## Definitions for Northwestern Business Capabilities by Category

### Student

<table>
<thead>
<tr>
<th>Recruit</th>
<th>Source Prospects</th>
<th>Includes the identification, engagement and pursuit of potential students.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Convert Prospects</td>
<td>Focuses on the admission process including the identification of proposed students, offer of inclusion in a class and matriculation process.</td>
</tr>
<tr>
<td>Learn</td>
<td>Advising</td>
<td>Covers all functions of advising students with academic advisors, faculty advisors, and residential advisors.</td>
</tr>
<tr>
<td></td>
<td>Learning Support</td>
<td>Activities associated with the student side of learning including registration, attendance, grades and transcripts both for credit and other learning activities.</td>
</tr>
<tr>
<td>Support</td>
<td>Student Life</td>
<td>Identification, tracking and monitoring of all groups, activities and functions related to life on campus excluding classes.</td>
</tr>
<tr>
<td></td>
<td>Career Advancement</td>
<td>Inclusive of employment during the student time on campus and after graduation – internship, work study, part time positions and full time employment.</td>
</tr>
<tr>
<td></td>
<td>Student Finance</td>
<td>Comprises all types of student financial aid, student loans, tuition and other charges, payments and student health insurance for enrolled undergraduate and graduate students.</td>
</tr>
<tr>
<td>Former Student</td>
<td>Alumni Transitions</td>
<td>Identification, classification and monitoring of alumni data including the existing students, graduated students and related family member information.</td>
</tr>
<tr>
<td></td>
<td>Alumni Engagement</td>
<td>Activities and information associated with global alumni organizations.</td>
</tr>
</tbody>
</table>
## Teaching

<table>
<thead>
<tr>
<th>Teaching Support</th>
<th>Course Delivery</th>
<th>Focuses on the teaching and learning functions related to course syllabus, online instruction, teacher grading and group activities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Support</td>
<td></td>
<td>Includes the identification, development and feedback of courses offered online and in the classroom.</td>
</tr>
</tbody>
</table>
## Research

<table>
<thead>
<tr>
<th>Initiate</th>
<th>Seek Funding</th>
<th>Includes identification of funding opportunities, documentation of research and financial details and submission of requests for sponsored and non-sponsored grants.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Setup</td>
<td>Focuses on the setup of all necessary Research information and protocols for awarded grants.</td>
<td></td>
</tr>
<tr>
<td>Conduct</td>
<td>Execute Research</td>
<td>Covers all functions of Research execution.</td>
</tr>
<tr>
<td></td>
<td>Track Research Data</td>
<td>Inclusive of all data tracked on the Research grants including analysis, development and financial information.</td>
</tr>
<tr>
<td>Societal Impact</td>
<td>Results Analysis</td>
<td>Identification, tracking and monitoring of all outcomes of the Research grants.</td>
</tr>
<tr>
<td></td>
<td>Publish &amp; Share</td>
<td>All associated communication and publications including papers, lectures, articles and awards related to Research grants. Grant monetization and patent applications are also included.</td>
</tr>
</tbody>
</table>
## Faculty/Staff/Student Employees

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Attract &amp; Select</th>
<th>All areas of recruiting from identifying new positions, posting of positions, collecting candidate information, marketing positions, analyzing candidates, interviewing and selecting the final candidate of choice.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Offer &amp; Onboard</td>
<td>Focuses on the offer process, negotiation of position, background checks, commitments, employee setup and onboarding into employment.</td>
</tr>
<tr>
<td>LifeCycle</td>
<td>Benefits Management &amp; Work/Life</td>
<td>Covers all functions of benefits identification, setup, communication and management for employees including work/life programs.</td>
</tr>
<tr>
<td></td>
<td>Timekeeping &amp; Payroll</td>
<td>Activities associated with the setup and tracking of employee time and payment for employment and benefits. Tax accounting and required financial reporting are included.</td>
</tr>
<tr>
<td></td>
<td>Compensation &amp; Merit Planning</td>
<td>Identification, tracking and monitoring of all compensation activities related to new hires, existing employees and changes in employment. The annual salary planning function is included.</td>
</tr>
<tr>
<td></td>
<td>Workforce Management</td>
<td>Inclusive of employee management during their lifecycle covering position changes, personnel update changes and all other core HR functions.</td>
</tr>
<tr>
<td>Develop</td>
<td>Performance Management</td>
<td>Identification, classification and monitoring of performance goals, development goals and the annual performance management cycle including ratings.</td>
</tr>
<tr>
<td></td>
<td>Talent Development</td>
<td>Activities and information associated with employee training and professional development.</td>
</tr>
<tr>
<td>Service</td>
<td>Financial Management</td>
<td>Budget &amp; Planning</td>
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<tr>
<td>---------------------------------------------</td>
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<tr>
<td>Procure to Pay</td>
<td></td>
<td></td>
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<tr>
<td>Investment Management</td>
<td></td>
<td></td>
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<tr>
<td>Financial Accounting</td>
<td></td>
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<tr>
<td>Campus Management</td>
<td></td>
<td>Space Planning &amp; Management</td>
</tr>
<tr>
<td>Design &amp; Build</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operate &amp; Maintain</td>
<td></td>
<td></td>
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<tr>
<td>Safety &amp; Security</td>
<td></td>
<td></td>
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<tr>
<td>Information Management</td>
<td></td>
<td>Solution Management</td>
</tr>
<tr>
<td>Solution Delivery</td>
<td></td>
<td></td>
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<tr>
<td>Analysis &amp; Reporting</td>
<td></td>
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<tr>
<td>Library Services</td>
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</tbody>
</table>

## Organization

<table>
<thead>
<tr>
<th>Organization</th>
<th>Business Capabilities Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Outreach</td>
<td>Brand Management</td>
</tr>
<tr>
<td></td>
<td>Includes the internal and external marketing and communication of the University.</td>
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<tr>
<td>Community Engagement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Focuses on the local, regional, national and international engagement of the University with various community organizations, peer institutions and higher education organizations for the purposes of influence and partnership.</td>
</tr>
<tr>
<td>Fundraising</td>
<td></td>
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<tr>
<td></td>
<td>Covers all functions of defining, advertising, execution and maintaining campaigns to solicit funds for the endowment.</td>
</tr>
<tr>
<td>Organization Performance</td>
<td>Change Management</td>
</tr>
<tr>
<td></td>
<td>Activities associated with the identification, implementation and monitoring of key changes associated with the University functions.</td>
</tr>
<tr>
<td>Program Review</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Identification, tracking and monitoring of all school and unit program reviews including the initiation, execution, analysis and monitoring of results.</td>
</tr>
<tr>
<td>Risk Management</td>
<td>Legal</td>
</tr>
<tr>
<td></td>
<td>Inclusive of all legal functions performed.</td>
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<tr>
<td>Audit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Comprises all types of internal and external audit functions.</td>
</tr>
<tr>
<td>Compliance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Identification, classification and monitoring of compliance rules, adherence, reporting and analysis.</td>
</tr>
</tbody>
</table>