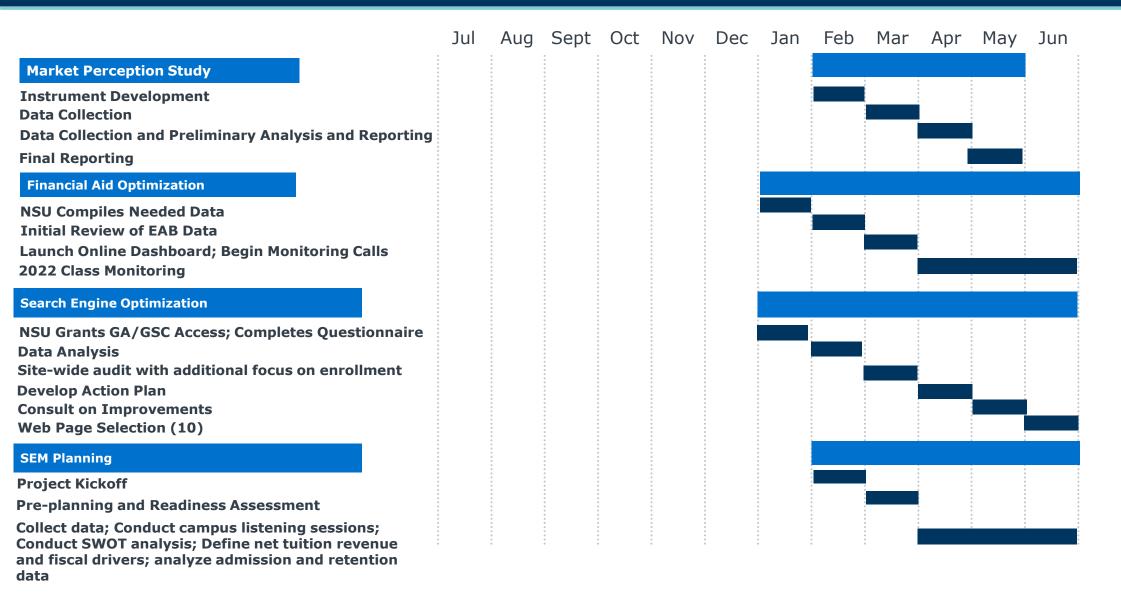
Northern State University – Year 1 (From executed contract date through June 30, 2022)

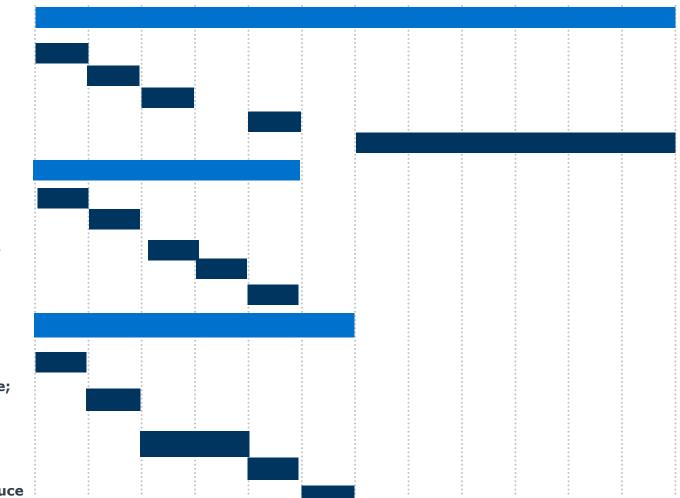


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Northern State University – Year 2 (July 1, 2022 - June 30, 2023)



Jul Aug Sept Oct Nov Dec Jan Feb Mar Apr May Jun



Financial Aid Optimization

Begin 2023 Analysis

2023 Simulation Ready

Finalize 2023 Scholarship and Awarding Approach

Refresh 2023 Analysis with Census Data

2023 Class Monitoring via Online Dashboard

Web Content Review

Content Strategy

Visual Briefs

Copywriting and working with NSU to collect assets

Review and Approve

Populate into CMS

Strategic Enrollment Management

Working groups draft SEM plan goals

Working groups outline key milestones and timeline; Complete program portfolios analysis; Complete brand assessment

Develop SEM first draft

Review plan and make revisions; Finalize SEM plan

Develop communications to share SEM plan; Introduce and promote SEM plan