

To: Members of the Western Illinois University Board of Trustees
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From: Joe Rives, Vice President, Quad Cities, Planning and Technology

Date: May 9, 2012

Re: May 2012 Strategic Plan Update

The end of the spring semester offers opportunity for celebration, as over 1,840 students are eligible to participate in Spring 2012 commencement ceremonies at the University. This time of the year also offers occasion to reflect on institutional accomplishments and plans as we continue to successfully advance the priorities and goals of *Higher Values in Higher Education*.

Therefore, this month's *Strategic Plan Update* provides a sampling of institutional accomplishments for academic year 2011-2012 and plans for academic year 2012-2013. The source of data for this update is from annual presentations made by the vice presidents and areas reporting to the president. These annual presentations were made to the campus community on April 19 and 20, 2012. The power points and complete written reports supporting these presentations are available at: www.wiu.edu/university_planning/annualpresentations.php

Academic Year 2011-2012 Accomplishments

With strong commitments to student success, sound planning, and conservative fiscal management, members of the campus community successfully advanced the priorities of *Higher Values in Higher Education*. A sampling of accomplishments for the six goals of the University's Strategic Plan is displayed below.

Focused Recruitment and Retention

- Worked with Noel Levitz to enhance financial aid and scholarship planning, web displays, transfer student communications, and long-term enrollment forecasting.
- Increased freshman enrollment by 197 students (11.2 percent) from 1,758 in fall 2010 to 1,955 in fall 2011. Likewise, compared to spring 2011, spring 2012 enrollment at Western Illinois University-Quad Cities was up 76 undergraduate students (12.0 percent) from 632 to 708 and it was up eight graduate students (1.4 percent) from 586 to 594.
- Established the Western Commitment Scholarship Program intended to reward students with excellent academic ability and demonstrated achievement in high school by offering four-year scholarships toward the cost of attendance at Western Illinois University.

- Continued to promote the Western through the Think Purple campaign and the The Public Choice campaign in the Quad Cities.
- Enhanced awareness of Western Illinois University locally, regionally, and nationally by establishing “text for giving” campaigns.
- Promoted Western success stories on billboards, radio, and print media including the Chicago Sun Times and the Chicago Daily Herald; and launched a new 30 second video to support admissions that was aired in movie theaters and television stations and received national air-time at the Summit League Conference Basketball tournament.

Enrich Academic Excellence

- Engaged in 27 program reviews, three progress reports on new programs, one report of a suspended program, and a review of the Western Survey Research Center to demonstrate the academic quality, viability, and sustainability of these programs and services.
- Achieved institutional re-accreditation from the Higher Learning Commission-North Central Association of Colleges and Schools, as well as re-accreditation of all teacher licensure programs from NCATE, and the B.S. in Engineering Technology and the B.S. in Construction Management from ABET.
- Faculty and staff authored 20 book publications, 374 chapter/chapter monograph/referred articles, 777 creative activities, and 585 conference presentations. In addition, there were 87 Provost’s Awards to support travel to professional development activities, nationally and internationally.
- Promoted civic engagement through the Mock Presidential Election.
- Supported the annual Undergraduate Research Day, which featured 42 podium presentations (up from 34 last year) and 190 poster presentations involving 400 students.
- Assisted 159 students participating in study abroad opportunities.
- Supported institutional migrations to Windows7 and Desire2Learn, increased campus bandwidth by 45 percent, prepared for web-based ticketing solutions, updated the Digital Commons, deployed mobile applications, purchased of new computers and updated electronic classrooms, maintained a comprehensive technology security program where end-users had no potential compromises of sensitive data, and completed a technology deferred maintenance inventory to inform future technological and fiscal planning.

Provide Educational Opportunities

- Expanded educational opportunities in the Quad Cities by announcing the availability of new majors in Communication, English, and Human Resource Management.
- Piloted a mentoring program using the College Student Inventory. Other retention initiatives included the Transfer Year Experience, the First Year Experience, and Camp Leatherneck.
- Engaged in a comprehensive review of the First Year Experience.
- Welcomed 26 degree-seeking freshmen who completed classes at Western Illinois University-Quad Cities and local community colleges at the same time. The fall-to-spring retention rate of these “Linkages” students was 69%. The national average for first-time associates degree seeking freshmen in fall-to-spring retention is 54%. The Higher Learning Commission-North Central Association of Colleges and Schools and the National Association of Branch Campus Administrators featured presentations on the University’s new program.
- Continued to be the first Illinois public institution to send financial assistance award notifications to new students and implemented a new Net Price Calculator for incoming freshman and their families to determine college costs.
- Provided financial assistance and scholarship support to over 75 percent of the students enrolled at the University.

Support Personal Growth

- Maintained institutional accreditations for Beu Health Center and the University Counseling Center.
- Established the Center for Military/Academic Transition and Health in partnership with the Iowa City Veterans Administration and the University of Iowa, supported an early warning system for approximately 150 newly enrolled student veterans and military personnel who may be identified as high risk students, and conducted seminars to foster student veteran engagement in the campus and community.
- Sponsored the University Theme of Science and Technology: Discover, Innovate, Create and Environmental Summits on both campuses.
- Supported the use of release time, tuition waivers, and other University benefits for faculty and staff to advance their educational pursuits.
- Encouraged students to make healthy choices through Alcohol Wise education, Alcohol and Other Drugs Resource Center outreach, late night alternative programming, intramurals (3,124 students participated in 31 sports), club sports (700 students participated in 32 club sports), intercollegiate athletics (50 percent of student-athletes have a grade point averages of 3.0 or higher), group fitness, bingo nights, outdoor movie nights, individual and group counseling, Depression Screening Day, and Eating Wellness Screening Day.
- Engaged university employees in many health and wellness activities, including Leathernecks in Training, Leathernecks Marching into Action, Rocky Bikes, Campus Recreation Classes, Brophy Fitness Room Personal Training, Family Swim, Survey of Interests for WIU-Quad Cities, Western Walks, Go Red for Women, Big Pink Volleyball, Outdoor Kayaking Workshops, and the annual Jackie Thompson Wellness Lecture.

Promote Social Responsibility

- Opened Phase I of the Western Illinois University-Quad Cities Riverfront Campus.
- Initiated a review and update of the *Macomb Campus Master Plan*, finalized campus design guidelines, and continued with design and planning for academic, co-curricular, and residential facilities. The latter includes the new Performing Arts Center, Campus Welcome Center, Three-Dimensional Art Facility, as well as updating of the University Union, decommissioning of Wetzel Hall, re-opening of Corbin-Olson Halls, and renovating Thompson Hall.
- Installed new turf and flagpoles at Hanson Field and completed asbestos abatement in Wetzel Hall. Use of an internal asbestos abatement team saved the University over \$1.1 million in project costs.
- Implemented paperless billing for all enrolled students and continued to support green purchasing, construction, and other sustainable practices.
- Created emergency evacuation maps for every building on the Macomb campus, handled over 10,000 service requests to the Office of Public Safety, and made 350 responses for Western's Emergency Medical Service.

Demonstrate Accountability

- Prepared for new reporting and process changes to be implemented by the Higher Learning Commission-North Central Association of Colleges and Schools.
- Completed a university-wide review and update of *Higher Values in Higher Education*.
- Raised approximately \$8 million in the Comprehensive Campaign, raising the fundraising total to over \$50 million.
- Provided monthly *Strategic Plan Updates*, and annual reports on *Higher Values in Higher Education*, *Campus Master Plans for Macomb and the Quad Cities Campuses*, and the *Institutional Strategic Plan for Technology*.

Academic Year 2012-2013 Plans

The plans stated below continue to reflect strong commitments to student success, sound planning, and conservative fiscal management, as we continue to successfully advance the priorities and goals of *Higher Values in Higher Education*.

Focused Recruitment and Retention

- Focus on statewide *Public Agenda* goals and performance funding initiatives related to student enrollment, retention, and graduation rates. As part of these initiatives, continue with new pilot programs for the Western Commitment Scholarship, mentoring programs, and cohort admissions on the Quad Cities Campus.
- Advance priorities of the Enrollment Management Team, which is comprised of representatives from Admissions, Financial Aid, Scholarship Office, and Student Development and Orientation.
- Increase external marketing and public relations statewide and regionally through continuation of the Think Purple and Public Choice campaigns.
- Enhance awareness of Western's success stories on- and off-campus.
- Develop a new marketing video to support admissions efforts to attract and retain students.

Enrich Academic Excellence

- Maintain rigor and high academic standards, and use program review and accreditation processes to demonstrate academic quality, viability, and sustainability.
- Expand study abroad opportunities and continue to support efforts to increase internationalization of the campus.
- Support scholarly and professional activity.
- Expand the scope of Centennial Honors College.
- Support undergraduate and graduate research opportunities.

Provide Educational Opportunities

- Implement revisions to the First Year Experience.
- Support growth of programs and expansion of services.
- Continue to evaluate the effectiveness of the Linkages Program, making program improvements where appropriate.
- Seek additional support for student financial aid and scholarships.

Support Personal Growth

- Expand services and opportunities for veterans on both campuses.
- Support the University Theme, Environmental Summits, and high profile speakers on both campuses.
- Continue to support health and wellness programs, services, and events.
- Increase student, faculty and staff engagement.

Promote Social Responsibility

- Enhance access, equity, and multicultural initiatives.
- Increase course-based civic learning and service learning opportunities, while helping to support community development in our region and beyond.
- Complete the review and update of the *Macomb Campus Master Plan*, while advancing construction and renovation projects currently in process, addressing campus landscaping issues, initiating Phase II construction on the Riverfront Campus, and supporting increased state capital funding.
- Advance sustainability practices, which includes installing a small wind turbine near the Golf Course Pro Shop, updating the green cleaning training program for all Building Service Workers, and implementing a campus-wide battery-recycling program.

Demonstrate Accountability

- Complete successful transitions of Financial Aid to Student Services, University Technology to Academic Affairs, and University Television to Advancement and Public Services.
- Raise a minimum of \$8 million for the Comprehensive Campaign and initiate a faculty-staff campaign.
- Implement *Higher Values in Higher Education 2012-2022*, new accreditation protocol and reporting practices, and update the *Institutional Strategic Plan for Technology*.
- Maintain fiscal responsibility, efficiency, and accountability.
- Evaluate financial management and accounting systems for eventual purchase and implementation.

If you have any questions regarding the information in this month's *Update*, please contact me.

cc:	President Thomas	CSEC Pres. Rupert	Associate Provost Neumann
	Provost Hawkinson	COAP President Grimm	Associate Provost Parsons
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