How to Bid

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Northwestern | Kellogg
TODAY’S PURPOSE

Share information on the bidding process and demonstrate the bidding section of the BidReg system.
AGENDA

Bidding
- Bidding Recap
- Bidding Rules

BidReg System
- Live Demo

Next Steps
- Check & Resolve Registration Holds
- Place Your Bids

Q&A
DUTCH AUCTION

- Bidders ranked from highest to lowest
- Lowest successful bid determines the closing cost
- Successful bidders all charged the same amount

2,000 points to last the remainder of the academic year – Winter and Spring quarters
DUTCH AUCTION EXAMPLE

SUCCESSFUL BIDS
all charged 100 points

UNSUCCESSFUL BIDS
not charged

Closing Cost = 100 points

BIDS RANKED HIGHEST TO LOWEST

Number of available seats

Bid Amount (points)
# Kellogg Bidding Process

## Phase 1
- **BID**: Bid only for seats allocated to your program
- **DROP**: 100% bid point refund
  - Full-time students bid for open full-time seats
  - E&W students bid for open Evening and/or Weekend seats

## Phase 2
- **BID**: Full-time students bid for open seats in any program
- **DROP**: 100% bid point refund

## Phase 3
- **BID**: Bid for a waitlist position or a roster seat in any program
- **DROP**: 75% bid point refund
  - If enrolled or promoted from waitlist, charged bid amount

## Pay What You Bid
- **BID**: 50% bid point refund
- **DROP**: Real-time enrollment in any open seat or add to waitlist for any course

## Add/Drop
- **Previous Quarter Ends**: Ends Monday, Week 2 @ 8am
- **ADD/DROP**: Drop classes for a 50% bid point refund
- **50% bid point REFUND continues**

### Alternate Section Options

### Waitlists

All dropped seats receive refund amount from current phase.
BIDDING RULES

Time Conflicts

• You may **bid** on courses that are concurrent
• You may **enroll** in courses that are concurrent
• You WILL be required to **drop** courses to resolve any conflicts by the 1st week of class

Alternate Section Option

• You bid on a preferred section; then indicate other section(s) you would be willing to take, if bid is unsuccessful
• Alternate sections only available if don’t close with primary bidders
• Alternate section will cost ZERO points
COMMON COURSE CONFLICT WATCH-OUTS

Lab Courses

• If you are applying for a Lab course, you'll need to work around your core course requirements (especially MECN-430).

Health Care Deep Dive Courses

• Health Care Deep Dive classes can be on Thursdays, Fridays, Saturdays, & Sundays. Again, note your MECN-430 timing.
## BIDDING PHASE 1
### FULL-TIME STUDENTS

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</table>
| **BID** | October 27 at 9am thru October 30 at 5pm | • **Bid on seats allocated to your program.** Full-time students: sections 30s, 40s, 90s  
• Alternate section options available  

- Able to bid on ALL seats available in your program  
- Class capacity will not change after this point |
| **DROP** | November 1 at 12pm thru November 2 at 5pm | • Drop any enrollments for a **100% refund of bid points** for use in Phase 2  

**Drop now to:**  
- Recapture points to use in Phase 2 bidding  
- Bid on more courses, if you are at 5 credit limit  
- Be a good citizen, if you do not plan to take the class |
# BIDDING PHASE 2

## FULL-TIME STUDENTS

<table>
<thead>
<tr>
<th><strong>BID</strong></th>
<th>November 3 at 12pm thru November 6 at 5pm</th>
<th><strong>DROP</strong></th>
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<tbody>
<tr>
<td></td>
<td>・Bid on open seats in your program.</td>
<td>・Drop any enrollments (from Phase 1 or Phase 2) for a 100% refund of bid points</td>
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<td></td>
<td>Full-time students: sections 30s, 40s, 90s</td>
<td>for use in Phase 3</td>
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<tr>
<td></td>
<td>・Alternate section options available</td>
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<tr>
<td></td>
<td>・Bid on seats that did not fill in Phase 1 or that opened in Phase 1 drop</td>
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</tr>
<tr>
<td></td>
<td>・Drop any course acquired in Phase 1 or Phase 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>・Last chance to drop for full 100% bid point refund</td>
<td></td>
</tr>
<tr>
<td></td>
<td>・Drop to:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>・Recapture points to use in Phase 3 bidding</td>
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<tr>
<td></td>
<td>・Bid on more courses, if at 5 credit limit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>・Be a good citizen</td>
<td></td>
</tr>
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</table>
## BIDDING PHASE 3
### FULL-TIME STUDENTS

| **BID** | November 10 at 12pm thru November 13 at 5pm | **Bid on open seats in any program** (Full-time, Evening, or Weekend)  
| • Alternate section options available |
| **DROP** | November 15 at 12pm thru November 16 at 5pm | **Drop any enrollments** (from Phases 1, 2, or 3) for a **75% refund of bid points** for use in the Pay What You Bid Phase |
| • All open seats available – be sure to bid on intended campus/modality |
| • Drop any course acquired in Phase 1, Phase 2, or Phase 3  
| • All drops will result in a 75% bid point refund  
| • Drop to:  
| • Recapture points to use in Pay What You Bid phase  
| • Bid on more courses, if at 5 credit limit  
| • Be a good citizen |
## PAY WHAT YOU BID PHASE
### FULL TIME STUDENTS

<table>
<thead>
<tr>
<th>PAY WHAT YOU BID</th>
<th>BID</th>
<th>DROP</th>
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</thead>
<tbody>
<tr>
<td><strong>BID</strong></td>
<td>November 17 at 12pm thru November 20 at 5pm</td>
<td>• Bid on any seats in any program (Full-time, Evening, or Weekend)</td>
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<tr>
<td></td>
<td></td>
<td>• Unsuccessful bidders placed on a waitlist</td>
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<tr>
<td></td>
<td></td>
<td>• No alternate section options available</td>
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<tr>
<td></td>
<td></td>
<td>• If successfully enrolled, charged bid amount</td>
</tr>
<tr>
<td><strong>DROP</strong></td>
<td>November 28 at 12pm thru December 8 at 8:30am</td>
<td>• Drop any enrollments for a 50% refund of bid points</td>
</tr>
</tbody>
</table>

- Successful bidders enrolled in an open seat
- Unsuccessful bidders placed on waitlist for that course section
- Charged bid amount for successful enrollment – open seat or waitlist promotion
KELLOGG BIDDING PROCESS

PHASE 1
Bid only for seats allocated to your program

- Full-time students bid for open full-time seats
- E&W students bid for open Evening and/or Weekend seats

Alternate Section Options

PHASE 2
Bid for open seats in any program

Previous Quarter Ends
Ends Monday, Week 2 @ 8am

PHASE 3
Bid for a waitlist position or a roster seat in any program

ADD/DROP
Real-time enrollment in any open seat or add to waitlist for any course

PAY WHAT YOU BID
Bid for a waitlist position or a roster seat in any program

If enrolled or promoted from waitlist, charged bid amount

ADD/DROP
Drop classes for a 50% bid point refund

Waitlists

All dropped seats receive refund amount from current phase
WAITLISTS

• Promotions occur in real-time through first week of class
• If First Class Mandatory and you do not attend first class, you will not be promoted
• Upon promotion, you will be charged the amount of your bid
• If you are never promoted, or remove yourself from a waitlist, you are refunded 100% bid points

If you are promoted into a course off a waitlist and decide to drop it before the withdrawal period begins, you will receive a 50% bid point refund
CONDITIONAL DROPS

• Necessary if promotion off a waitlist would put you over 5 credit limit

• For each waitlisted course, select enrolled course to drop, if promoted off waitlist

• Conditional drops can be set starting in the Add/Drop Phase

The system cannot promote you off a waitlist if you would then exceed 5 credits – the system will immediately move to the next person on the waitlist
# Kellogg Bidding Process

## Phase 1
- **Bid Only for seats allocated to your program**
  - Bid for open full-time seats
  - E&W students bid for open Evening and/or Weekend seats
- **Drop**
  - 100% bid point refund

## Phase 2
- **Bid**
  - Full-time students bid for open full-time seats
  - E&W students bid for open Evening and/or Weekend seats
- **Drop**
  - 100% bid point refund

## Phase 3
- **Bid**
  - Bid for open seats in any program
  - Bid for a waitlist position or a roster seat in any program
  - If enrolled or promoted from waitlist, charged bid amount
- **Drop**
  - 75% bid point refund

## Pay What You Bid
- **Bid**
  - Bid for a waitlist position or a roster seat in any program
  - If enrolled or promoted from waitlist, charged bid amount
- **Drop**
  - 50% bid point refund

## Add/Drop
- **Previous Quarter Ends**
  - Ends Monday, Week 2 @ 8am
- **Real-time enrollment in any open seat or add to waitlist for any course**
- **Drop classes for a 50% bid point refund**
- **Alternate Section Options**
- **Waitlists**

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All dropped seats receive refund amount from **current phase**

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Northwestern Kellogg
## ADD/DROP PERIOD

<table>
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<tr>
<th>Add/Drop</th>
<th>December 8 at 9am thru January 8, 2024 at 8am</th>
<th>January 8 at 8:01am thru February 12, 2024 at 8am</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Add/Drop</strong></td>
<td>• Real-time enrollment into open seats and addition to waitlists.</td>
<td>• Real-time enrollment into open seats and addition to waitlists.</td>
</tr>
<tr>
<td></td>
<td>• Drop any enrollments for a 50% refund of bid points. (Drops from a waitlist or no promotion into class results in 100% refund of bid points.)</td>
<td>• Continue to drop 2nd 5-Week enrollments for a 50% refund of bid points. (Drops from a waitlist or no promotion into class results in 100% refund of bid points.)</td>
</tr>
<tr>
<td></td>
<td>• Waitlist promotions in real time.</td>
<td>• Waitlist promotions in real time.</td>
</tr>
<tr>
<td></td>
<td>• Set conditional drops to ensure waitlist promotion if you are at or near your credit maximum.</td>
<td></td>
</tr>
</tbody>
</table>
BIDDING & REGISTRATION SYSTEM DEMO
COMMON BIDDING PROCESS PITFALLS

- Waiting until the last minute to bid – and realizing you have HOLD
- Not utilizing the Alternate Section options
- Using all of your points in Pay What You Bid
- Not setting a Conditional Drop for waitlist positions, if enrolled in 5 credits
- Staying on a waitlist if don’t want a class (if promoted and then drop, you are refunded at 50%)
IF YOU HAVE QUESTIONS ABOUT A HOLD

<table>
<thead>
<tr>
<th>Emergency Contact/COVID Attestation Hold</th>
<th>Student Accounts Tuition Hold</th>
<th>Northwestern Health Services Hold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete/confirm your information through the <strong>STUDENT AGREEMENTS tile in Caesar</strong>. When you click on that tile, you will see Emergency Information Collection as a TO DO item. Complete/Confirm each step (the steps will be marked &quot;complete&quot; as you go) and you will be set for the year. If you do it correctly, you will immediately receive a confirming email.</td>
<td>Contact Student Accounts (847) 491-5224</td>
<td>Contact Northwestern Health Services (847) 491-8100</td>
</tr>
</tbody>
</table>
WHAT SHOULD YOU DO NEXT?

1. Resolve any registration holds!

2. Reflect on your academic, personal & professional goals

3. Complete your Course Planning:
   – Tag courses for full academic journey
   – Place courses on path for Winter & Spring
   – Plan your ideal weekly schedule for Winter (& maybe Spring!)

4. Based on your “must-haves” for Spring, determine how many points you want to have remaining after Winter quarter

5. Create your bidding strategy

6. Place your bids!
ACADEMIC ADVISING CONTACT INFORMATION

1:1 Academic Advising Sessions

- Schedule a session with your advisor through Campus Groups.
- If you can’t find a time that works with your schedule, please email Academic Advising to request a time.

Email

- Email Academic Advising with general academic questions.

Drop-In

- Advisors hold drop-in hours all year in Gies Plaza (M, T, R, F 12:15pm-1:15pm)

Slack

- Get quick, simple questions answered.
- #studentexperience_classof_2025 or DM @AcademicExperienceTeam
### ADDITIONAL DROP IN HOURS DURING BIDDING

<table>
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<tr>
<th></th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
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<tbody>
<tr>
<td>Week of 10/23</td>
<td>Plaza &amp; Zoom</td>
<td>Plaza &amp; Zoom</td>
<td>Bidding Highlights Presentation</td>
<td>Plaza &amp; Zoom</td>
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<tr>
<td>Week of 10/30</td>
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<td>Plaza &amp; Zoom</td>
<td>Plaza &amp; Zoom</td>
<td>Plaza &amp; Zoom</td>
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</table>

REMINDERS AND LINKS WILL BE POSTED ON SLACK in #STUDENTEXPERIENCE_CLASS OF 2025
QUESTIONS?
## YOUR BID on MKTG-466
(Marketing Strategy for Growth & Defense)

- Bid 500 points on Section 31
- Choose Section 32 as alternate section

### Bid Results Scenario #1
- **Section 31**
  - 82 bidders for 65 seats
  - Closing cost = 502 Points
- **Section 32**
  - 68 bidders for 65 seats
  - Closing cost = 437 Points

### Bid Results Scenario #2
- **Section 31**
  - 82 bidders for 65 seats
  - Closing cost = 502 Points
- **Section 32**
  - 63 bidders for 65 seats
  - Closing cost = 0 Points

### Your bid was NOT successful
- Points refunded
- Next steps?

### Your bid was successful!
- Points refunded AND, as one of the 2 highest unsuccessful bidders, you are enrolled in Section 32
# Bidding Example

**What does the data tell you?**

<table>
<thead>
<tr>
<th>Course Title</th>
<th>CourseName</th>
<th>Section</th>
<th>Program</th>
<th>Phase</th>
<th>Faculty</th>
<th>Campus</th>
<th>Number of Bids</th>
<th>Closing Cost</th>
<th>Seats Available</th>
<th>Total Seats</th>
<th>Enrolled</th>
<th>Waitlist</th>
<th>Open Seats</th>
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<td>FINC-431-0</td>
<td>31</td>
<td>Full-Time</td>
<td>Fall 2021 Bid Phase 1 FT Students</td>
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</table>
BIDDING EXAMPLE

What should you consider?

Consideration 1: Course Supply
• Are there the same number of sections/seats as last year?

Consideration 2: Personal Goals
• Student A: Wants to be apply for Venture Lab in Spring
• Student B: Wants to be a Brand Manager, with general manager focus

Consideration 3: Section Flexibility
• Of the 3 sections in Winter, how many fit in your schedule?
BIDDING EXAMPLE

What might Student A conclude?

- There are the same number of sections/seats this year.
- Only 2 of the 3 sections fit in my schedule.
- I am hopeful the course will cost 0, but I know there is a possibility that it could cost 330 bid points or more.
- Based on the importance of this course to my personal and professional goals, I willing to spend X points on section X the course, choosing the one acceptable alternate section.
  - If the closing cost is more than that, I would need to drop it anyway in light of my other must-haves.
  - If the closing cost is less than that, I will get a refund of bid points to spend in future quarters.
What might Student B conclude?

• There are the same number of sections/seats this year.
• I could fit any of the 3 sections in my schedule.
• I am hopefully the course will cost 0, but I know there is a possibility that it could cost 330 bid points or more.
• If I don’t get the course this quarter, I can take it in Spring.
• Because of my personal professional goals – including the bid points I need to allocate to my more important “must-haves,” I would not want to take this course if it cost more than 50 points.
• I will bid 50 points on one section, and choose the alternates – and hope for the best.