



The “Ask Me... I Can Help You” Campaign



Jay Orbik, Director of Media Services
Division of Marketing and Communications

Where Did This Come From?

University Marketing and Communications Council



Where Did This Come From?

- University Marketing and Communications Council.
- We occasionally TALKED about an internal campaign.
- “If you are nice to students and help them learn how to **be successful, maybe they will stay.**”
- After 5 years, no call to action was ever taken!



What Changed?

This Guy!



Harlan Teller

**WARNING!
SHAMELESS, PUBLIC
BROWN-NOSING
ALERT!**

DM&C Brainstorming Session

- Included Students from DM&C



- **“Ask** Me, I Can Help You”

The Basic Message:

“Ask Me, I Can Help You”

Underlying Message:

“If you are nice to students and treat them with respect, maybe they won’t leave and go somewhere else!”

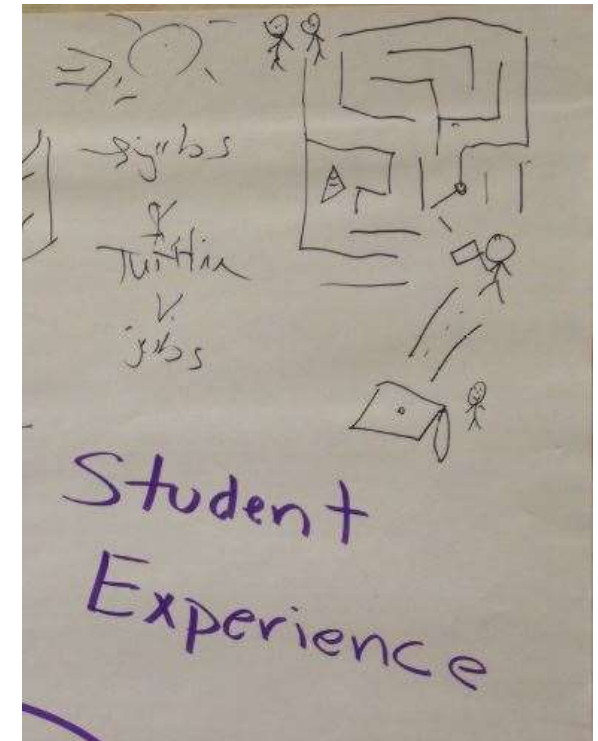
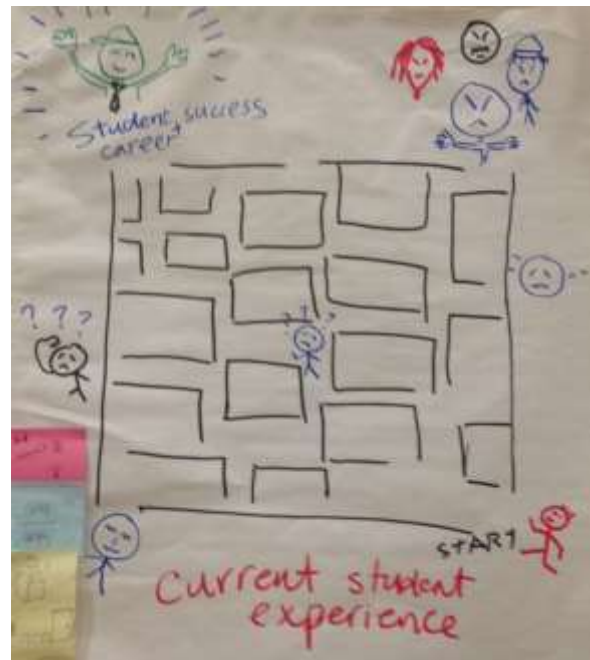
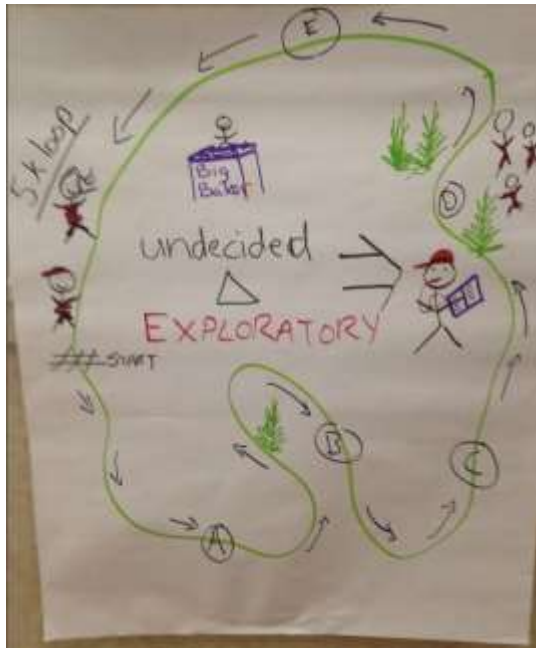


Two Main Service Questions:

1. Where are some places where you receive friendly and helpful service?
2. Where are some places where you receive less than friendly and helpful service?



Feedback from the Leadership Conference:



The “Huskie Shuffle”



Feedback from the Leadership Conference

③ Modes of Implementation

1. Technology network
 - Social ~~text~~
 - Computational/online
2. Brick + mortar
 - ~~AF~~iscal Infrastructure
3. Face to Face
 - Nice People
4. Graduate + Faculty mentors

Nice People

Retention - NOW

- 1) Adopt A Student
- 2) Peer Mentoring
- 3) Share Data on Student Success - Interim (Risk)
- 4) Enhanced MyNIU Tools
 - ↳ Mandatory Requirements (Advising)
- 5) Be Nice!

Be Nice!



Bottom Line:

Retention
is
EVERYONE'S
Responsibility.



Little Things Everyone Can Do

- Giving directions
 - Show, don't tell (if you can).



- Opening doors for people
- **Saying “ Good morning” or even “Hello”.**
- Stopping for students at crosswalks
- Little things add up.
- A bad experience can negate a lot of good experiences.

Phase 1: Welcome Week Blitz

- Initial goal was 11 people for the pitch to the President.
- After approval was expanded to 24 people.



Phase 1: Welcome Week Blitz



The Products: Banners



Banner Locations:

- We placed the banners along high foot-traffic routes for students through the center of campus.
- Why?
- Because it is important that students and parents see that **we are taking our customer service promise seriously!**



Products: “Ask Me..” Buttons



The Products: Dynamic Signage

NORTHERN ILLINOIS UNIVERSITY
Marketing and Communications
NIU Channel 20.1

Tuesday Oct 21, 3:26 PM

NEW

Huskie Safe Line
Starting August 1st

Safer!
Faster!
Better!

For more info and over 35 pick-up and drop-off locations visit niu.edu/publicsafety/huskie-safe-line/

Has someone da la Rusia? NEW YORK (AP) — Fox, soap, romantic. Oscar de la Renta approached fashion and life on these terms, but there was m

Ask Me...
I can help you

Jocelyn

Quote of the Day
"The longer I live, the more beautiful life becomes."

— Coco Chanel

NORTHERN ILLINOIS UNIVERSITY
Marketing and Communications
NIU Channel 20.1

Tuesday Oct 21, 3:28 PM

Ask Me...
I can help you

advanced learning skills

Quote of the Day
"The longer I live, the more beautiful life becomes."

— Coco Chanel

prestige to a largely poor country better known for baseball and beaches than elegant evening wear. ...NATO intercepts Russian jets over Baltic

NORTHERN ILLINOIS UNIVERSITY
Marketing and Communications
NIU Channel 20.1

Tuesday Oct 21, 3:28 PM

MISSION

The mission of the University is to promote excellence and engagement in teaching and learning, research and scholarship, creativity and artistry, and outreach and service.

Ask Me...
I can help you

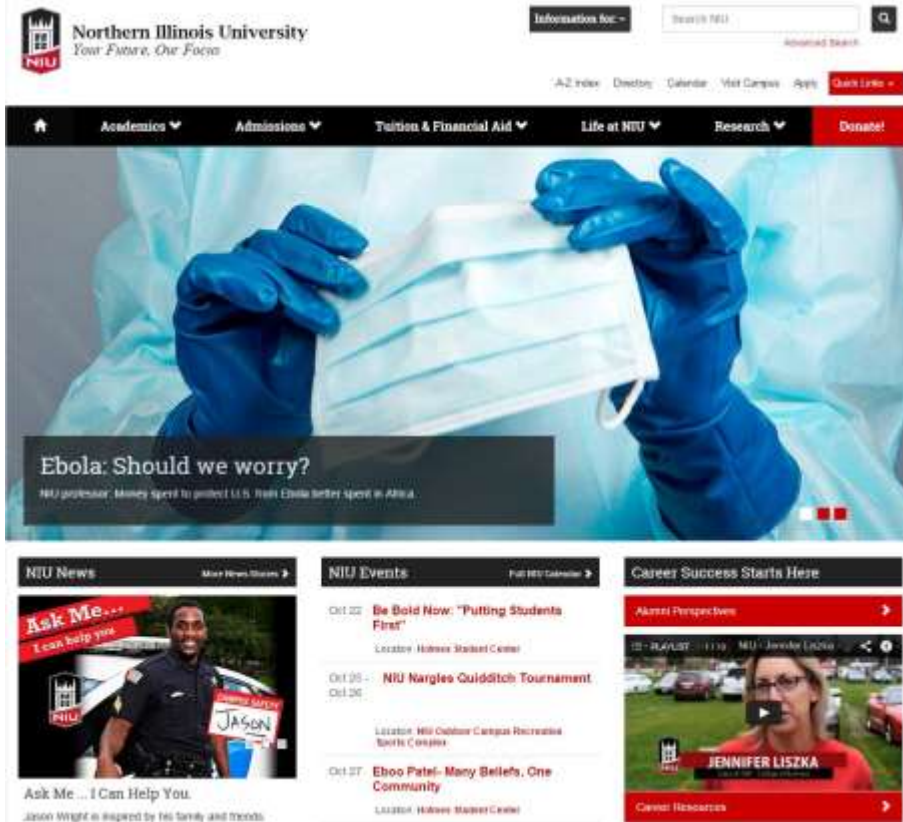
JASON

Brush up your resume: fall job fair 10-3 Wednesday at the @niucomcenter \$10 admission; \$5 for @NIUlive alumni, free to NIU students.

Question military activity in the region is increasing. ...China-backed hackers target Apple's iCloud users: King, By Jon Finkle, Gerry Bink and Ben S



The Products: NIU Website



The Products: Ask Me Web Site

Sylvia Flowers

Department: [Student Support Services](#)

Title: Graduate Assistant

Year You Came to NIU: 2008

What do you tell your friends and family about NIU?

Most of my friends and family are witnesses to my growth and success thank to my education and involvement here at NIU, but I often remind them of how excited I am to be here. I look forward to coming into my office every morning and my students are so excited that it makes me ecstatic to work with and for them. They remind me daily why I do what I do. From a student perspective, it is great to work with like-minded people who truly care about your future and the future of the students we serve here in Student Support Services. I tell my family and friends that I am still at NIU because it is also my family.



Cherry Adams

Department: [Campus Parking Services](#)

Title: Cashier II

First Year at NIU: 2010

What do you tell your friends and family about NIU?

I love working at NIU! There are many interesting faculty, staff and students here! It is a diverse group of people on campus which makes it a great learning environment!

What keeps you here?

I love helping others!

Where should everyone visit on campus?

The [observatory](#) at Davis Hall!!! Get a good look at the beauty and wonder of stars at night!



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The Products: Stand-up Banners



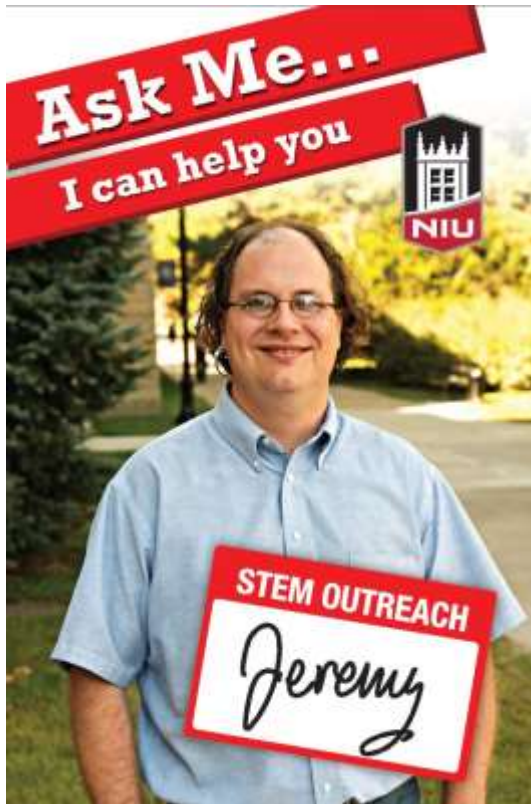
The Products: Bus signs



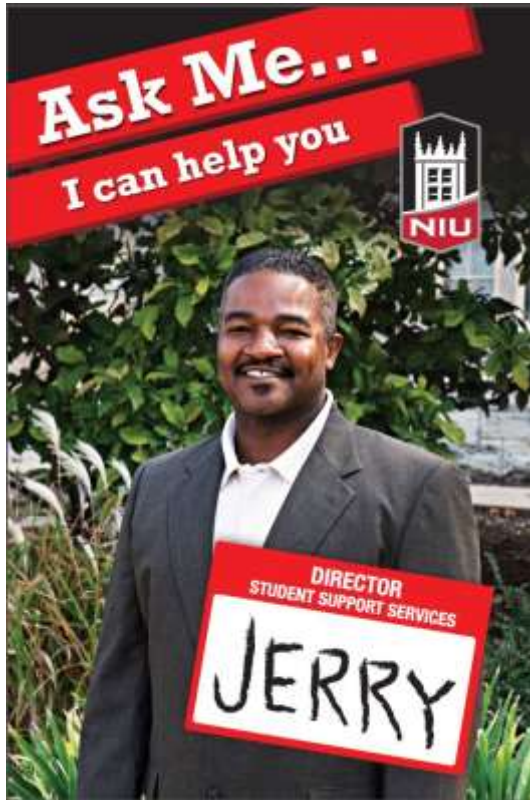
Phase 2: Expand the Scope



Phase 2: Expand the Scope



Phase 2: Expand the Scope



Coming Soon:

1. Jerry Blakemore
2. Eric Weldy
3. La Vonne Neal
4. Lark Lewis
5. YOU?




Come On! It's Fun!


Don't you want
to be like the
“Fun Dean”?



Getting Involved: niu.edu/askme

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Your Future, Our Focus

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Ask Me ... I Can Help You

At NIU, faculty and staff have a common goal: helping students prepare for student career success. From helping you find your classroom to helping you understand your tuition statement, we're here to help! Just ASK.



- Students - Nominate an employee who has helped you
- Employees - Request an "Ask Me" button





Nominate or Self-nominate

Request "Ask Me" Buttons



Getting Involved: niu.edu/askme

Ask Me - I Can Help You

Nominate an NIU Employee Who Has Helped You

* I would like to nominate ... 

* Department:

* How did this NIU employee help you?

* Indicates Response Required

Submit

Nominate or Self-nominate



Faculty & Staff - Request a Button

* First Name: * Last Name:

* Department:

* Number of Buttons for Your Department

* Indicates Response Required

Submit

Request "Ask Me" Buttons



The Questionnaire:

Please choose five questions to respond to, and type your answers below:

1. How has your job changed since you arrived?
2. What do you tell your friends and family about NIU?
3. What question do you get asked the most on campus?
4. What keeps you here?
5. Finish this sentence with one word: My job is ...
6. Who at NIU makes you smile?
7. Where should everyone visit on campus?
8. What's your favorite restaurant near campus?
9. What's your hidden talent?
10. Who inspires you?

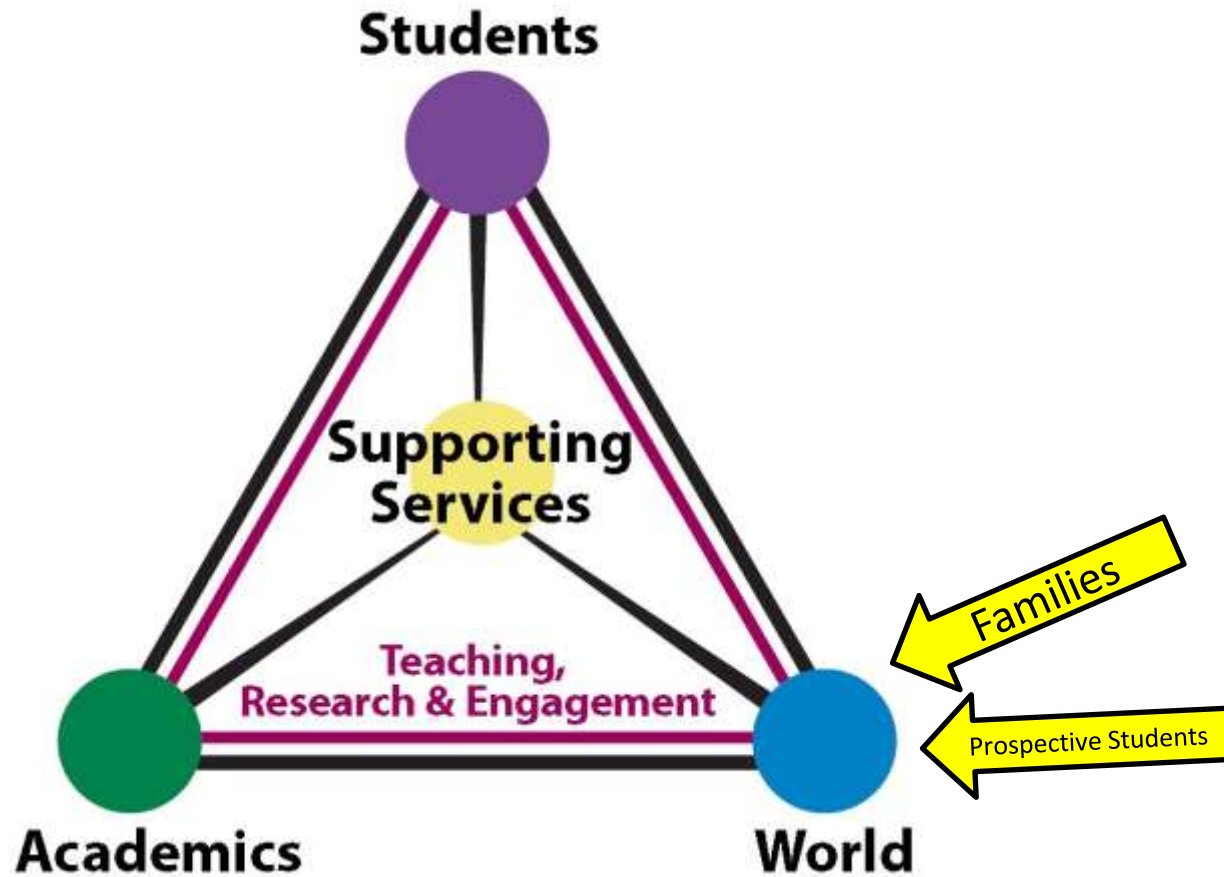


Conclusions:

- Faculty and staff take great pride in their work and the help they give to students and families.
- Faculty and staff appreciate the recognition.



This Affects all the Points on the Triangle



Final Thoughts:

- Great Customer Service to our Students and Their Families is Now **Our Promise** !
- It is a Key to Retention.



- We Must All Strive to Live up to Our Promise!

