

# Enrollment Updates – Fall 2023

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**Northern Illinois University**  
*Your Future. Our Focus.*



# National Enrollment Narratives

## 2022

- COVID Impacts
- Enrollment declines at community colleges (transfer)
- Strong job market

## 2023

- Perceived value of college degree(s)
- Increase in non-consumers
- International student visas

## 2024

- Enrollment cliff
- Adult learner market share
- SCOTUS decisions
- New FAFSA

# Fall 2023 Enrollment Outcomes – Total Enrollment

- Down <1% in enrollment: 15,504 (15,649)
  - Projected range in University Goals: 15,360 - 15,570
- Down <1% in undergrad: 11,358 (11,429)
- Down 2% in graduate: 3,832 (3,908)
- Up 1% in law enrollment: 314 (312)
- 1,041 international students – 73 countries (966)
- 1,001 out-of-state students – all 50 states and DC (1,051)

# Access, Equity & Affordability

- Eliminated out-of-state tuition (2018)
- Huskie Pledge (2020)
- Test-free merit scholarships (2020/21)
- Test-free admission (2021)
- Test-free Honors admission (2021)
- Eliminated application fees (2021)
- The Common App (2021)
- Rockford Promise (2021)
- Hope Chicago (2022)



# Fall 2023 Enrollment Outcomes – New Students

- Down 10% in new first-year students – 2,202 (2,440)
  - *Avg. HS GPA 3.42 – ties highest*
  - *57% first-gen students*
  - *70% students of color*
  - *282 new Honors students*
- Up 6% in new transfers – 1,325 (1,252)
- Down 7% in new graduate students – 901 (974)
- Down 20% in new international – 262 (326)

# Access, Equity and Affordability

## Scholarships/Financial Aid

- ~ 80% of freshmen received merit awards
  - 67% students of color (54% in 2020)
  - 36% with 3.7 GPA or higher (~ 20% with 4.0)
- Huskie Pledge – 866 (3<sup>rd</sup> cohort)
- Rockford Promise – 107 (3<sup>rd</sup> cohort)
- Hope Chicago – 54 (2<sup>nd</sup> cohort)
- Student Financial Advising Services
  - More than 800 individual appointments; hosted 45 events/presentations with over 500 attendees



# Emerging Hispanic-Serving Institution (HSI)

- Latinx now represents 25% of undergrad population
- Benefits:
  - Resources and opportunities to support ALL students
  - Efforts to increase Latinx faculty/staff/students, with resources to support and retain them
  - Resources for faculty development; lab equipment; development or improvement of academic curricula; renovation of instructional facilities; mentoring, tutoring, counseling and student support services
- SEM HSI Working Group – Preparing NIU for:
  - HSI designation application; institutional culture focused on “servingness”

# Re-Enrollment Progress

## First-time, Full-time (Fall 2022 cohort)

- Up 5 percentage points in Total: 70% (65%)
- Up 6 percentage points in First-Gen: 66% (60%)
- Up 7 percentage points in Pell Recipients: 65% (58%)

## Transfer Students (Fall 2022 cohort)

- Up 3 percentage points: 85% (82%)

## All Undergrad Students

- Up 2 percentage points: 66% (64%)



# Retention Begins at Enrollment and Continues to Graduation

## Move In

- Over 500 volunteers

## Week of Welcome

- 1,500 Night at Holmes Event
- 1,300 at NIU Block Party
- 900 at Jewel Jamboree
- 650 at President's Picnic
- 500 at Campfire Connections

## Week of Engagement

- Engagement in and out of classroom



# Academic Retention & Progression

- Huskie First Survey and Response
- Mental and Emotional Health Initiatives
- HLC Quality Initiative Success in Gateway Courses for All Students
  - College & Departmental Initiatives to Reduce DFUW grades
- Navigate Alerts
- Re-enrollment Campaigns

# Retention Strategies

- Centralized First-Year Advising
- Student Experience Team (SET)
- Huskie Academic Success Center (HASC)
- Learning Commons
- Math Assistance Center
- Student Success Librarian

# Retention Resources through CITL

## Toolkits

- Scaffolded Support for Teaching Gateway Courses
- Week of Engagement

## Professional Development Programs

- ACUE Effective Teaching Practices Program
- Faculty Academy on Cultural Competence & Equity (FACCE) with ADEI



# Rockford Promise Case Study

## Fall 2021 Cohort

- 73% retention in year 1 (compared to 65% of all)
- Cumulative GPA: 3.21

## Fall 2022 Cohort

- 78% retention in year 1 (compared to 70% of all)
- Cumulative GPA: 3.21





# Key Elements of SEM Plan 2.0

- Stable total enrollment – projections updated annually
- Focus on improving retention, graduation, student success and reducing achievement gaps
- Alignment with university goals, ILEA 2020-2025 Plan, HLC Quality Initiative and multi-year budget planning
- Focus on shared equity leadership
- Everyone plays a role!



# Forward Together

- Re-enrolling stop-outs
- Serving more adult learners
- Extending partnerships with community colleges
- Strengthening partnerships with school districts
- Career outcomes data of NIU alumni
- Aligning our research mission with student research as a competitive advantage
- Increasing capacity of campus visits/tours
- Strategic graduate enrollment management

# Questions

