

## **II. J. INFORMATION ITEM: STUDENT HOUSING UPDATE – ADDED 9/19/2018**

### **Overview**

Northeastern's first residence hall, The Nest is a public-private partnership with American Campus communities (ACC). Northeastern owns the land and ACC manages and operates the building. The Nest has the capacity of 440 beds (110 units), which includes 432 for students and eight housing staff. Full-time undergraduate students (12 credit hrs.) and graduate students (9 credit hrs.) are eligible to live in The Nest. The goals of student housing at Northeastern are to improve student retention and graduation, increase university enrollment, enrich the educational and co-curricular experience, and attract out of state and international students.

On August 19, 2016, The Nest welcomed 262 students (62% occupancy), surpassing our 49% first-year occupancy commitment to ACC. Year-two occupancy was 383 (87%) surpassing our 80% second-year occupancy requirement to ACC. In the last two years, we have discovered and addressed several major challenges that include: NEIU's infrastructure to support the project (housing budget to support and develop university processes, staff training, recruitment and retention initiatives, student scholarships, technology, and personnel to address the multi-faceted residential program); building security, in particular The Nest guest policy; resident assistant staff expectations and training; high ACC staff turnover; communication with students and university community; marketing for out-of state and international students; and financial literacy and affordability education for students and their families. Some of these challenges have been addressed, and others are a work in progress.

### **Fall 2018 Student Housing Profile**

- 222 (50%) Occupancy –ACC requirement for FY19 is 352 (80%)
- Fall 2017 to Fall 2018 Retention: 153 (40.2%)
- Enrollment Profile: Freshman 86 (39%), Upper-Class 63 (28%), Student-at-large 28 (13%), Transfer 35 (16%), and Graduate 10 (%)
- Admit Type: New Freshmen – General 18 (8%), Project Success 8 (4%), Wentworth 17 (8%), El Centro 1 (.4%), Carruthers Center for Inner City Studies (CCICS) 1 (.4%), Proyecto Pa' Lante 4 (2%)
- Ethnicity: Asian 12 (5%), American Indian or Pacific Islander 1 (.4%), 2 or more races 9 (4%), African-American 85 (38%), Non-Resident 29 (14%), White 35 (16%), Hispanic 36 (17%), and unknown 15 (7%)
- State/Country: 9 out of state (MO 6, Oh 1, MD 1, MI 1) and 23 international (Brazil 1, Korea 10, Belgium 2, Japan 2, Spain 3, Germany 4, and Netherlands 1)
- Gender: Female 143 (64%) and 79 male (36%)
- Scholarships: 20 students receive \$1,000 housing scholarships and two receive the Larry Frank Housing Scholarship, which covers the annual housing cost.

### **Challenges Meeting Occupancy for Fall 2018**

- Significant decrease of new freshmen
- New financial approval process to ensure students can afford to live on campus
  - Cancelled 169 leases, and many who chose not to move from application to leasing
    - 126 of them were cancelled due to inability to secure financial aid approval

### **Current FY19 Plan**

- Continue to accept applications and leases.
- Strengthen our marketing plan to continue to target registered and financially approved students using email, text messaging, information tables, open houses, giveaways, and other incentives.
- Strengthen student engagement opportunities and academic support programs such as the Living and Learning Community and other retention initiatives.

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**FY20 Plan**

- Target occupancy is 440 (100%); 352 (80%) is our commitment to ACC
- Develop an aggressive marketing campaign to recruit Illinois, out-of-state, and international students to The Nest.
- Continue to review and develop internal policies to streamline processes and remove barriers to improve the student experience.
- Strengthen communication with ACC and review current practices in support of student success.
- Develop a budget to support a comprehensive residential life program including increasing funds for housing scholarships.
- Continue to provide financial literacy and affordability sessions for students and their families.

**Student Housing Phase Two**

NEIU does not have any plans to move forward with a new housing project.

# **Strategic Marketing Plan for 2019-2020**



# **The Nest**

# **STUDENT HOUSING MARKETING PLAN – THE NEST**

## **MARKETING PLAN OVERVIEW**

American Campus Communities is committed to providing students with a quality, academically oriented student community. During the 2019 leasing season, our focus will be to initially retain at least 40% of our current residents. To achieve this goal, a focus will be placed on connection to our current students, building a community atmosphere within the buildings and then to the entire community. We will also work collaboratively with the Office of Financial Aid to ensure current students have financial approval prior to the renewal process.

Next our focus will be the strategic planning and execution of the key marketing strategies utilizing direct mail, advertising and promotions in order to attract new and current Northeastern students. We will determine the most effective marketing mediums available within each of these categories to reach both students and parents. A customized marketing message tied to the overall marketing campaign will then be implemented within those mediums to achieve maximum capture.

## **TARGET MARKETS**

The target groups can be broken down into categories. These groups will be the primary focus of the marketing campaign, in which specialized efforts will be designed and executed to reach the numerous demographics within each category.

The following key market segments are the primary targets.

- Incoming students and their parents
  - Freshmen students
  - Transfer students
  - International students
- Current students and their parents not living on campus
- Current Nest residents and their parents

Specialized efforts will be designed and executed to reach the demographics within each of the below categories.

- Northeastern Illinois University
  - Current Residents (main target)
  - Undergraduate
  - Graduate
  - SAIL
- Parents of incoming students
- Current students
  - Students living in off-campus housing
  - Commuter students
- Parents of all current students
- International students and parents
  - Current international students
  - Undergraduates
  - Graduate
  - Prospective international students
  - International Scholars
- Local (Chicago Area)
  - Seniors in high school

- Local College students who are potential transfer students
- Local Community College Student who may want to live in The Nest

## **ADVERTISING MEDIUMS & MARKETING MATERIALS**

### **Advertising**

Northeastern Illinois University

- The Independent: Student newspaper
- Student guides
- Campus map
- Flyers

Chicago Metro Area

- Community College Newspaper
  - Transfer Students
- College/University Newspapers
  - Prospective graduate students

Regional

- Community College Newspapers
  - Transfer students
- Community College Admission offices
  - Current students that may want to live in The Nest
- School Guides Publications
  - Transfer guides
  - Graduate guides
  - School guides

Social Media/Social Networking Sites

- Google Voice: Email Marketing
- Text Message
- Facebook fan pages
- Twitter
- Instagram
- Pinterest
- YouTube

Advertise at The Metra bus stops, those closest to campus

### **On-campus Marketing/Presence**

On-campus displays at the Student Union or other public areas

- Table tents
- Display Banners

Displays or marketing opportunities with the campus bookstore

- Nest bookmarks
- Stuff bags with mini flyers

Electronic on-campus marquee

Student information sessions

Open house sessions

Partnership with the Center for International Services

Student leaders and organizations

Academic/professional/honorary/cultural

Student organizations

Recreational/religious/special Interest

Fraternity and Sorties  
Information to admissions and student recruitment offices

### **Direct Mail**

Materials sent to current students and parents  
Brochure/information packets sent to incoming freshman, transfer and graduate students as well as parents of these students  
Brochure/information packets sent to international students and/or parents  
Counselor mailing

### **General Community Marketing**

Community website  
Printable materials  
Promotional materials  
On-campus advertising  
Now Leasing Banners

## **MARKETING & ADVERTISING STRATEGIES**

### **Media Campaign in the student newspaper The Independent**

Student newspapers are the most readily available and effective means of advertising to students. Because this is a student run newspaper, we may or may not be approved for advertising. We will submit monthly advertisements in hopes of advertising through this medium.

### **General Advertising**

There are numerous other means in which to advertise to current and incoming students throughout the year. We will investigate all possible advertising mediums and determine the best possible publications to advertise in to reach our target markets. These publications may include:

Student publications  
Community College newspapers  
Alumni Magazine

### **Marketing Collateral**

All marketing collateral for the community will communicate to future residents the quality, affordability and unique academically oriented community setting. In addition, the project's unique selling attributes will be highlighted. Included in the collateral will be the following items:

Brochures  
Stationary/envelopes  
Thank you cards  
Business cards  
Posters/lifestyle graphics  
Direct mailing packets and pieces  
Promotional giveaway pieces

## **DIRECT MAIL CAMPAIGN**

### **Incoming Students and Their Parents**

The mailing list for incoming freshman, transfer and graduate students to the campus will be obtained through the Office of Admissions. This mailing list will be utilized to send freshman, transfer and

graduate applicants strategically designed marketing pieces highlighting the academic orientation, modern styling and on-campus appeal of the community.

Parents of applicants will receive a direct mail piece designed to educate them not only the advantages of the physical product and amenities over other alternatives, but also the academic advantages of their students living in an on-campus community. This mailing will be sent to the home address of applicants. This mailing will be sent to the permanent home address of incoming students, with a "To the Parents of" label in order to reach parents.

### **Current Students**

The mailing list for all current students will be obtained. This mailing list will be utilized to send current students strategically designed marketing pieces highlighting the academic orientation, the modern styling and on-campus appeal of the community. Current students are a prime target market for The Nest in that they may be looking to move from their current living arrangement in the coming year. The direct mail pieces will be designed to convince students of the benefits of moving to an on-campus community.

Current students' parents will be the secondary target group. This group will receive a strategically designed direct mail piece that will emphasize the academic orientation of the community, as well as highlight the superior product attributes of the community over what is currently available to students in off-campus competitive housing. Highlighting the community as The Nest will be beneficial to this group, in that parents are often a major deciding factor in where their students live while attending school. This mailing will be sent to the permanent home address of current students, with a "To the Parents of" label in order to reach students' parents.

### **Graduate Students**

All key graduate student programs will be contacted and have information sent to both the program leaders and to the students. We will conduct information sessions as appropriate. To the extent available, we will do direct mail to in-bound graduate students.

## **MARKETING STRATEGIES FOR RESIDENT RETENTION**

Ensuring that our customer satisfaction is at the highest possible level is critical in maximizing retention. The perceptions of our current residents form the positive or negative reputation of our community. Meeting and exceeding the expectations of our existing residents is crucial. If we are taking care of our current residents, the only motivations to leave our community are pricing and/or seeking a superior physical product. The perceived value of the lifestyle and sense of community must overcome these issues.

Each time a staff member interacts with one of our residents, we have the opportunity to positively or negatively impact the resident's perception of our community. As such, we will take advantage of every opportunity to treat our residents with respect and the highest levels of customer service. Meeting and exceeding our residents' expectations will be the goal of each staff member.

### **Residence life as a marketing tool**

We are uniquely positioned as the premier provider of student housing, and as a marketing tool we have a residence life program in place. A strong residence life program provides students opportunities to connect to their community, thereby increasing retention. Not only will retention be increased as a result of community connections, but word of mouth buzz about the community will also be generated.

## **Inside Promotions (Resident Programming)**

### **Resident Programming**

Community connections are primarily achieved through a wide array of recreational, social, and educational programs. In order to ensure that our programs are well attended and successful, they will be designed to meet the needs of our student residents, being well advertised and promoted, and provide students with some immediate benefits (food, prizes, a proofread paper, knowledge of how to change their own oil, etc.).

In order to provide for the best possible programming resources, staff should be collaborating with departments and individuals on their campuses who also program for students. Co-sponsorship of programs is important because it increases the number of resources that we provide to our student residents. Further, it also allows us to introduce ourselves to those on campus who have the ability to affect student decision-making.

There should be one major social event each semester. It should be unique and branded community specific, and if at all possible, it should be seen as traditional. In order to achieve the greatest success and attendance as possible, the event should be well advertised and promoted, be purely social in nature, and offer food and prizes. These large events, when promoted well, generate buzz and excitement for the community.

Participation in School-sponsored intramurals will also assist in developing community connections. The staff will provide support for community intramural teams by promoting and advertising opportunities to participate, assisting in team formation, and providing team shirts for those participating. Team shirts allow the residents to feel connected to their community and their team, as well as allow us to market the community to other participants in the intramural program.

### **Student Staff**

As the front line personnel, the RA staff is critical to our marketing efforts. The services that they provide give us a competitive advantage in the market and the relationships that they build with residents enable us to be the premier provider of student housing.

These relationships are established when prospective residents tour our properties, and extend through move-in and the remainder of the year. It is important that the RA staff is made aware of their marketing role, as it is reflected in the customer service that they provide, the programs they sponsor, and the friendships that they create with our residents. During various times throughout the year, the RA staff will be asked to meet with residents to encourage them to renew their contract for the following year. The success of this process is directly related to the connections that have already been made between our student residents and our student staff.

## **2018 Customer Service Survey**

We will conduct customer service surveys in November 2018. During the month of January 2019, we will make our residents aware of improvements that we are undertaking based on the feedback they provided to us in those surveys.

### **Resident Communications**

With the ability to have unlimited access in corresponding with our existing residents, we will continually correspond with our residents regarding resident programs and community services. The



Community newsletter will publicize recreational, social and educational events as well as articles about the community and the residents themselves.

A major part of the renewal campaign will also entail a detailed direct mail and e-mail campaign to residents and their parents. This campaign will focus on the range housing accommodations we provide. Students will receive information about floor plans and unit prices.

During December, we will send a letter to our residents and their parents thanking them for their patronage and offering them preferred returning resident pricing until May 2019. In order to sway residents who may be looking to move based on pricing, the letters will focus not only on preferred resident pricing and benefits, but also on the expense of moving to a new community. We will outline the cost of application fees, security deposits, utility deposits, etc. A renewal license agreement will be provided, as well as, a personal visit from a Resident Assistant urging them to renew for next year.

### **Resident Appreciation Week**

During the week of November 5<sup>th</sup>-9<sup>th</sup> we will conduct our Resident Appreciation Week. Throughout the course of this week, we will sponsor a recreational/social event each evening. We will organize a large community outing and several events in collaboration with our campus partners.

### **Retention Marketing to Parents**

Ensuring that parents are involved in the decision to renew their student's lease agreement is crucial to maximizing retention. Even when students may have decided to leave the community, we have the opportunity to have the parent overrule the decision to leave. As such, we must make sure that parents are aware of the efforts we are taking to provide an academically-oriented community, as well as, preferred resident pricing.

To ensure parents are aware of our efforts to provide a healthy, academically-oriented community, we will send a copy of the community newsletter to parents.

## **MARKETING ACTION PLAN OUTLINE 2019-2020**

### **Advertising**

Indicate below, advertisements planned for the future.

<b>Name of Publication</b>	<b>Date of Advertisements</b>	<b>Target Markets Reached</b>
The Nest Web site	On-going	General Market
3 D- Virtual Tour	On-going	General Market
Poster Campaign: Library, Sports and Rec, El Centro, Pedroso Academic Bldgs, etc.	2019-2020 Academic Year	General Market
The Nest Flyers	2019-2020 Academic Year	Students and Prospects
NEIU Electronic Signage	2019-2020 Academic Year	General Market
The Independent Student Newspaper	2019-2020 Academic Year	Students and Prospects
Admissions Brochures	2019-2020 Academic Year	Prospective Students
Facebook Fan pages	Ongoing	General Market
Twitter	Ongoing	General Market
Youtube	Ongoing	General Market

Instagram	Ongoing	General Market
The Nest Bandit Signs (periodically place around campus)	2019-2020 Academic Year	General Market
Now Leasing Banners	2019-2020 Academic Year	General Market

### Promotional Events

Indicate below any promotional events planned for the future.

Type of Promotion	Date of Event	Description of Event
Orientations	May, June, July, August	Housing will set-up a table display, pass out information and promo items, and lead tours. "How to live on campus" informational sessions with Housing. Community tours will also be available.
Undergraduate Open House	October, February, and May	Housing will set up a table display and pass out information and promo items and will conduct community tours.
Graduate Open House	October and April	Housing will set up a table display and pass out information and promo items and will conduct community tours.
Housing Marketing Training	Spring	Training/Informational session for admission recruiters
Transfer Tuesdays	1 Tuesday each month (Sept-Aug)	Housing will set up a table display and pass out information and promo items and will conduct community tours.
One-Stop Enrollment Events	December	Housing will set up a table display and pass out information and promo items and will conduct community tours.
International Students Partnership	Ongoing	Partner with international students office to tailor marketing materials towards international students.
Housing Preview Day	October and April	Housing and Admissions will invite potential students in for an informational session hosted at The Nest, followed by tours.
Admitted Student/Gear Up	March	Housing will set up a table display and pass out information and promo items and will conduct community tours.
Tabling Event (Biweekly)	Ongoing	Table setup pass out promo items, and applications, rates and plans at various locations on campus with approval.
Guerilla Marketing (weekly)	Ongoing	Once week we will go out on campus and pass out candy flyers and promo items.
Current Student Open House	Spring	Reception for NEIU students who are interested in the on-campus housing experience. We will present information on housing, conduct a tour of housing, and engage the students in activities.
The Nest T-Shirt Caught on Campus Campaign (periodically after leasing begins)	Ongoing	Part of the leasing campaign will include giving out Nest T-shirts to all those that sign a lease agreement. We will run a campaign at least twice a month, for the students that are spotted with their housing shirt/hoodie they will receive a prize.

### Outside Marketing Efforts

Indicate below outside marketing efforts planned for the future. This includes distributing flyers, distributing marketing materials to area merchants and on-campus marketing efforts.

Place of Distribution	Type of Materials Distributed	Number of Times Materials Sent	Target Markets Reached
Bookstore	The Nest Bookmarks	On-going: We will place bookmarks near the cash register for students to take one.	General
Admissions Office	Brochures and fliers	On-going	All Incoming Students
Bookstore	The Nest Mini Fliers	On-going: We will place mini fliers inside bookstore bags around key times (August/September and book buy back periods)	General
Table Tent Marketing	Table Tents to be placed on tables in high traffic areas: Coffee shops and Cafe	Periodically throughout the year	General
Admissions Tours	Application and Brochure Materials	Tuesdays and Thursdays	All Incoming Students

### Direct Mail

Indicate below, in chronological order, all direct mail campaigns. This includes mailings for leasing and renewals.

Materials to be sent	Target Markets Reached	General Message Conveyed
Information Packet (application, rates and brochure)	Incoming Students and NEIU Students	Enjoy On-Campus Living! Apply Today!
Housing Promotion	Incoming Students and NEIU Students	Enjoy On-Campus Living! Apply Today!
Nightly Emails	Incoming Students and NEIU Students	Apply Now!
Lease Reminder	Incoming Students and NEIU Students	Thanks for apply, we need your lease agreement ASAP in order to hold your space! Mail it in TODAY!
10 day follow-up mailer	Current & incoming students & parents	Apply today! Enjoy on Campus Living! It's not too Late! (Post Cards)
30 Day follow-up mailer	Current and incoming students and parents	Apply Today! It's not to late! (Tri-fold mailer brochure and application)
60 Day follow-up mailer	Current and incoming students and parents	New Cover letter addressed to the parent with another full packet of housing information.
E-mail blast	Current NEIU Students	Apply today spaces are going fast!
Candy Flyers	Current NEIU Students	Brief info on property and advertisement of upcoming promotional events
Thank you cards	Each Prospect	Thanks for touring with us, sign up today!
NEIU Community College List	NEIU Prospect Transfer Students	Now accepting applications. Spaces going fast!

## **THE NEST STUDENT HOUSING - MARKETING TIMELINE**

Our efforts between now and fall 2019 will primarily be focused upon creation of various marketing themes and various promotional items. We will also refine our marketing plans and timelines to include all elements of the campus. The plan listed below is a working plan; there will be on-going updates to the plan.

During the 2019-2020 academic year we will conduct extensive public relations and market awareness efforts.

We will concentrate primarily on renewals in the fall semester, with a heavy leasing push in the late fall and spring semesters to achieve our occupancy goals.

### **September**

- Community website
  - Contains information about the community and amenities
  - On-line guest card/application
- NEIU Counselor Conference
- Printed materials
  - Rates & Plans
  - Applications
  - Brochures
  - Scale model on display
- Admission Tours

### **October**

- Advertising
- NEIU Counselor Conference
- Recruitment and Admission Weekly Information Sessions (On-going)
- Open House
- Admission Tours
- Leasing office & marketing materials
  - Display materials arrive
  - Marketing materials are printed and delivered

### **November**

- Admission Tours
- Resident Appreciation Week
- Begin packet mailings to targeted admitted student groups
- Direct mail

### **December**

- Advertising
  - Designs targeted at renewals
  - Send out renewal agreements to students' home addresses
- Admission Tours
- Renewal Kickoff
- Renewal events

## **January**

- Advertising
  - Designs targeted at renewals
  - Designs changed as needed
- Open house events
- Admission Tours
- Renewal events

## **February**

- Advertising
  - Designs targeted at renewals
- Renewal/VIP events
- Open house events with student groups
- Partnership with academic departments and international student groups
- Send out welcome emails to all admitted students

## **March**

- Advertising
  - Designs targeted at renewals and admitted students
- Open house events
- Renewal/VIP events
- Direct mail
  - Student mailer to target local addresses after spring break
  - Encourage students to “sign up before it is too late”

## **April**

- Advertising
  - Designs targeted at renewals and admitted students
- Open house events with student groups
- Renewal/VIP events
- Direct mail
  - Student mailer to target local addresses after spring break
  - Encourage students to “sign up before it is too late”

## **May**

- Advertising
  - Advertisement designs changed to highlight students making their housing decision before the summer break
- Open house events
- Renewal/VIP events – Renewal Deadline 5/31
- Direct mail (if needed)
  - Encourage students to “sign up before it is too late”
  - Target during the last few weeks of the semester

## Follow Up Process for Prospective Resident

Student Information Package	<ul style="list-style-type: none"><li>• Sent day after initial contact</li><li>• Cover letter, rates and plans, application, student specific brochure, special flyer, and financial aid information sheet</li></ul>
Thank You Card	<ul style="list-style-type: none"><li>• Sent day after initial contact</li><li>• Handwritten thank you note</li></ul>
Parent Information Package	<ul style="list-style-type: none"><li>• Sent day after initial contact</li><li>• Cover Letter, Rates and Plans, Application, Parent Specific Brochure, Special Flyer, and Financial Aid Information Sheet</li></ul>
Follow Up Call	<ul style="list-style-type: none"><li>• 48 hours after initial contact</li><li>• Ask if students have any additional questions</li><li>• Urge student to submit application</li></ul>
10 Day Student Follow Up	<ul style="list-style-type: none"><li>• Sent 10 days after initial contact</li><li>• Depending on where the students live:<ul style="list-style-type: none"><li>• Kick the Commute postcard or Live and Learn postcard</li></ul></li></ul>
10 Day Parent Follow Up	<ul style="list-style-type: none"><li>• Sent 10 days after initial contact</li><li>• Parent specific postcard</li></ul>
15 Day Follow Up Call	<ul style="list-style-type: none"><li>• 15 days after initial contact</li><li>• Ask to return application, answer questions</li></ul>
30 Day Follow Up	<ul style="list-style-type: none"><li>• 30 days after initial contact</li><li>• Student specific brochure</li></ul>
60 Day Follow Up	<ul style="list-style-type: none"><li>• 60 days after initial contact</li><li>• Full application packet re-mailed</li></ul>

## Follow Up Process for Applicants without License Agreements

14 Day Follow Up Call	<ul style="list-style-type: none"><li>• 14 days after application is received</li></ul>
14 Day Follow Up Text Message	<ul style="list-style-type: none"><li>• 14 days after application is received</li></ul>
14 Day Follow Up email	<ul style="list-style-type: none"><li>• 14 days after application is received</li></ul>
21 Day Follow Up Call	<ul style="list-style-type: none"><li>• 21 days after application is received</li></ul>
21 Day Follow Up Text Message	<ul style="list-style-type: none"><li>• 21 days after application is received</li></ul>
21 Day Follow Up email	<ul style="list-style-type: none"><li>• 21 days after application is received</li></ul>
28 Day Follow Up Call	<ul style="list-style-type: none"><li>• 28 days after application is received</li></ul>
28 Day Follow Up Text Message	<ul style="list-style-type: none"><li>• 28 days after application is received</li></ul>
28 Day Follow Up email	<ul style="list-style-type: none"><li>• 28 days after application is received</li></ul>
Post 28 Day Follow Up Call	<ul style="list-style-type: none"><li>• ongoing</li></ul>
Post 28 Day Follow Up Text Message	<ul style="list-style-type: none"><li>• ongoing</li></ul>
Post 28 Day Follow Up email	<ul style="list-style-type: none"><li>• ongoing</li></ul>

## ***2019-2020 Marketing Tasks***

<b>On Campus Marketing</b>	
<b>Marketing Task</b>	<b>Duration</b>
Tours	Tuesdays and Thursdays
Information Sessions	Monthly
Tables	Bi-Weekly
Post Flyers on bulletin boards around campus	Every two weeks
Deliver brochures to on-campus offices	Every two weeks
The Independent (Student Newspaper)	Monthly
Poster Campaign	Monthly
Bandit Signs	Monthly
Open House	Each Semester
International Student Services Q&A	Each Semester
Facebook Social	Each Semester
Bus Stop Signage (Interior)	ongoing
Department Presentations	As Needed
Table Tents	As Needed
<b>Joint Ventures with Recruitment and Admissions</b>	
<b>Marketing Task</b>	<b>Duration</b>
College Manuals (see Inclusive Marketing List for full list)	Fall 2018 –Fall 2019
School Guides (see Inclusive Marketing List for full list)	Fall 2018 –Fall 2019
Tabling at Open Houses	Fall 2018 –Fall 2019
Counselors Conference	Fall 2018
Packets mailed to all newly admitted students	Spring 2019
<b>Orientations</b>	
<b>Marketing Task</b>	<b>Duration</b>
Tabling	Fall 2018 –Fall 2019



Guerilla Marketing	
Marketing Task	Duration
Promo Item Pass outs	Weekly
Promotional Specials (Candy for our "Sweet Deal", etc.)	As Needed
Signage	
Marketing Task	Duration
Now Accepting Applications	Fall 2018 –Fall 2019
Now Accepting Applications bandit signs throughout campus	Fall 2018 –Fall 2019
Community Outreach	
Marketing Task	Duration
Speak with counselors at local high schools, check on posters	By semester
Deliver information to NEIU Admissions Office	As Needed
Eblast	
Marketing Task	Duration
Special Promotions	By semester
Spring 2019 newly admitted students	Fall 2018
Fall 2019 newly admitted students	Fall 2018 –Fall 2019

Online Marketing	
Marketing Task	Duration
<a href="http://www.theneststudenthousing.com">www.theneststudenthousing.com</a>	Daily
Facebook	Daily
Twitter	Daily
Instagram	Daily
Pinterest	Daily
YouTube	Monthly
Students and Organizations	
Marketing Task	Duration
Open House	Each Semester
Involvement Fair	Each Semester
Direct Mailer	
Marketing Task	Duration
Welcome Packet	December 2018-August 2019

## On Campus Marketing Schedule

Bi-Weekly Marketing Schedule	
Area	Items
Bulletin Boards	Flyers
Admissions	Brochures/Special Flyers
Financial Aid	Brochures/Special Flyers
Testing Services	Brochures/Special Flyers
Center for International Service	Brochures/Special Flyers
Student Payment Services	Brochures/Special Flyers
Orientation	Brochures/Special Flyers
The Library	Bookmarks/Brochures/Special Flyers
The Bookstore	Bookmarks
El Centro	Table Tents
Dining Area	Table Tents

## **INFORMATION ITEM II. C. STUDENT HOUSING UPDATE**

### **The Nest Overview**

Northeastern Illinois University's first residence hall, The Nest, is a public-private partnership with American Campus Communities (ACC). Northeastern owns the land while ACC manages and operates the building. The Nest has the capacity of 440 beds (110 units), which includes 432 for students and eight housing staff. 48 beds (2 bed/2 bath) and 392 beds (4 bed/2 bath). Full-time undergraduate students (12 credit hrs.) and graduate students (9 credit hrs.) are eligible to live in The Nest. The goals of student housing at Northeastern are to improve student retention and graduation, increase university enrollment, enrich the educational and co-curricular experience, and attract out of state and international students.

### **Fall 2020 Occupancy**

NEST occupancy is contingent upon the number of new students (first year) that enroll at NEIU and the ability to pay out of pocket or accept student loans to supplement their financial aid gap. National average is 25% of new freshmen enrollment. Occupancy requirement is 352 (80%). Fall 2019 occupancy is 176 (41%).

### **Fall 2020 Occupancy Projections Based on Current Enrollment Projections**

	Renewals	New Freshmen	New Transfer	International	Community College	Total
Target	72	100	20	20	6	218
Current Residents/ Leases	74	55	18	29	0	176 (41% occupancy)
Pending Applications	4	51	3	0	0	57
Foundation Housing Scholarships	Approved \$45,426 for 24 students (Award range \$711-\$2,000) for the year.					

\*Note: Expected subsidy contribution due to current occupancy is approximately \$2 million.

### **Key Initiatives**

- Continue to lease available units.
- Market two lease options – 10 month academic year and 12 month full year. Summer is optional for students that sign 10-month leases and have the means to extend into summer.
- Develop Summer Conferences Program and other rental revenue options.
- Developing agreements with Wright College, Truman and Oakton community college to house their students.
- Develop aggressive marketing plans for: Renewals, new freshmen, new transfers, continuing students from Illinois, out of state and international.
- Strengthen student engagement opportunities and academic support programs such as the Residential Curriculum program, Residence Life Ambassador program and other retention initiatives.

## Student Submits application

Application can be submitted on-line or at The Nest Office



## Nest Staff informs potential resident of the leasing process

Student is informed to be eligible to be offered a lease they will need to go to the Financial Aid Office and receive a financial approval, then they are to bring the approved form back to The Nest. Once The Nest has an approved form they will be sent a lease to be signed by the student and guarantor. Once The Nest receives the completed lease that is when the student officially will have a space in The Nest for fall.



## Student goes to the Financial Aid Office

Student reviews financial worksheet with Financial Aid



If approved, student brings approval form to The Nest



If Denied, student requests The Nest cancel their application



The Nest Sends student a lease electronically



Student and Guarantor electronically sign and submit lease to The Nest



In August Student is sent a unit and roommate assignment



Friday before classes student moves into The Nest

Application is canceled and deposit is refunded to the student.