

Board of Trustees of Northeastern Illinois University

Academic/Student Affairs, Enrollment, and Technology Committee
Meeting Minutes

October 21, 2021

A meeting of the Academic/Student Affairs, Enrollment, and Technology Committee of the Board of Trustees of Northeastern Illinois University was convened on Thursday October 21, 2021 in the Student Union Golden Eagles Room located at 5500 N. St. Louis Avenue, Chicago, IL. Trustee Ann Kalayil, chair of the committee called the meeting to order at 8:37 a.m.

Roll was called and the following Trustee committee members were present in person:

Ann Kalayil; and Jim Palos, *ex officio*

Other Trustees present in person: Jonathan Stein

Also present in person: Gloria Gibson, President; G. A. Finch, University Counsel; Karl Voigt, Assistant Secretary to the Board; vice presidents: staff: and university community members

Also present via video conference: Mary Pat Burns, Board Counsel

Opportunity for Public Comment in Accordance with P.A. 91-0715

Trustee Kalayil announced the opportunity for public comment. There were no requests to speak.

Chair's and President's Remarks

Trustee Kalayil clarified that the wording in today's recommended motions should reflect this committee substantiating a need, and leaving the authorization to the appropriate committee for recommended action.

Dr. Gibson asked the committee to be mindful that the two motions presented today related to NEIU for You 2.0 and the Strategic Planning Development Fund request are in alignment with the University's strategic goals of recruitment, retention, and equity.

ITEMS FOR CONSIDERATION AND POSSIBLE FUTURE ACTION

Recommendation to Endorse Authorization of Use of Unrestricted Net Assets for Scholarship Initiative. NEIU for You 2.0

NEIU developed and implemented an enrollment initiative to boost growth in April, 2021. The same financial model created for the first iteration accurately projects the financial value of the size of the incoming class, estimates what portion of the incoming class is eligible for various other forms of financial assistance (Pell, Map, AIM High and Golden Opp.), and determines the University support required to fund the recruitment incentive resulting in a top-off award for eligible students. The financial impact of these incentives will depend on the type of student applying and enrolling, their eligibility for state and federal programs, and their net financial need. The key difference between NEIU for You 1.0 and 2.0 is that the award is expanded from a one-year award, to a four-year award for 12 credit hours each term. The proposed change for

2.0 is that the award would only cover tuition and is restricted to IL residents with a family income of \$60,000 or less. The University is requesting that the Board establish a Strategic Enrollment Fund for the following purposes:

- Staffing support to expand recruiting efforts in new areas and enhance applicant yield strategies for two years.
 - Year 1: \$530,000 personnel costs; \$100,000 technology and travel support
 - Year 2: \$550,000 personnel costs, \$100,000 technology and travel support
- Additional marketing campaign to complement outreach to new markets.
 - Year 1: \$350,000
 - Year 2: \$450,000
- Scholarship support to create a two-year bridge funding program and eventually institutionalize this program if it is successful.
 - Year 1: \$780,000
 - Year 2: \$890,000

The scholarship portion of this investment will be recoverable at least in part with enrollment growth, and with large enough increases in enrollment can create a sustainable long-term program. This request will cost \$1,760,000 in the first year and \$1,990,000 in the second year.

Trustee Palos, seconded by Trustee Kalayil moved to endorse the authorization of use of unrestricted net assets for scholarship initiative, NEIU for You 2.0

Discussion: Trustees received a briefing on current recruiter staffing levels and an overview of the overall marketing plan, and asked related questions. Shortly, the President will be making an offer to hire the next Vice President for Enrollment Management, who will take over an already active recruitment cycle. Trustee Kalayil asked to remove the word “authorization” from the motion and re-word it as ‘motion to endorse the use of unrestricted net assets for scholarship initiative, NEIU for You 2.0.

Roll was called and the vote was as follows:

Kalayil: Yes Palos, e.o.: Yes

The committee endorses this matter to the Finance, Buildings and Grounds Committee for recommended action, as amended.

Recommendation to Endorse Approval of Use of Strategic Planning Development Fund to Support Retention Efforts

In September 2015, the Board approved the formation of a Strategic Planning Development Fund (SPDF) within the unrestricted Income Fund balance. The purpose of the SPDF fund is to foster enrollment growth, improve retention, address equity gaps, support capital improvements, as well as funding projects established as priorities by our University Planning and Budget Council (UPBC). The SPDF is financed by surpluses from the previous fiscal year’s actual operating results of the Income Fund.

On November 19, 2020, the Board approved a one-time \$2.0 million transfer from the FY2020 Income Fund operating surplus to the SDPF in FY2021.

On an annual basis, the University reports to the Board actual spending made from the SPDF fund during the past fiscal year. In FY2021, the University spent \$332,534 on the following initiatives: \$254,454 on enrollment, and other expenses of \$78,080.

In addition, the University has the following anticipated initiatives that will fully deplete the remaining SPDF balance: \$200,000 on enrollment, \$417,466 on retention (includes Living and Learning Communities at the Nest), \$1,050,000 on other expenses (stop-out initiative, dual enrollment initiative, Summer Bridge program, etc.).

Trustee Kalayil, seconded by Trustee Palos moved to endorse approval of use of strategic development planning fund to support retention efforts.

Discussion: Trustee Kalayil amended the motion to 'the [Academic/Student Affairs, Enrollment, and Technology] Committee endorses the University's recommendation for an additional \$2 million to go to the Strategic Planning Development Fund.'

Roll was called and the vote was as follows:

Kalayil: Yes Palos, e.o.: Yes

The committee endorses this matter to the Finance, Buildings and Grounds Committee for recommended action, as amended.

Recommendation to Endorse Approval of FY23 Tuition and Fees Recommendations

Trustee Kalayil asked that the committee defer this item entirely to the Finance, Buildings and Grounds Committee.

ITEMS FOR INFORMATION

On account of the time, Trustee Kalayil selected the following information items for presentation to the committee and incorporated the remaining items from the agenda by reference.

Equity, Diversity, and Inclusion Update

Dr. Shireen Roshanravan, Executive Director of Equity, Diversity, and Inclusion (EDI), provided an overview of the work presently underway at the University. Since July, 2021 Dr. Roshanravan has been meeting with a wide range of staff and students, as well as EDI Officers from other institutions to begin establishing the University's culture of equity, diversity and inclusion. Dr. Roshanravan provided a brief list of initiatives that begin to address the opportunities across the university as EDI becomes institutionalized through various means, as well as provided insight into fundraising opportunities within the EDI framework.

Student Affairs Update: Afghan Student Transition Program

Dr. Terry Mena, Vice President for Student Affairs and Dean of Students, provided an update on the University's initiative, approved at the September board meeting, to help recently displaced Afghan emigres transition to students at Northeastern. Many of the prospective students are already in the United States and have been or will be granted refugee status. 1 prospective student is still in Afghanistan. Currently there are 2 enrolled Afghan students. Of the 36 prospective students, 7 have already applied. 34 of the 36 prospective students have expressed interest in campus housing.

Enrollment Update

Dan Weber, Interim Associate Vice President of Enrollment Management, reported that the fall 2021 enrollment is 6,440; 4,608 undergraduate students, of which 330 are new first-time freshmen, and 769 transfer students. Graduate enrollment is 1,832 students. This enrollment represents 59,461 credit hours. Retention slipped a bit from fall 2019 (66.9%) to fall 2020 (60.8%), primarily due to the pandemic. Initiatives such as the cohorts in the Living and Learning Communities, as well as first year experience programs are a significant boost to retention. Last year, the University instituted a "stop-outs" initiative to encourage students who had previously stopped out on account of debt owed to the university, to return to NEIU with a debt forgiveness of up to \$3,000. Of the 43 identified students, 42 enrolled in fall 2020 and 2 were able to graduate in summer 2021. 74% of these students achieved a GPA of 2.0 or better. 13 stop-out students enrolled in spring 2021 and 1 was able to graduate in spring 2021.

Old/New Business

Trustee Kalayil asked if there was any old or new business. There was no further business.

Motion to Adjourn

At 10:44 a.m. Trustee Palos, seconded by Trustee Kalayil moved to adjourn. The meeting was adjourned by acclamation.

Respectfully submitted,

Ann Kalayil, Chair of the Committee
Karl Voigt, Assistant Board Secretary
Approved November 18, 2021