

## **Strategic Planning Implementation Annual Workplan Results Fiscal Year 2015**

Northeastern Illinois University's Strategic Plan includes Six Strategic Goals with broad Action Steps for each. As we implement the Plan, we annually select specific activities under each Goal for our University-wide focus. We chose the activities described below for FY2015. In addition to these items, other activities have been implemented across all units of our campuses. Activities are numbered to correspond to Action Steps within the Strategic Goals.

**Goal One – Student Success:** Ensure student success from recruitment through graduation by creating a culture in which all members of the University community are engaged in attracting, educating, and graduating students who achieve the objectives for baccalaureate and graduate degrees.

1.1 Develop, implement, and invest resources in a comprehensive enrollment management plan that engages the University community.

*1.1.1 Formalize general education advising for freshman and sophomore business majors with focus on student success and retention.*

*Completed.*

*1.1.2 Marketing will enhance the effectiveness of advertising and media through the use of a media aggregator and through measurements of return on investment.*

*Through an RFP process, a media aggregator, Carnegie Communications, was selected. Using google analytics and other measurements, the Marketing team continues to evaluate the effectiveness of advertising and media. Marketing has also initiated work with the enrollment team to understand how data can be captured by the CRM and evaluated per the spring tactic of IP Targeting with results (data) available after July of 2015. This is an ongoing process.*

*This is an ongoing process.*

*1.1.3 Marketing will emphasize strategies that will lead to increases in inquiries from traditional areas of Chicago, traditional suburbs and review possibilities to expand further outward.*

*With the assistance of Carnegie Communications, the University's outreach through advertising has expanded and includes the tactics of SEM, PPC, SEO, targeting and retargeting, IP Targeting and Community Patch. In addition, through Carnegie's service of referrals from their Public Colleges and Universities, the University received information on more*

*than 1000 high school students from Chicago and the surrounding suburbs and states.*

- 1.1.4 Target a minimum of 8 venues for the recruitment and application of international students.*

*Fifteen venues targeted.*

- 1.1.5 Working with Enrollment Services, Marketing will develop and implement strategies to expand summer school class enrollment.*

*The marketing team developed and implemented a plan to promote summer school to internal and external students. Tactics included the use of social media advertising, internal communications, and reminders on the University's Facebook pages. Based on early enrollment results for summer school students and credits taken in the summer of 2015, this effort has been successful. There has not been another 5% drop in summer school enrollment as has been the case since 2009, and with data coming based on all three summer school sessions, there may be no drop from 2014.*

- 1.1.6 Implement the newly designed Admissions Requirement for Fall 2015 freshman class.*

*Newly designed Admissions Requirement in place for Fall 2015 admits.*

- 1.1.7 Work with Marketing to develop and implement an integrated marketing and recruitment plan.*

*Marketing and Enrollment Services group formed and meets bi-monthly. Recruitment event calendar created to guide marketing campaigns. This work will continue into FY 2016.*

- 1.1.8 Enhance the delivery of transcripts by moving from paper to electronic transcripts by June 2015.*

*Vendor was selected and contract signed in June. Implementation begins in July with the system up and running in July.*

- 1.1.9 Develop and implement an electronic notification system that confirms a student's registration transactions (add/drops) within 24 hours of the transaction.*

*Will roll-out before Fall 2015 semester.*

*1.1.10 Implement online graduation application process, and conduct process redesign to fully change the graduation application process.*

*Will be in place mid-Fall 2015 semester.*

1.2 Build well-defined articulation agreements and foster strong relationships with community colleges and other colleges and universities to ensure clear transition pathways for transfer students.

*1.2.1 Identify and establish a minimum of 5 new international partnerships which offer a variety of courses in English across disciplinary areas for student exchanges.*

*Office of International Programs has added six partners over the past year, with agreements in the review and signing stages for additional partners.*

*1.2.2 Identify a minimum of two partner institutions for 2 + 2 collaborations (with current and new international partners).*

*In progress in China, Sri Lanka and Wisconsin (for international students).*

*1.2.3 Finalize the Dual and Guaranteed Admissions Agreement with the City Colleges by Fall 2014.*

*Agreement finalized and currently being reviewed for signing by CCC legal counsel.*

*1.2.4 Update at least 15 transfer guides and build 20 new transfer guides.*

*Fifteen transfer guides have been updated. Transfer guides for all undergraduate programs are complete.*

1.3 Raise undergraduate and graduate student recruitment, retention, and graduation rates, including those for students from historically underrepresented groups, to specific University benchmarks and goals.

*1.3.1 Marketing will increase efforts to support the recruitment of Latino and African American students as well as other groups that can be made aware of the benefits and diversity of NEIU.*

*The Marketing Team had an active role in the advertising about and the opening of the new El Centro location as well as the four majors available at the location. In addition, the Marketing Team purchased advertising for CCICS and completed the transition from their old website to University's CMS Drupal brand standard website. In addition, the Marketing Team*

*continues to utilize photography of underrepresented groups in its print publications and on the website.*

- 1.3.2 *The Office of Alumni Relations will work with the Admissions Office on recruiting events that highlight alumni.*

*The Office of Alumni Relations participated in both the fall 2014 and spring 2015 Open House, collaborated with the Marketing Office on producing two undergraduate recruitment videos, sought several prominent alumni to be featured in the video, and actively promoted this spring and summer's recruitment events via e-mails, social media outlets and the alumni web page.*

- 1.3.3 *Increase international student admission by at least 5% over current numbers.*

*30% increase over last year.*

- 1.3.4 *Finalize CRM implementation.*

*Completed.*

- 1.3.5 *Execute Phase I of predictive analytics: (1) form core team, (2) outline goals, i.e., how analytics will be used, (3) develop implementation plan, (4) identify data elements, and (5) design structure of database.*

*In progress: Will complete in FY 2016.*

- 1.3.6 *Focus on strategies for increasing the number of African-American and Latino male teachers by participating in the American Association of Colleges of Teacher Education's Networked Improvement Community. As one of ten institutions in the U.S. chosen for participation in this project, a team from the COE will develop two cycles of an improvement strategy as our Year One activity.*

*The COE met with the other nation-wide institutions in the NIC four times during the FY15 year. The focus is on recruitment efforts. The two cycles of an improvement strategy will be complete in FY 2016.*

- 1.3.7 *Student Affairs will develop comprehensive services for students who by the newly re-designed University admissions policy are required to participate.*

*Completed: Developed the Wentworth Scholars Program.*

- 1.3.8 *Student Affairs will develop a student advocacy program to assist students who are homeless or are victims of crime, violence, sexual assault, and other personal/ life tragedies.*

*Completed: Research and planning took place and the program will be implemented in Fall 2015.*

- 1.3.9 *The Advising Center will identify strategies that allow advisors to anticipate and proactively address needs of students, specifically probation students.*

*In progress.*

- 1.3.10 *The Learning Support Center will enhance and implement universal tutor training that will be available to all University tutors and specialized training for Learning Support Center tutors and coaches.*

*Completed.*

- 1.3.11 *The Learning Support Center and Enrollment Services will enhance performance in courses that historically have low pass rates by implementing targeted tutoring and coaching support.*

*In progress: Courses with low passing rates have been identified (Math 091 and 092; Reading 116; and English 101). Math tutors have been assigned to reach out to particular sections of Math 091 and 092.*

- 1.3.12 *Proyecto Pa'Lante and Project Success will provide staff with learning and development opportunities, which will lead to full implementation of AdvisorTrac, that will assist with better supporting students.*

*In progress.*

- 1.3.13 *TRIO Student Support Services will develop a comprehensive basic academic skills development program to prepare TRIO SSS Teacher Prep students to pass the Test of Academic Proficiency (TAP) so they can enter the College of Education to pursue their teacher education programs.*

*Completed.*

- 1.4 Create a system that provides intentional academic advising for all students across the University.

- 1.4.1 *TRIO Student Support Services will use evidence from the 2013-2014 Strategic Plan StrengthsQuest pilot project to develop a sustainable advising model, integrating StrengthsQuest and Motivational Interviewing strategies.*

*In progress: TRIO SSS started the project and implemented part of the new model: online advising. The program is being evaluated and adjustments are coming soon.*

1.5 Improve coordination among student and academic support programs and services with a focus on quality, customer service, and intentional integration with the curriculum.

1.5.1 *The Center for Academic Writing (CAW) will collaborate with the Library, the Learning Support Center, and El Centro to add drop-in tutoring in evening hours, and train faculty regarding CAW services provided; at least one event will be held early in the Fall 2014 and Spring 2015 semesters on the main campus and one at El Centro; target number of attendees will be established during planning phase.*

1. *Drop-in tutoring hours held in fall and spring semesters.*
2. *Two "Long Night Against Procrastination" events at El Centro.*
3. *Two faculty-focused sessions on advising tutoring held at Learn and Lead Symposium.*

1.5.2 *Student Disability Services will create a University wide professional development training for NEIU faculty and staff to increase the accessibility of NEIU classes, programs, and departments.*

*Completed: Developed the (DisAbility Project). Training will continue this year.*

1.5.3 *Student Rights and Responsibilities will implement changes to the Student Code of Conduct as well as the Campus Violence Prevention Programming Committee's annual agenda to reflect further compliance with newly revised laws and federal guidelines issued in Spring 2014 concerning student legal counsel involvement in hearings, student rights during misconduct processes, and educational programming compliance with VAWA/Campus Save Act, and Clery Act reporting requirements.*

*In progress: The Student Code of Conduct has been revised; further revision will need to take place in FY16 to reflect the changes in state law to include non-smoking provisions and the addition of the residence life component. The Campus Violence Prevention Programming Committee work is in progress and will remain a priority for FY16.*

**Goal Two - Academic Excellence And Innovation:** Develop an environment that supports curricular and pedagogical innovation aligned with the mission of the institution, the standards of the disciplines, student needs, and career and civic opportunities in a global society.

2.1 Develop a Statement of Objectives for the Baccalaureate Degree and a Statement of Objectives for the Master's Degree at NEIU.

*2.1.1 Complete mapping of baccalaureate goals to 95% of academic programs.*

*85% of the academic program maps complete.*

2.2 Review and revise general education based on national best practices and successful innovations at peer institutions.

*2.2.1 Complete mapping of baccalaureate goals onto all University Common Core courses.*

*Process designed. Will complete in Fall 2015.*

*2.2.2 Develop and redesign courses in order to meet the requirements of the new University Common Core program.*

- 1. Data collected regarding which courses in CAS already meet criteria for UCC curriculum and which need only to be slightly modified.*
- 2. Template for UCC courses complete. Courses will go through governance in FY 2016.*

2.3: Review and revise discipline specific curricula based on national best practices and work force needs.

*2.3.1 Revise the MBA curriculum (involve assessment and industry) and delivery options to include additional sites and online.*

*Phase One will be complete in Fall 2015.*

*2.3.2 Assess the impact of the 2014 Summer Emerge Program (summer bridge program) and make necessary changes to strengthen the program.*

*Assessment complete. Very high retention rate. Many students advance more than one level after involvement in the program.*

*2.3.3 Develop new business curriculum content focused on (1) small business/entrepreneurship and (2) information technology (SAP, SAS).*

- 1. Small business/entrepreneurship curriculum is through governance.*
- 2. Information Technology is resolving information technology issues.*

2.4 Support professional development opportunities for students through internships, international study, research, service learning, and career services.

2.4.1 *Within the context of University Common Core, CAS will increase the number of courses that provide opportunities for students to participate in internships, international study, research, service learning, and career services.*

*This is an on-going project. Departments are working on revisions and new course proposals that will go to FCAA in Fall 2015.*

2.4.2 *The Special Education Department will implement the inaugural conference: Research to Practice: Strategies That Make the Difference for advanced teacher candidates; all students enrolled in the LBS II program will present research or best practices at a conference that will be attended by 100 community partners in Fall 2015.*

*Conference plan in place. Conference to take place in early Fall 2015.*

2.5 Support and create interdisciplinary courses and programs based on best practices and institutional strengths.

2.5.1 *Move Educational Foundation (EDFN) newly developed M.Ed. in Community and Teacher Leadership through governance, including IBHE, by the end of the 2014-15 academic year; program to begin in fall of 2015.*

*Completely through University governance. Awaiting IBHE approval in August 2015.*

2.6 Strengthen and integrate the University's academic offerings at CCICS, El Centro, and the University Center of Lake County through traditional and non-traditional means of program delivery.

2.6.1 *Expand library services to support the academic offerings at the new El Centro, including reference services, delivery of library materials, library instruction, programming and outreach.*

*Completed.*

2.6.2 *The Academic Planning Committee for El Centro will continue working in the cohort model for our upcoming freshmen. This committee is also working in the development of a B.S. degree in Philanthropy, a Master of Science Degree in Public Health and an RN to BSN.*

1. *Working with the Commission on Collegiate Nursing Accreditation (CCNA) for the RN to BSN curricular development.*
2. *The MS in Public Health will go through governance in Fall 2015.*

3. *Will change focus/title of the B.S. in Philanthropy to Leadership and Civic Engagement which will include areas like not-for profit philanthropy, management and administration.*

2.6.3 *El Centro will offer four academic majors as a degree granting site: are Justice Studies, Social Work, Special Education and Computer Science.*

*Limited courses offered. Will seek HLC approval for majors in summer 2015.*

2.6.4 *Student Disability Services will develop and implement a plan to deliver services to students at CCICS and El Centro.*

*In progress.*

2.6.5 *Student Health and Counseling Services will develop and implement a plan to deliver services to students at CCICS and El Centro.*

*In progress.*

2.8: Establish technology-enriched curricula to include hybrid and online courses.

2.8.1 *Identify and work with one department to develop a new fully-online program ready to start by Fall 2015.*

*In progress.*

2.8.2 *Identify and work with one academic program to develop a new fully-hybrid program ready to start by Fall 2015.*

*Program identified.*

2.8.3 *Special Education will implement hybrid LBS II Program beginning Fall 2014 with the newly admitted students.*

*Will implement in FY 2016.*

2.8.4 *Special Education will implement new Online Focus LBS I Program beginning Fall 2014 with two online courses in the Fall and two online courses in Spring 2015 and two online courses in Summer 2015.*

*Completed.*

**Goal Three - Urban Leadership: Work collaboratively with educational, social service, governmental, and business institutions in Chicago and the region to build upon NEIU's tradition of community involvement.**

3.1 Improve preparation for higher education by working with K-12 schools.

3.1.1 *The Center for College Access and Success (CCAS) will strengthen its partnership with the Chicago Public Schools serving over 11,000 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> graders from over 25 high schools through variety of workshops, programs, and conferences.*

1. *CCAS held in July a three week Summer Enrichment Program focused on STEM for 50 rising 10th grade CPS students.*
2. *CCAS held a 6 week summer program for 75 students from CPS and Cicero/Berwyn on the Northeastern campus in July/August 2014.*
3. *CCAS held transition to high school programs for rising 9th graders in 20 GEAR UP high schools – for 1500 students, resulting in increased participation and success in Algebra I, and participation and success in AP and Honors courses.*

3.1.2 *College of Education will continue to develop Amundsen partnership. This will result in an increase in Amundsen graduates coming to NEIU, a plan for offering dual credit courses at Amundsen in subsequent years, and curriculum alignment between Amundsen and NEIU based on Common Core Standards.*

1. *H.S. English curriculum aligned with NEIU's curriculum.*
2. *One NEIU faculty and one Amundsen faculty designed a unit entitled, "The Physics of Music" which resulted in 20 Amundsen students participating in the NEIU Student Research Symposium.*
3. *COE Sponsored an eight-week residency for Ensemble Español at Amundsen this year. Seven Amundsen students participated and performed with Ensemble dancers in a recital on May 7, 2015.*
4. *COE hosted the Amundsen administrative team for the annual retreat.*
5. *NEIU hosted Amundsen's graduation on June 11, 2015.*

3.1.3 *Campus Recreation will implement an orientation program geared toward local high school students with an emphasis on sports and exercise by utilizing personal and professional contacts in schools to allow students to "get to know NEIU" through the lens of Campus Recreation.*

*Completed: In October Campus Recreation hosted its first "Getting to Know NEIU" for local high school athletes. Nine students attended from 2 high schools. In April, 3 representatives from Campus Recreation attended 6 PE classes at Von Steuben to discuss college, recreation and campus involvement. The plan is to continue and expand this program into FY16.*

3.2 Review and integrate the University's outreach and community service functions, with special emphasis on the unique programs provided by CCAS, CCICS, and El Centro, to strengthen our community partnerships.

*3.2.1 By Summer 2015 the Literacy Education Department will expand services provided by the Literacy Center to include composition skills for families wishing to enhance their children's writing.*

*The Literacy Clinic serves children and adolescents in grades 1-2 for in-depth diagnosis and individualized instruction in literacy (i.e., reading, writing, listening, speaking, including the uses of technology in building literacy). The Clinic has increased its focus on note taking, note making and summary writing for older students this year.*

*3.2.2 Establish the Department of Continuing and Professional Education to:*

*This Office was set up in November of 2014. New Systems for registration and parking were completed in January of 2015. Marketing efforts have been set, but are continuing to be modified.*

- *Provide Community Memberships that Individuals and Families can purchase to access the Recreation Center and other events at discounted prices.*

*Postponed until FY 2016.*

- *Provide non-credit fee based workshops during the spring of 2015.*

*37 non-credit fee based seminars and workshops were offered at the main and El Centro campuses.*

- *Provide free lectures to the community between January and June of 2015.*

*Postponed until FY 2016.*

3.4 Strive to make NEIU, as a Hispanic Serving Institution, an institution of choice for Latino students.

- 3.4.1 *Public Relations will implement communications strategies to promote the opening of the new El Centro Campus.*

*With the assistance of Orly Communications, the PR Office implemented a communications plan to promote the opening of the new location. The VP for Institutional Advancement led the planning and implementation for the opening event, which included promotional strategies of free and paid media.*

- 3.4.2 *Institutional Advancement will feature successful Latino students, faculty and alumni in University communications.*

*Completed. Through the use of free media, videos and webpages, InCommon Magazine, President's Report and Profiles in Excellence, the area has highlighted and profiled Latinos.*

*Rita Moreno, the 2015 Commencement speaker, was highlighted through Public Relations, social media and advertised to the Hispanic market in four Hispanic serving print publications.*

*The summer 2015 issue of InCommon magazine featured the Ensemble Español Spanish Dance Theatre and the Guendicas, a Northeastern legacy family who have seven alumni in the family and one current student. Student Nick Martinez was featured in the year-end giving postcard and the appeal for the Leader Fund.*

- 3.4.3 *The Center for College Access and Success (CCAS) will bring students from the Chicago Public Schools and Cicero/Berwyn for one day campus visits to expose 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> graders to Northeastern.*

*2200 students have visited through April 30th and CCAS has programmed 1,200 additional students on campus.*

- 3.6 Implement a marketing and public relations plan to communicate the University's brand to external and internal audiences

- 3.6.1 *Marketing and Public Relations will develop Profiles in Excellence videos to showcase the quality of a Northeastern education through the voices of faculty, students and alumni.*

*The video will feature prominently on the website in FY16.*

- 3.6.2 *Marketing and Public Relations will collaborate to implement a multimedia online newsroom to publish University news and feature stories that convey the "quality of education" message.*

*Completed.*

- 3.6.3 *Institutional Advancement will introduce and use a shared “bank” of story ideas on alumni, donors, faculty and students.*

*A shared story bank was begun by the Development office in May 2014 and has been updated regularly throughout the fiscal year. The bank currently contains 56 story ideas about Northeastern alumni, donors, faculty and students.*

**Goal Four - Exemplary Faculty And Staff: Invest in faculty and staff to make NEIU a world-class metropolitan university and an employer of choice.**

- 4.2 Utilize innovative approaches to recruit and retain faculty and staff committed to student success.

- 4.2.1 *Review hiring processes for possible improvements.*

*In progress, and will continue. Interview scheduling and reference checks (not background checks) transferred to hiring departments on July 1, 2015.*

- 4.3 Provide support systems and programs (including customer service training) that foster a positive work environment for all.

- 4.3.1 *Student Rights and Responsibilities will continue to provide faculty with training and resources on addressing student misconduct inside and outside the classroom by expanding the calendar of presentations to academic departments at all campus at the beginning of each semester.*

*In progress.*

- 4.3.2 *Implement supervisor training related to performance coaching, progressive discipline, and dismissals.*

*Completed: Four cohorts and 16 supervisor training sessions held, approximately 90 supervisors participated. Also provided training on FMLA and Civil Service Hiring at Great Service Matters.*

- 4.4 Increase collaboration and accountability across all units of the University.

- 4.4.1 *Finalize outstanding policies regarding Human Resources processes.*

*Completed policies on Additional Pay and Background Checks. Also implemented much improved process for employees separating from*

*University. For FY 16 will focus on Return to Work and Temporary Employment policies.*

*4.4.2 Provide faculty with a one-page “Tips on Retention” document and a workshop on the theme of student retention.*

- 1. Two-and one-half page document sent to Chair of Faculty Senate. Document sent to Faculty.*
- 2. Special meeting of the Faculty Senate in February to discuss retention.*

*4.4.3 Student Leadership Development will enhance working relationships between student media groups, Student Leadership Development staff and the Communication, Media and Theatre Department to increase opportunities for multi-media collaborations for student learning and professional development.*

*Completed.*

4.5 Create a climate in which support for scholarship, professional development, and training is provided to faculty and staff based on best practices.

*4.5.1 Complete the work of the Open Access to Research Articles Act Task Force and implement recommendations.*

*Completed.*

*4.5.2 The Angelina Pedroso Center will enhance ongoing professional development training for all staff members to better support students and their success.*

*On going: The staff has participated in a series of workshops on teamwork and community building.*

**Goal Five - Enhanced University Operations: Provide a supportive learning, teaching and working environment by improving operating productivity, physical infrastructure, and environmental sustainability.**

5.1 Streamline and redesign operational workflows and processes with the intent of improving service quality and productivity.

*5.1.1 Conduct a comprehensive review and reorganization of parking processes, policies, and practices.*

*In progress, and will be completed in FY16. A new parking database is being transitioned in June / July 2015. New license plate recognition (LPR) parking enforcement software will be installed in summer, 2015. Expanded level 2 parking will be implemented in summer, 2015. Online and mobile parking permit registration and purchasing will be implemented in FY16.*

5.1.2 *Improve Facilities Management and University Technology Services (UTS) project processes.*

*In progress.*

5.1.3 *Enhance photography archives and distribution through the implementation of a new digital asset management system.*

*The Widen Digital Asset Management system was purchased and implemented, which included the utilization of a new filing system and nomenclature for photographs. Over 100 individuals were trained on the use of the system. It currently supports our print publications and our website.*

5.1.4 *Complete the transition to electronic theses submission and approval.*

*Starting Fall 2015, all theses will be submitted electronically.*

5.2 *Add a residential life component consistent with the mission of the University.*

5.2.1 *Student Affairs will review the impact of a new residential population on existing University programs and services, and develop a comprehensive plan for the integration of student housing into the University community.*

*In progress.*

5.4 *Invest in technology infrastructure to support academic and operational goals.*

5.4.1 *Implement Purchasing Cards to provide purchasing flexibility for administrative and academic departments.*

*In progress, and will continue in FY16. Pilot program with about 40 users will begin in July, 2015.*

5.4.2 *Implement student Electronic 1098-T tax forms option to provide efficiency for students and postal savings for the University.*

*In progress, and will be continued in FY16 using multiple media.*

5.5 Ensure that all classroom, laboratory, office, student, and support spaces are appropriate to accommodate current needs and long-term growth.

5.5.1 *Add additional computers for library research and provide laptop checkout.*

*Awaiting additional resources.*

5.5.2 *The Angelina Pedroso Center for Diversity and Intercultural Affairs will expand to include development of the Women's Resource Center and the LGBTQA Resource Center.*

*Construction is in progress.*

5.7 Ensure that the University community is safe and secure; that facilities and infrastructure, including technology and critical data, are protected; and that plans are in place to continuously monitor and enhance campus security and emergency preparedness.

5.7.1 *Implement Illinois Emergency Management Agency (IEMA) grant.*

*In progress, carry over to FY16, and will be completed in summer, 2015.*

5.7.2 *Student Affairs will develop a bias response protocol that will: (a) support students who are targets of bias incidents; (b) refer students to appropriate resources and services, and (c) promote dialogue within the University community about the impact of hate and bias.*

*Completed.*

**Goal Six - Fiscal Strength: Enhance the University's financial position by reducing reliance on state general funds and student tuition, diversifying revenue sources and strengthening institutional relationships with federal, state and local governments, and private sponsors.**

6.1 Support faculty and staff efforts to secure external funding that strengthens curricular, co-curricular and community development.

6.1.1 *The Director of Corporate and Foundation Relations will collaborate with the Office of Sponsored Programs and Research and with other internal colleagues to identify, develop and submit proposals for private funding opportunities available through corporations and foundations.*

*The Director of Corporate and Foundation Relations has worked with numerous units at NEIU in the development of proposals and/or case statements including: the Center for College Access and Success, Jewel Box Series, the ORSP, the Pedroso Center, Student Health Services,*

*Student Disability Services, Student Center for Science Engagement, the Departments of Biology, Chemistry, Computer Science, Earth Sciences, English, Environmental Sciences, Justice Studies, and Music.*

6.1.2 *Academic Affairs will work with a grant consulting firm to increase the University's grant portfolio.*

1. *McAllister and Quinn contracted to develop the matrix of grant opportunities over first year of the contract.*
2. *The following proposals submitted with their assistance. NSF – ITEST, NSF STEM C, NSF S-STEM, NSF-IUSE and TITLE V Individual.*

6.4 Develop and implement the infrastructure for fundraising programs and alumni relations

6.4.1 *Determine a campaign timeline, case for support, donor engagement strategy, and marketing strategy.*

*A case for support for Northeastern's first comprehensive campaign was drafted in July 2014. A consultant was hired through the summer and Fall 2014 to conduct interviews with current and prospective donors in order to vet the draft statement and confirm whether campaign priorities resonated with donor interest. Northeastern's new director of individual giving, Lisa Domkowski, hired in January 2015, has completed a timeline for the \$10 million campaign. She is crafting an in-depth internal case for support, from which marketing materials and strategy will be developed that incorporate donor feedback from the initial draft. The campaign for Northeastern was officially approved by the NEIU Foundation Board in April 2015 and will continue through calendar year 2018.*

6.5 Increase corporate, foundation, and other philanthropic support for the University.

6.5.1 *Identify a minimum of 40 corporate and foundation prospects for the University and submit a minimum of 20 proposals seeking programmatic support.*

*In FY15, 53 corporate and foundation prospects were identified for the University and 36 proposals were submitted.*

6.5.2 *El Centro will grow the El Centro Endowment Fund by 10%.*

*The El Centro Endowed Scholarship was established and the goal was completed Fall 2014. Available funds: \$1,100.*

6.5.3 *Participate in at least two applications for external grants pertaining to student success and retention.*

*6 grants were submitted that directly pertain to student success and retention:*

- *Gladys Brooks Foundation for basic science equipment for 6 STEM Departments.*
- *Camille & Henry Dreyfus Foundation for a visiting lecturer and student research in the field of Chemistry*
- *Albert J. Speh & Claire R. Speh Foundation for the Visiting Writers Series*
- *Elizebeth A. Cheney Foundation for the Visiting Writers Series*
- *Mayer and Morris Kaplan Family Foundation for first to second year retention efforts.*
- *AT&T Foundation for the El Centro Computer Science Research Lab*
- *Office on Violence Against Women grant to Reduce Sexual Assault, Domestic Violence, Dating Violence, and Stalking on Campus.*

6.6 Increase private support from individuals (including faculty, staff, alumni, and others)

6.6.1 *Design and implement communication plan, marketing strategy, online and printed outreach to attract donors to new planned giving vehicles available through NEIU Foundation, including Charitable Gift Annuities, Charitable Remainder Trusts, and bequests.*

*This year, the total revenue that came in from the NEIU Alumni Association was \$34,849.13; of which \$26,520.03 came from individual alumni memberships.*

*Institutional Advancement has moved forward with a comprehensive plan to engage current and prospective donors in planned giving.*

*In December 2014, a screening service reviewed our constituent database, yielding valuable information on likely planned giving prospects. Also, the second issue of The Founders Society (the name of our planned giving society) Newsletter was mailed to 1,500 top prospects with the next issue of the newsletter in progress.*

*In addition to the first Charitable Remainder Trust, valued at \$500,000, we have welcomed six new members to the Founders Society.*

6.6.2 *Increase the number of major gift prospects by 10%.*

*Completed.*

6.6.3 *Add three new members to the NEIU Foundation Board of Directors.*

*We added six new members to the NEIU Foundation Board of Directors.*

6.6.4 *Add three new members to the Alumni Association Advisory Board.*

*Two new members were added and two more will be added before the end of the fiscal year.*

7/27/15