



President's Executive Institute

POSITIONING WIU FOR THE FUTURE

WIU.EDU/PEI

VISION

- Becoming the leading public regional university in providing educational quality, opportunity, and affordability

GOALS

I. ENROLLMENT

- Stabilize total university enrollment at 10,000 students and then we will continue to grow enrollment

2. STAFFING

- Recruit and retain world class, high-achieving, diverse faculty and staff

3. RETENTION AND GRADUATION RATES

- Achieve retention and graduation rates that place Western Illinois University at the top 25% of our peer institutions

NATIONAL RANKINGS

- Place in the top 10% of national ranking systems evaluating quality, opportunity, and affordability



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HIGHER VALUES IN HIGHER EDUCATION 2017-2027

1. Enrollment
2. Staffing
3. Retention and Graduation Rates
4. National Rankings

GOALS

I. ENROLLMENT

- A. Educational Outreach and Recruitment
- B. Focus on Quality
- C. Expand Opportunity
- D. Advance Affordability

I. ENROLLMENT

- A. Educational Outreach and Recruitment
 - i. Bringing prospective students to campus
 - ii. Partnerships with foundations and other external agencies

I. ENROLLMENT

B. Focus on Quality

- i. Position the Honors College at the Forefront of the University
- ii. Focus on reputation and alumni outcomes
 - ✓ 91% of WIU alumni are employed
 - ✓ 37% continue in higher education

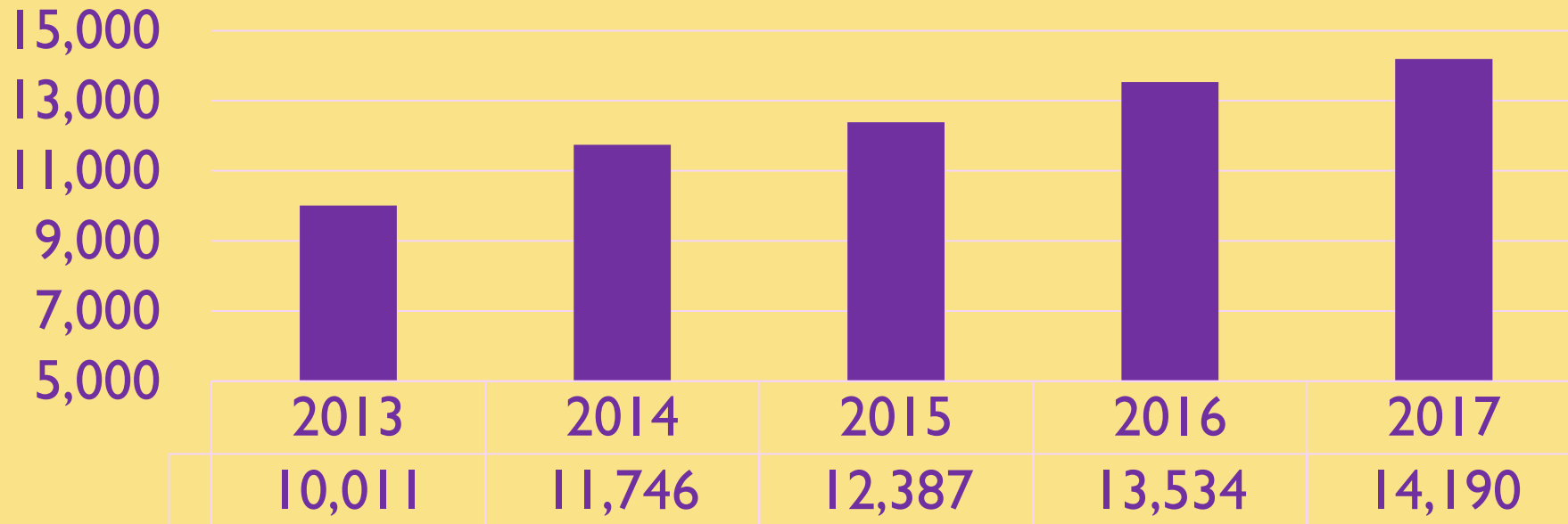
I. ENROLLMENT

C. Expand Opportunity

- i. Expansion of our Academic Portfolio

I. ENROLLMENT

Distance Education Course Enrollment by Fiscal Year



A 42% Increase between FY2013 and FY2017

I. ENROLLMENT

D. Advance Affordability

- i. Need Based Assistance
- ii. Experiential Education
- iii. Military Tuition Assistance
- iv. Transfer Scholarships
- v. Legacy and Sibling Tuition Rate

2. STAFFING

- A. Competitive Salaries
- B. Market Equity Salaries
- C. Succession Planning
- D. Supporting the use of release time and tuition waivers

3. ENRICH ACADEMIC EXCELLENCE

- A. Focus on the Individual Learner
- B. Maintain High Standards in Instruction
- C. Support Research, Scholarly and Creative Activities
- D. Engage in Public Service
- E. Deliver a Strong IT infrastructure

3. ENRICH ACADEMIC EXCELLENCE

A. Focus on the Individual Learner

i. Continue to support instruction as the primary duty of faculty

✓ **96%** of undergraduate courses are taught by faculty

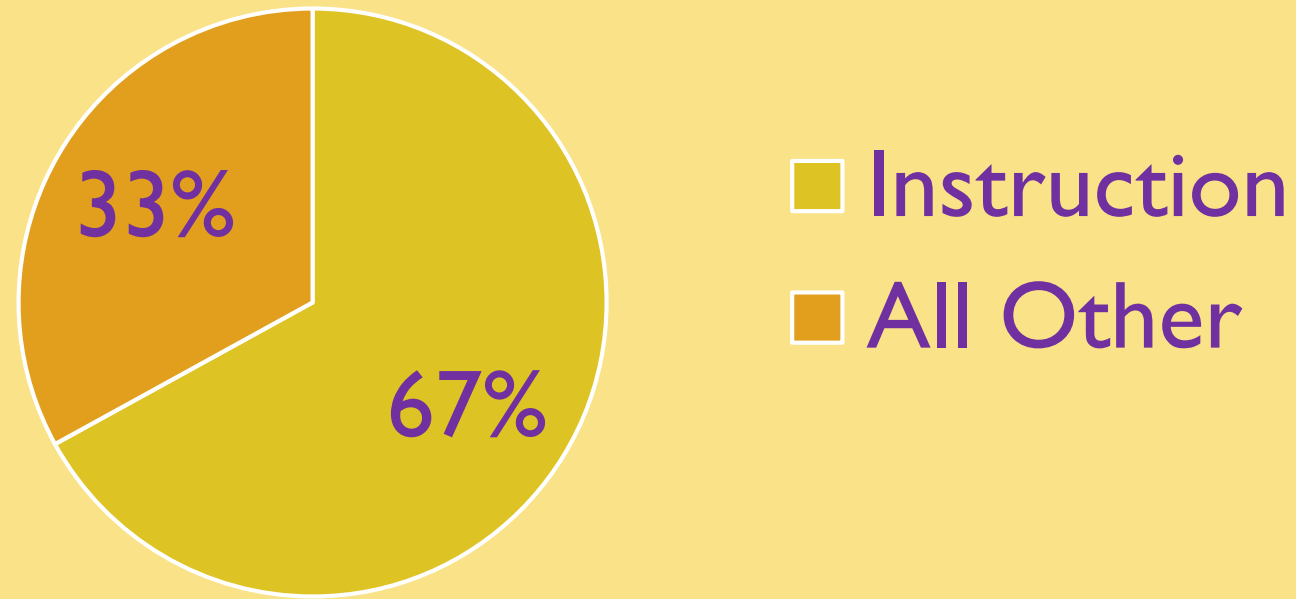
✓ Full professors devote **90%** of their time to undergraduate instruction

3. ENRICH ACADEMIC EXCELLENCE

B. Maintain High Standards in Instruction

- i. Support instruction and academic support as the highest institutional expenditure**

3. ENRICH ACADEMIC EXCELLENCE



3. ENRICH ACADEMIC EXCELLENCE

A. Support Research, Scholarly and Creative Activities

- i. Support travel to professional associations, conferences, and workshops**

3. ENRICH ACADEMIC EXCELLENCE

Calendar Year 2017 Accomplishments

- ✓ Published 21 books and 254 chapters/monographs/refereed articles
- ✓ Presented 880 conference presentations
- ✓ Performed 853 creative activities



Undergraduate **Research** Day



- Performances
- Posters
- Podium Presentations

3. ENRICH ACADEMIC EXCELLENCE

- D. Engage in Public Service and Outreach
 - i. Update Economic Impact Study
 - ✓ Currently at **\$473 Million** annually
 - ii. Participate in President's Executive Institute

3. ENRICH ACADEMIC EXCELLENCE

- E. Deliver a Strong IT infrastructure
 - i. Achieve the Goals of the *2017-2022 Information Technology Strategic Plan*



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BUSINESS ENGAGEMENT AND OUTREACH

- A. Successful existing relationships
 - Engage in many different ways – internships, recruiting, speaking in classes, attending events, serving on advisory boards, etc.

BUSINESS ENGAGEMENT AND OUTREACH

B. Motivations for engaging with WIU

Recruit talent

Access to faculty expertise

Executive Training

Research

BUSINESS ENGAGEMENT AND OUTREACH

C. Strategic focus

Deepen existing relationships with current partners

BUSINESS ENGAGEMENT AND OUTREACH

Example - Career Fairs:

More than 150 businesses and organizations attend each academic year

Many are returning year after year

Aggressively pursuing our students

BUSINESS ENGAGEMENT AND OUTREACH

C. Strategic focus

Create new partnerships with businesses and organizations as a result of our outreach efforts

BUSINESS ENGAGEMENT AND OUTREACH

Examples:

Gisele Hamm, MAPPING program with IIRA

St. Louis businesses interested in recruiting our students from many disciplines

BUSINESS ENGAGEMENT AND OUTREACH

Presidents Executive Institute is the fabric of our engagement and outreach efforts.

- Education outreach – Drs. Mossman and Daytner
- Economic Development – IIRA

BUSINESS ENGAGEMENT AND OUTREACH

- Learn and Earn
- Community engagement – working with Chambers of Commerce and civic organizations
- Student recruitment efforts
- Faculty sharing their expertise

BUSINESS ENGAGEMENT AND OUTREACH

- Students who are succeeding in all areas of our core values
- Our successful and proud alumni

BUSINESS ENGAGEMENT AND OUTREACH

It is easy to share the positive stories that make WIU a premier institution and to succeed with business engagement and outreach efforts and successes.

4. ADVANCE EDUCATIONAL OPPORTUNITY

- A. Increase Retention and Graduation Rates
- B. Decrease Time-To-Degree

4. ADVANCE EDUCATIONAL OPPORTUNITY

- A. Increase Retention and Graduation Rates**
 - 1. Provide Services for Mid-Range Students**
 - 2. Embed PCA Actions**
 - 3. Attend to First-Generation Students**
 - 4. Participate in National Initiatives**

4. ADVANCE EDUCATIONAL OPPORTUNITY

- B. Decrease Time-To-Degree**
 - 1. Launch Learn and Earn Model**
 - 2. Expand summer school offerings**
 - 3. Increase hybrid programs**
 - 4. Support alternatives to the 16-week semester**

5. SUPPORT PERSONAL GROWTH

- A. Promote Health and Wellness**
- B. Enhance Student and Community Engagement**

5. SUPPORT PERSONAL GROWTH

A. Promote Health and Wellness

I. Increase related programs, services, and activities provided by the University

- **70%** of health care costs are avoidable
- **40%** of employees participate in HW
- **50%** of college students are sedentary

5. SUPPORT PERSONAL GROWTH

- A. Enhance Student and Community Engagement**
 - I. Providing the campus and surrounding communities with a diverse season of quality cultural and athletic entertainment opportunities**

5. SUPPORT PERSONAL GROWTH

- Consistent with National Survey of Student Engagement High Impact Practices
 - ✓ Forms new ideas and understandings
 - ✓ Encourages contact among individuals from different backgrounds
 - ✓ Supports lifelong learning

5. SUPPORT PERSONAL GROWTH

- **Dr. Robert Sternberg, Provost, Oklahoma State University:**
 - ✓ **Leadership development and a lifetime fitness ethos for student-athletes**
 - ✓ **Stress relief and prosocial behavior for students**
 - ✓ **Increased school spirit and pride**

6. PROMOTE SOCIAL RESPONSIBILITY

- A. Providing safe, accessible, and responsive campus environments
- B. Promoting civic engagement and service learning
- C. Using partnerships to advance the University

6. PROMOTE SOCIAL RESPONSIBILITY

- A. Provide safe, accessible, and responsive campus environments
 - A. Achieve Master Plan Goals and Priorities
 - B. Demonstrate National Leadership in Sustainability

6. PROMOTE SOCIAL RESPONSIBILITY

- B. Promote civic engagement and experiential learning
 - I. Receive Recertification as a Carnegie Community Engaged Institution

6. PROMOTE SOCIAL RESPONSIBILITY

B. Promote civic engagement and experiential learning

- ✓ We are one of only 8% of the 4,726 Title IV degree-granting institutions across the country to have earned *Community Engagement Status*

6. PROMOTE SOCIAL RESPONSIBILITY

- B. Promote civic engagement and experiential learning
 - 2. Encourage student participation in experiential learning

6. PROMOTE SOCIAL RESPONSIBILITY

- C. Using partnerships to advance the University
 - I. Participate in the President's Executive Institute



7. DEMONSTRATE ACCOUNTABILITY

- A. Use Reporting Structures to demonstrate resource allocation, actions, and outcomes**

SUMMARY

Vision



Goals



Actions

SUMMARY

WHEN... we become the leading public regional university in quality, opportunity, and affordability

SUMMARY

WE WILL HAVE:

1. Increased and Stabilized Enrollment
2. Recruited and Retained High-Achieving, Diverse Faculty and Staff
3. Increased Retention and Graduation Rates to the Top 25% of Peer Institutions
4. Placed in the Top 10% in National Rankings of Quality Opportunity and Affordability

SUMMARY

BY:

1. Enriching Academic Excellence
2. Advancing Educational Opportunity
3. Supporting Personal Growth
4. Promoting Social Responsibility

NEXT STEPS

- Review and provide feedback to the February Strategic Plan Update
- Discussions with Governance Groups
- Presentation to the Western Illinois University Board of Trustees



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