### Northwestern Business Capabilities

#### STUDENT
- **Recruit**
  - Source Prospects
  - Convert Prospects
- **Learn**
  - Advising
  - Learning Support
- **Support**
  - Student Life
  - Career Advancement
  - Student Finance
- **Former Student**
  - Alumni Transitions
  - Alumni Engagement

#### RESEARCH
- **Initiate**
  - Seek Funding
  - Research Setup
- **Conduct**
  - Execute Research
  - Track Research Data
- **Societal Impact**
  - Results Analysis
  - Publish & Share

#### FACULTY / STAFF / STUDENT EMPLOYEES
- **Engagement**
  - Attract & Select
  - Offer & Onboard
- **Life Cycle**
  - Benefits Management & Work/Life
  - Timekeeping & Payroll
  - Comp & Merit Planning
  - Workforce Management
- **Develop**
  - Performance Management
  - Talent Development

#### SERVICE
- **Financial Management**
  - Budget & Planning
  - Procure to Pay
  - Investment Management
  - Financial Accounting
- **Campus Management**
  - Space Planning & Management
  - Design & Build
  - Operate & Maintain
  - Safety & Security
- **Information Management**
  - Solution Management
  - Solution Delivery
  - Analysis & Reporting
  - Library Services

#### ORGANIZATION
- **University Outreach**
  - Brand Management
  - Community Engagement
  - Fundraising
- **Org Performance**
  - Change Management
  - Program Review
- **Risk Management**
  - Legal
  - Audit
  - Compliance

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**LEGEND**
- **STUDENT**
- **TEACHING**
- **RESEARCH**
- **FACULTY/STAFF**
- **SERVICE**
- **ORGANIZATION**