



## FALL 2011, ASK ME! CAMPAIGN HIGHLIGHTS

Since 2009 the **ASK ME! Campaign** at Northeastern Illinois University has been held each fall and spring semester to welcome and support new and returning students. **ASK ME!** embodies the NEIU value of “Community... an environment that is supportive, nurturing and participatory.” Campaign goals exist to: 1) help lessen student anxiety felt during the first weeks of classes; 2) improve coordination of campus services and resources; 3) encourage greater participation by faculty and staff in campus ‘student life;’ 4) create an even friendlier and engaging campus environment; and 5) foster an enriching campus experience leading to greater student retention.

The fall 2011 campaign kicked-off on Saturday, August 27<sup>th</sup> with a resource table in Village Square serving Weekend Institute students. **ASK ME!** continued from August 29<sup>th</sup> through September 7<sup>th</sup> with a campaign banner and resource table in Village Square and outreach tables at R.W. Library, Bernard Brommel Hall, CCICS and El Centro. For the first time this semester the United Greek Student Council and Student Honors Society partnered with the **ASK ME!** planning committee for full membership button wearing to welcome students back to campus. NEIU music students played and snacks were offered during mid-day and for evening students as part of the campaign. **ASK ME!** is hosted through the Dean of Students office and planned by a campus wide committee.

### CAMPAIGN HIGHLIGHTS:

- ✓ **Campaign Planning Committee:** Antoinette McConnell, Dean of Students Office (Chair); Judith Brewer, Teacher Education Department; Brenda Peoples, Financial Aid; Ellen Larrimore, R.W. Library; Monica Smith, CCICS; Erin Claudio, Campus Recreation; Karla Rodriguez, Academic Advising and Testing; Mark Sherkow, College of Arts and Sciences; Rebeca Lamabrid-Quevedo, El Centro and Chakira Hamilton, United Greek Council.
- ✓ **Special collaboration with:** NEIU Music Department; Campus Recreation; NEIU Facilities Management, Information Desk; Campus Dining Service; Becks Bookstore and University Events.
- ✓ **Departments who registered on-line:** College of Education; Academic Development; Student Life; Student Activities; Enrollment Services Departments: TESL; Biology; Justice Studies & Women's Studies; English; Mathematics; Communication, Media and Theatre; Student Center for Science Engagement; CCICS; El Centro; Political Science; Anthropology; AFAM/LLAS/WS; Teacher Education; Center for Academic Writing; President's Office; Psychology; Institutional Advancement; Accounting; Music and Dance; Computer Science; Honors; First Year Experience; Financial Aid; and International Programs.
- ✓ **Special thanks to:** All Table Volunteers for time and attention to student inquires; to the Dean of Students Office staff (especially student workers); Student Life Division; Beck's Bookstore and Campus Dining Services for volunteer raffle prizes; NEIU Special Events, Facilities/Media Services and Help Desk for table needs; NEIU Music Department and student musicians; Graphics/Publications, Public Relations and the caring NEIU community!

If you have campaign related questions or comments, please contact Antoinette McConnell, Assistant Dean of Students at ext. 4618 or e-mail, [a-mcconnell@neiu.edu](mailto:a-mcconnell@neiu.edu).

### KEY FINDINGS:

- ✓ **Fifty-six staff, faculty and/or students** registered through the **ASK ME** on-line form (compared to 74 fall 2010)
  - **36 individual staff, departments/ programs** including CCICS, El Centro, Student Honors Society and United Greek Council (compared to 55 fall, 2009 and 45 Fall, 2010);
  - **9 individual students** (first time)
  - **11 faculty participants** (compared to 32 fall, 2009 and 16 fall, 2010)
- ✓ **Student Inquiries:**
  - **122 recorded** at College of Arts and Science table, BBH, August 29 – 31<sup>st</sup>;
  - **94 recorded** at R.W. Library table, August 29<sup>th</sup> to Sept., 2<sup>nd</sup>;
  - **970 recorded** at main Village Square Table, August 27<sup>th</sup> to September 7<sup>th</sup> (compared to 913 fall, 2009; 934 fall, 2010)
- ✓ **Most frequently asked and repeated inquires** (in order of request): UPass, building locations (BBH and EC); parking; book waivers; personal schedules questions; academic advising; student I.D. campus recreation/sports; campus computer labs/Wi-Fi access; student employment & enrollment/registration.
- ✓ **Student requested needs:** 1) UPass waiver with authorized campus parking; 2) EC clearly delineated within the Schedule of Courses as El Centro campus classes; 3) a centralized campus events calendar; and 4) discounts offered using student ID. The committee works to address or forward student needs.