

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

Date: September 29, 2014

Re: September 2014 Strategic Plan Update

This month's *Strategic Plan Update* shows how the students, faculty, and staff of Western Illinois University continue to advance the vision the mission, vision, and values of *Higher Values in Higher Education*.

Recruiting and Retaining High-Achieving and Diverse Students, Faculty and Staff

Individual achievements recognized at Founders Day, the University's advancement in national ranking systems, and increases international student enrollment and freshmen retention rates demonstrate continued success in recruiting and retaining high-achieving and diverse students, faculty and staff.

Individual Achievements

Recognized at the Fall 2014 Founders Day Ceremony in Macomb were:

The 2013-2014 Provost's Awards of Excellence Recipients

- Excellence in Teaching with Technology: Dr. Win Phippen, Professor, Agriculture.
- Excellence in Scholarly/Creative/Performance Activity: Dr. In Lee, Professor, Computer Sciences.
- Excellence in Community and University Service: Dr. Katrina Daytner, Interim Associate Dean, College of Education and Human Services.
- Excellence in Teaching: Dr. James Kenny, Professor, Management and Marketing.
- Outstanding Academic Advisor: Ms. Cheryl Hutchins, Dietetics, Fashion Merchandising, and Hospitality.
- Excellence in Multicultural Teaching: Dr. Alphonso Simpson, Professor, African American Studies.

The 2014-2015 Provost's Awards of Excellence Recipients

- Excellence in Teaching: Dr. Vincent Auger, Professor, Political Science.
- Excellence in Teaching with Technology: Dr. Seung Won Yoon, Professor, Instructional Design and Technology.
- Excellence in Community and University Service: Ms. Cathy McMillan, Assistant Professor, Kinesiology.
- Excellence in Internationalizing the Campus: Dr. Bhavneet Walia, Assistant Professor, Economics and Decision Sciences.
- Outstanding Academic Advisor: Ms. Kathryn Polhpeter, Assistant Professor, Communication Sciences and Disorders.

- Excellence in Scholarly/Creative/Performance Activity: Dr. Brian Peer, Professor, Biological Sciences.
- Excellence in Multicultural Teaching: Dr. Sarah Haynes, Associate Professor, Philosophy and Religious Studies.

The 2014 Employees of the Year

- The Civil Service Employees Council Employee of the Year: Mr. Robert Fields, Parking Services Agent II, Parking Services.
- The Council of Administrative Personnel Employee of the Year: Mr. Curtis Williams, Associate Director of Student Services, Quad Cities Campus.

The 2014 Community Service Award Recipient

- Ms. Terri Hare, Director of University Scholarship Activities, Scholarship Office.

The 2014 Distinguished Service Award Recipient

- Ms. Lori Boyer, Office Manager, Dean's Office, College of Business and Technology.

Advances in National Ranking Systems

National rankings published this fall continue to show Western Illinois University's distinction and advancement in these systems.

- For 10 consecutive years, a decade of excellence, *U.S. News and World Report* named Western Illinois University a "Best Midwestern University" and *The Princeton Review* named Western a "Best Midwestern College."
- In 2014, Western moved upward nine spots to 39th place (out of 109 public and private schools) on *U.S. News and World Report's* top tier list of "Best Regional Universities." Of the 39 Midwestern public universities included in this year's rankings, Western advanced to 10th place as a "Best Midwestern University."
- For the third consecutive year, the University's distance learning program received national recognition as a best online education program by *U.S. News and World Report*. Western is ranked 61st (out of 210 colleges nationally) in the bachelor's degree category, and is one of only three Illinois public universities in the top 100.

Increases in International Student Enrollment and Freshmen Retention Rates

- New international student enrollment increased by 141 students (38.1%) from 370 students in fall 2013 to 511 students from 57 countries in fall 2014. The top five countries represented at Western are Saudi Arabia (128 students), India (123), Brazil (75), China (41) and Nigeria (22).
- The fall-to-fall freshmen retention rate increased from 63 percent of fall 2012 freshmen re-enrolling at the University in fall 2013 to 72 percent of fall 2013 freshmen re-enrolling in fall 2014.

Enriching Academic Excellence

Western continued to enrich academic excellence by modifying the First Year Experience, a national award received by a Western faculty member, maintaining discipline-based accreditation (where appropriate to the discipline), and expansion of the Western Commitment Scholarship program demonstrate institutional actions to enrich academic excellence.

- Based on a comprehensive review, the following changes were implemented for the FYE in academic year 2013-2014: Clarifying program goals, requiring a university transition course (University 100)

and small section of a general education or pre-professional course, providing residents assistants with additional resource and referral training, branding the FYE, and enhancing educational components to FYE web and social media sites

- The Building Connections Mentoring Program continues on the Macomb Campus, and mentoring is infused into student recruitment, New Student Orientation, University 100, academic advising, student organizations and activities, and student work experiences on the Quad Cities Campus.
- Ms. Cheryl Westen, Instructor, Accountancy, received the Outstanding Faculty Advisor Award at the Beta Alpha Psi annual meeting in Atlanta, Georgia She is the advisor for Western's Zeta Beta chapter, and the award received, sponsored by McGladrey LLP, honors faculty advisors who make substantial contributions to the professional growth and development of business financial information students.
- The Graphic Communication program in Engineering Technology earned national re-accreditation by the Accrediting Council for Collegiate Graphic Communications, an independent body of educational and management personnel in graphic communication.
- Western Commitment Scholarship ACT ranges and award amounts were increased for fall 2015 first-time freshmen. The first scholarship values for 2015 are guaranteed merit awards and may go as high as the second reported value based on need.

ACT Values for Western Commitment Scholarship Awards Fall 2013 through Fall 2015 First-Time Freshmen Cohorts			
Fall 2013 and 2014 Cohorts		Fall 2015 Cohort	
ACT Score	Scholarship Values	ACT Score	Scholarship Values
32-36	\$10,000 + Room	30-36	\$10,000
29-31	\$3,000	27-29	\$3,000-\$7,000
25-28	\$2,000	24-26	\$2,500-\$6,000
22-24	\$1,000	20-23	\$2,000-\$5,000

Providing Educational Opportunity

Western demonstrated educational opportunity by introducing of a new program teaching university traditions, hosting the Grand Opening of the Western Illinois University-Quad Cities Riverfront Campus Phase II, establishing of a new Washington D.C. internship program, and implementing of a new online recruiting system expresses the University's commitment to providing expanded educational opportunities.

- Leatherneck Legacy, a new event designed by Assistant Director of Admissions Sarah Jewell, involved 800 new students learning Western's traditions and pride. The Legacy featured Drum Major Artie Martinez teaching the Fight Song, the cheerleaders leading Western cheers, and the Marching Leathernecks performing Georgia on My Mind.

The Legacy also featured two motivational speakers: Jude Kiah, Director of the University Bookstore and Go West Transit, explaining Western's Eagle, Globe and Anchor insignia affiliated with the U.S. Marine Corps, and what it means to be a Leatherneck. Head Football Coach Bob Nielson championed the excitement of the 2014 football season.

- Western Illinois University hosted the Grand Opening of Phase II of the Quad Cities Riverfront Campus on September 3, 2014. The 94,800 square foot Phase II complex houses academic programs in the colleges of Arts and Sciences, Education and Human Services and Fine Arts and Communication, as well as the US Bank Writing Center, testing center, academic advising and

student services. The new buildings also house the library, classes offered through the Quad Cities Graduate Study Center, and administration.

- Western Illinois University's WIU in D.C. program has its first intern spending fall 2014 in the city's political culture. Mathew Marshall, a junior political science major from Monticello, Illinois, is interning with Congressman Rodney Davis' Washington, D.C. office. Under the leadership of Political Science Professor Dr. Janna Deitz, the WIU in D.C. program gives students in all majors opportunities to work in congressional offices, federal government agencies, political organizations, or professional associations.
- The Career Development Center (CDC) launched its new, online recruiting database, "Leatherneck Link" that enables students to upload résumés and writing samples, view available jobs and internships, sign up for on-campus interviews, and sync LinkedIn accounts. It also enables faculty and staff to email job postings to students, view employer contacts, and keep the CDC informed of campus events and career fairs.

Supporting Personal Growth

Throughout the year, the University provides opportunities for lifelong learning through programs, services, and special events designed to support personal growth. For example:

- Dr. Jim Rabchuk, Assistant Dean, College of Arts and Sciences, presented the 12th annual John Hallwas Liberal Arts Lecture on September 10th in the Quad Cities and September 11th in Macomb. His lecture was entitled, "Seeing Things Invisible: How We Gain Reliable Knowledge About Things We Can't See."
- Centennial Honors College hosted the University's annual Constitution Day celebration on September 17th. The theme of this year's event was "Understanding the Fifth Amendment." Dr. Rick Hardy, Director of Centennial Honors College, moderated a panel discussion that featured Dr. Keith Boeckelman, Chairperson, Political Sciences, and departmental colleagues Victoria Smith, Instructor, and Dr. Kimberly Price, Assistant Professor. The celebration also included a student research poster session featuring "Presentation of Cases and Justices."
- Peter Adamson, Professor of Late Ancient and Arabic Philosophy at the Ludwig-Maximilians University in Munich, Germany, presented the 28th annual Mary Olive Woods Lecture on September 18th. His lecture was entitled, "Is the God of Islam the 'Necessary Existent?' Avicenna's Philosophical Theology."
- Political Science and the Center for International Studies co-sponsored the Day of International Peace on September 23rd. The event featured presentations and performances on world peace.

Promoting Social Responsibility

Western Illinois University's national Military Friendly Distinction, commitment to the environment, and stewardship of facilities promotes social responsibility.

- For the sixth consecutive year, Western Illinois University has been designated a "Military Friendly School" and will again be featured in the "G.I. Jobs Guide to Military Friendly Schools," and other Victory Media publications. With this designation, the University places in the top 15 percent of colleges, universities, and trade schools that are doing the most to embrace and support America's military service members, veterans, and spouses as students.

- Staff in Facilities Management and Horn Field Campus supported Macomb's and Western Illinois University's contributions to the Illinois River Sweep on September 20th. The Sweep focuses on the Illinois River and its tributaries, with local efforts focusing on LaMoine River clean up.
- Various facilities and technology improvement projects include Thompson Hall lobby and University Union remodels, completion of 27 electronic classroom upgrades on the Macomb Campus, opening 17 electronic classrooms and five two-way audio-video classrooms on the Quad Cities Campus, renovating Simpkins Hall 207, replacing 71 windows campus wide and over 3,500 feet of floor tile in Tillman Hall, Horrabin Hall, and the agronomy building exemplifies institutional stewardship of facilities.

As the material presented in this month's *Strategic Plan Update* shows, the students, faculty, and staff continue to advance the mission, vision, values, goals, and priorities of *Higher Values in Higher Education*. Please contact me if you have any questions about the materials presented in this month's *Update* and/or feedback for the continued successful advancement of the University's *Strategic Plan*.

cc: President Thomas CSEC Pres. Mattson Associate Provost Neumann
 Provost Hawkinson COAP President Shoemaker Associate Provost Parsons
 Vice President Bainter Faculty Council Chair Pillutla Assistant Vice President Williams
 Vice President Biller Faculty Senate Chair Singh Planning, Budget, and IR Staff
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