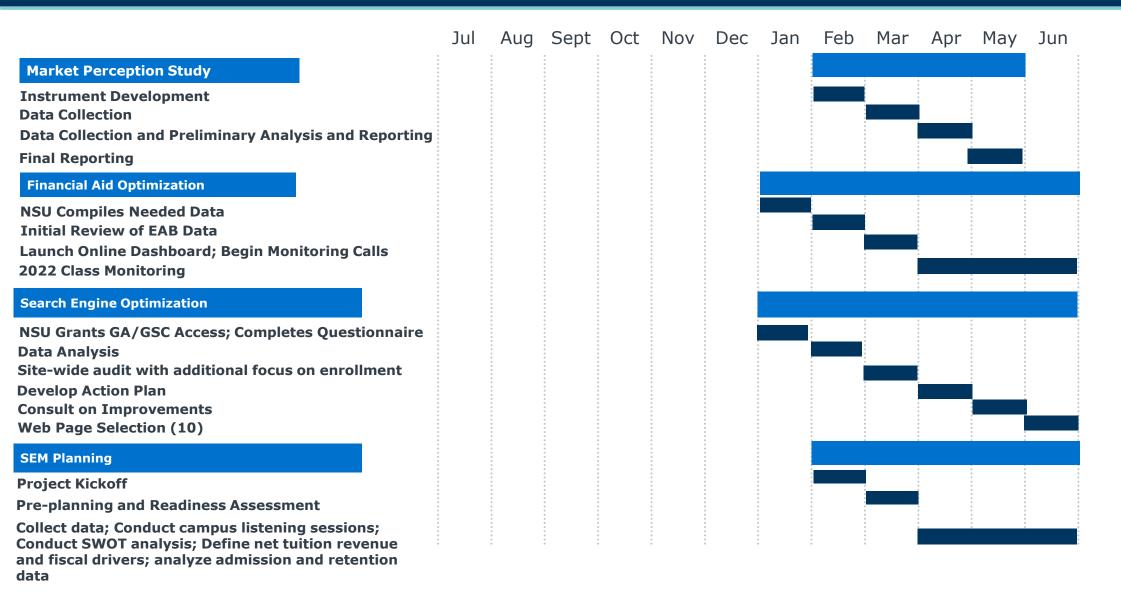
## Northern State University – Year 1 (From executed contract date through June 30, 2022)

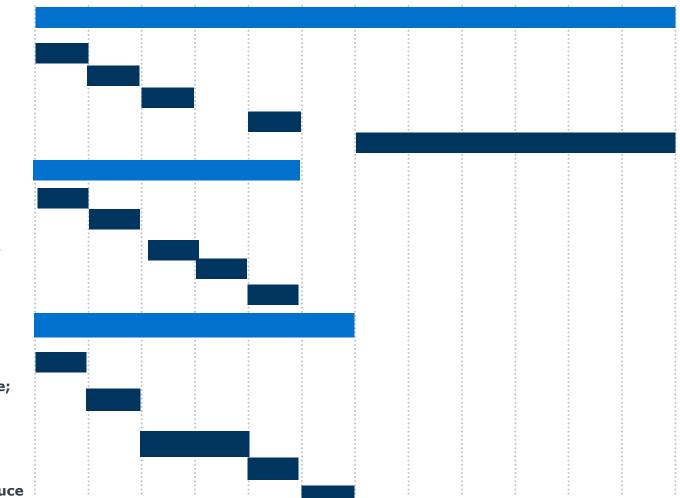


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# Northern State University – Year 2 (July 1, 2022 - June 30, 2023)



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