



Strategic Enrollment Management Plan

Academic/Student Affairs, Enrollment,
and Technology Committee Meeting
Northeastern Illinois University

Kimberley Buster-Williams

Vice President for Enrollment Management

January 20, 2022

Introduction & Updates

- Goals & Priorities
- Fall 2022 Goals
- Spring Enrollment
- NEIU For You 1.0 - Spring Progression
- Fall 2020– Select Tactics
 - NEIU For You 2.0 Scholarship Program
 - New CRM - Slate
- On the Horizon
- Q & A



Goals & Priorities- January 2022

Goal 1: Create SEM Planning Framework

Goal 2: Create SEM Organizational Framework

Goal 3: Rebuild relationships with Chicago Public Schools & develop a regional/state-wide recruitment model

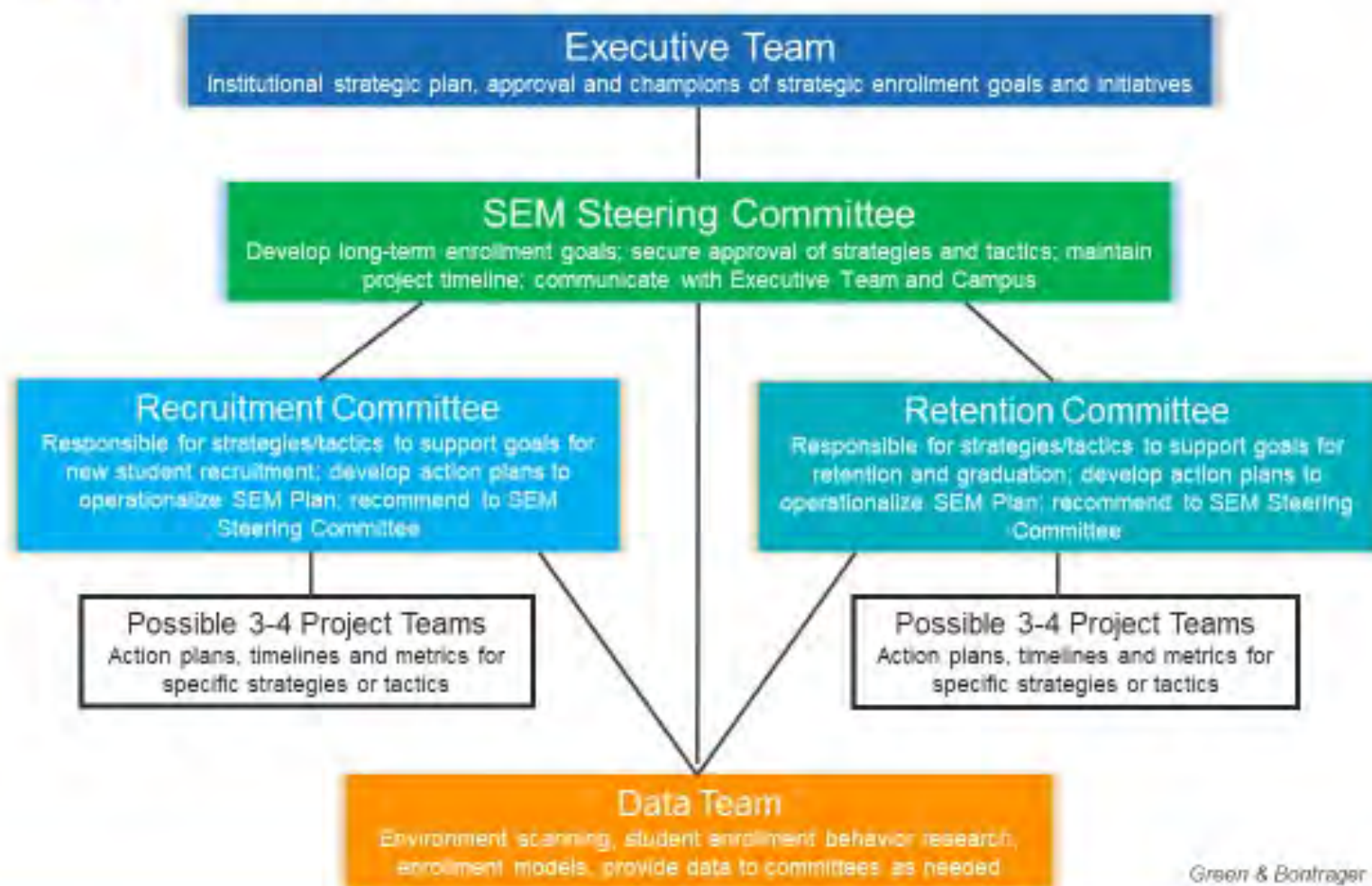
Goal 4: Increase yield by tracking “All Set” report and by offering excellent customer service and effective response time at all times

Goal 5: Hire staff to leverage technology to more efficiently serve students in the recruitment funnel

Goal 6: Campus-wide collaboration and upstream thinking is essential



SEM Organizational Framework



Green & Bontrager

Fall 2022 Goals

Applications:

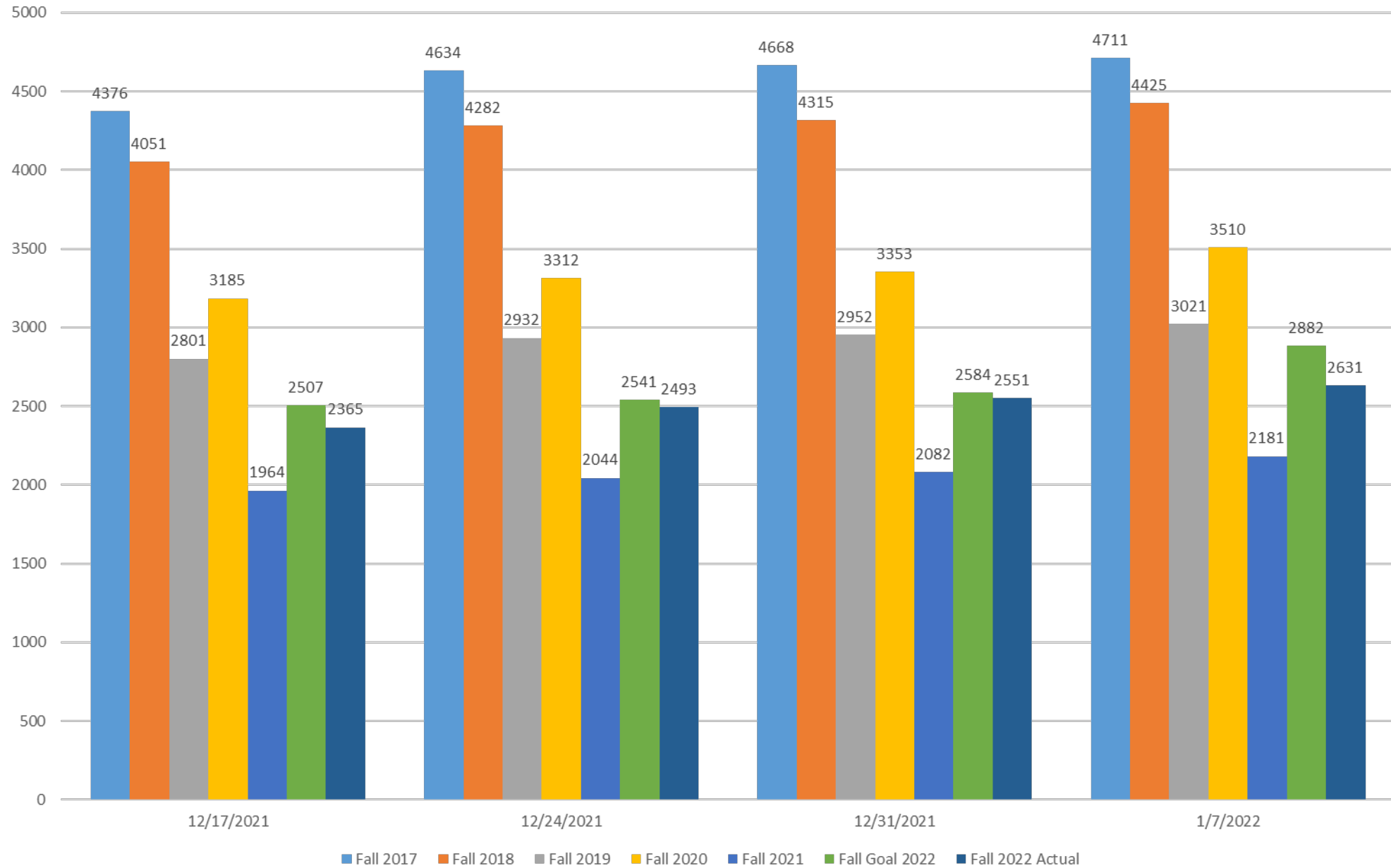
- 4,801 First Year applications
- 1,796 Transfer applications
- 1,364 Graduate application

Enrolled:

- 400 First Year enrolled
- 900 Transfer enrolled
- 529 Graduate enrolled



Weekly First Year Application Comparison - Fall 2017, Fall 2018, Fall 2019, Fall 2020, Fall 2021 and Fall 2022 with 2022 Goals



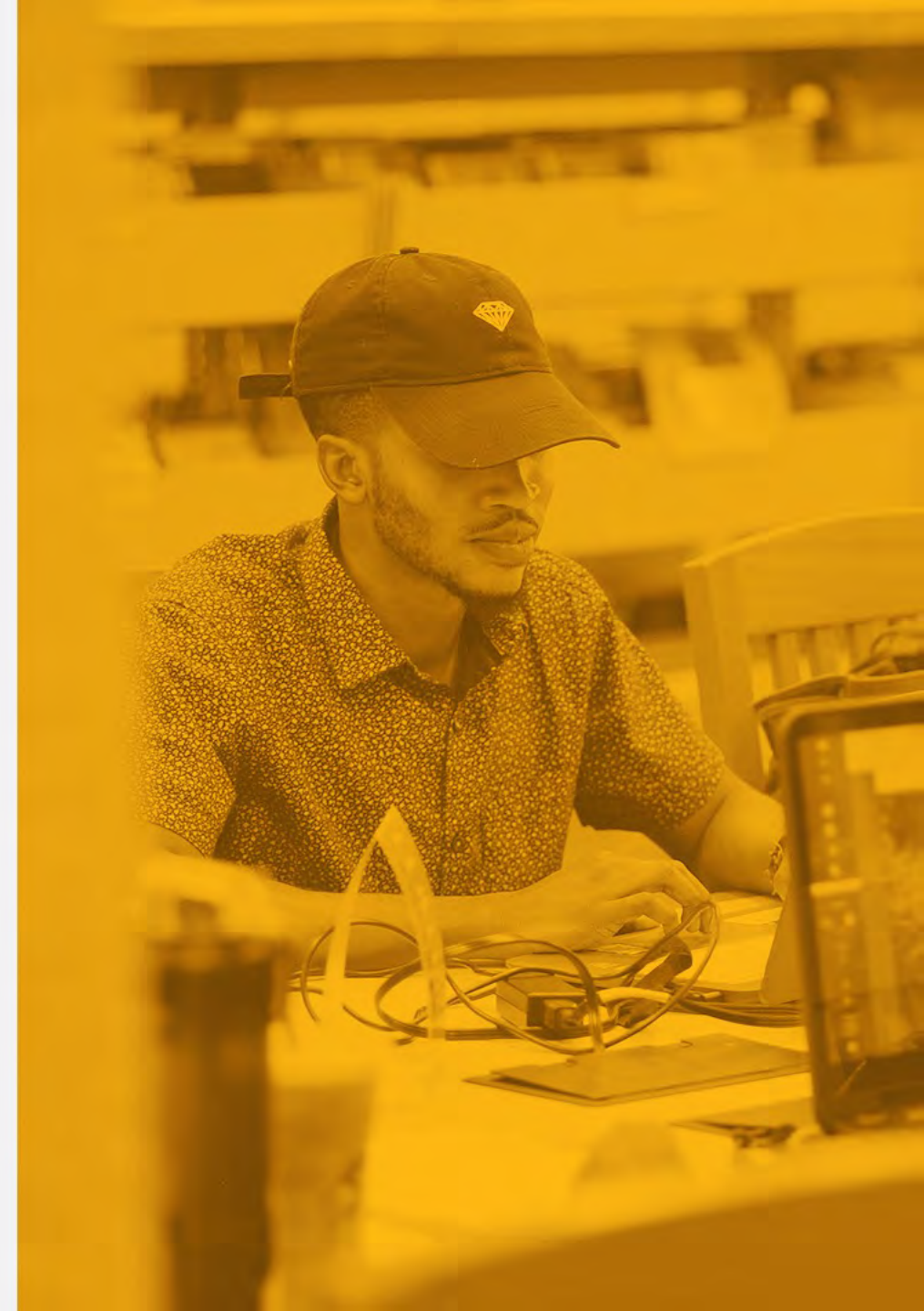
Spring 2022 Enrollment

First Year Students

	1/11/2021*	1/11/2022**
Applications	78	115
Admits	28	32
Enrolled	13	8

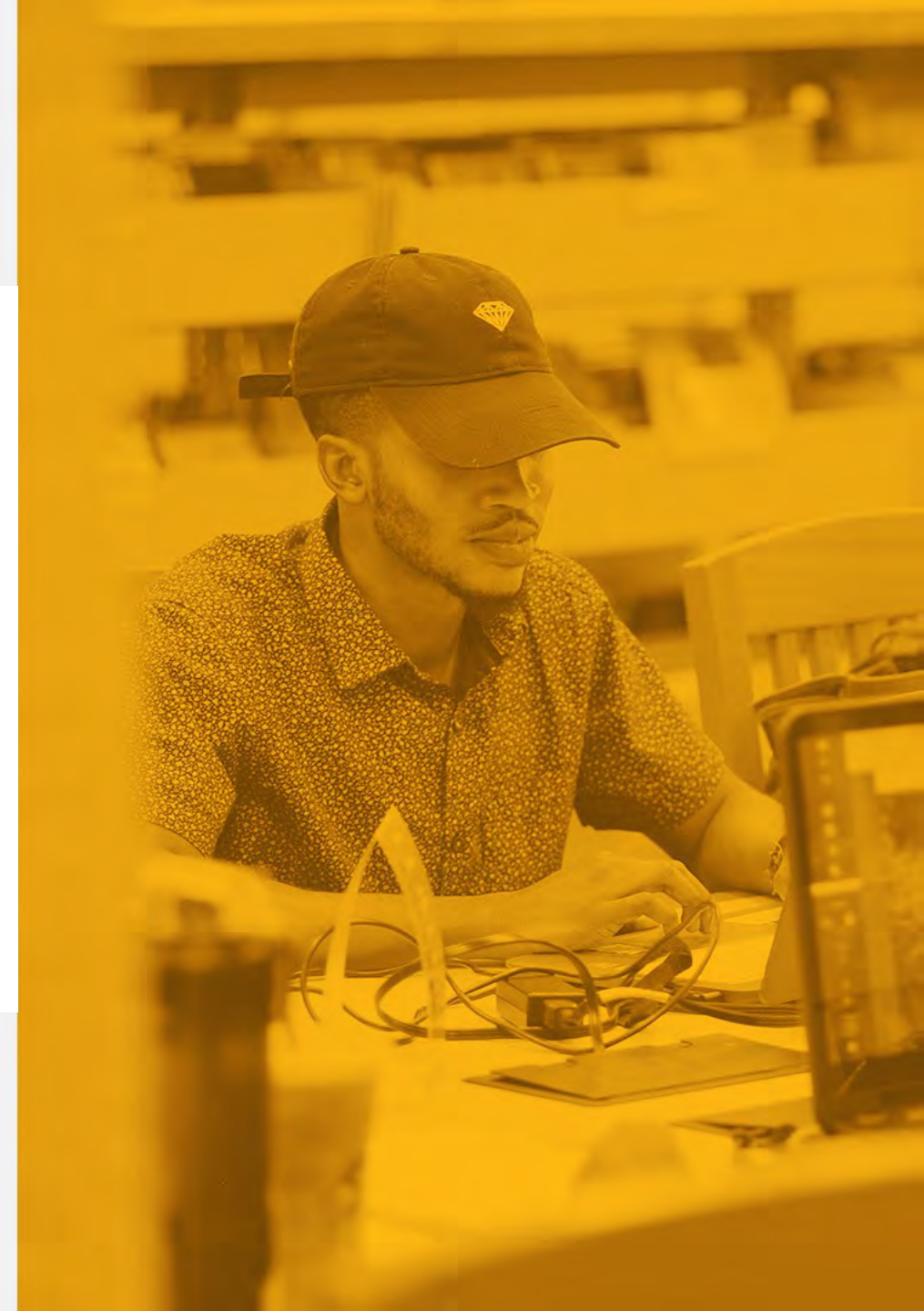
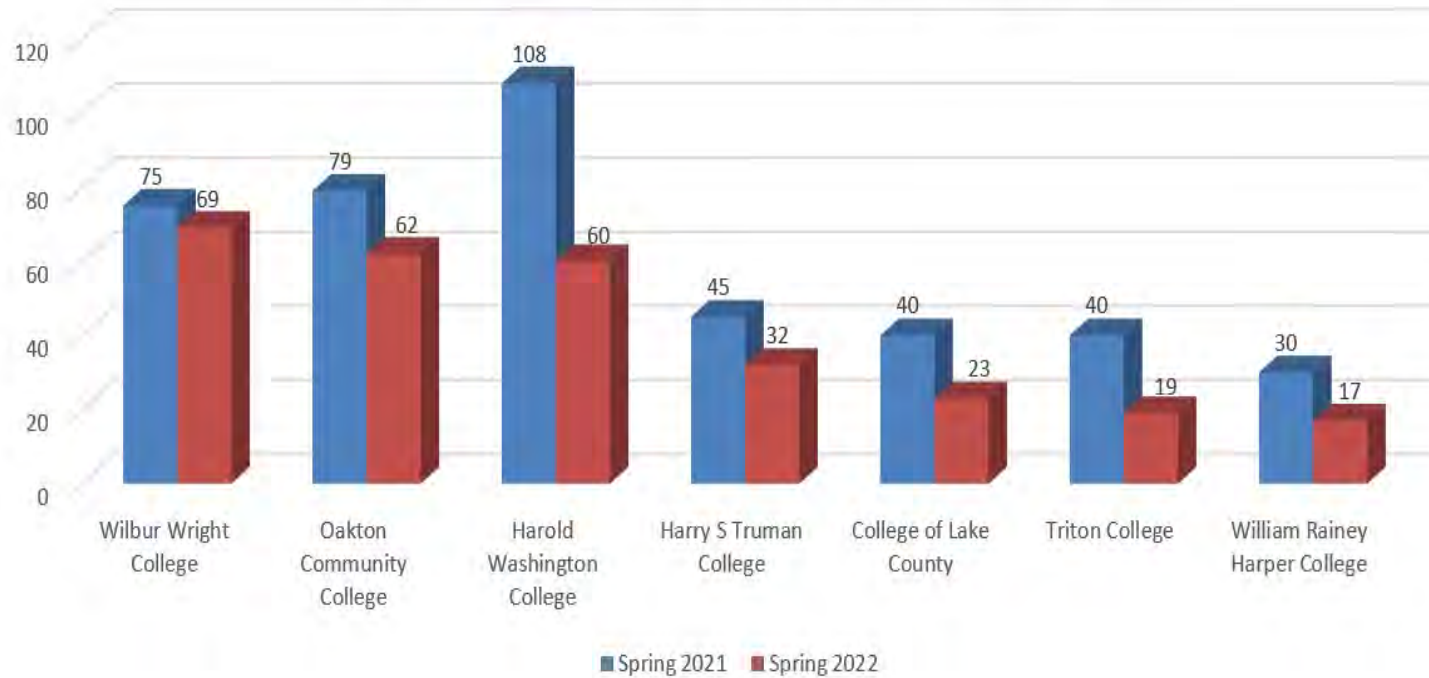
Transfer Students

	1/11/2021*	1/11/2022**
Applications	727	599
Admits	504	413
Enrolled	312	196



Spring 2022 Enrollment

Spring Transfer Applications Top Feeder Colleges



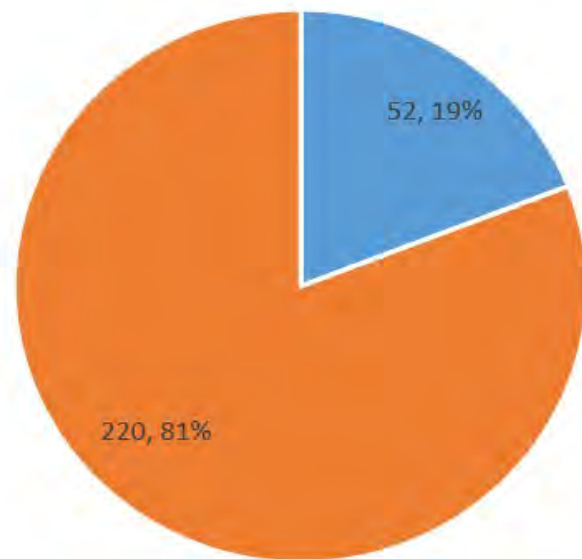
SEM Planning Framework



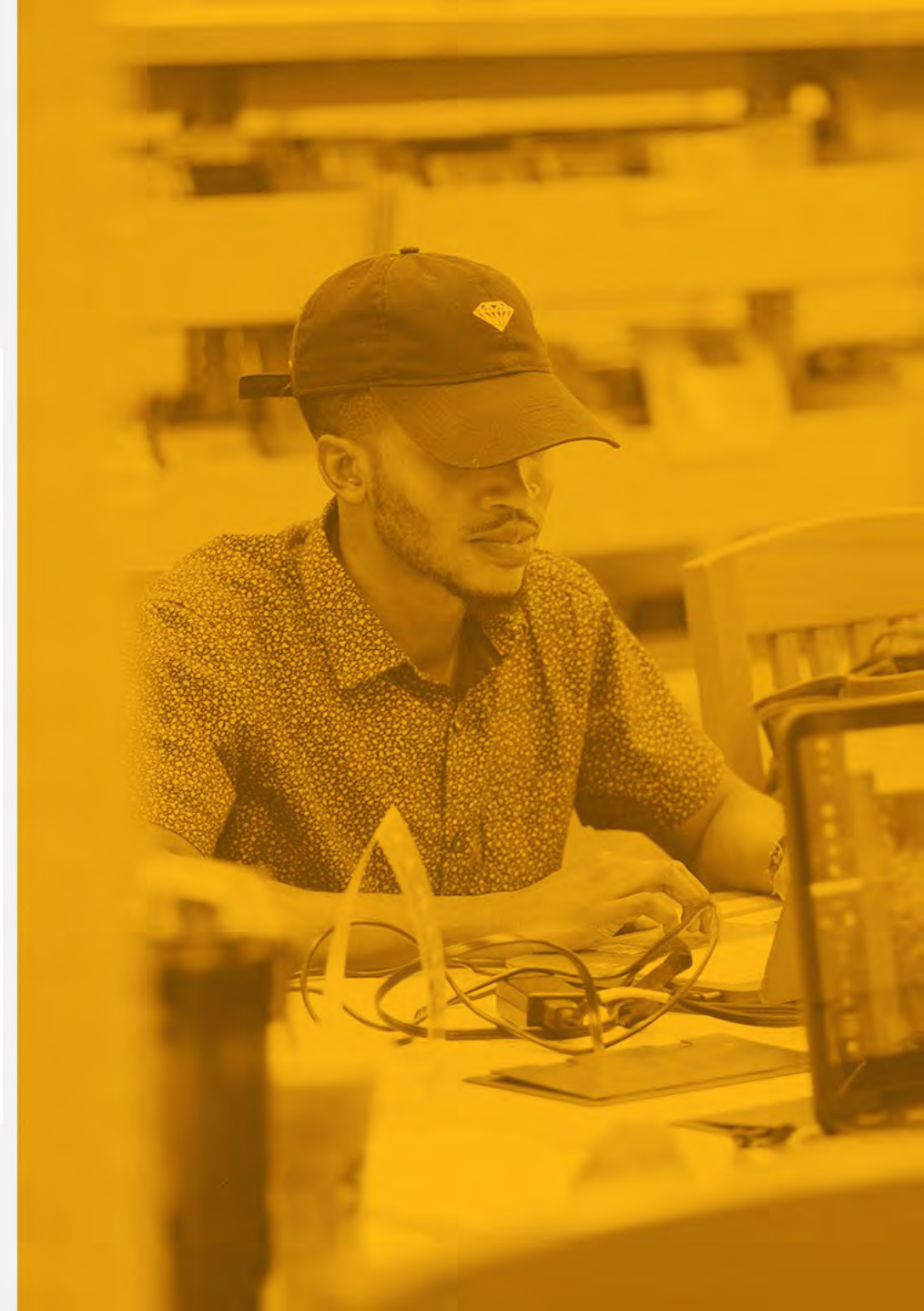
Bontrager/Green

NEIU for You 1.0 Spring Progress First Year Students

Fall 2021 Freshmen Spring 2022 Progression

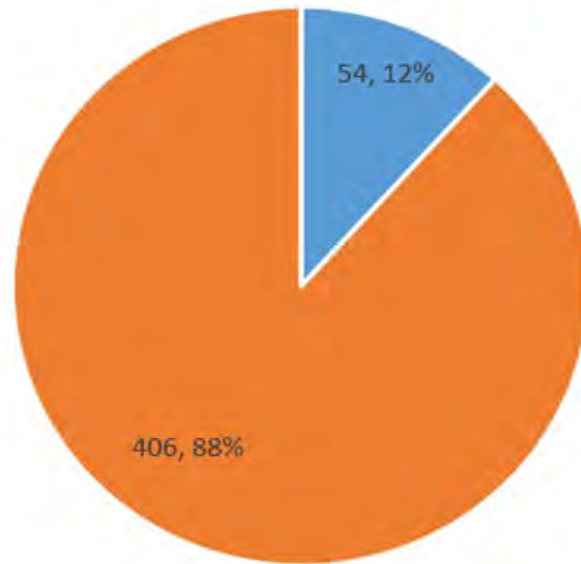


■ Not Enrolled for Spring 2022 ■ Enrolled for Spring 2022

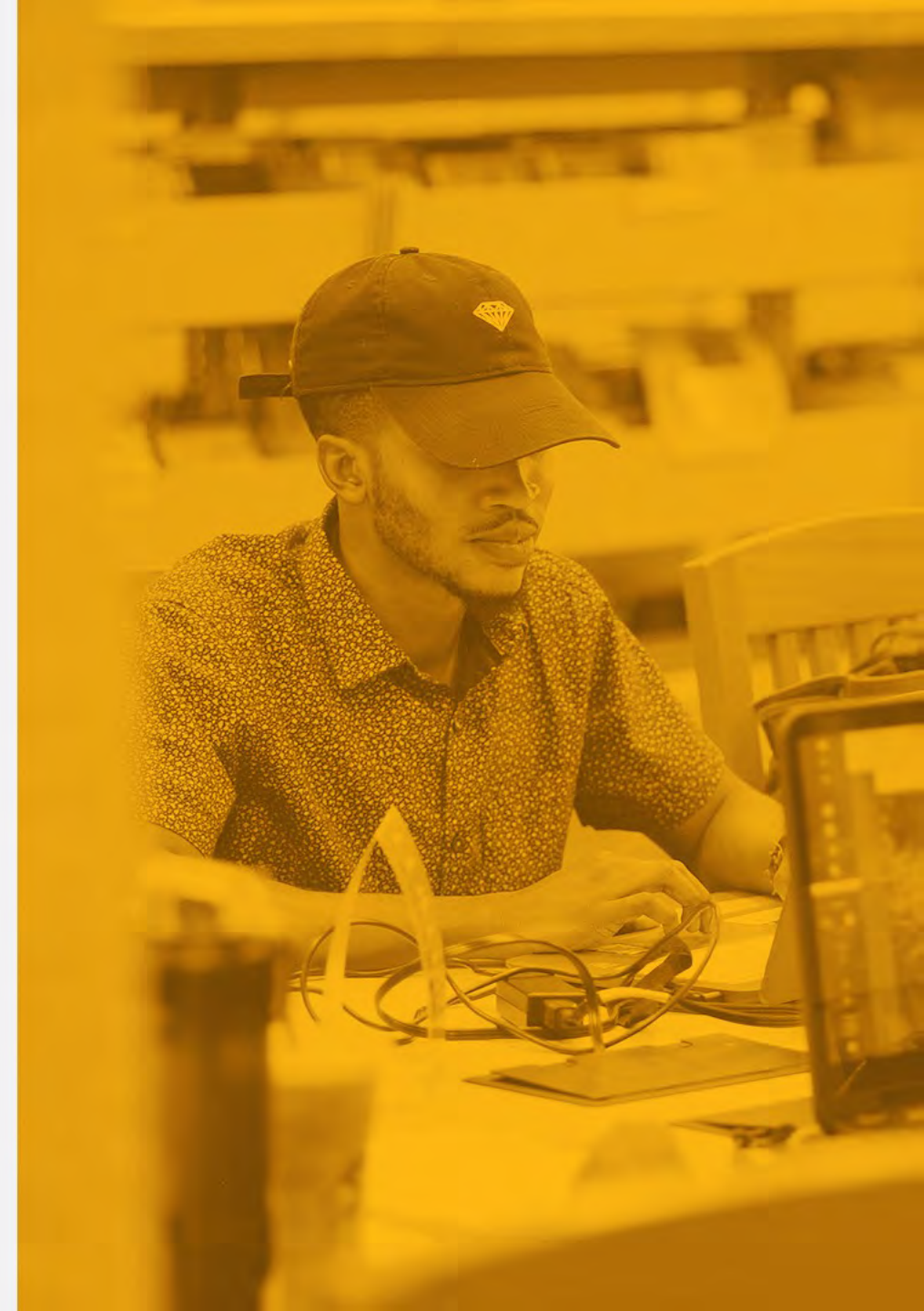


NEIU for You 1.0 Spring Progress Transfer Students

Fall 2021 Transfers Spring 2022 Progression



■ Not Enrolled for Spring 2022 ■ Enrolled for Spring 2022



Goal: Recruit and Enroll students for NEIU for You 2.0 Scholarship Program

Strategy: Use “lessons learned” in 2021 (NEIU for You 1.0 launch) to inform the planning and implementation of NEIU for You 2.0

Tactics:

- Review summer efforts with NEIU’s Onboarding Group (Recruitment Subcommittee)
 - Create and then track yield metrics (All-set tracking)

Strategy: Implement effective mid-cycle student search strategy to increase and cultivate NEIU for You 2.0 prospects.

Tactics: Purchase and utilize College Board’s Segmentation Analysis Service.

- Segment Analysis Service is a **data tagging service that enables admission professionals to identify promising prospective students by knowing more about where they live and where they go to high school.**
- Segment Analysis Service’s Educational Neighborhood and High School Cluster tag leverage data on millions of students and thousands of high schools to provide a complete picture of the factors influencing college decisions.



Goal: Recruit and Enroll students for NEIU for You 2.0 Scholarship Program

Strategy: Secure Paid Media

Tactics: Leverage external marketing efforts that involve a paid placement, such as pay-per-click advertising, branded content and display ads

- Paid media is an essential component of revenue growth and brand awareness.

Strategy: Leverage Owned Media

Tactics: Leverage channels controlled by the NEIU brand, such as our website, newsroom, and social media channels.

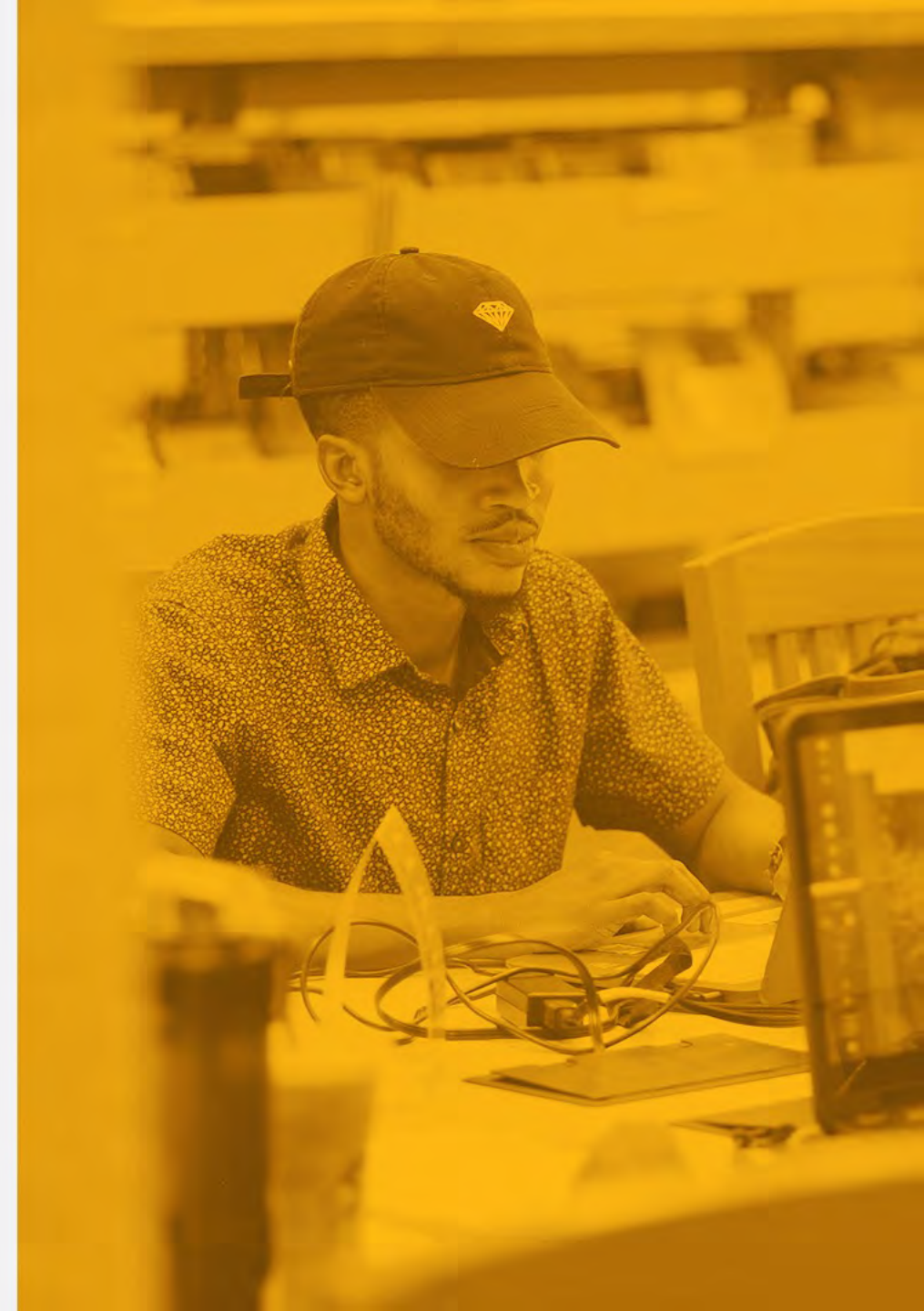
- The owned outlets we utilized to promote NEIU For You 2.0 include:
 - Neiu.edu
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter



NEIU for You 2.0 Marketing: Early Observations and Findings

General/Organic Analytics:

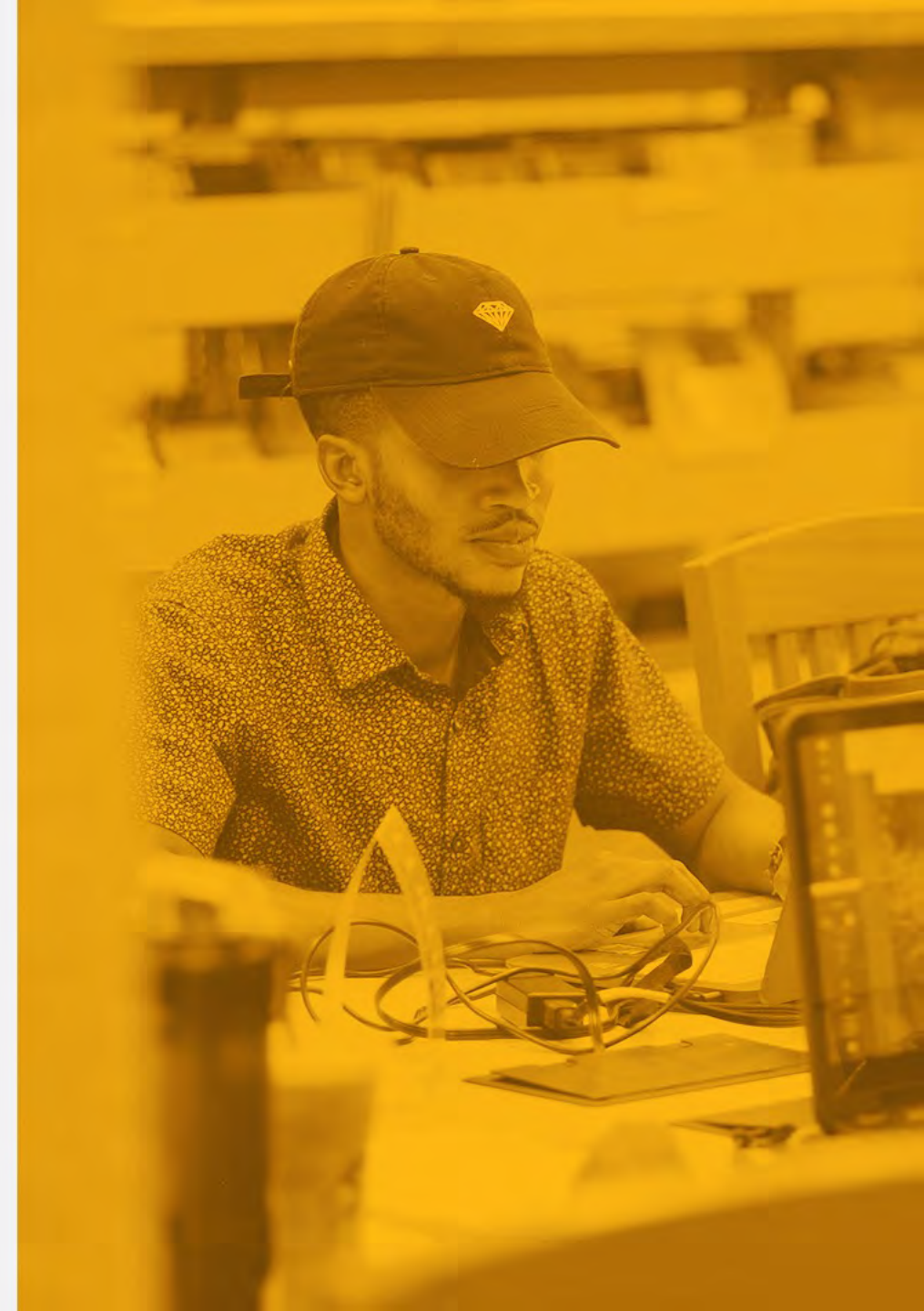
- From November 18, 2021, through January 10, 2022, the [NEIU For You](#) and [general freshman](#) landing pages both ranked in the top-20 pages by user visits.
- The NEIU For You freshman landing page was visited by **13,117** users during this timeframe.
- From November 18, 2021, through January 10, 2022, the NEIU For You freshman landing page had **15,444 total page views** (4th most overall).
 - During this period 384 users completed/submitted the freshman inquiry form and 48 completed/submitted the transfer inquiry form.



NEIU for You 2.0 Marketing: Early Observations and Findings

NEIU For You Paid Digital Advertising:

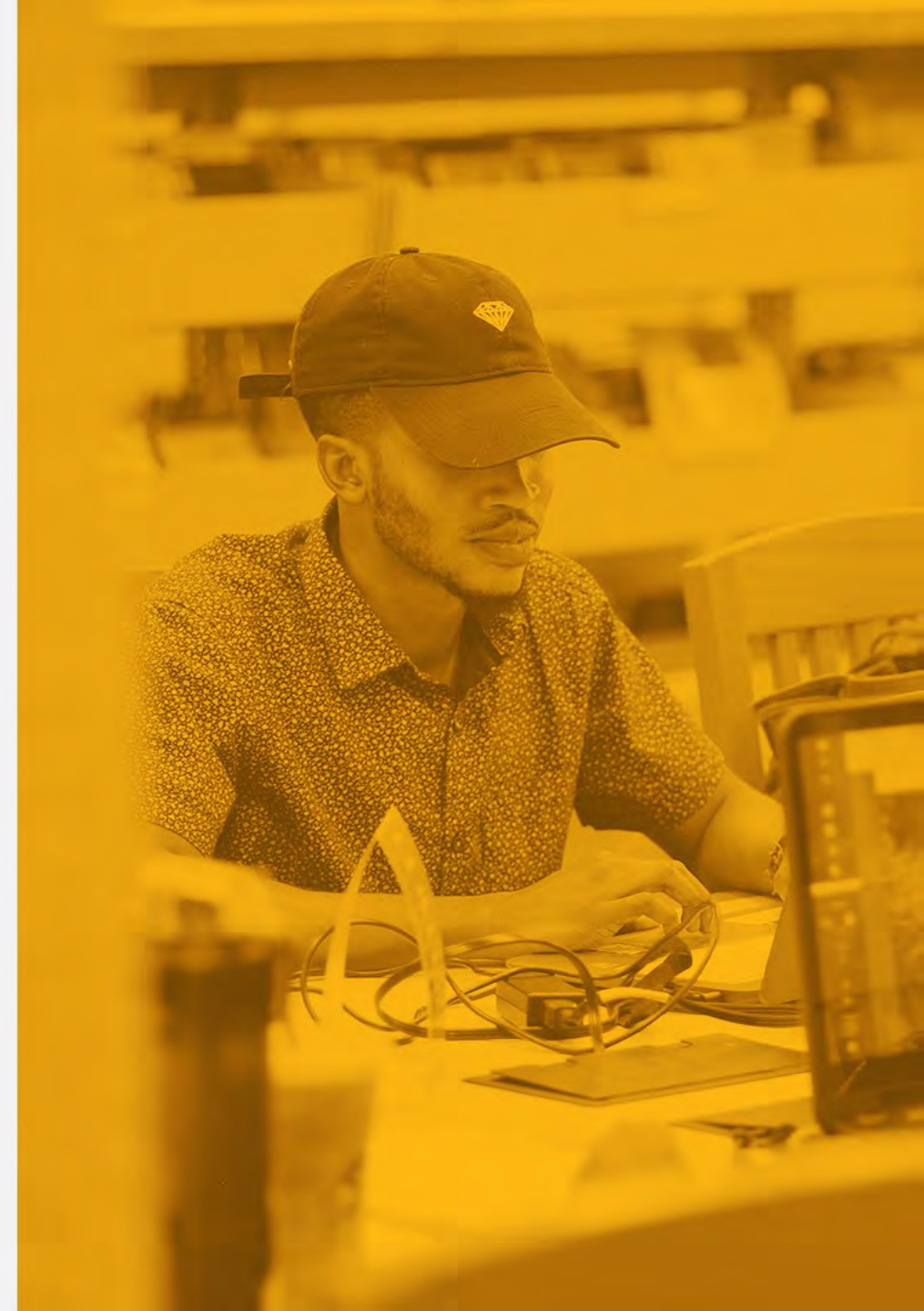
- Our paid digital tactics (specific to the NEIU For You offer) began on 12/13/21.
- Since 12/13/21, these tactics have accounted for **3,081,382 total impressions**.
- **19,951 users** clicked on of our NEIU For You digital ads.
- Of the 19,951 users that interacted with our NEIU For You ads:
 - 98 conversions were completed
 - 93 submitted a request for information (RFI) form
 - 5 began an NEIU application



NEIU for You 2.0 Marketing: Early Observations and Findings

Clarity (Targeted Behavioral Ad Platform):

- Clarity behavioral ads for the NEIU For You initiative were launched on 12/13/21.
- Since 12/13/21:
 - 13,144 users interacted with the Clarity NEIU For You behavioral ad; of these users:
 - 90 submitted a request for information (RFI) form
 - 27 clicked to our application
 - 4 created a personal NEIU viewbook.
- Of the 13,144 users that interacted with the behavioral ad, 11,539 of them were from Illinois.



Goal: Recruit and Enroll 400 First-Year Students and 900 Transfer Students for Fall 2022

Strategy: Launch new Customer Relationship Management (CRM) tool to:
1) provide new application option and 2) provide a mechanism for efficient communication at all funnel stages.

Tactic: Implement Slate by Jan. 2022

- We are on target to complete Phase I by January 2022.

Strategy: Launch new Customer Relationship Management (CRM) tool to:
1) provide new application option and 2) provide a mechanism for efficient communication at all funnel stages.

Tactic: Create New Communication plans

- We are creating several plans to include- segmented, drip campaigns, branded email templates that are mobile ready, text-based communications, and print collateral (direct mailings triggered by the email and text campaigns)



Goal: Recruit and Enroll 400 First Year Students and 900 Transfer Students for Fall 2022

Strategy: Secure enrollment agreements from 100% of admitted students attending Spring Open House events and/or secure applications from 100% of non-admitted attendees (all student types)

Tactic:

- Execute the following events with a “Brilliant at the Basics” mindset

Strategy: Increase Spring Event attendance from Spring 2021

Tactic:

- Aggressively market and expertly execute the following Spring Events:
 - **Undergraduate Open House**
2/23/2022, 4:00 to 7:00 pm
 - **One Stop Enrollment**
4/13/22, 9:00 to 5:00 pm
 - **NEIU Family Night**
6/8/22, 4:00 to 7:00 pm
 - **One Stop Enrollment Express**
7/13/22, 4:00 to 7:00 pm



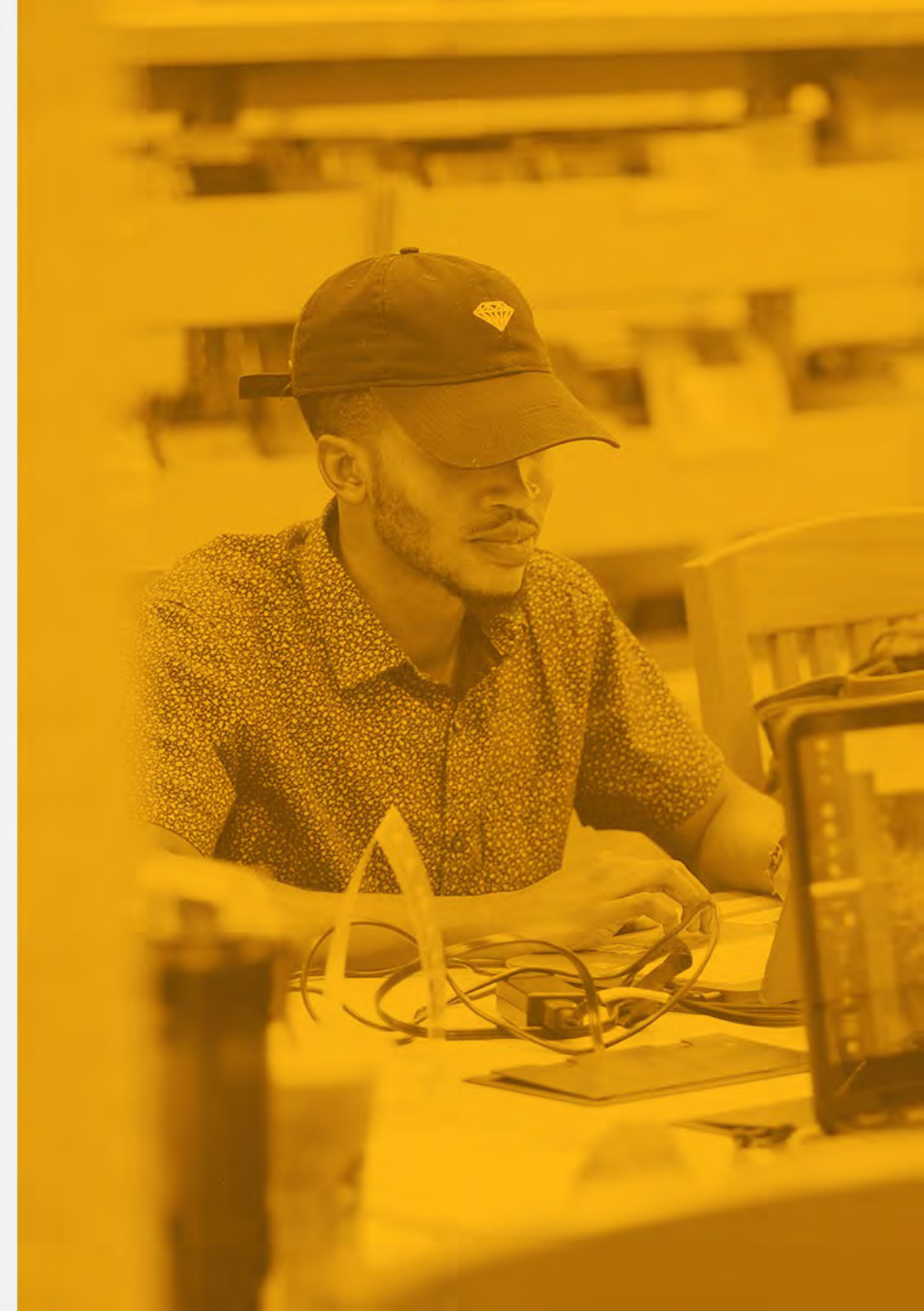
On the Horizon - Predictive Modeling

Goal: Ensure that we have an applicant pool of viable candidates

Strategy: Utilize Rapid Insight™ predictive model software to inform recruitment and yield activity

Tactic: Apply the predictive model to all applicants in the pool.

- Meet weekly beginning in late November/early December to assess the pool to ensure that 75% of the pool are scoring in appropriately yielding ranges to deliver class target.
- Determine if additional tactics are needed to generate different applicants (i.e. purchase more names in regions or by academic profile, revisit or reconnect with high schools and counselors)



Questions?





Division of Student Affairs

Academic/Student Affairs, Enrollment,
and Technology Committee Meeting
Northeastern Illinois University

Terry C. Mena

Vice President for Student Affairs & Dean of Students

January 20, 2022

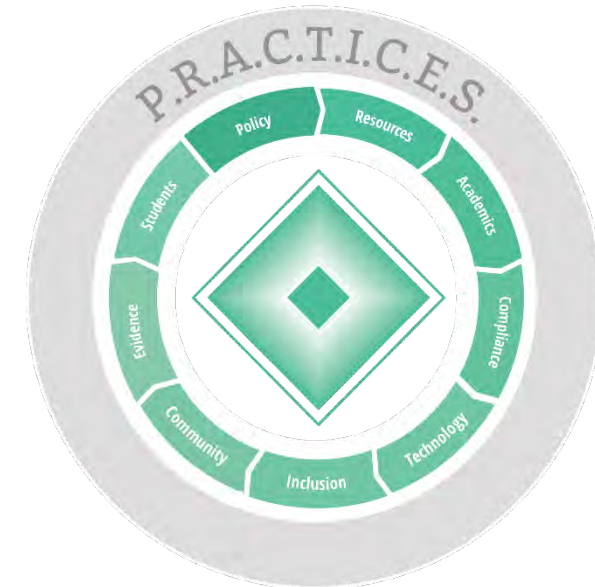
Presentation Topics

- General Re-organization Updates
- The NEST (Occupancy / LLCs)
- Afghan Student Update



External Review:

- February 2021 - May 2021: New Vice President's Listening Tour
- June 2021 - August 2021: P.R.A.C.T.I.C.E.S Survey & Assessment, Document Review & Virtual Session with External Reviewers
- September 2021: Final Report with 35 Recommendations
- September 2021 to January 2022: Internal Staff Review
- January 2022: Release Report to Campus Community



General Re-organization Updates

Division Mission, Strategy and Branding Recommendations

Begin work on its strategic plan, identify opportunities to help engage staff in understanding the vision, mission, and goals of the Division. Define what the Division stands for and establish its priorities.

Organization Structure Recommendations

Consolidation of the vice president and dean of students role presents the need to clarify and redefine the Division's structure to support this dual executive role more fully and better align division functions.

Collaboration and Partnerships Recommendations

Conduct an inventory mapping process for the Student Affairs collaborations to determine areas which collaborations should remain, should be stopped, and should be enhanced.

Develop more consistency in collaborations and partnerships by implementing a standard MOU or agreement template that is used when entering collaborative efforts both with partners inside and outside the Division.



General Re-organization Updates

Angelina Pedrosa Center for Diversity and Intercultural Affairs (Equity Priority)

- Hire interim Director, Valentina Gamboa-Turner & New interim Coordinator for Gender Equity, LGBTQIA+ & Indigenous/Native Americans Students
- Support Asian Pacific Islander Desi American Students Gap

Career Development (Growth Priority)

- Begin restructuring Career Development Office address the IBHE Strategic Plan and reach President's Strategic Priorities for Growth
- Redesigned Director position in partnership with Academic Affairs, College Deans & Institutional Advancement
- New Online Platform Handshake (Partnership with Academic Affairs) (on-going)

Student Union & Campus Recreation

- Begin conversations of reorganization under one Executive Director position
- Hired New Interim Associate Director James Ball, Interim Facility Coordinator of Campus Recreation, Chriz Cordero, and Interim Gym and Facilities Supervisor, Derek Ansong (accomplished)
- Two BSWs and One Grounds Staff (Partnership with Finance & Administration & Facilities)



NEST - Student Housing

Fall 2021 Occupancy 56.7%

Leasing Season	New		Renewal	
	Applications	Leases	Applications	Leases
21-22	221	165	82	81
20-21	109	89	57	57
19-20	127	106	77	75



LIVING LEARNING COMMUNITIES



Fall 2021 – Spring 2022

LLCs:	Applications:	Admitted:
Social Justice Leadership	50	28
Discover Yourself	25	25
Future Teachers	36	24

Website: <https://www.neiu.edu/university-life/living-learning-communities>

Fall 2022 – Spring 2023

- Continue the current three communities
- Establish two new communities: Honor Student Community & STEMs Student Community
- Potential New Participants for LLCs Total: 86

Afghan Transition Program

Enrollment Status	#
Prospective Students	71
Applied Students	27
Admitted Students	15
Enrolled Students	4

NEST Housing	#
Prospective Students Interested in NEST Housing	45
Admitted Students Interested in NEST Housing	9
Signed Lease	5
Moved-in	2

External Sponsorships & Partnerships: RefugeeOne, Ismaili Community, Catholic Charities, & Ethiopian Community Association



Questions?



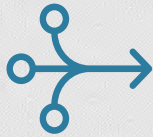
Value of Workday for NEIU

January 20, 2022

Agenda

- Top Reasons for Workday HCM/Pay project
- Current Challenges
- Quantifying Value for NEIU
 - Increasing Efficiency
 - Engaging Employees
 - Improving Systems
- Prism

Workday Will Support Key Pillars of HR/Payroll



Redefine Business Processes



Enable Employee Self-Service



Improved Job Candidate Experience



Retain Employees



Provide Return on Investment



Accelerate our Workforce

Supporting Our Strategic Goals

Exemplary Faculty and Staff: Invest in and support faculty and staff to foster a nationally recognized urban university and create a thriving work environment that makes Northeastern an **employer of choice**.

Enhanced University Operations: Improve **operating efficiencies**, physical and technological **infrastructure and systems**, and **environmental sustainability** in order to provide a supportive learning, teaching, and working environment.

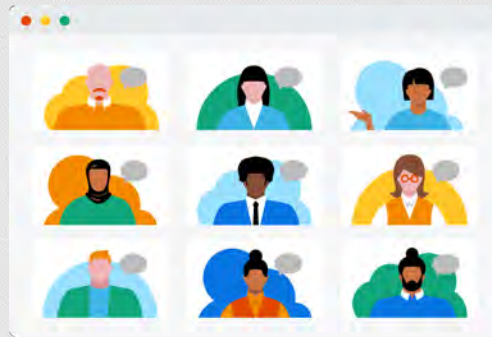
Workday Project Scope

- Core Human Capital Management
- Cloud Connect for Benefits
- Benefits
- Payroll for United States
- Recruiting
- Talent Optimization
- Time Tracking
- Absence Management

Current Challenges

Manual work like entering data and calculating retro payments takes a lot of time.

Less time on manual work would give us time to spend on strategic initiatives like leadership development, improving diversity and inclusion, and an internship program.







Business processes are driven by paper forms. In FY2021, we logged over 2,772 forms processed by HR.

Our current systems leave us open to risks from a legal compliance standpoint.

There is very little candidate engagement and its hard to recruit for certain positions.

The Value of Workday for NEIU

Workday Fully Realized Benefits Amount to \$550-640K Annually

Technology Simplification		Process Efficiency		Employee Engagement		Business Impact	
 Power of One Application		 Business Process Framework		 Designed for Engagement		 Built-In Actionable Analytics	
Benefit	Range	Benefit	Range	Benefit	Range	Benefit	Range
Decommissioning systems	Approx. \$75K+	Improved efficiency across HR, payroll, administrative assistants	Approx. \$250K+	Engage employees and reduce turnover	Approx. \$50K+	Improve controls on overtime; improve time tracking and payroll automation and accuracy	\$180-270K
						Reduce Compliance Risk	\$100K's, not quantified here

Modernizing Capabilities Significantly Improves Key Operating Metrics

Process Efficiency

HR Services & Data



25% Average Improvement in HR Efficiency



39% Average Reduction in Time to Build Custom Reports / Analytics

Talent Management



47.2% Average Improvement in Manager Roles Covered by Succession Plans



28.3% Average Improvement of Manager Roles Filled Internally

Onboarding



37.6% Average Improvement in Time to Onboard New Hires



58.5% Average Improvement in Employee Satisfaction with Onboarding Experience

Compensation



67.8% Average Improvement in Compensation Time Spent on Strategic Work



14% Average Reduction in Compensation Planning Cycle Time (Weeks)

Payroll



35.7% Average Improvement in Payroll Efficiency



26.4% Average Reduction of Payroll Errors Resulting in Overpayments

Source: Workday Value Realization Benchmarks, 2009 – 2020

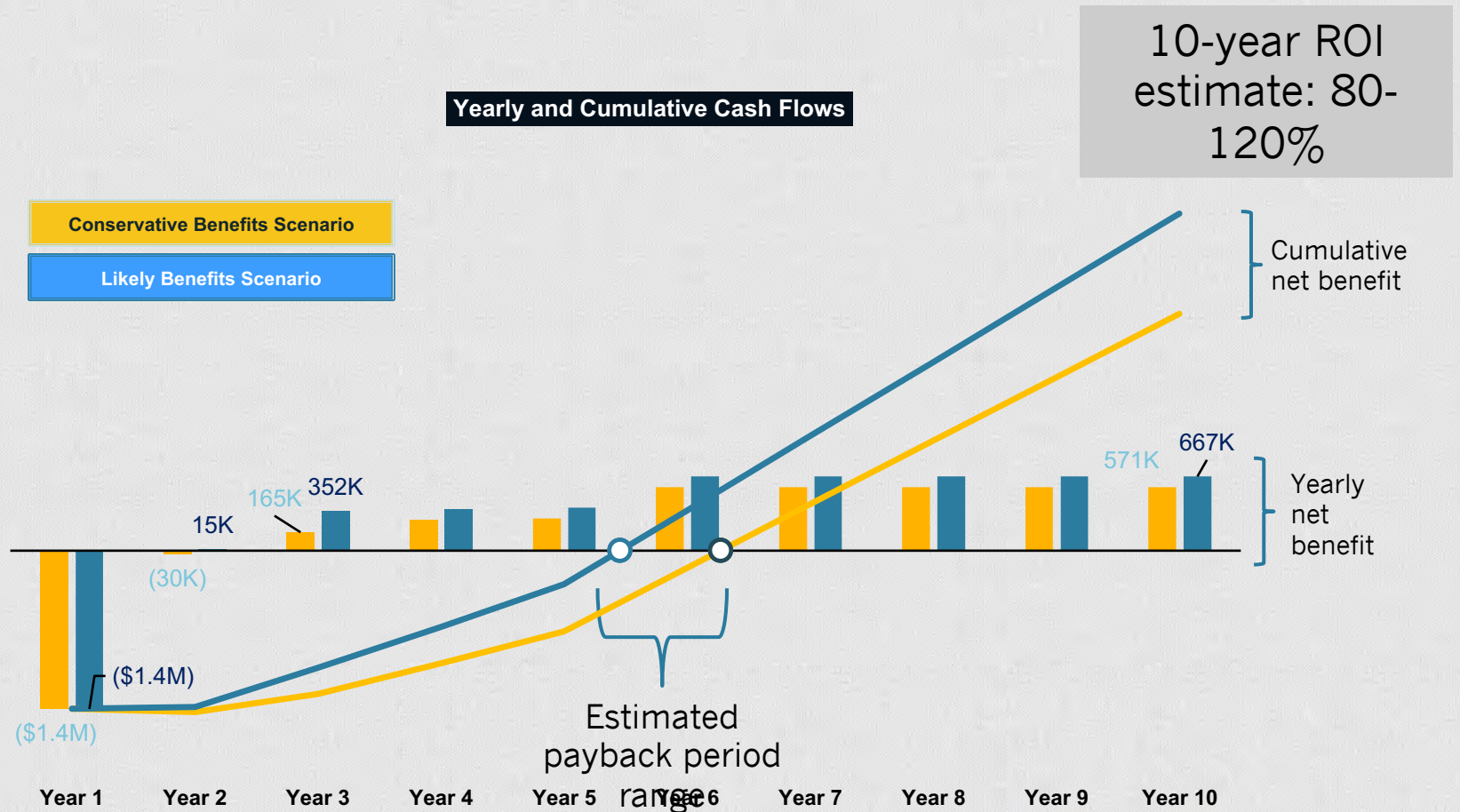
Cost Analysis for NEIU ROI Model

Subscription and Services Pricing¹

Project Cost Schedule	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	Subscriptions	\$282,528	\$282,528	\$282,528	\$282,528	\$282,528
Implementation - Phase 1	\$1,103,726					\$1,103,726
Training - Phase 1	\$36,833	-	-	-	-	\$36,833
Delivery Assurance	-	-	-	-	-	-
Customer Success Additional Services (Optional)	-	-	-	-	-	-
Total Costs	\$1,423,087	\$282,528	\$282,528	\$282,528	\$282,528	\$2,553,199

(1) Based on subscription and services pricing presented as of 11/29/2021

Return on Investment and Payback Period

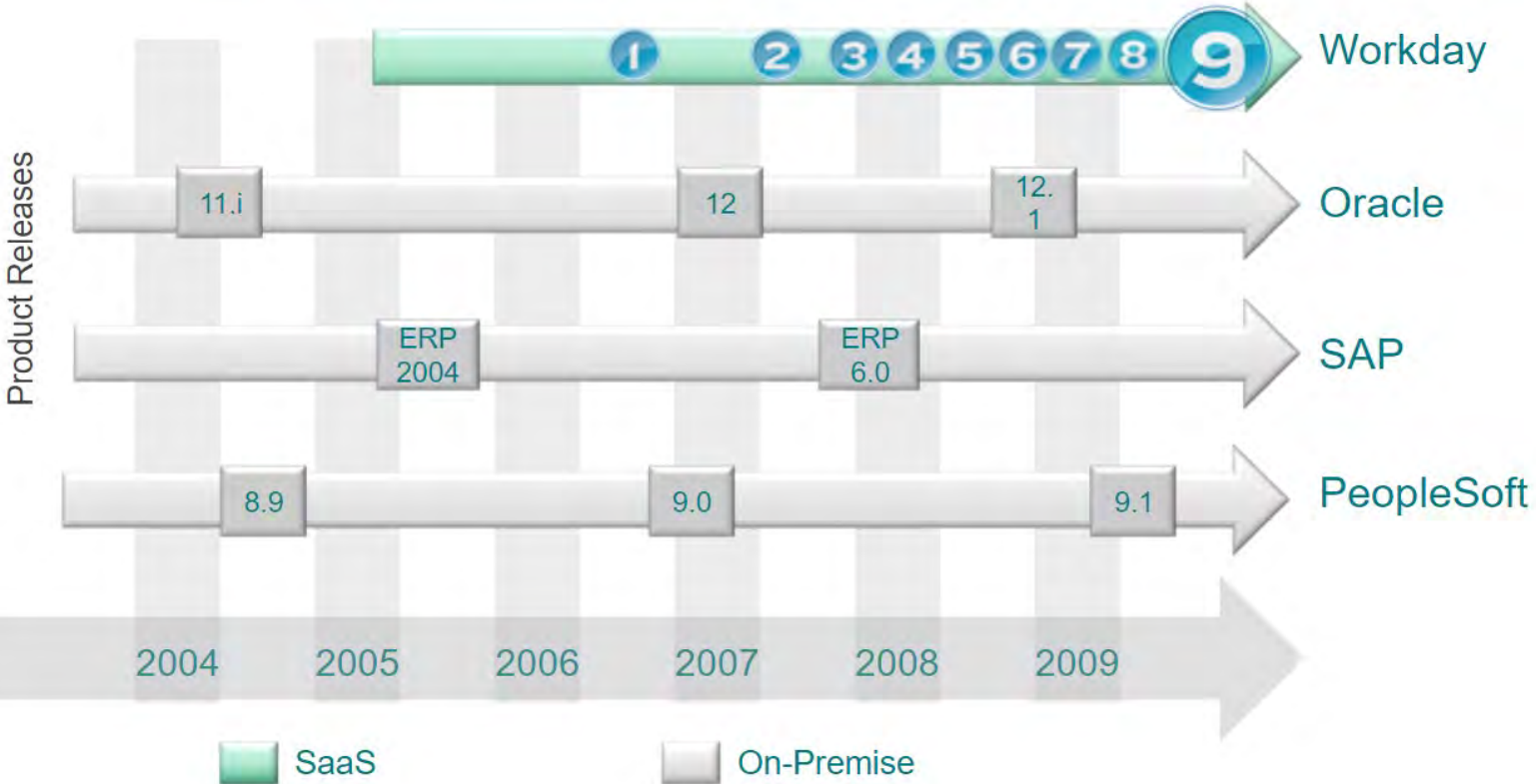


Workday – Software as a Service

- 1 Workday **provides the server infrastructure** to run our applications
- 2 Workday **develops and delivers software updates** as part of our service
- 3 You can preview the **newest developed** software in your ‘Sandbox’
- 4 Workday provides **data conversion** between updates
- 5 Customers control deployment of new features with configurable security
- 6 Workday maintains a current **SAS-70 type II** certification

SaaS Acceleration

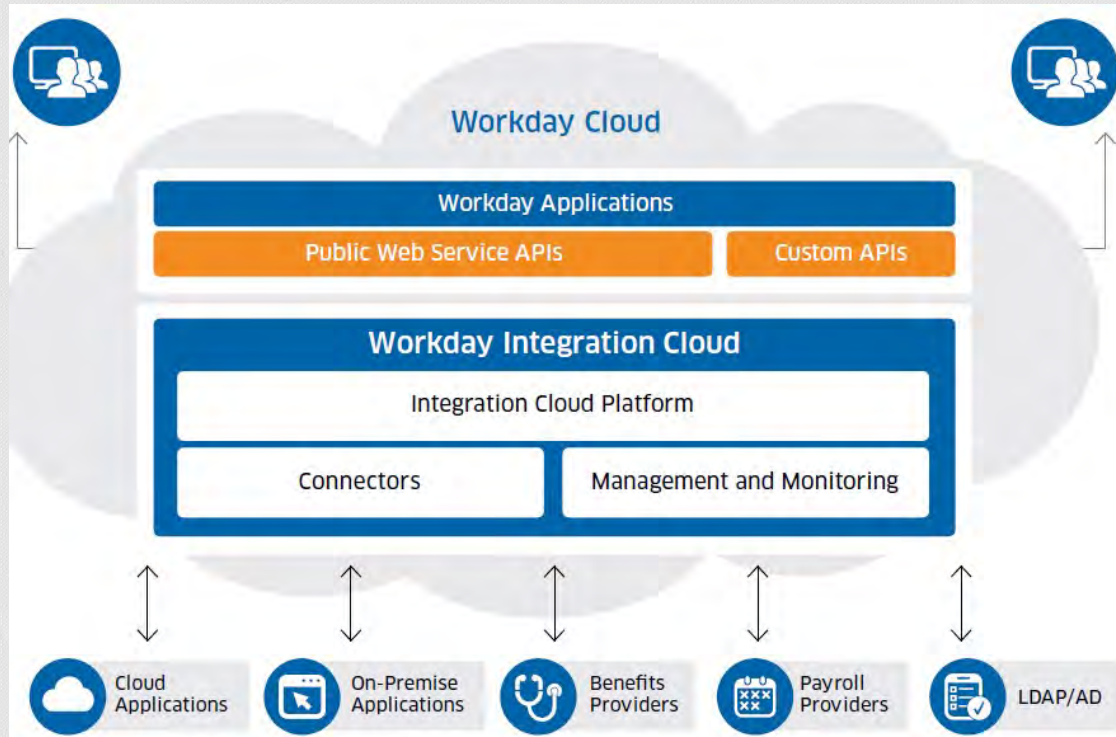
The State of Human Capital Management Solutions



(Source – Knowledge Infusion)

Workday Integration Cloud

- EIB (Enterprise Interface Builder) created integration
- Workday Studio created integration
- Delivered Integrations



Comprehensive Auditing

Record of all updates

- XML Causing Changes
- Timestamp and user submitting
- Recorded in system, not a database log

Non-destructive updates

- Data is never destroyed
- New value + timestamp + user recorded
- Can see the value at any point in time

Questions?

Board of Trustees

Academic/Student Affairs, Enrollment, and Technology Committee



Dennis M. Rome, PhD

Provost and Vice President of Academic Affairs

January 20, 2022

Why Dual Enrollment?

- Dual enrollment's traditional role provided a means for students to reduce the time to complete college degrees. DE effectively accomplished this for many students, and some states, like the state of Oregon, mandated dual enrollment as part of a high school student's experience. Recently, though, new roles for DE emerged. Some advocates now view DE not only as a way to save money and time for college-bound students but also as a path to higher education for historically underserved students.

Advantages/Benefits of Dual Enrollment

- Dual enrollment gives students an idea of what full-time college coursework will be like by trying out a few classes while still in high school. Students can get used to the academic environment before they leave the comfort and support of home.
- Students may be able to take classes that are not offered at their high school.
- Most students change their majors at least once. Taking a college class as a high school senior can help your child find his or her area of interest before the pressure is on to declare a major.
- Due to the large number of online and virtual classes offered by many schools, dual-enrollment courses may be conducted right at your child's high school.
- Perhaps the biggest benefit of dual enrollment is that students may start accumulating college credits, helping them graduate on time or even early.

Report on Dual Enrollment (01/04/2022)

SCHOOL	Estimated # students	NOTE
CCAS General Dual Enrollment	21	<i>10 students pending</i>
Roosevelt High School	5	CPS
Niles Central High School	1	
Niles North High School	4	
Niles West High School	6	
CCAS CS101	21	<i>7 additional students pending</i>
Kelly College Prep High School	1	CPS
Solorio Academy High School	3	CPS
Morton East High School	6	
Morton West High School	4	
El Centro/ ASPIRA	6	<i>2 students will take BIO 100: Introduction to Biology 4 students will take MUS 101: The Musical Experience</i>
ASPIRA Early College High School	6	CPS Charter
Title III STEM/ MLK Bio	10	<i>Lead: Syreeta Brown</i>
ML King High School	10	CPS
Humboldt Park DE Program	15	<i>LLAS 101 & PHIL 213</i>
Clemente High School	11	CPS
Pedro Albizu Campos High School	3	CPS Charter
Association House High School	1	CPS Charter
Ensemble Español	7	<i>Open to more students</i>
Von Steuben High School	7	CPS

80 Total Students currently expected (+12 pending)
 37 CPS students + 10 from CPS charter schools



Questions?