Introducing Kellogg’s New Bidding Platform

Northwestern | Kellogg
TODAY’S PURPOSE

Share Kellogg's new bidding platform and update you on enhancements to the bidding process
AGENDA

New Bidding Platform

Bidding Process Enhancements

Live Demonstration

Thank You
OUR GOAL

Deliver a world-class course registration experience
WHAT DID WE DO TO WORK TOWARD THIS GOAL?

- Gathered student feedback over many years using the existing system
- Explored external options and analyzed tools utilized by peer schools
- Reconvened with both the Dean’s office and students to assess findings
- Concluded that no products on the market met expectations
- Spearheaded effort to create an in-house system with a team led by KIS, Academic Experience, Dean’s Office, and the KSA
SAY GOODBYE TO THIS
AND HELLO TO THE NEW BIDREG.
NEW PLATFORM IMPROVES STUDENT EXPERIENCE

- IMPROVED LOOK, FEEL & NAVIGATION
- ENHANCED SYSTEM PERFORMANCE
- IN-HOUSE (KIS) DEVELOPMENT & SUPPORT
IMPROVED LOOK, FEEL AND NAVIGATION

OLD PLATFORM
Difficult to locate key information

NEW PLATFORM
☆ Opportunity to opt-in to text message alerts
☆ Enhanced course search functionality
☆ Easy access to Bid Stats and TCEs
☆ Easy to read summary of bid point balance, enrolled credits, and available credits
☆ Improved transaction history and bid point ledger
☆ Mobile friendly
ENHANCED SYSTEM PERFORMANCE

OLD PLATFORM
System performance with limited options for improvement

NEW PLATFORM
★ Built to satisfy higher performance needs and expectations
★ Complete load testing
IN-HOUSE DEVELOPMENT AND SUPPORT

OLD PLATFORM
Reliant upon unreliable outside vendor

NEW PLATFORM
★ KIS developed
★ Enhancements possible and expected
NEW PLATFORM SIMPLIFIES THE BIDDING PROCESS

- ENHANCED ALTERNATE SECTION OPTIONS
- REAL-TIME ADD PERIOD
- SIMULTANEOUS ACTIONS AND PHASES
- COMING SOON … INTEGRATION WITH COURSE PLANNING
ENHANCED ALTERNATE SECTION OPTIONS

OLD PLATFORM
Choose Same Time, Same Professor or Any Section; only during Phase 1 or 2

NEW PLATFORM
★ Alternate section available in Bid Phase 1, 2 and 3
★ Choose specific sections as alternate preferences

IMPORTANT FEATURES THAT REMAIN IN PLACE:
• Alternate bidders DO NOT displace primary bidders
• Placement in alternate section costs ZERO bid points
• Enrollment in alternate section allows for time conflict; YOU decide which course to drop during drop period
“ADD” PERIOD REPLACES 1 POINT BID LOTTERIES

OLD PLATFORM
Confusing 1 Bid Point Lotteries

NEW PLATFORM
Real-time ADD PERIOD reinstated
★ Student preferred approach
★ Last minute enrollments and additions to waitlists permitted
★ NO points necessary
★ More flexible timing
★ More opportunities to amend schedule due to unforeseen circumstances
OLD PLATFORM
Actions such as Conditional Drops, Drops from Waitlist confined to brief period between bidding phases

NEW PLATFORM
★ Critical actions can take place for an extended period

IMPORTANT FEATURES THAT REMAIN IN PLACE:
• It will be up to you to understand your options and perform them before critical deadlines
COMING SOON: COURSE PLANNING INTEGRATION

OLD PLATFORM
Bidding & Registration and Course Planning in separate systems

NEW PLATFORM … COMING SOON
🌟 Bidding & Registration System AND Course Planning accessible via one platform
🌟 Ability to map ideal schedule in Course Planning and bid for those courses in one place
## KELLOGG BIDDING PROCESS

### PHASE 1
<table>
<thead>
<tr>
<th>Bid only for seats allocated to your program</th>
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<tbody>
<tr>
<td><strong>Full-time</strong> students bid for open full-time seats</td>
</tr>
<tr>
<td><strong>E&amp;W</strong> students bid for open Evening and/or Weekend seats</td>
</tr>
</tbody>
</table>

### PHASE 2
- **Full-time** students bid for open full-time seats
- **E&W** students bid for open Evening and/or Weekend seats

### PHASE 3
- 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

### PAY WHAT YOU BID
- Bid
- Drop

### ADD/DROP
- Bid
- Drop

### 1 BID POINT LOTTERIES
- Pay what you bid
- Real-time enrollment in any open seat or add to waitlist for any course

### 50% bid point REFUND
- 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**
# 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 seats**

## PHASE 2
- **100% bid point REFUND**
- **100% bid point REFUND**

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

## PAY WHAT YOU BID
- **Bid for a waitlist position or a roster seat in any program**
  - **50% bid point REFUND**

## ADD/DROP
- **Lotteries replaced with real-time add period**
  - Real-time add period includes additions to waitlists

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**All dropped seats receive refund amount from current phase**
# Bidding Phases

| PHASE 1 | **BID** | 4 Days | • Bid on seats allocated to your program.  
Full-time students: sections 30s, 40s, 50s, 90s  
• Alternate section options available |
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<tr>
<td></td>
<td><strong>DROP</strong></td>
<td>1.5 Days</td>
<td>• Drop any enrollments for a <strong>100% refund of bid points</strong> for use in Phase 2</td>
</tr>
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</table>

| PHASE 2 | **BID** | 4 Days | • Bid on open seats in your program.  
Full-time students: sections 30s, 40s, 50s, 90s  
• Alternate section options available |
| --- | --- | --- | --- |
|  | **DROP** | 1.5 Days | • Drop any enrollments (from Phase 1 or Phase 2) for a  
**100% refund of bid points** for use in Phase 3 |

| PHASE 3 | **BID** | 4 Days | • Bid on open seats in any program (Full-time, Evening, or Weekend)  
• Alternate section options available |
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<td><strong>DROP</strong></td>
<td>1.5 Days</td>
<td>• Drop any enrollments (from Phases 1, 2, or 3) for a <strong>75% refund of bid points</strong> for use in the Pay What You Bid Phase</td>
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| PWYB | **BID** | 4 days | • Bid on any seats in any program (Full-time, Evening, or Weekend)  
• Unsuccessful bidders placed on a waitlist |
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<td><strong>DROP</strong></td>
<td>Until Monday 8am, Week 2</td>
<td>• Drop any enrollments for a <strong>50% refund of bid points</strong> for use in future quarters</td>
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# ADD/DROP PERIOD

CONTINUES THROUGH WEEK 1 (ENDS AT START OF WEEK 2 (MONDAY 8AM))

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<th>Action</th>
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| ADD      | • Enroll in any course *with* open seats – or add yourself to the waitlist for any course *without* open seats  
• Real time enrollment (i.e. no waiting for the end of a “phase”), including from waitlists  
• Ensure conditional drops are set for waitlist promotion, if promotion will exceed 5 credit maximum |
| DROP     | • Drop any enrollments for a 50% refund of bid points for use in future bidding cycles  
• If never promoted from waitlist, or if drop waitlist position, receive 100% bid point refund.  
• Followed by a withdrawal period, during which no bid points are refunded and resulting in a GPA-neutral “W” on transcript |
LIVE DEMO
THANK YOU!

KIS

REGISTRATION & RECORDS

KSA

YOU!
QUESTIONS?