>
<th>LLC:</th>
<th>Applications:</th>
<th>Admitted:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Justice Leadership</td>
<td>50</td>
<td>28</td>
</tr>
<tr>
<td>Discover Yourself</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Future Teachers</td>
<td>36</td>
<td>24</td>
</tr>
</tbody>
</table>
Questions?
Security and Audit

Security Awareness Training
- KnowBe4 online training modules
- Step 1: Awareness / Proficiency assessment to establish baseline
  - Staff rollout – June / July    Faculty rollout – September
- Step 2: Specific training modules for faculty and staff

Duo - Multi-Factor Authentication - 3 Points of entry to the NEIU network
- VPN (final stages)
- Google (testing)
- Identity Management System (testing)

Information Security Committee
- Review / draft University policies that are connected to security

Progress on 6 Audit Findings - Anticipated completion dates
- 4 finding by 10/31. 1 finding by 12/31. Final finding in FY22.
Investments – PLANT and HEERF Funding

UTS Plant Allocation
- $3.7 million
- Snapshot
  - $3,700,000 Allocation
  - $2,349,510 Encumbered
  - $954,170 Planned
  - $396,320 Balance

HEERF Investments
- $941,199.39
- Employee laptops
- Student lab computers
**Subset of Projects Underway**

**Assessment of 175 classrooms**
- Objective: What investments are needed to enable hybrid learning
- Classrooms ranked on need: Tier 1 – Tier 3
  - Matrix based on cost and need will drive investments

**Wireless connectivity throughout campus**
- 562 Access Points required
  - 300 on hand - 262 to be purchased

**Student Computer Labs**
- All student labs refreshed with new equipment
  - 331 Dell Computers
  - 124 Macintosh Computers

**Infrastructure Upgrades**
- Servers, Storage, Power Systems, Switches – Various stages of installation

**Process Improvement Implementations**
- eProcurement / Degree Works / CRM (Slate) – Launch Date 12/31
Snapshot of 76 defined projects

- Planning: 35.5%
- Execution: 40.8%
- Close: 23.7%
On Time Projects

1. Data Center Power Installation (UPS)
2. ETHOS Platform
3. Duo - MFA Solution (Phase 1 - VPN)
4. Dell Server Installs (Rack & Stack)
5. Deferred Compensation Retool & New Req's
6. CRM - Slate (Recruiter product)
7. Transition to Handshake
8. AuditBoard Installation
9. UPS Installation - CCICS
10. UPS Installation - Closets
11. UPS Installation - Main Campus
12. Xtender Implementation
13. Emergency Alerts (Security)
14. DocuSign
15. Banner Optimization
**Projects – At Risk Status**

IDM & Account Deprovisioning
eProcurement System (Chrome River)
Upgrade Phone System HW and SW (VOIP)
SSB Conversion to Banner v.9 (student self-service only)

**Projects – Caution Status**

College of Business/CompSci Upgrade
FLAC - Phase V - Fall Semester (Adjunts and 4.5 Instructors)
Aruba Edge Switch Install and Upgrades
Luminis Upgrade
CheckPoint Add-on security components
EPAF - Employee Personel Action Form
eVision - Check Printing Server Upgrade (v2016)

**Projects – Critical Status**

Hybrid Classroom Tech Upgrades
Duo - MFA Solution (Phase 2 - SSO/ETHOS)
Duo - MFA Solution (Phase 3 - SAML)
DegreeWorks Installation

**Primary Factors for Delay**

Competing Resources (personnel)
Waiting on Vendor Responses
Infrastructure Dependencies
Prerequisites Needed from Other Projects
Supply Chain Delays
Thank You & Questions