



Strategic Enrollment Management Plan

**FBT Committee Meeting
Northeastern Illinois University**

Kimberley Buster-Williams
Vice President for Enrollment Management
February 4, 2022

Introduction & Updates

- Goals & Priorities
- Fall 2022 Goals
- Spring Enrollment
- NEIU For You 1.0 - Spring Progression
- Fall 2022– 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



Fall 2022 Goals

Applications:

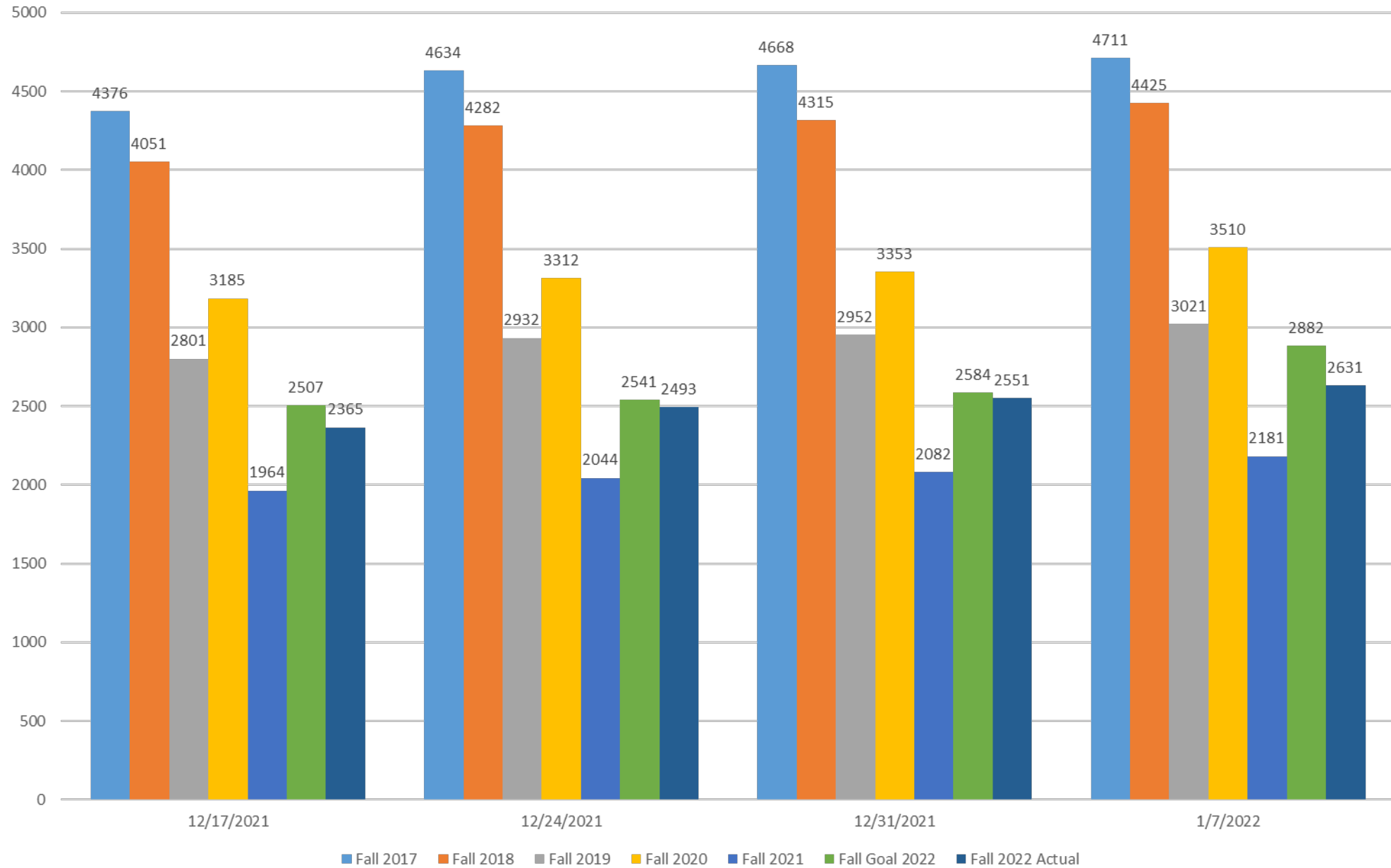
- 4,801 First Year
- 1,796 Transfer
- 1,364 Graduate

Enrolled:

- 400 First Year
- 900 Transfer
- 529 Graduate

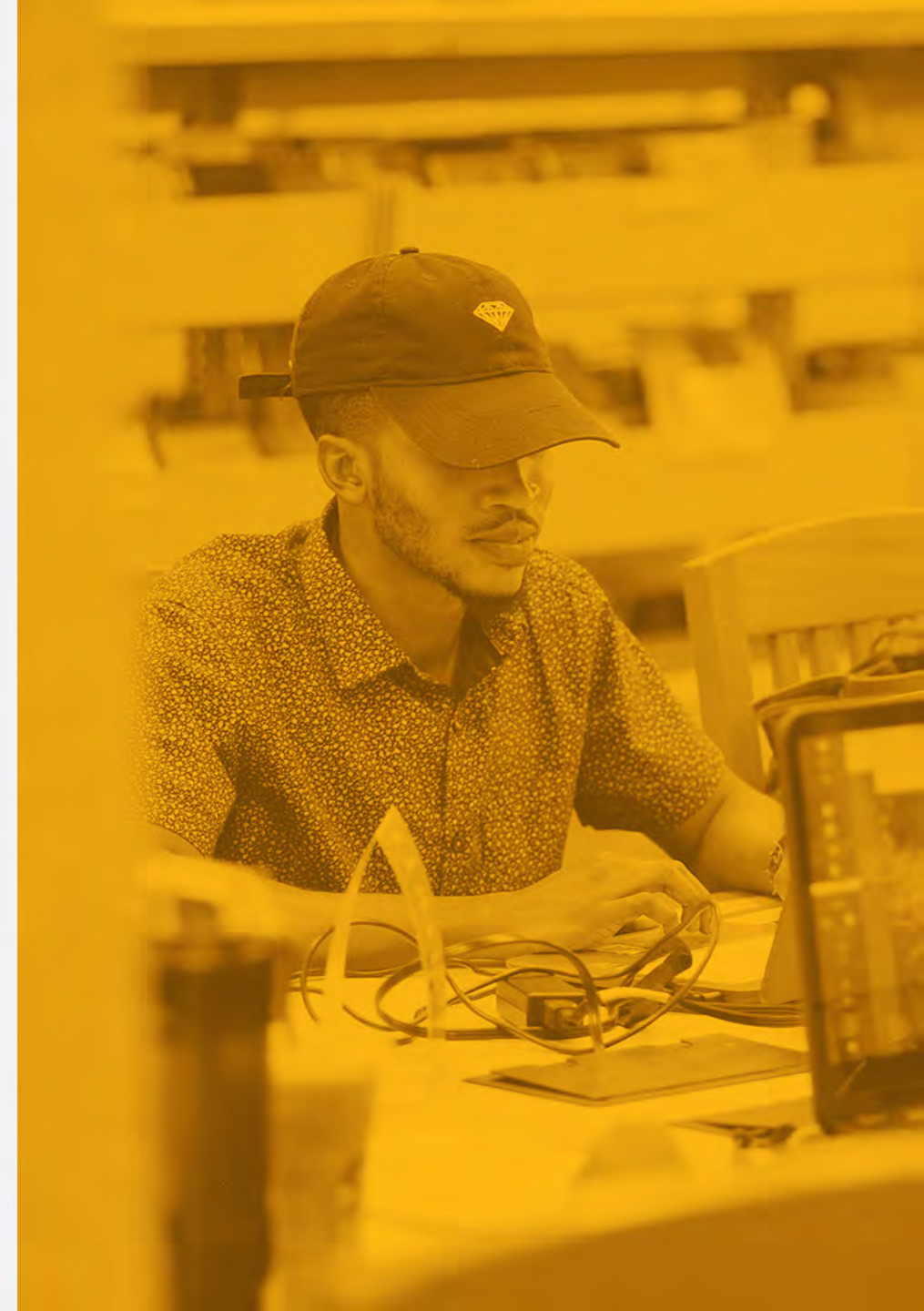


Weekly First Year Application Comparison - Fall 2017, Fall 2018, Fall 2019, Fall 2020, Fall 2021 and Fall 2022 with 2022 Goals



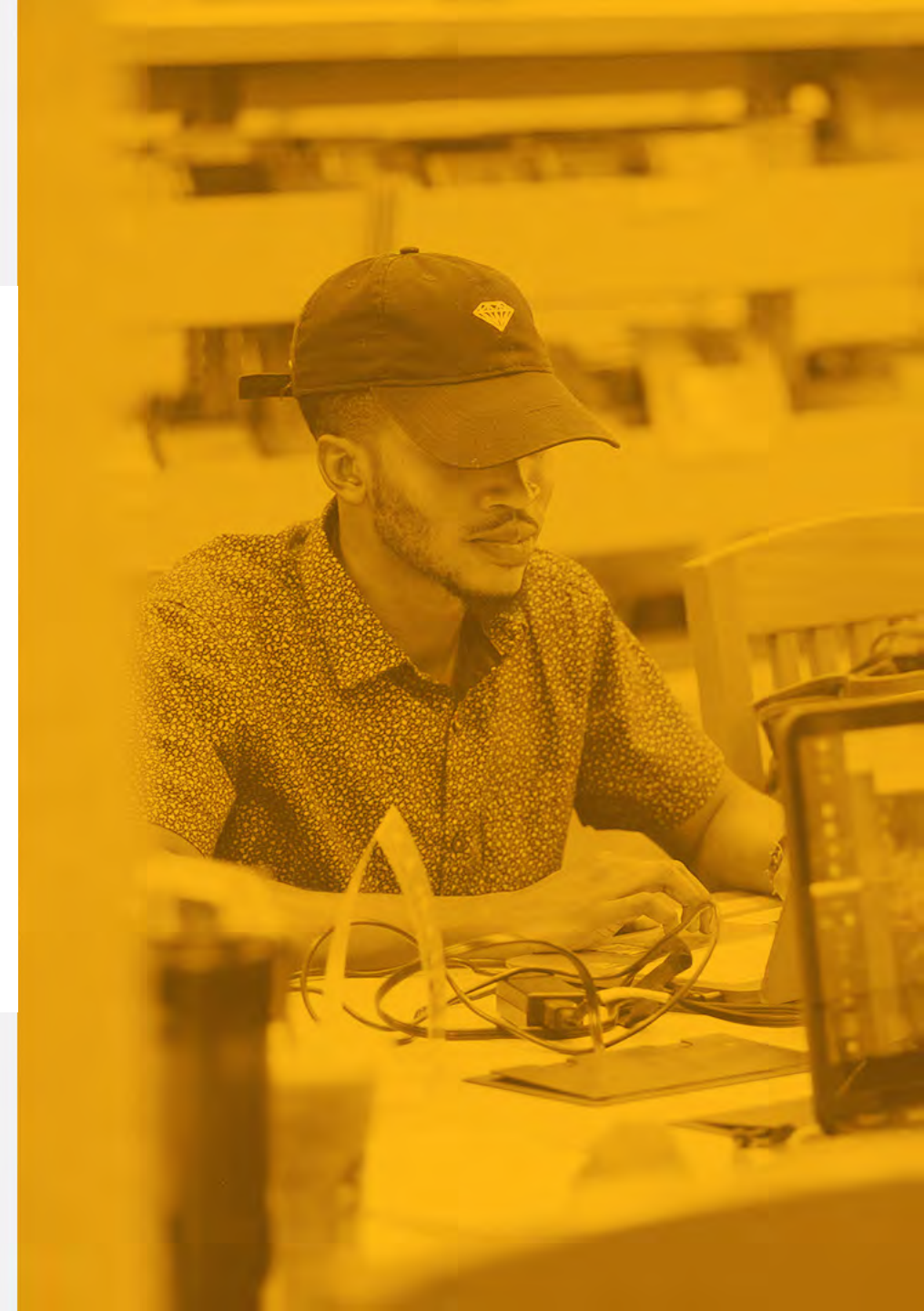
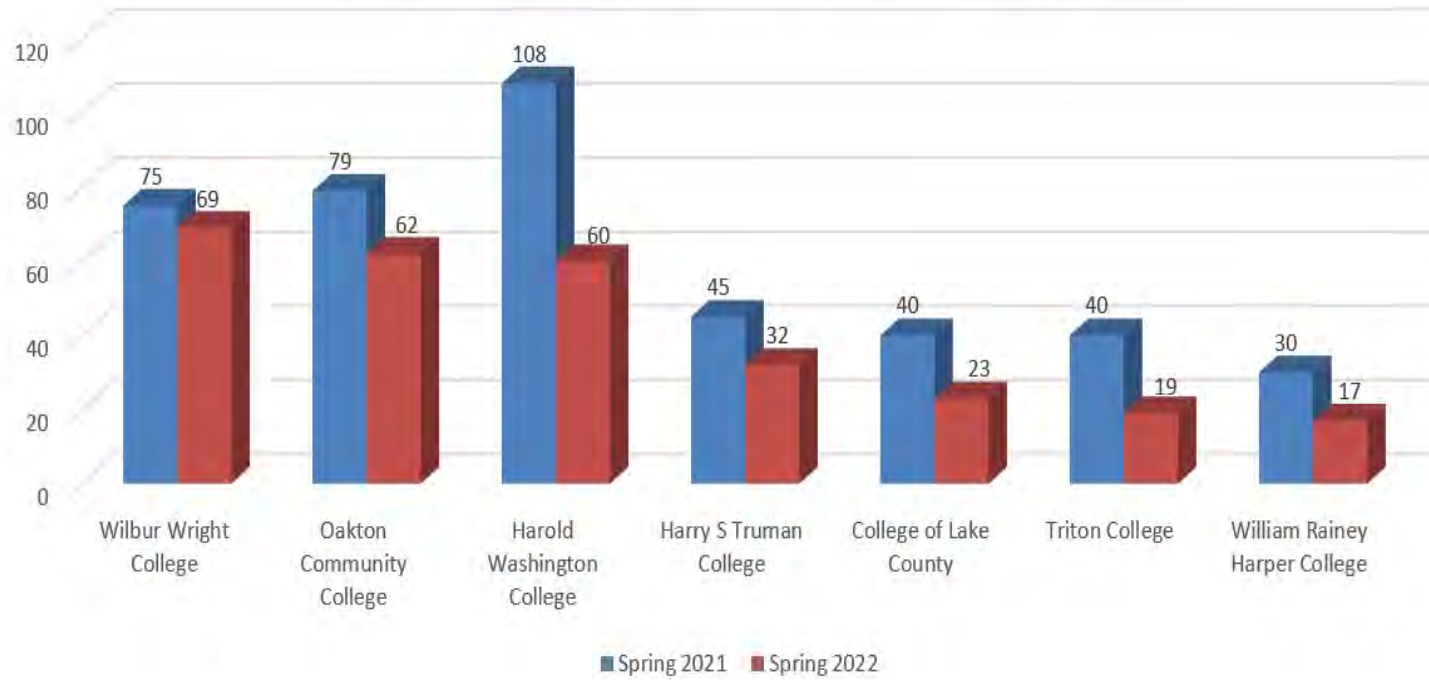
Spring 2022 Enrollment

- First Year- New:
 - 15 (as of 1/25/2022)
 - 13 (as of 1/25/2021)
- Transfer- New:
 - 250 (as of 1/25/2022)
 - 331 (as of 1/25/2021)



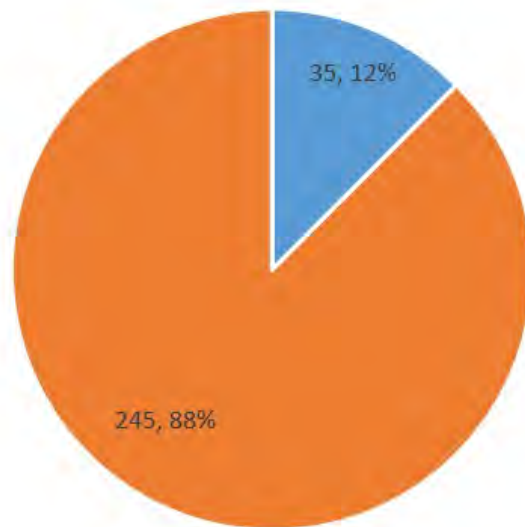
Spring 2022 Enrollment

Spring Transfer Applications Top Feeder Colleges

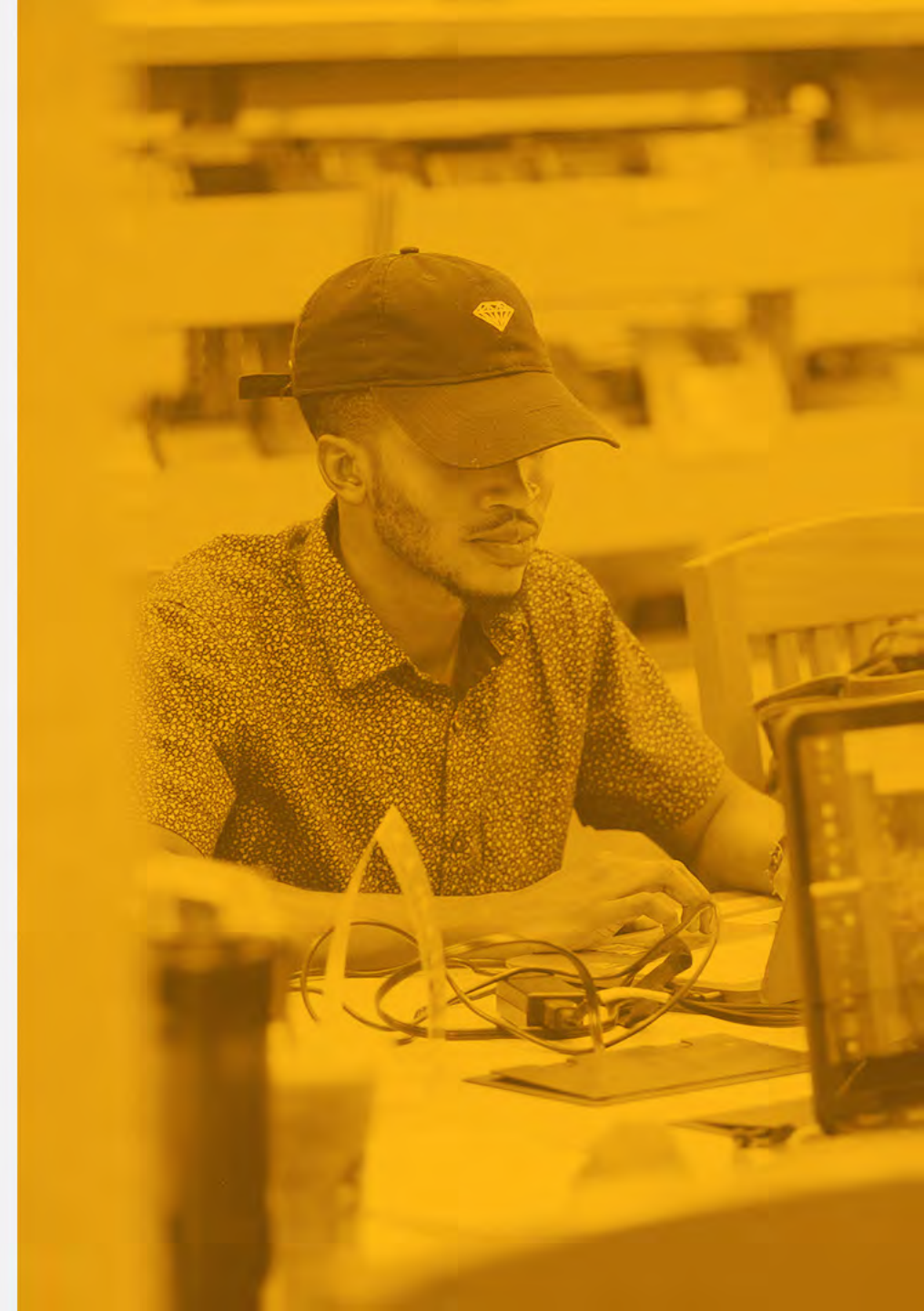


NEIU for You 1.0 Spring Progress First Year Students

Fall 2021 Freshmen Spring 2022 Progression

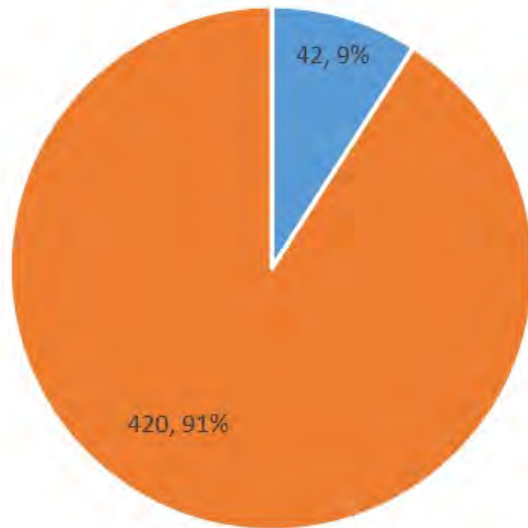


■ Not Enrolled for Spring 2022 ■ Enrolled for Spring 2022

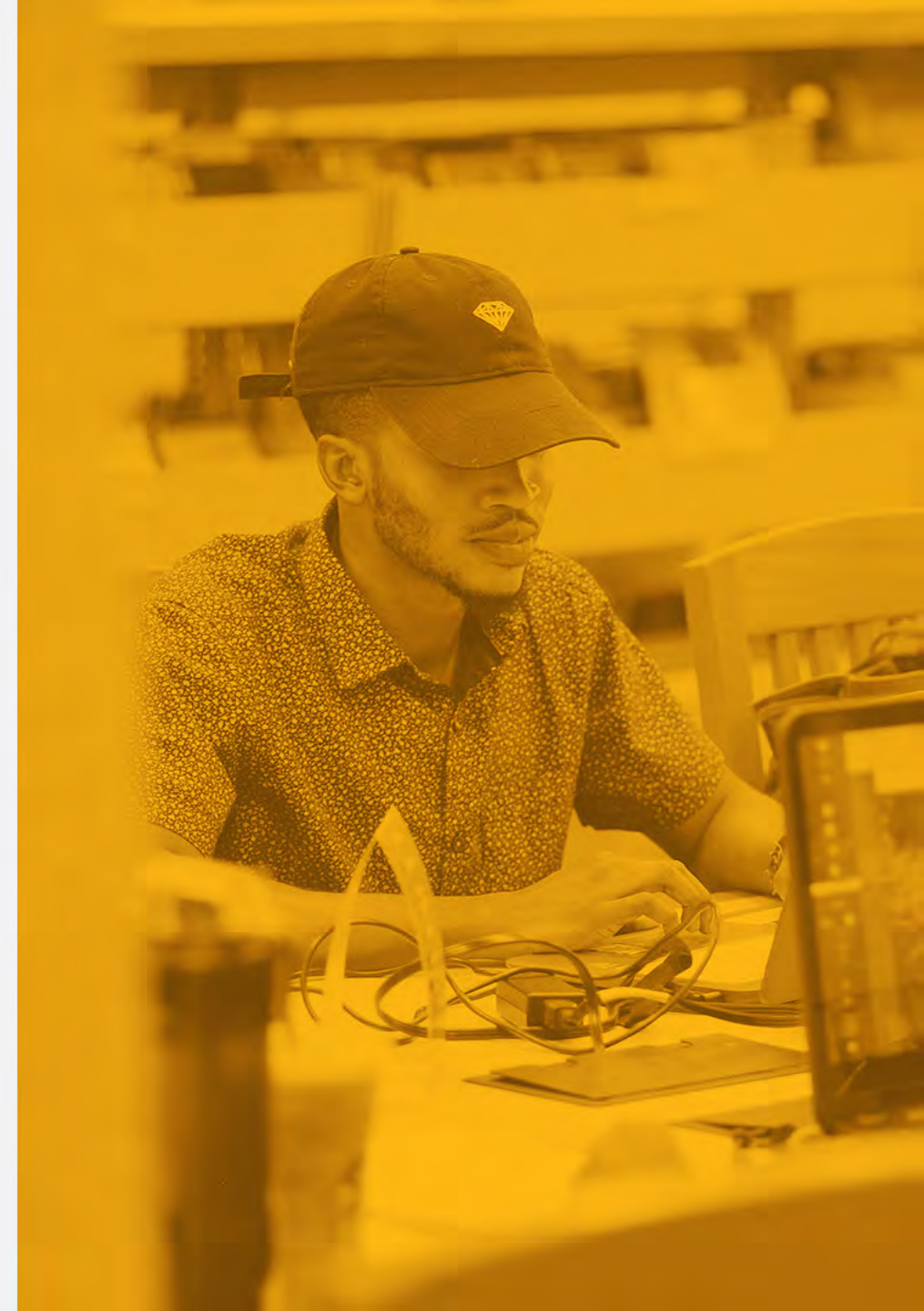


NEIU for You 1.0 Spring Progress Transfer Students

Fall 2021 Transfers Spring 2022 Progression



■ Not Enrolled for Spring 2022 ■ Enrolled for Spring 2022



Revenue Projections

- NEIU will lose \$2.8 million in revenue support from HEERF
- Current year enrollment declines are trending below forecast.
- Enrollment declines create retention headwinds
 - However, NEIU for YOU 1.0 retention is trending more positively
- Paths to address the shortfall:
 - Increase new student enrollment
 - Increase paid NEST occupancy
 - Increase retention
 - Increase state appropriation

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.

Tactic: 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.



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.

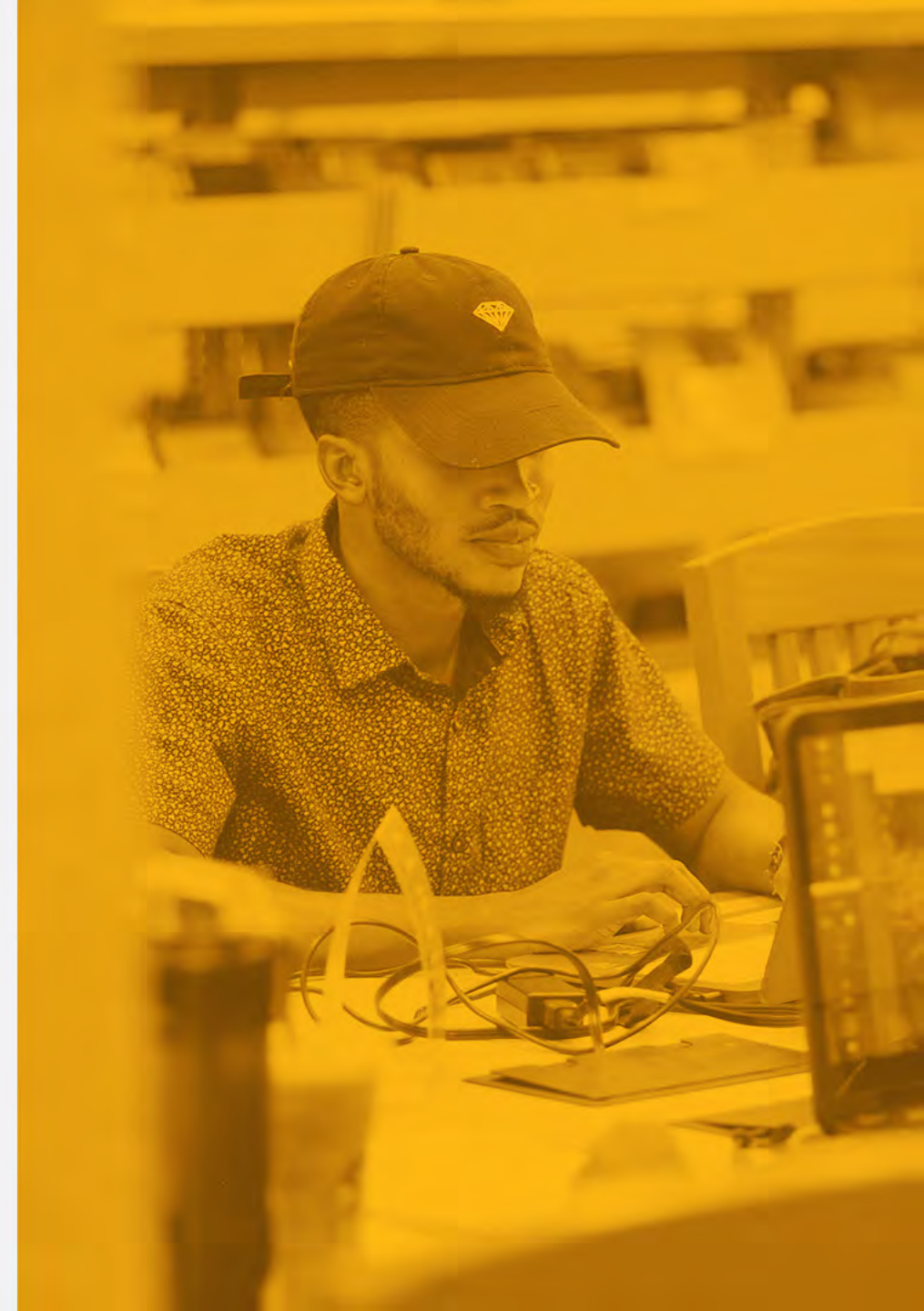
- The owned outlets we utilized to promote NEIU For You 2.0 include:
 - Neiu.edu
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter



NEIU for You 2.0 Fall Marketing: Early Observations and Findings

General/Organic Analytics:

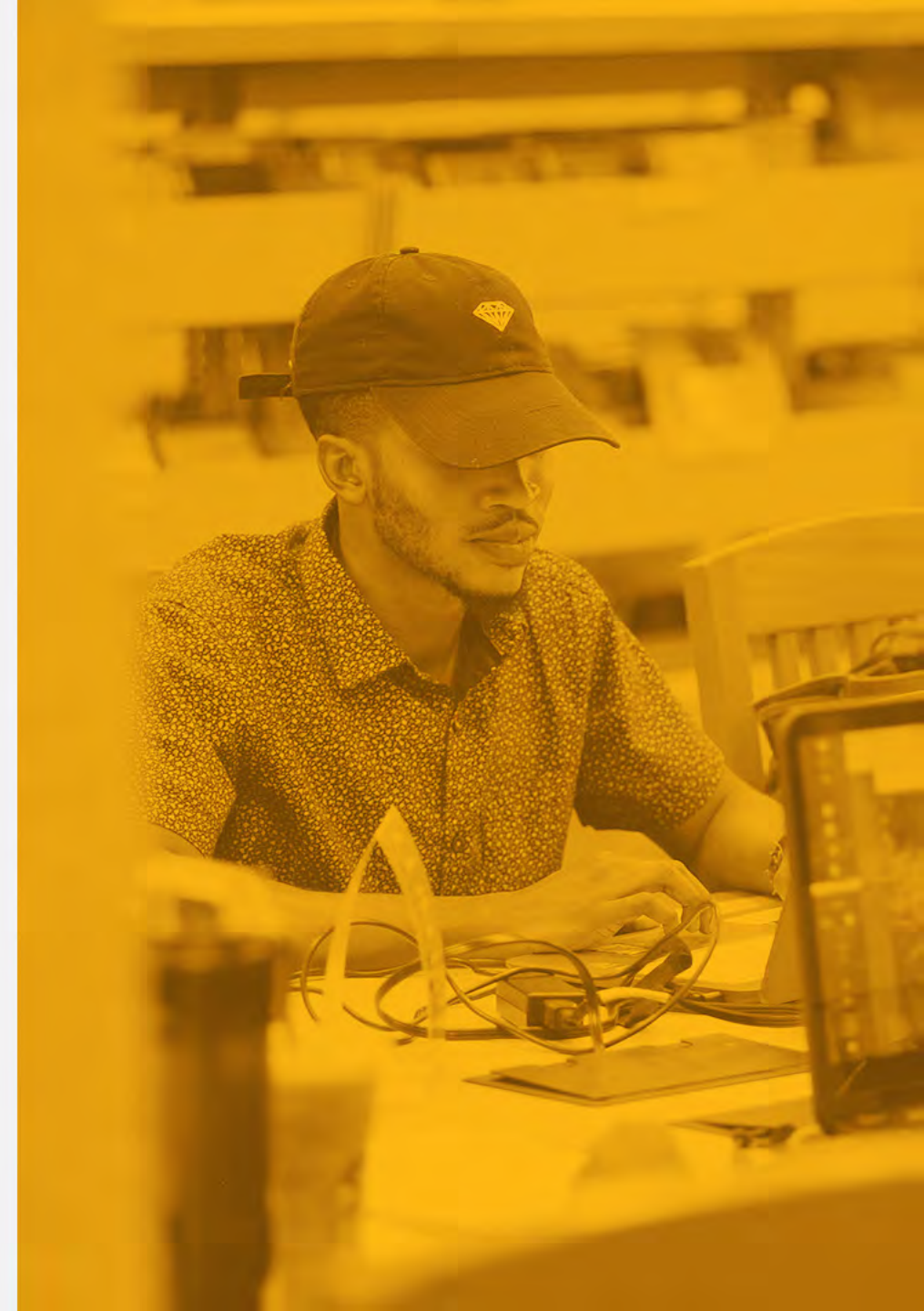
- From November 18, 2021, through January 10, 2022, the [NEIU For You](#) and [general freshman](#) landing pages both ranked in the top-20 pages by user visits.
- The NEIU For You freshman landing page was visited by **13,117** users during this timeframe.
- From November 18, 2021, through January 10, 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 Fall Marketing: Early Observations and Findings

NEIU For You Paid Digital Advertising:

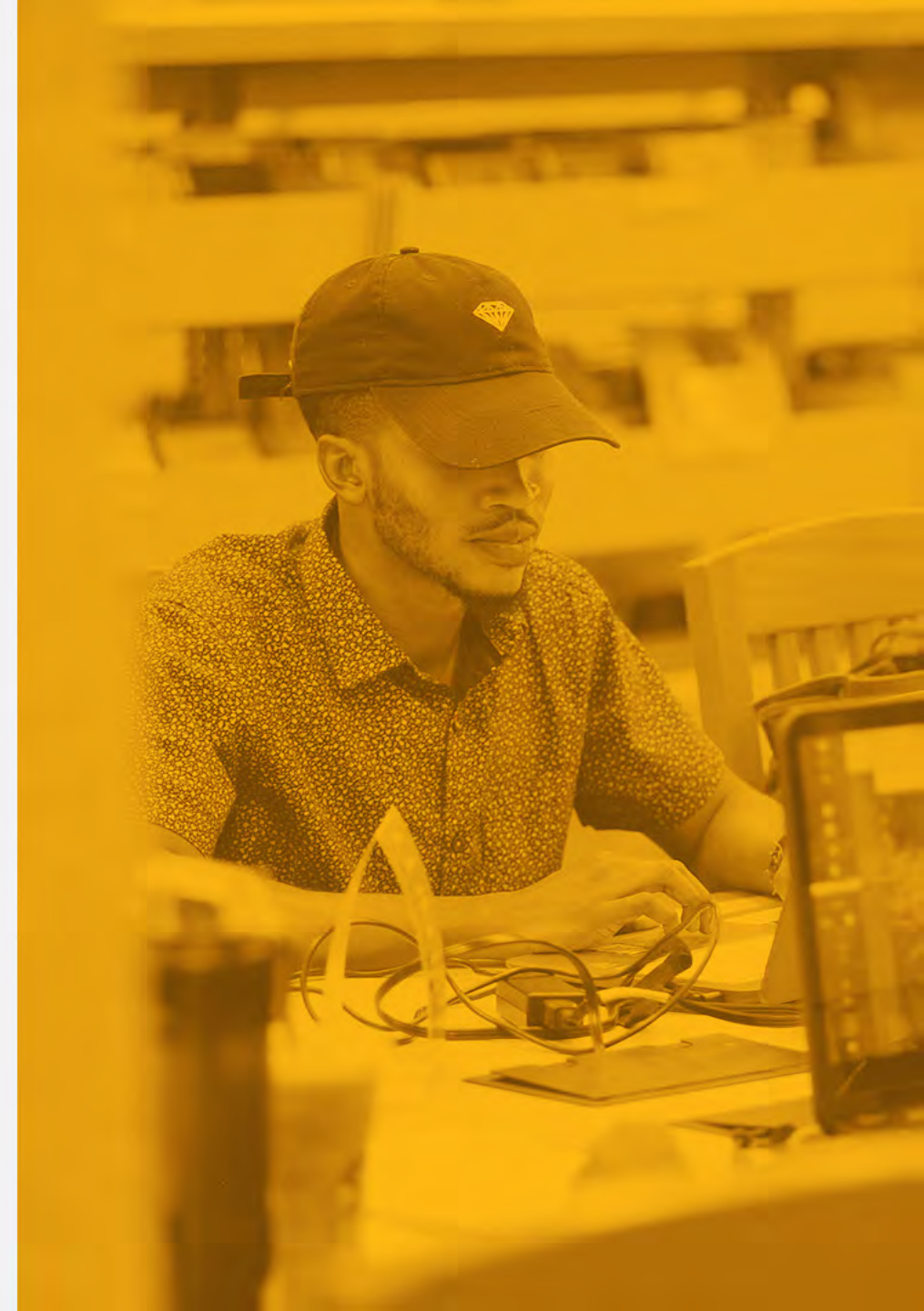
- Our paid digital tactics (specific to the NEIU For You offer) began on 12/13/21.
- Since 12/13/21, these tactics have accounted for **3,081,382 total impressions**.
- **19,951 users** clicked on of our NEIU For You digital ads.
- Of the 19,951 users that interacted with our NEIU For You ads:
 - 98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



NEIU for You 2.0 Fall 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.



NEIU for You 2.0 Spring Marketing: Geo-Fencing

- Geofencing marketing is an example of a **real-time location-based marketing tactic** that uses geolocation data to target users within an established geographic area and delivers content based on where they are or in what locations they have previously visited.



NEIU for You 2.0 Spring Marketing: Geo-Fencing Ads

NEIU Northeastern
ILLINOIS UNIVERSITY

neiu for you.

We're covering **four consecutive years** of tuition for eligible first-time, full-time freshmen.

[Learn More](#)

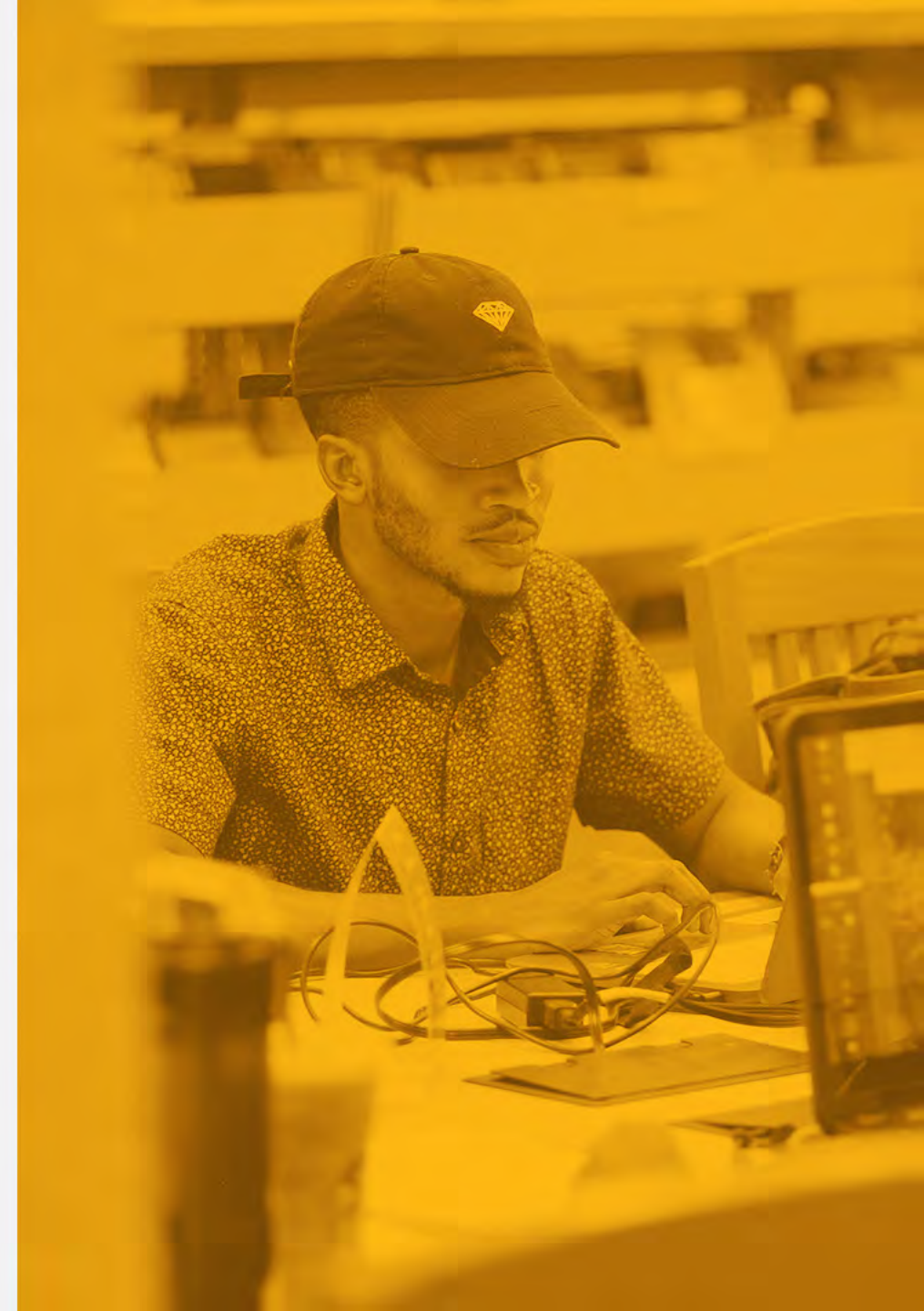


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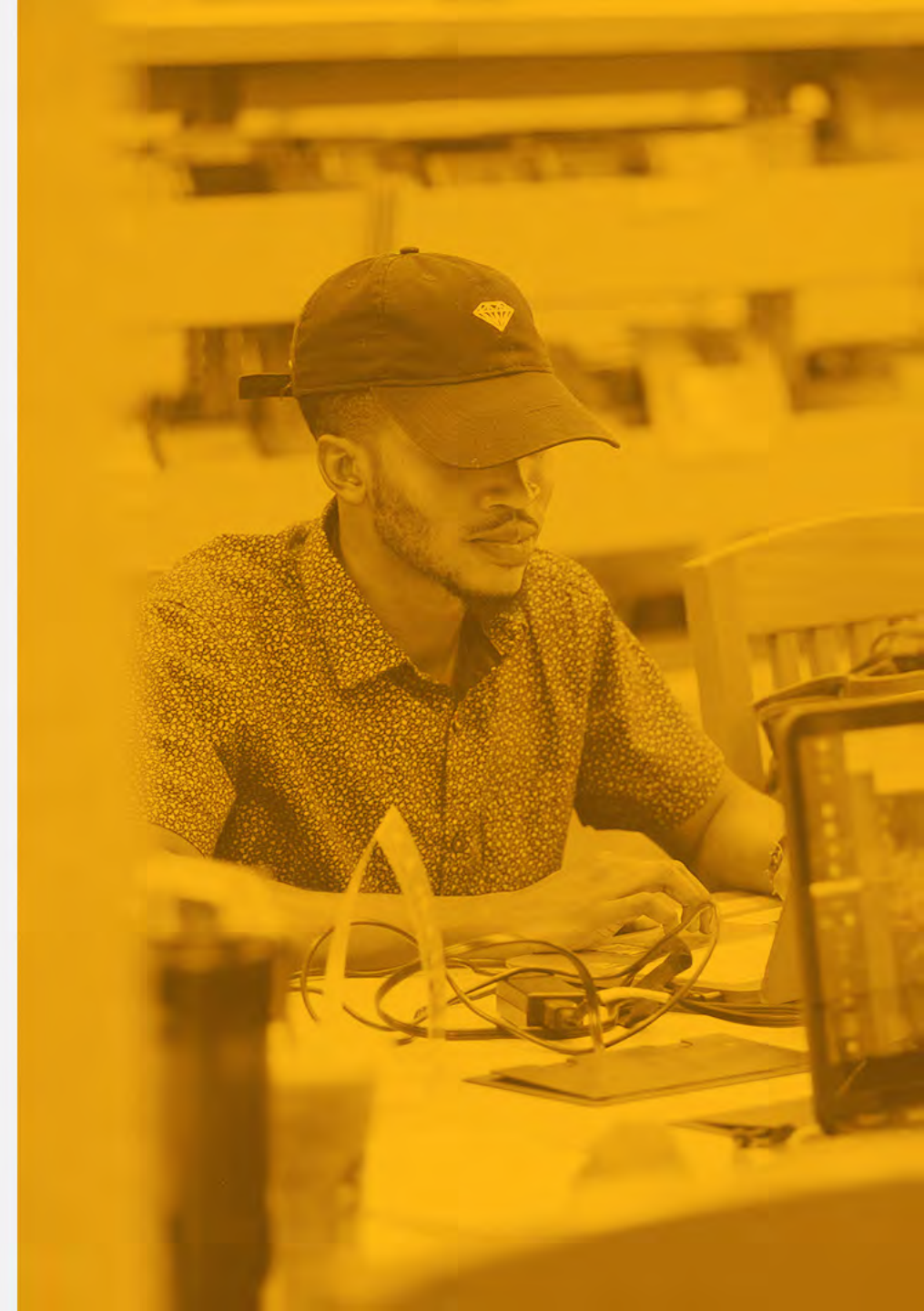
[Learn More](#)



NEIU for You 2.0 Marketing: Geo-Fencing

As of Jan. 25, 2022, we are actively targeting these high schools:

- Victoria Soto Acero High School
- Marshall Metro High School
- Rich Township High School
- Michele Clark Academic Prep
- Walter Lutheran
- Ombudsman South High School
- North Lawndale College Prep (Sacramento Campus)
- Morgan Park High School
- Gwendolyn Brooks College Prep
- Stephen T Mather High School
- Aspira Business And Finance
- Steinmetz High School
- Edwin G Foreman High School
- Thomas Kelly High School
- Von Steuben Metro Science Center
- Nicholas Senn High School
- Intrinsic School
- World Language Academy HS



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: Launch Slate by Jan. 2022

- We went live with Slate on Jan. 20, 2022.
- Since a CRM acts like a concierge, it provides customized information and predictive modeling about students' behaviors and interests and tells an admissions department what to do next (Waxman and Radue, 2019).
- A CRM automates data management and eliminates monotonous work—both of which increase student satisfaction, success, and retention.

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

- For the first time in over four years, NEIU purchased National Recognition names as part of our recruitment strategy.
- The College Board National Recognition Programs create pathways to college for underrepresented students by awarding them academic honors and connecting them with universities across the country.
- Students who take the PSAT/NMSQT, PSAT 10, or AP Exams and are **African American or Black, Hispanic American or Latinx**, Indigenous, or attend school in a rural area or small town, may be invited to apply for academic recognition as part of the College Board National Recognition Programs



Students who take the PSAT/NMSQT and are African American, Hispanic American or Latinx, Indigenous, attend school in a rural area, or are from a small town, may be invited to apply for academic recognition as part of the College Board National Recognition Programs.

Benefits

College Board's National Recognition Programs create pathways to college for students from underserved communities by awarding them academic honors and connecting them with universities across the country.

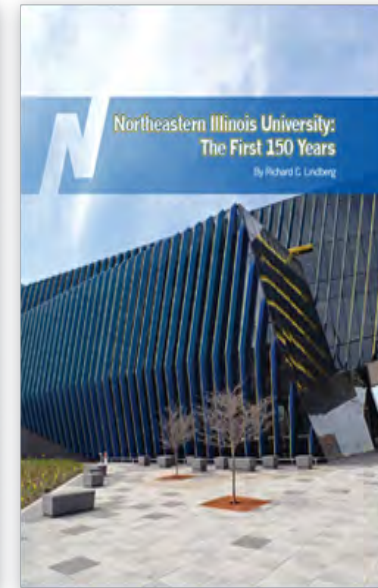
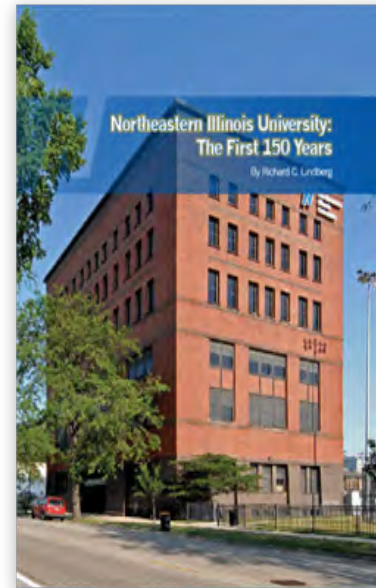
OUR PARTNERS

The following organizations are serving as advisors for these programs. Learn more about our partners and the scholarships they offer at psat.org/scholarships.



Goal: Recruit and Enroll 400 First-Year Students and 900 Transfer Students for Fall 2022: Leveraging CCICS and El Centro Locations

Application Term/Student Type		Carruthers Ctr Inner City St	El Centro	Total
Fall 2020	New First Time Freshmen	54	283	337
	New Transfer	6	6	12
	Readmit		1	1
	New 2nd Bachelors		1	1
	Total	60	291	351
Fall 2021	New First Time Freshmen	47	194	241
	New Transfer	1	13	14
	Readmit		1	1
	New 2nd Bachelors		1	1
	Total	48	209	257
Fall 2022	New First Time Freshmen	44	239	283
	New Transfer	2	4	6
	Total	46	243	289
Total		154	743	897



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

Strategy: Enroll students identified in our Grow Your Own Teachers Illinois(GYOTI) program.

Tactic: Provide strategic follow-up with GYOTI program leads.

- The mission of Grow Your Own Teachers Illinois, a community-based initiative, is to prepare highly effective teachers of color who plan to teach in the low-income communities they live in. The target populations are parents, paraprofessionals, and community leaders.
- Grow Your Own Teachers Illinois has three goals: 1) Develop a pipeline of teachers of color; 2) Reduce high rates of teacher turnover in low-income schools; and 3) Develop teachers who share the culture, language, and community of students

Strategy: Increase Spring Event attendance from Spring 2021

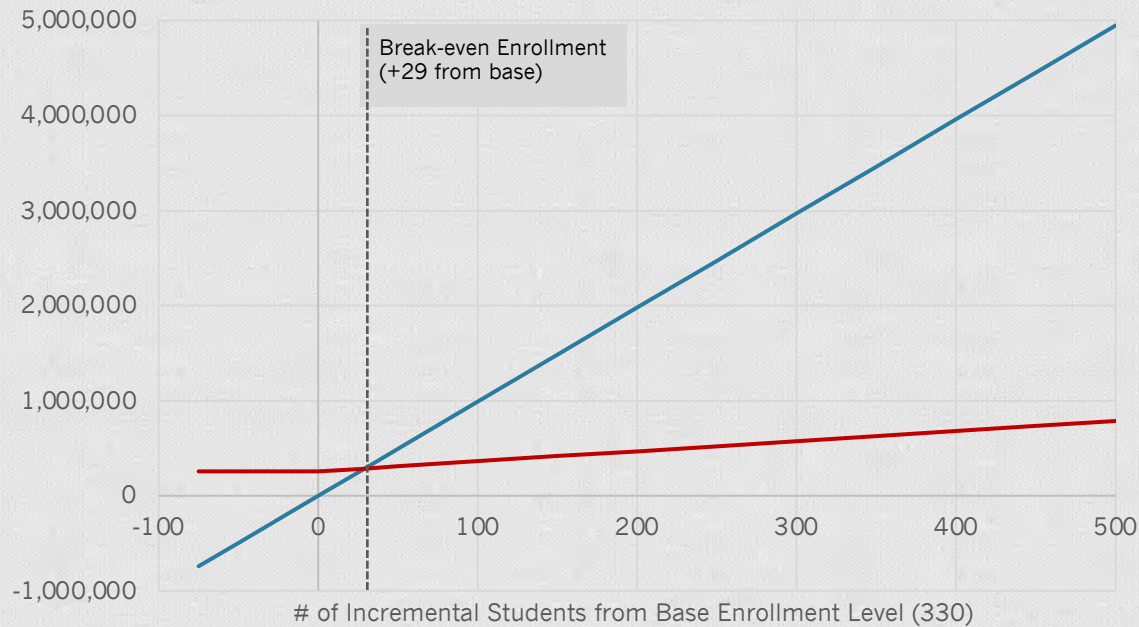
Tactic:

- 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



Net Tuition Rev. New FTFT

Change in Tuition Revenue (from Base)
vs Scholarship Support Costs

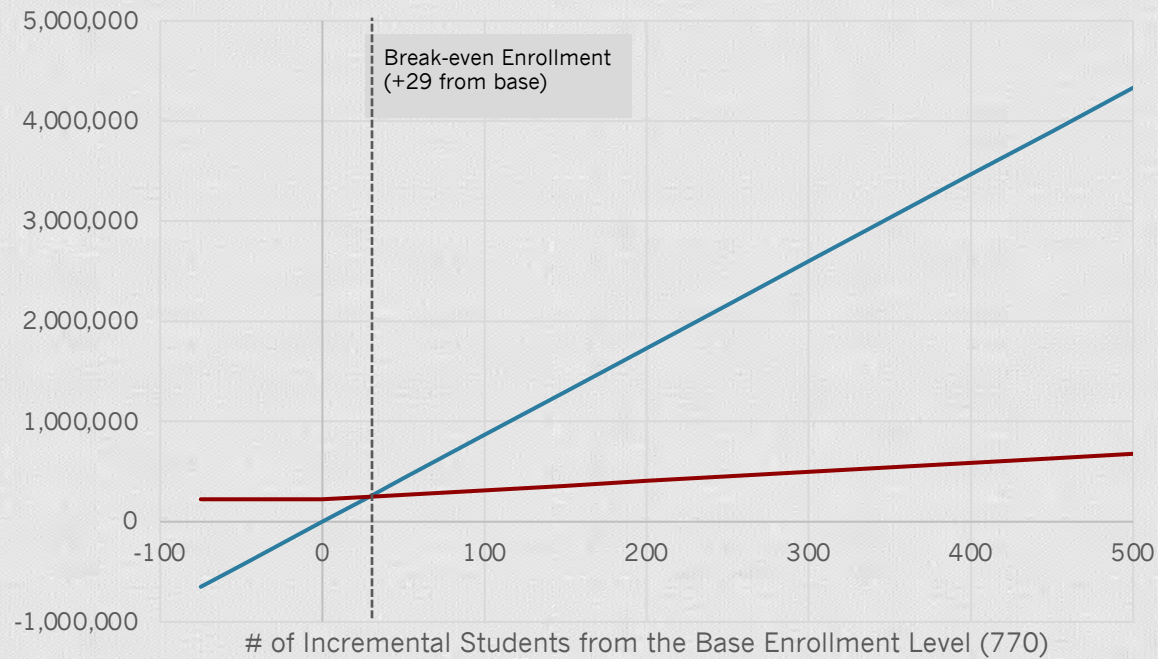


— Diff. in Gross Tuition Revenue from Base Enrollment Scenario
— Total Scholarship Costs

Change in # of Student from Base Enrollment Level (330)	Difference in Net Tuition Revenue (from Base)
-75	(998,000)
-50	(751,000)
0	(256,000)
29	-
50	186,000
100	628,000
150	1,070,000
200	1,512,000
250	1,954,000
300	2,396,000
350	2,838,000
400	3,280,000
450	3,722,000
500	4,164,000

Net Tuition Rev. New Transfers

Change in Tuition Revenue (from Base)
vs Scholarship Support Costs



— Diff. in Gross Tuition Revenue from Base Enrollment Scenario
— Total Scholarship Costs

Change in # of Student from Base Enrollment Level (770)	Difference in Net Tuition Revenue (from Base)
-75	(875,000)
-50	(658,000)
0	(225,000)
29	-
50	163,000
100	551,000
150	939,000
200	1,327,000
250	1,715,000
300	2,103,000
350	2,491,000
400	2,879,000
450	3,267,000
500	3,655,000

Questions?



NEIU Credit Rating Update

Updated 01/2022

NEIU Rating Summary

(since 2014)

Year Ending Dec 31	NEIU		Bond Insurers				Notes ⁴
	Moody's	S&P	AGM ²		BAM ³		
			Moody's	S&P	Moody's	S&P	
2021 ¹	Ba3	BB	A2	AA	NR	AA	In May 2021, S&P changed the outlook on all of the public universities in Illinois to "Stable" from "Negative." As a result of Moody's publication of an update to their higher education methodology in August 2021, an inaugural "Issuer" rating of "B2" was assigned to the University. However, the rating assigned to the University's outstanding COPs rating by Moody's remained "B3." Note Moody's does not rate the University's UFS Bonds. In December 2021, Moody's upgraded NEIU's issuer rating from "B2" to "Ba2" and upgraded the rating assigned to the University's outstanding COPs from "B3" to "Ba3"; both outlooks were "Stable."
2020	B3	BB	A2	AA	NR	AA	In March, S&P upgraded NEIU's rating to "BB" from "B+"; the outlook was "Stable." On April, S&P changed its outlook on all Illinois public universities, including NEIU, to "Negative."
2019	B3	B+	A2	AA	NR	AA	In May, Moody's affirmed NEIU's "B3" rating and revised its outlook from "Negative" to "Stable."
2018	B3	B+	A2	AA	NR	AA	In September, S&P affirmed NEIU's "B+" rating.
2017	B3	B+	A2	AA	NR	AA	In April, Moody's downgraded NEIU's COPs to "B1" from "Ba2" and changed its outlook to "Under Review." In April, S&P downgraded NEIU's rating to "B" from "BB" and put NEIU on CreditWatch. In June, Moody's downgraded NEIU's COPs to "B3" from "B1" and changed its outlook to "Negative." In July, S&P upgraded NEIU to "B+" from "B" and changed its outlook to "Stable."

NR = Not rated. R= Regulatory Intervention.

¹ To date.

NEIU Credit Rating Upgrade

- NEIU received a 3-Notch upgrade from B3 to BA3 in December 2021 with Stable outlook
- Some of the drivers that improved the credit quality were:
 - Improved balance sheet and healthy improvement in financial ratios as well as strengthened Operating performance.
 - Maintained low-direct debt and good expense management
 - Established niche as HSI (Hispanic Serving Institution) with a variety of program offerings and multiple Chicagoland locations.
 - University has enrollment strategies (NEIU for You 2.0) with investments made in the VPEM office
 - Senior leadership positions were filled (no vacancies)
 - Continued stable and on-time appropriation support from the State of Illinois

Focus to further increase Credit Rating

- Drivers that will further increase credit rating in the future:
 - Successful “NEIU for You 2.0” initiative results in growing enrollment
 - Improve demand metrics and increase matriculation
 - Cultivate larger endowment to increase the University’s financial flexibility
 - Sound annual debt service coverage
 - Liquid investment portfolio
 - Continue to maintain low-direct debt and good expense management

INFORMATION ITEM: SECOND QUARTER BUDGET TO ACTUAL REPORT

Summary

Through the second quarter of FY2022, the University is tracking below budgeted revenues and expenditures. Tuition revenues are less than budgeted due to enrollment declines in excess of forecasts. Expenses are less than budgeted across a number of budget categories, most notably personal services and contractual expenses. Tuition revenues and expenses are similar to their year-to-date levels from FY 2021. The Office of University Budgets continues to monitor enrollments for the Spring 2022 semester.

Overview

The Northeastern Illinois University Board of Trustees at its June meeting approved the University preliminary operating budget, which represented preliminary spending plans for fiscal year 2022 (FY2022). The Board of Trustees approved the final FY2022 operating budget in September 2021.

The operating budget for FY2022 totals \$155,183,200. Of that total, \$90,227,800 is the University's unrestricted general operating budget supported by State appropriation and student tuition. In addition, the University's restricted funds budget amount of \$64,955,400 is supported by student fee programs, auxiliary services, grants and contracts.

At the Board's request, quarterly reports are provided for the unrestricted operating budget, which supports most University departments and ongoing operations. This report provides an update on first quarter spending in the unrestricted budget and is summarized in Table 1 at the end of this report. Table 1 also includes a comparison with year-to-date spending from FY2021.

Revenues

The FY2021 budget includes State support of \$35,566,900 for the University's unrestricted general operating budget, or 39.4 percent of that budget. University Income Funds are comprised primarily of tuition revenues. The FY2021 budget includes estimated tuition revenue of \$51,472,200, or 57.1 percent of the general operating unrestricted budget. Other income sources make up \$3,188,700, or 3.5 percent, and this includes an anticipated \$2,788,700 in federal COVID-19 relief funding

Through the second quarter, the University has vouchered a total of \$29,289,467 against its state appropriation. Of this amount, through the second quarter, \$26,791,512 was received.

Through the second quarter, 80.8 percent of FY2022 planned tuition and income fund revenue was recorded, after adjusting for anticipated waivers and bad debt. Beginning with the current academic year, the Spring term begins in mid-December to allow a number of three-week courses to run during the traditional semester break. Spring 2022 tuition revenues thus reflect Spring registrations through the end of the second quarter. In the previous year, Spring tuition was nearly entirely reflected in January at the beginning of the term, complicating year-over-year comparisons.

Enrollment projections and the resultant revenue projections for the FY2022 budget are based upon historical enrollment trends, the advice of Enrollment Management staff, and available current registration data. The FY2022 budget was built against an anticipated 9.0 percent decline in student credit hours from FY2021 levels. Through Summer 2021 and Fall 2021, credit hour

INFORMATION ITEM: SECOND QUARTER BUDGET TO ACTUAL REPORT

enrollment is falling approximately 11 percent behind the previous year. Spring registrations are continuing, but are anticipated to fall short of the FY2021 forecast as well.

It is important to note that for both the State appropriation and tuition income, revenues are recorded and reflected in this report as they are billed. Final revenue numbers will be available after the University makes all accounting adjustments during the year-end reconciliation period following June 30, 2021. These adjustments are required to account for activity such as class drop refunds, statutory waivers, bad debt allowances, and fees associated with outstanding account balances.

The FY2022 budget includes \$2,788,700 in anticipated COVID-19 relief funding. The University can claim this under federal guidelines and will do so as necessary to support University operations and ensure that FY2022 actual revenues are sufficient to meet current year expenses.

Expenses

Through the second quarter, the University spent \$38,418,700 or 42.6 percent of the total \$90,227,800 general operating unrestricted preliminary budget. During the previous fiscal year, FY2021, the University operated primarily remotely, and federal Covid-19 relief funding was leveraged to support operational changes related to the virtual environment. While the University has returned primarily to in-person work, expenditures continue to mirror those of the work-from-home period. Labor market conditions in the broader economy have created planned and unplanned vacancies that have delayed the University's return to full staffing levels and allowed for expenditure adjustments to meet declining enrollments. This has kept expenses below projected levels and will allow the university to maintain expenses in line with revenues in the current fiscal year.

Table 1 provides an outline of the actual University revenues and expenses compared to budget and the previous year actuals through the first quarter of FY2022.

INFORMATION ITEM: SECOND QUARTER BUDGET TO ACTUAL REPORT

Table 1
 NORTHEASTERN ILLINOIS UNIVERSITY
 FISCAL YEAR 2022 BUDGET TO ACTUAL COMPARISONS
 FOR THE PERIOD ENDING December 31, 2021
 UNAUDITED FIGURES

	General Operating Budget				
	FY2021	FY2022			
	Actual Prior Year to Date	Actual Year to Date	Adopted Budget	Current Budget	% of Current Budget
Revenue					
State Appropriations	\$ 31,946,158	\$ 29,289,468	\$ 35,566,900	\$ 35,566,900	82.4%
Net Tuition Revenue	27,512,828	41,046,355	50,780,200	50,780,200	80.8
Net Differential Tuition Revenue	293,755	691,062	692,000	692,000	99.9
All other sources	225,464	317,382	3,188,700	3,188,700	10.0
Total Revenue	\$ 59,978,204	\$ 71,344,267	\$ 90,227,800	\$ 90,227,800	79.1%
Expenditures					
Personal Services	\$ 32,494,328	\$ 32,774,819	\$ 71,378,700	\$ 71,612,478	45.8%
Contractual Services	4,019,773	3,712,237	13,113,300	12,861,428	28.9
Equipment	170,484	21,862	844,996	722,533	3.0
Commodities	130,982	143,651	840,300	897,825	16.0
Telecommunications	123,359	42,621	236,300	282,400	15.1
Travel	163	10,259	188,300	212,497	4.8
Permanent Improvements	-	-	49,600	49,600	-
Operation of Auto Equip	15,998	8,711	21,304	31,039	28.1
Tuition Scholarships	644,054	587,999	1,322,000	1,325,000	44.4
Debt Service	1,095,047	1,116,500	2,233,000	2,233,000	50.0
Total Expenditures	\$ 38,694,188	\$ 38,418,658	\$ 90,227,800	\$ 90,227,800	42.6%

Notes:

1. Original Budget column reflects the FY2022 budget approved by the Board of Trustees in September, 2021.
2. Year-to-date expense activity does not include encumbrances.
3. The Current Budget reflects budget transfers processed between organizations and accounts.
4. Spring 2022 Tuition revenues are now partially reflected in Q2 due to a change in the semester begin date.

President's Report to the Finance, Buildings and Grounds Committee of the
 Board of Trustees of Northeastern Illinois University
February 2, 2022

**INFORMATION ITEM: NOTIFICATION TO THE BOARD OF CERTAIN EXPENDITURES
 PURCHASES BETWEEN \$50,000 AND \$100,000**

Board of Trustees' Regulations require that the President report to the Board purchases of at least \$50,000 but less than \$100,000 other than those exempt from Board approval (e.g. utilities). The following lists those purchases since the last Board meeting.

VENDOR	DESCRIPTION	PURCHASE ORDER AMOUNT
Peters Electric & Technology (BEP)*	Uninterruptible Power Supply Replacement (UPS)	\$64,363.00
Bob Carter Companies, LLC. (Non-BEP)	Fundraising Campaign for Institutional Advancement (AI)	\$54,000.00
Gabe's Installation Services (BEP)**	Building E and Building F Stair Tread Installation & Materials	\$72,982.65
College Board (Non-BEP)	Student Name Search Data- Sole Source	\$99,500.00
Lodestar Solutions, Inc. (BEP)***	Cognos Upgrades and Consulting Services	\$51,500.00

*Peters Electric & Technology- CF

**Gabe's Installation Services-HM

***Lodestar Solutions, Inc.- CF

INFORMATION ITEM: BRANDING, WAYFINDING AND SIGNAGE PROJECT

In light of the failed motion for the QBS related to the Branding, Wayfinding and Signage project at its October 15, 2021 Executive Committee meeting, the Board of Trustees asked for a new motion to approve the issuance of an RFP to secure the design and installation of a sign at the El Centro campus location. The Board of Trustees asked to refer any matters relating to the sign procurement and selection of a vendor back to the Finance, Buildings and Grounds Committee for any future recommendations to the Board.

In order to expedite the design and installation of the El Centro sign, the University elected to work with the IPHEC vendor Daktronics along with their partner Poblocki Sign Company LLC. The vendors designed a 24 ft. wide by 25.5 ft. tall sign comprised of a single face monument sign with an electronic digital sign (EDS). The sign has a static element measuring 24 ft. wide by 7.5 ft. tall that displays Northeastern's logo and a variable component measuring 14.7 ft. wide by 3.8 ft. tall that consists of a full color EDS display.

The expected time of completion is late fall 2022, and depends on the final size of the sign. Permitting takes approximately 90-120 days. Installation will begin before the fall semester but more lead-time may be necessary based on final size and installation of electrical service to the site.

Recommended Vendor

Daktronics and Poblocki Sign Company, LLC are being recommended as the vendors for this project based on their experience on signage and branding projects. Daktronics is an IPHEC vendor.

PROJECT COST: Not to exceed \$350,000

RECOMMENDED VENDORS:

Prime Vendor:

Daktronics
201 Daktronics Dr.
Brooking, SD 57006

Subcontractor:

Poblocki Sign Company
922 S. 70th Street
Milwaukee, WI 53214

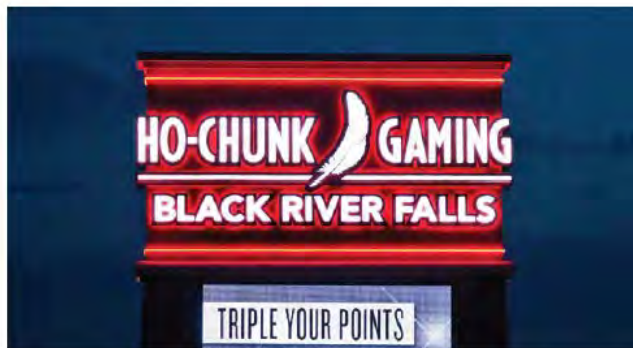
Northeastern Illinois University

Pylon Sign & Electronic
Message Center



Poblocki & Daktronics

Ho-Chunk Casino



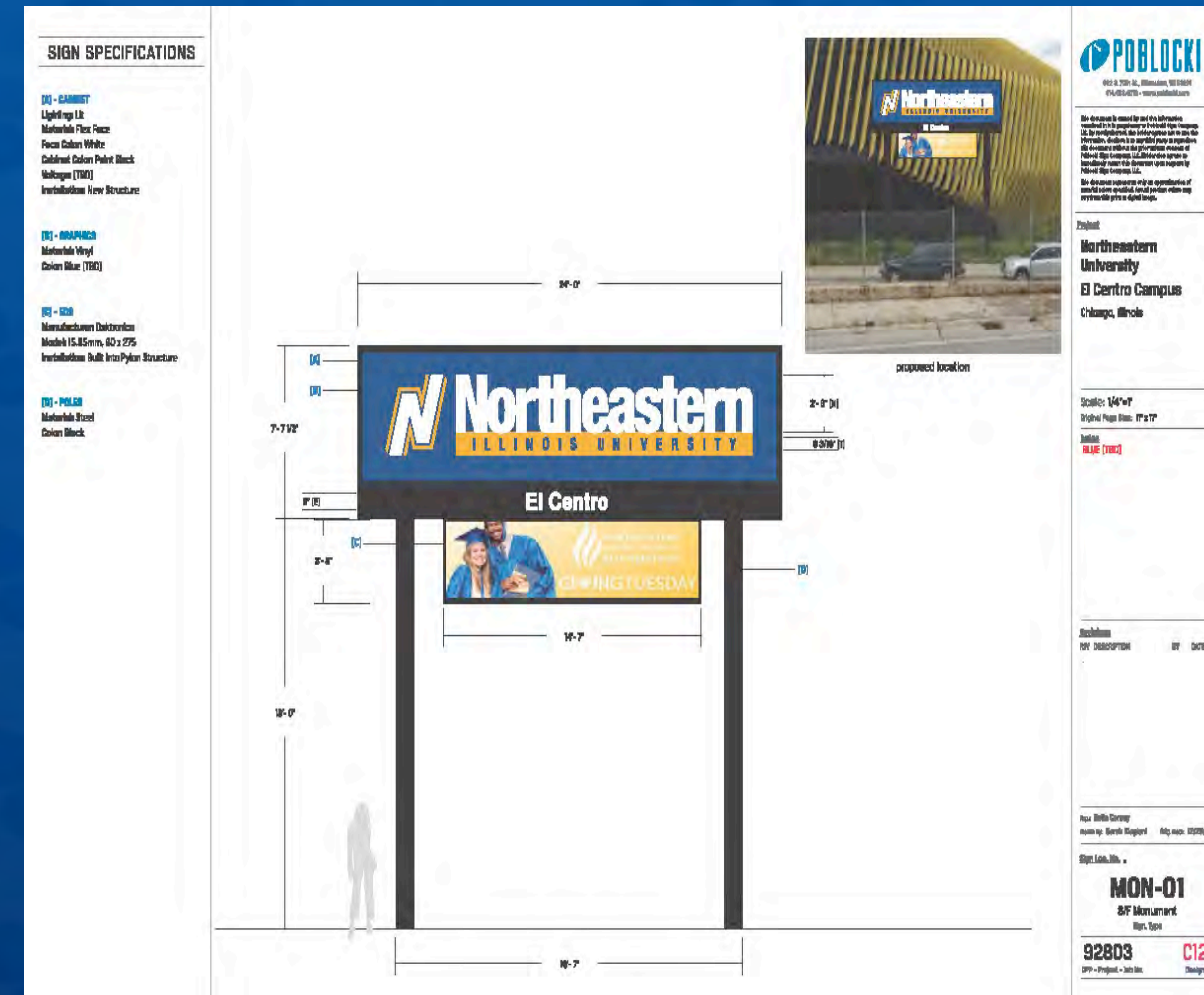
Project Details:

- Design/Build
Exterior Pylon signs with digital displays & building letters
- Five locations:
Black River Falls, WI
Madison, WI
Nekoosa, WI
Tomah, WI
Wisconsin Dells, WI
Wittenberg, WI
- Project Costs: \$1,632,000



Scope of Project

- Purchasing through IPHEC Co-op program
- Daktronics subcontracting Poblocki Sign Co for installation and manufacturing of signage (besides EMC from Daktronics)
- Dimensions labeled within the drawing
 - Overall - 25'-7 1/2"H x 24'W
 - EMC – 3'8"H x 14'7"W



Timeline

- Permitting timeline 90-120 days
- Manufacturing time from Daktronics – 11 weeks from when order is placed
- Installation of sign near end of July '22

Functionality

- Control software – Venus Control Suite
- Marketing and Communications Department will manage content/running the electronic display
- Wireless Cellular Modem Network – Content stored in the cloud
- Ability to manage the display from anywhere with internet connection
- Text, pictures, graphics as determined by the University
 - Registration dates or other important dates
 - University closures

Venus Control Suite

<https://www.daktronics.com/en-us/support/venus-control-suite/onboarding-professional>

- Display will come with access to this onboarding site to familiarize the content/display manager with the software
- Ability to do 1-on-1 Video Webinar with a software trainer if needed with added fee

Technical Specifications

- Minimum viewing distance – 37'
- Color Capacity – 281+ Trillion colors
- Optimal Viewing Angle – 140 degrees Horizontal x 70 degrees Vertical
- Readability Angle – 160 degrees Horizontal x 90 degrees Vertical
- Character size Max. Viewing Distance
 - 3" - 150ft
 - 6" - 300ft
 - 9" - 450ft
 - 13" - 650ft
 - 18" - 900ft

Thank you



INFORMATION ITEM: CONSTRUCTION UPDATE

CDB Project - Electric Cable Replacement Project Phase 1

The Capital Development Board (CDB) awarded the project to Linear Electric. The construction is anticipated to begin in Spring of 2022. Contractor to submit construction schedule

CDB Project - Campus Roof Replacements

CDB is finalizing the award with the contractor.

CDB Project - Campus Entrance and Walkway Repairs

Primera, the A/E consultant, has submitted 100% construction bid documents to CDB for review and approval.

CDB Project - LWH Upgrades to the HVAC Systems

The A/E Consultant, Delta Engineering has started the design process.

CDB Project - BBH Upgrades to the HVAC Systems

The Capital Development Board (CDB) has awarded the A/E consultant contract to Nest Builders, Inc. An A/E Orientation meeting has taken place. CDB is working on the A/E Contract

**ACTION ITEM: EXPENDITURE RECOMMENDATIONS FOR PURCHASES OF \$100,000
OR MORE – REAL ESTATE BROKER SERVICES**

Background

In early 2020, the University contracted with Jones Lang LaSalle, LLC (JLL) to provide comprehensive professional real estate advisory services related to identifying the best use of the real estate located at the intersections of W. Bryn Mawr Ave. and N. Kimball Ave. ("Bryn Mawr Property") and the intersections of N. Avondale Ave., W. Henderson St., and N. Kimball Ave. ("El Centro Property").

JLL completed their analysis and presented recommendations to the Board of Trustees on April 14, 2021. A copy of JLL's report with their financial recommendation is available to the board. The board accepted JLL's recommendations. Execution of the recommended actions made by JLL was not a part of their contract with the University, so it was necessary to conduct a separate RFP to select a Real Estate Broker to put the recommendations into action.

Scope of Services

The real estate broker services will include commercial real estate brokerage, marketing and leasing services, negotiation of real estate ground leases and development agreements, and owner's representative services for the El Centro and Bryn Mawr properties. The broker will also prepare marketing strategies specific to objectives created for each property which may include compatibility with adjacent operations and zoning restrictions, and reputation risk to the university. In addition, the vendor shall facilitate the recruitment of interested parties that align with the property objectives and maximize the financial benefit for the university.

Recommended Vendor

CBRE, Inc. is recommended as the real estate broker based on their considerable resources and experience in Chicago real estate and higher education real estate matters. The CBRE team members have worked on higher education projects across Illinois, including Illinois State University and have worked on a similar project with other state agencies. CBRE has a partnership with a BEP vendor, Ware Realty Group, who also has considerable expertise in commercial real estate in higher education and Chicago, is committed to being an integral part of the team, and has demonstrated such commitment and participation with CBRE in the past on similar projects. CBRE has committed to the 20% BEP goal.

As an Illinois public university, NEIU follows the Illinois Procurement Laws and Rules set forth in the Illinois Compiled Statutes (30 ILCS 500). A competitive sealed process via a Request for Proposal (RFP) for Real Estate Broker Services was posted to the Illinois Procurement Bulletin.

An Evaluation Committee made up of three University employees who have knowledge and experience relevant to the procurement was assembled to review proposals. Three firms submitted proposals; however, two proposals were disqualified due to incomplete submission. Based on the analysis of the responsive proposal, the evaluation committee recommended CBRE, Inc. as the vendor to move forward as its real estate broker for the Bryn Mawr and El Centro properties.

Upon Board approval, a contract would commence that has an initial term of five (5) years with five one-year renewal options to be exercised at the sole discretion of the University, based on continuing need for services and the awarded vendor's ongoing satisfactory performance. The

**ACTION ITEM: EXPENDITURE RECOMMENDATIONS FOR PURCHASES OF \$100,000
OR MORE – REAL ESTATE BROKER SERVICES**

five one-year renewal option is warranted because it may take a long time to find a developer and ultimately execute a ground lease. The goal is to finalize the ground leases for Bryn Mawr and El Centro and pay the vendor fees within the initial five-year term. However, should the University need additional time to finalize ground leases, it can exercise the renewal options, one year at a time.

Please note: renewal options are not automatic. Before a renewal option is exercised, various approvals are required, including the President, and the State Purchasing Officer. In addition, our contract includes a clause for Termination for Convenience should the University decide the broker services are no longer desired. The contract also includes a Termination for Default clause should the vendor not perform the services according to contract requirements.

Contract pricing is dependent on the value of the negotiated leasing costs that arise out of this agreement. CBRE is asking a 5% commission rate for the final ground lease of the properties. Note that in the event the high-end estimates are realized, it simply means that the University and CBRE have been more successful in obtaining a high-value lease and development opportunity. The committee also notes that the commission-based structure enhances the incentives for the broker to seek a high-value opportunity more than a flat-fee based deal structure.

The committee notes that there may be additional costs for the University related to demolition, site preparation, surveys, environmental impact and transportation studies.

The University is seeking Board approval to select CBRE, Inc. as the recommended vendor for Real Estate Broker Services for the Bryn Mawr and El Centro properties.

COST: 5% of final ground lease

SOURCE OF FUNDS: Land lease

RECOMMENDED VENDOR:

Prime Vendor

CBRE Chicago Office
321 N. Clark Street, Suite 3400
Chicago, IL 60654

Subcontractor

Ware Realty Group (BEP- AAF)
1945 S. Halsted St.
Chicago, Illinois 60608

Summary of Respondents

EPI, LLC (BEP-AAF)
R4 Commercial Real Estate Solutions, Inc. (BEP-HM)

Recommended Action

I request that the Board approve the entry into a five-year agreement with an optional five-year renewal with CBRE that includes a 5% commission rate of the final ground lease amounts for each location.

Insight. Experience. Solutions.

Real Estate Advisory Services for Northeastern Illinois University

Dedicated NEIU Team

We create opportunities that meet our client's most demanding real estate challenges.



Mike Nardini

First Vice President

31 Years
Experience

Chicago Board of Education
Webster University
Northwestern Hospital
University of Chicago Hospitals
Illinois Medical District



Matt Dobry

Senior Vice President

20 Years
Experience

Columbia College Chicago
Illinois Medical District
Rush University Medical Center
School of the Art Institute of Chicago
Thomas Jefferson University
University of Illinois Champaign
Cook County
University of Illinois Chicago
University of Illinois Foundation
University of Illinois Hospital & Health Sciences
System
University of Iowa Hospitals



Geoff Euston

Senior Vice President

27 Years
Experience

Columbia College Chicago
Erickson Institute
Illinois Medical District
Rush University Medical Center
School of the Art Institute of Chicago
Thomas Jefferson University
University of Illinois Champaign
University of Chicago
University of Illinois Chicago
University of Illinois Foundation
University of Illinois Hospital & Health Sciences
System
University of Iowa Hospitals



Sarah Ware

Principal

14 Years
Experience

Illinois Medical District
Northern Illinois University
Chicago Board of Education

Process

We begin with the end in mind and employ proven, yet flexible steps to meet our client's objectives.



Proven Experience

Our recent, relevant experience bolsters our knowledge, and your leverage, for this highly specialized assignment.

Northern Illinois University



Northern Illinois University

Date of Services Provided

October 2018–Present

Type of Services Provided

Disposition, Advisory Services, Land Use, Project Administration

Illinois Medical District

Date of Services Provided

2016–Present

Type of Services Provided

Disposition, Acquisition, Leasing (including Ground Leases), Marketing & Development Consulting



University of Illinois

Date of Services Provided

1998–Present

Type of Services Provided

Advisory Services, Land Use, Project Management, Agency Leasing, Tenant Representation, Asset Disposition, Sublease



Chicago Public Schools

Date of Services Provided

2012–Present

Type of Services Provided

Disposition, Acquisition, Leasing (including Ground Leases)

Thank You

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CBRE

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