State of the University Address

Gloria J. Gibson, President
Tuesday, October 22, 2019
Pathways to the Future

Access / Opportunity
Student Success
State Appropriations

Northeastern Illinois University
10-year State Appropriation History
FY20 $88.8M Operating Budget

Where the $ Comes From
- Income Fund 60.0%
- State Appropriation 40.0%

By Expenditure Line Item
- Personnel and Benefits 79.1%
- Operations / non-salary 20.9%
First-time, Full-time Freshmen

- FY15: 748
- FY16: 830
- FY17: 451
- FY18: 475 (5% increase)
- FY19: 475
- FY20 Goal: 475
Enrollment Initiatives

• Enhance use of technology
• Increase applicant pool, expedite processing, increase yield
• Develop an aggressive recruitment calendar (notify students of acceptance AND financial package)
• Increase number of international students
• Continue to fund strategic marketing campaigns
• Increase overall outreach to diverse communities
• Develop more innovative pipelines to NEIU
• Strategically involve NEIU faculty and staff
Freshman Retention Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>59%</td>
<td>59%</td>
<td>49%</td>
<td>59%</td>
<td>64%</td>
<td>64%</td>
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Freshman Retention Rates

RETENTION RATE BY RACE/ETHNICITY FOR FALL 2017 AND FALL 2018 FT/FT FRESHMEN

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2017 Freshmen</th>
<th>2018 Freshmen</th>
</tr>
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<tbody>
<tr>
<td>ASIAN</td>
<td>72.7%</td>
<td>66.7%</td>
</tr>
<tr>
<td>AFRICAN AMERICAN/BLACK</td>
<td>49.0%</td>
<td>49.0%</td>
</tr>
<tr>
<td>HISPANIC</td>
<td>53.6%</td>
<td>59.7%</td>
</tr>
<tr>
<td>WHITE</td>
<td>76.9%</td>
<td>72.3%</td>
</tr>
<tr>
<td>OVERALL</td>
<td>49.20%</td>
<td>58.80%</td>
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Climate Study: neiu.edu/climate

As part of its efforts to embrace a culture of inclusion, Northeastern Illinois University will conduct a campus climate assessment to evaluate its living, learning, and working environment. The assessment will allow NEIU to improve its campus climate by addressing the challenges and seizing the opportunities identified in the assessment. Approved by the Board of Trustees, Office of the President, Division of Student Affairs and Office of Procurement, the NEIU climate study is now underway.

An outside consultant, R相见 & Associates Consulting, which has conducted more than 200 similar studies at other institutions across the nation, was chosen to assist in facilitating this process. A Working Group and an Ambassador Group were selected to help oversee the project. The findings from this survey will help NEIU to create and maintain a healthy, inclusive environment for all.
Transition Committee Initiatives

- Institute and improve culturally relevant pedagogy
- Implement new CRM
- Assess perspectives and needs of specific student populations
- Develop infrastructure and marketing to attract pre-college high school students to take summer classes (ASPIRA and Roberto Clemente)
- Perform environmental scan of current online and hybrid courses
- Strengthen connection between Career Development and Alumni Relations to leverage resources and foster career pathways
- Establish UAC subcommittee to collect satisfaction data for students, staff and faculty
Transition Committee Initiatives

• Support recruiters via professional development and customer service skills training
• Improve ability to tell personal stories through traditional and social media
• Develop 8-week courses beginning mid-semester, targeting students who drop general education or developmental courses
• Review, make consistent, and have a system for regular update of campus signage, online directory and weblinks (and update Foster and Bryn Mawr marquees)
• Create self-designed interdisciplinary major, whereby the student proposes a program of study with faculty advisors
• Pilot a banded tuition program that allows 12-16 credit hours for the price of 12 and implement “Your Last Semester Is on Us” incentive for full-time students
Transition Committee Initiatives

• Create a student- and family-oriented one-stop shop “Student Success Center” that supports incoming freshmen and transfer students in their transition to NEIU
Other Initiatives

• Investigate new majors in alignment with current and future workforce needs
• Bring “Near-Completers” back to campus
• Start next capital campaign
• Hire a Vice President for Finance and Administration
• Investigate re-establishing athletics (Division III or NAIA)
Thank You
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