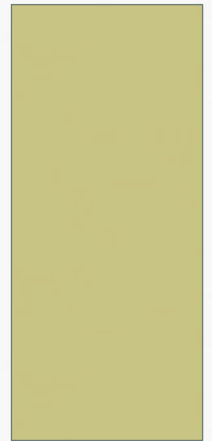


# WESTERN ILLINOIS UNIVERSITY- QUAD CITIES AND PLANNING

FISCAL YEAR 2014 ACCOMPLISHMENTS  
FISCAL YEAR 2015 PLANS



# UNIVERSITY PLANNING



# UNIVERSITY PLANNING STAFF



Joe Rives  
Vice President



Kristi Mindrup  
Assistant  
Vice President



Lindsay Fender  
Assistant to the  
Vice President



Chris Brown  
Administrative  
Aide

# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

1. Accreditation
2. Accountability Reporting
3. Higher Values in Higher Education
4. Long Term Plan for WIU
5. Macomb Campus Master Plan
6. Quad Cities Campus Master Plan
7. University Surveys



# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

1. **Accreditation**
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# ACCREDITATION ACCOMPLISHMENTS



- Maintaining Commission Compliance
- Providing Service to the Commission
- Leading the Persistence & Completion Academy

# ACCREDITATION ACCOMPLISHMENTS



## 1. Maintaining Commission Compliance

- Initiating processes to close 60<sup>th</sup> Street and open Riverfront as a branch campus
- Reviewing and confirming 11 off-campus locations with Academic Affairs
- Preparing for off-campus location reviews
- Receiving Ph.D. in Environmental Science and Distance Learning approvals
- Reviewing new accreditation criteria
- Submitting the Annual Institutional Data Update

# MAINTAINING COMMISSION COMPLIANCE

## WIU Off-Campus Locations





# MAINTAINING COMMISSION COMPLIANCE

## New Criteria Review Team

- Five criteria
- 20 Core Components
- 68 subcomponents
- New federal compliance requirements
- 53 assumed practices



# MAINTAINING COMMISSION COMPLIANCE

## New Criteria Review Team

- Pam Bowman
- Chris Brown
- Ann Comerford
- Lindsay Fender
- Kerry McBride
- Julie Murphy
- Nancy Parsons
- Joe Rives

## Annual Institutional Data Update Team

- Rhonda Kline
- Linda Prorise
- Joe Rives
- Cheryl Webster

# ACCREDITATION ACCOMPLISHMENTS



## 2. Providing Service to the Commission

- Chairing Institutional Change Panels
- Completing on-site reviews
- Engaging in the Persistence & Completion Academy
- Presenting at the Annual Conference
- Serving as an Eligibility and Specialized Reviewer

# PROVIDING SERVICE TO THE COMMISSION

Vice President Rives chaired Institutional Change Panels for new degrees and/or degree levels for:

- Bryan College of Health Sciences (Lincoln, Nebraska)
- Grace Bible College (Wyoming, Michigan)
- Rockhurst University (Kansas City, Missouri)
- Silver Lake College (Manitowoc, Wisconsin)
- Western State Colorado University (Gunnison, Colorado)

# PROVIDING SERVICE TO THE COMMISSION

Vice President Rives completed on-site reviews at:

- American Intercontinental University (Schaumburg, Illinois)
- American Intercontinental University (Ft. Lauderdale, Florida)
- Black Hills State University (Spearfish, South Dakota)
- Mount Mercy University (Cedar Rapids, Iowa)



# PROVIDING SERVICE TO THE COMMISSION

Supporting the Persistence & Completion Academy,  
Vice President Rives:

- Board Mentor
- Primary Mentor
  - Antioch University (Yellow Springs, OH-5 Locations)
  - National American University (Rapid City, SD-37 locations)



# PROVIDING SERVICE TO THE COMMISSION

## Completing Linkages Presentations at Annual Meetings in Chicago

- 2013:
  - Lindsay Fender
  - Kristi Mindrup
  - Joe Rives
- 2014
  - Audrey Adamson
  - Lindsay Fender
  - Curtis Williams

# ACCREDITATION ACCOMPLISHMENTS

3. Engaging in the Persistence & Completion Academy





# ENGAGING IN THE PERSISTENCE & COMPLETION ACADEMY

## Accomplishments To Date

- Evaluating Academy return on investment (July 2013)
- Submitting Academy Application and Receiving Admission to the first cohort (August-December)
- Sending an institutional team to the Information and Planning Workshop (December)
  - Angela Bonifas
  - Kristi Mindrup
  - Sara Lytle

# ENGAGING IN THE PERSISTENCE & COMPLETION ACADEMY

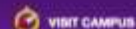
- Hosting our Data Mentor Visit (January 2014)  
Dr. Mike Wilds, Northeastern State University
- Forming 5 Implementation Teams with 91 appointments (January-March)
- Preparing an Institutional Data Book (March)  
Institutional Research and Planning  
Lindsay Fender

# ENGAGING IN THE PERSISTENCE & COMPLETION ACADEMY

- Sending an institutional team to the Academy Roundtable to develop an implementation framework (March)
  - Andy Borst
  - Rhonda Kline
  - Sara Lytle
  - Kristi Mindrup
  - Roger Runquist
- Support Initial team work (March-April)
  - Chris Brown scheduled all team meetings through 2014-2015
  - Joe Rives gave an introductory power point at the teams' first meetings

# ENGAGING IN THE PERSISTENCE & COMPLETION ACADEMY

- Reporting Progress to the Commission (April)
- Launching a WIU Academy Website (April)
  - [www.wiu.edu/university\\_planning/hlc/](http://www.wiu.edu/university_planning/hlc/)



UNIVERSITY PLANNING

WIU Home > University Planning > HLC > Higher Learning Commission Academy of Persistence and Completion

Overview

Agendas and Minutes

Supporting Materials

Members, Teams & Progress

Contact Us

Academy for Student Persistence and Completion

The Higher Learning Commission has initiated resources for institutions to improve through participation in the Academy for Student Persistence and Completion. This academy provides a four-year sequence of activities designed to build institutional capacity to improve persistence and completion of its students. During the Academy, institutions focus on

- Effective collection of data and other information to identify student persistence and completion patterns
- Evaluation and improvement of current persistence and completion strategies
- Development of new student persistence and completion strategies for specific cohorts of students



[More information on the Academy for Student Persistence and Completion](#)

Click the image below to open a presentation about the Persistence and Completion Academy for WIU



*Higher Values in Higher Education*

ACCESSIBILITY | BUDGET | EMPLOYMENT | EOA | SAFETY | SUPPORT | SUSTAINABILITY | VETERANS | CONTACT US

WESTERN ILLINOIS UNIVERSITY

Dr. Joe Rivers, Vice President  
Quad Cities & Planning  
3330 River Drive / Macon, IL 61306  
University Circle / Macomb, IL 61455  
309.762.6000

# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

1. Accreditation
2. **Accountability Reporting**
3. Higher Values in Higher Education
4. Long Term Plan for WIU
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7. University Surveys



# ACCOUNTABILITY REPORTING ACCOMPLISHMENTS

- The Western Illinois Board of Trustees, campus, and external communities continued to receive:
  - *Monthly Strategic Plan Updates*
  - *Quarterly Long Term Plan Updates*
  - Materials presented to the Higher Learning Commission
  - Fiscal Year 2014
    - *Strategic Plan Update*
    - *Master Plan Update*
    - *Performance Report.*
  - Performance Indicator Dashboard
    - Lindsay Fender maintains
    - [www.wiu.edu/university\\_planning/2013/dashboard/index.php](http://www.wiu.edu/university_planning/2013/dashboard/index.php)



**UNIVERSITY PLANNING**

[WIU Home](#) > [University Planning](#) > 2013 > [Dashboard](#) > Performance Dashboard FY14

Overview of University Planning

Accreditation

Campus Master Plans

Higher Values in Higher Education

HAVE Performance Dashboard

Long Term Planning Team

HLC Academy of Persistence and Completion

Vice President for Quad Cities and Planning

Supporting Areas

**Western Illinois University Dashboard**  
 Updated December 2013

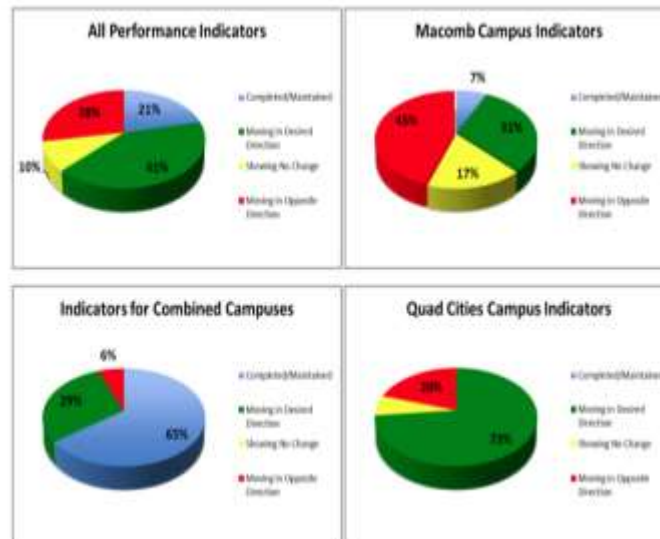
In June 2012, the Western Illinois University Board of Trustees approved implementation of *Higher Values in Higher Education 2012-2022*, with the Vision Statement "Western Illinois University will be the leader in educational quality, opportunity, and affordability among regional public universities." The Vision Statement and corresponding priorities and goals are based on quantifiable measures, supporting an annual three-part institutional accountability reporting process.

Second, Performance Reports summarize the impact of strategic plan implementation by documenting an annual comparison of whether the University's performance indicators are completed/maintained, progressing in the desired direction, showing no change, or moving in the opposite direction since implementation of the current version of the strategic plan.

The Western Illinois University Board of Trustees approved performance indicators reporting at the campus and university level to inform both local and institutional planning. The charts below summarize campus and university performance indicator progress since implementation of the plan in 2008.

**FY14 Performance Dashboard Table of Contents**

- [Introduction](#)
- [Individual Indicators](#)
- [Educational Demand and Quality](#)
- [Educational Opportunity](#)
- [Affordability and Financial Strength](#)





# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

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# HIGHER VALUES IN HIGHER EDUCATION ACCOMPLISHMENTS

- Accomplishments cited in Annual Reports
- *Fiscal Year 2014 Strategic Plan Update*
  - Qualitative Analysis
- *Fiscal Year 2014 Performance Report*
  - Quantitative Analysis



# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

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# LONG TERM PLAN FOR WIU ACCOMPLISHMENTS

- Board of Trustees approves *Long Term Plan*
  - June 2013
  - Developed by 42-member writing team
  - Endorsed by all governance groups on both campuses
- University Planning implementation:
  - Commission approvals
    - Ph.D. in Environmental Studies
    - Distance Learning
    - Persistence and Completion Academy
    - Linkages presentations at annual meetings
  - Receipt of \$106,000 AmeriCorps grant
  - Accountability reports
    - Quarterly and Annual Reports

# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

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# MACOMB CAMPUS MASTER PLAN ACCOMPLISHMENTS

- Academic Year 2013-2014:
  - Grand Entry completed
  - Hanson Field video board installed
  - Steam line upgrades completed
  - Thompson Hall renovations completed
- Additional information available at [www.wiu.edu/university\\_planning/master\\_planprogress.php](http://www.wiu.edu/university_planning/master_planprogress.php)

# CONGRATULATIONS AND THANK YOU TO SCOTT COKER



Society for College and University Planning

INTEGRATED PLANNING FOR HIGHER EDUCATION

THANK YOU  
TO TED RENNER



**Macomb Campus Master Plan Implementation Team**



WESTERN  
ILLINOIS  
UNIVERSITY



# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

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# QUAD CITIES CAMPUS MASTER PLAN ACCOMPLISHMENTS

Western Illinois University

*Vision 2020:*  
Western Illinois  
University-Quad Cities  
Master Plan

**NABCA**  
National Association of  
Branch Campus Administrators

## Phase I

- Opened January 2012

## Phase II

- Opens August 2013

## Phase III

- Programming Study in progress

## Legislation for Sale of 60<sup>th</sup> Street

- Passed House
- In the Senate

## Closing 60<sup>th</sup> Street

- After summer session and moves
- Property to be re-distributed to Macomb
  - Provost Hawkinson, Vice President Rives, Vice President DeWees, and Facilities Director Coker are developing a re-distribution process

# UNIVERSITY PLANNING FISCAL YEAR 2014 ACCOMPLISHMENTS

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# UNIVERSITY SURVEYS ACCOMPLISHMENTS

- Streamlined Request Process
  - Office of the Vice President for Quad Cities and Planning
  - Quad Cities Technology
  - Administrative Information Management Systems
  - Center for Innovation of Teaching and Research
  - Office of Sponsored Projects
- Updated Website
  - [www.wiu.edu/university\\_surveys/](http://www.wiu.edu/university_surveys/)
- Support Survey Administration

# UNIVERSITY SURVEYS ACCOMPLISHMENTS

## Support Survey Administration

- 2013 Employee of the Year
- Instructional Technology
- Advisor Survey
- Intramural Flag Football
- Athletic Interest
- Intramural Soccer
- Civil Service Employee Council
- Physical Plant
- College of Arts and Sciences Dean Review
- President Evaluation
- CORE survey
- Provost Evaluation
- Educause
- QC Fall Student Survey
- Faculty Senate Committees
- SOAR
- Graduation Application
- Summer School
- HR Classification Division
- Take Back The Night



# UNIVERSITY PLANNING

## FISCAL YEAR 2014 BUDGET ENHANCEMENTS

- \$8,500 in Fiscal Year 2014 and \$6,000 annually for the next three years to pay university dues in the Persistence & Completion Academy



# UNIVERSITY PLANNING FISCAL YEAR 2014 REALLOCATIONS

- Vice President Rives reallocated funds to support 8 staff members travel and attendance at the Commission required
  - Information and Planning Workshop
  - Academy Roundtable

# UNIVERSITY PLANNING FISCAL YEAR 2015 GOALS

1. Accreditation:
  - Maintain institutional compliance
  - Host off-campus reviews
  - Host branch campus evaluation
  - Continue Service to the Commission
  - Lead Persistence and Completion Academy activities
2. Continue Accountability Reporting
3. Continue to support Higher Values in Higher Education
4. Continue to Support the Long Term Plan
5. Continue Macomb Campus Master Plan



# UNIVERSITY PLANNING FISCAL YEAR 2015 GOALS

6. Quad Cities Campus Master Plan
  - Oversee Riverfront Phase II construction and moving activity
  - Start classes in the new facility on August 25, 2014
  - Complete Phase III programming study.
  - Partner with the Macomb Campus on 60<sup>th</sup> Street sale, decommissioning, and property re-distribution
7. Continue to support University Surveys
8. Host the National Association of Branch Campus Administrators Annual Meeting in Moline, April 2015

# HEADING NORTH







*The Best Way to Predict Your Future  
Is To Create It*

*--Abraham Lincoln*



# WIU-QC BY THE NUMBERS:



- 144 Employees
  - 68 faculty
  - 54 staff
  - 22 graduate assistants
- 1,502 Students
- 42 degree programs and certificates



# ADMINISTRATIVE TEAM

- Joe Rives
- Kristi Mindrup
- Bill Brewer
- Chris Brown
- Kassie Daly
- Lindsay Fender
- Lloyd Kilmer
- Jim Patterson
- Paul Plagenz
- Mary Pruess
- Tami Seitz
- Curtis Williams

***Annual Reports available at  
[www.wiu.edu/qc/about/reports.php](http://www.wiu.edu/qc/about/reports.php)***

# ADMINISTRATIVE TEAM

Advising

Student Affairs

Technology &  
Instructional Services

Facilities & Security

Admissions

COEHS & CBT

Development

WQPT

Marketing



# WELCOME NEW COLLEAGUES

**10** EMPLOYEES REPRESENT "THE CLASS OF 2014"





# YENI ANDREU



- Volunteer In Service To America Member
  - Pursing an Associates Degree in Nursing from Black Hawk College

# SCOTT BROUETTE



Assistant Director, Student Affairs

- Master's degree in Curriculum and Instruction, Western Illinois University
- Formerly worked at WIU-Macomb



# VIVIAN CHANG



Volunteer in Service To America Member

- Bachelors degree in Physics and Spanish from Carnegie Mellon University

# ALEX HALL



- Financial Aid Advisor
  - Bachelor of Arts in Environmental Studies from Knox College
  - Previously worked at the Illinois Student Assistance Commission

# CHRISTI MONSON



Office Support Specialist  
School of Engineering

- Masters Degree in Liberal Arts and Sciences
- Previously worked at Black Hawk College



# PAUL PLAGENZ



## Director of Development

- Bachelors degree in Hospitality Management from The Ohio State University
- Previously worked at the Quad City Symphony Orchestra



# DANA REQUET



- Admissions Counselor
  - Bachelors degree in History from The University of Mississippi
  - Anticipated Master's of Arts in Higher Education from the University of Louisville in May 2014
  - Previously worked as the Director of the Keesler Air Force Base Education Center for Mississippi Gulf Coast Community College.

# COURTNEY RICHENBACHER



- Graduate Assistant, Student Affairs
  - Bachelors Degree in degree in Geology and Environmental Science from the University of Iowa
  - Currently in the Museum Studies program



# ALEX WENGER



## Academic Advisor

- Masters degree in Educational Policy and Leadership Studies (Higher Education & Student Affairs) from The University of Iowa
- Previously worked at The University of Iowa

# ASHLEY WILKINSON



Academic Advisor,  
College of Business  
Technology

- Master's degree in College Student Personnel Administration from Illinois State University
- Previously worked at Lamar University



# YEARS OF SERVICE RECOGNITION

**7** EMPLOYEES TOTALING **115** YEARS OF SERVICE TO WIU



# JEANETTE THOMAS

## 25 YEARS OF SERVICE



# SHARON MARONEY

## 20 YEARS OF SERVICE



# MARIE CHEAK

## 15 YEARS OF SERVICE



# LAVERNE LOGAN

## 15 YEARS OF SERVICE



# LOIS RETHERFORD

## 15 YEARS OF SERVICE





# **JAMES WOOLLEY**

## **15 YEARS OF SERVICE**



# DOUG DRUCKENMILLER

## 10 YEARS OF SERVICE



# EDUCATIONAL ACCOMPLISHMENTS

22 EMPLOYEES ADVANCING THEIR PROFESSIONAL GROWTH



# PURSING TRAINING AND CERTIFICATIONS

**Andrea Allison,  
Windows 7 & Mac OS X**



**Dawn Schmidt,  
CMA Certification**



# PURSING TRAINING AND CERTIFICATIONS

**Michael Weinrich,  
AMX Technology**



**Paul Finley,  
Cisco Certification**



# PURSING BACHELOR'S DEGREES

**Lora Adams, BGS**



**Jonathan McKenna, BGS**



# PURSING BACHELOR'S DEGREES

**Chris Brown, English**



# PURSING MASTER'S DEGREES

**Liz Eckman,  
Museum Studies**



**Dana Requet,  
Educational Administration**





# PURSING MASTER'S DEGREES

**Emily Brooks,  
Instructional Design & Tech.**



# Completing QC Professional Development Network Training and Certifications

**Joe Ackerman**



**Liz Eckman**



# Completing QC Professional Development Network Training and Certifications

**Lois Retherford**



**Alison Shook**



# Completing QC Professional Development Network Training and Certifications

**Janet Wilson**



# EARNED (RE)CERTIFICATIONS

**Bill Brewer,  
Architect, LEED AP**



**Leslie Mose.  
Floral Design**



# EARNED (RE)CERTIFICATIONS

**Steve Whan and Joe Ackerman**  
**Pesticide Use and Materials Management**



# EARNED MASTER'S DEGREE

**Alex Wegner,  
Higher Education & Student Affairs  
University of Iowa**



# EARNED DOCTORAL DEGREE

**Susan Brooks**  
**Mathematics**  
**University of Iowa**





# EARNED DOCTORAL DEGREE

**Marty Coe**  
**Business Administration**  
**University of Iowa**



# AWARDS AND PROMOTIONS



# AWARDS

**Amanda Bergeson**  
**Civil Service Employee of the Month**



# AWARDS

**Lois Retherford**  
**Civil Service Employee of the Month**



# AWARDS

**Jamie Lange**  
**Council of Administrative Employees of the Year**



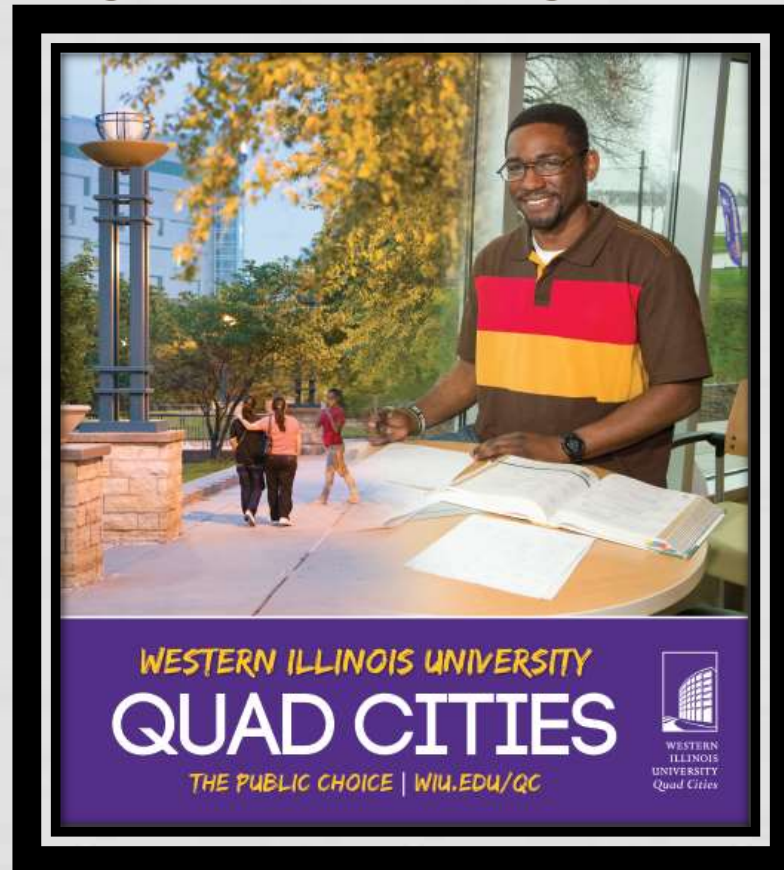
# AWARDS

The Staff of WQPT, Silver Telly Award  
Production of Achieve Quad Cities 60 Second Airing



# AWARDS

**Jessica Lambert, Tami Seitz, Kassie Daly  
Silver Award for the WIU-QC View Book  
Collegiate Advertising Awards**



# AWARDS

**Doug Druckenmiller**  
**Sabbatical**





# AWARDS

**Dan Malachuk**  
**Fulbright Scholarship**



# AWARDS

**Blair McDonald**  
**Tenure**



# AWARDS

## **Emeric Solymossy Professional Achievement Award**



# AWARDS

**Lois Retherford**  
**Civil Service Employee of the Month**



# AWARDS

**Curtis Williams**  
**Advisor of the Month**



# AWARDS

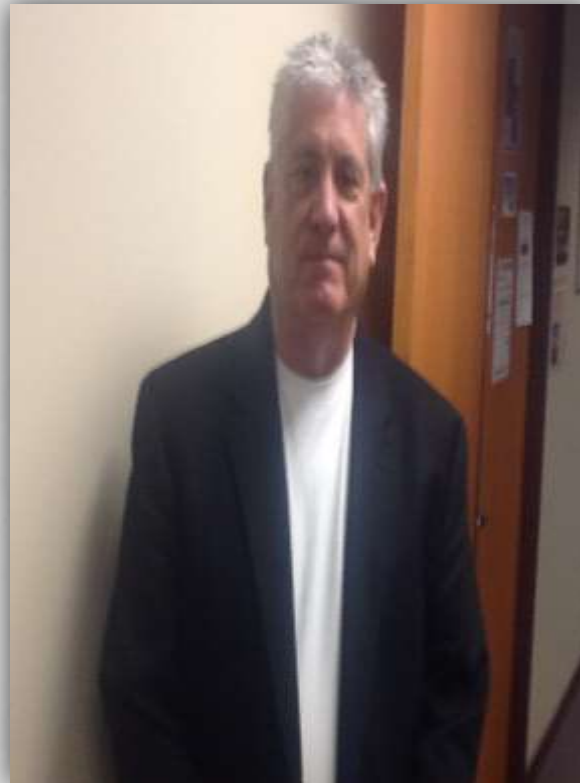
## **Curtis Williams WIU Distinguished Service Award**



# PROMOTIONS

# PROMOTIONS

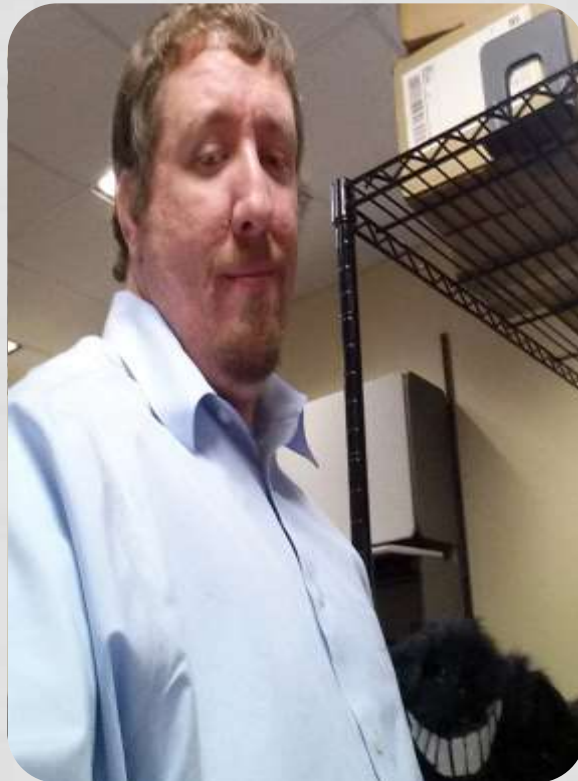
**Lloyd Kilmer**  
**Assistant Dean, College of Education and Human Services**





# PROMOTIONS

**Jonathan McKenna**  
**Data Processing Equipment Technician II**



# PROMOTIONS

**Emily Pitz**  
**Office Support Specialist**



# PROMOTIONS

**Alison Shook**  
**Office Manager**



# PROMOTIONS

**Steve Whan**  
**Facilities Manager**



# GOALS

FISCAL YEAR 2014



# FISCAL YEAR 2014 GOALS

## **Support:**

1. Expansion
2. Student, Faculty, and Staff Engagement
3. Community Engagement
4. University Planning
5. Diversity and Internationalization
6. Entrepreneurial Activities



# ACCOMPLISHMENTS

# GOAL 1:

1. Support Expansion
2. Student, Faculty, and Staff Engagement
3. Community Engagement
4. University Planning
5. Diversity and Internationalization
6. Entrepreneurial Activities



# GOAL 1

## Support Expansion

- New programs
- Campus Logistics
- New Partnerships
- Marketing
- Aggressive recruitment



# GOAL 1: SUPPORT EXPANSION

## New Programs

- Thank you to Academic Affairs
  - New minor in Spanish
  - New undergraduate major in Bicultural Education
  - New doctoral program in Environmental Science
- Kristi Mindrup and Lindsay Fender supported feasibility studies for
  - History
  - Biology
  - Foreign Languages
  - Creative Writing

# GOAL 1: SUPPORT EXPANSION

## New Programs

- Joe Rives worked with Colleges and Departments on Higher Learning Commission Approvals
  - New doctoral program in Environmental Science
  - Distance Learning



# GOAL 1: SUPPORT EXPANSION

## New Programs

- Kristi Mindrup coordinated meetings with
  - Bilingual Education
  - Environmental Studies
  - History
  - MBA
  - Spanish
- To learn about new or revised curriculum, and career options
- To plan recruitment, advisement, and retention services.



# GOAL 1: SUPPORT EXPANSION

## Support

- Instructional Services Supports:
  - Daily Faculty Needs
  - Campus Operations
    - **353** course evaluations
    - **473** vehicle registrations in the last year.



# GOAL 1: SUPPORT EXPANSION

## Support

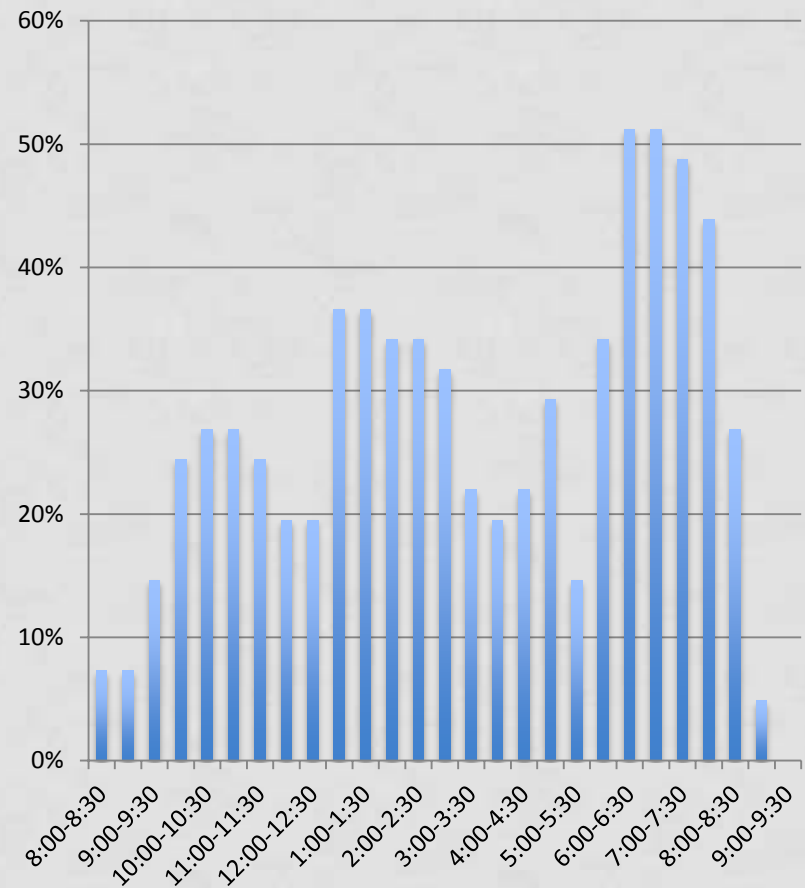
- Testing Center
  - Partnered with English, Foreign Languages, and Mathematics
  - To add COMPASS and language proficiency examinations
  - The Center proctored **1,319** examinations in the last year



# GOAL 1: SUPPORT EXPANSION

## Support

- Scheduling Coordination
  - Kristi Mindrup
  - Sharon Evans
  - Lloyd Kilmer
  - Jim Patterson
  - Lois Retherford
  - Jim Schmidt
  - Curtis Williams



# GOAL 1: SUPPORT EXPANSION

## Support

- Scheduling Coordination Phase II
  - **29** Classrooms
  - **5** Computing laboratories
  - **6** Engineering laboratories
  - **5** Scientific Laboratories
  - **2** Preparation Areas
  - **132** Offices





# GOAL 1: SUPPORT EXPANSION

## Support

- Technology
  - **63** hours of weekly support at 60<sup>th</sup> Street
  - Increased weekly service hours at Riverfront from **57** to **60**



# GOAL 1: SUPPORT EXPANSION

## Support

- Technology Support
  - **144** employees
  - **1,502** students
  - **29** classrooms
  - Community events
  - All other academic and administrative technology and infrastructure

Thankfully this is not  
our technology  
support model



# GOAL 1: SUPPORT EXPANSION

## New Partnerships



- Joe Rives
- Kristi Mindrup
- Curtis Williams
- Expecting **9** students this fall

# GOAL 1: SUPPORT EXPANSION

## New Partnerships

- Community College Partners
  - Joe Rives
  - Kristi Mindrup
  - Curtis Williams



Table 1  
 Status of Agreements Between Western Illinois University  
 And Community College Partners

	2012-2013			
	<u>Linkages</u>	<u>Reverse Transfer</u>	<u>Honor's</u>	<u>Degree Guides</u>
Black Hawk	✓	✓		✓
Eastern Iowa	✓	✓	✓	✓
Highland				
Illinois Valley				
Kirkwood				✓
Rock Valley				
Sauk Valley	IP			IP

Table 2  
 Status of Agreements Between Western Illinois University  
 And Community College Partners

2013-2014

	<u>Linkages</u>	<u>Reverse Transfer</u>	<u>Honor's</u>	<u>Degree Guides</u>
Black Hawk	✓	✓		✓
Eastern Iowa	✓	✓	✓	✓
Highland	IP	IP	IP	IP
Illinois Valley			IP	
Kirkwood			IP	✓
Rock Valley	IP	IP	IP	IP
Sauk Valley	✓	IP	IP	✓

# GOAL 1: SUPPORT EXPANSION

## New Partnerships



**PALMER**  
College of Chiropractic

- Joe Rives
- Rick Carter
- Joani Wilson
- Students will earn a Bachelor's in General Studies and a Doctorate in Chiropractic



# GOAL 1: SUPPORT EXPANSION

## Marketing

- Local
  - Exterior Sign
  - Yard Flags
  - North Park Mall
- Regional
  - Radio Commercials
  - Television Commercials
  - WQPT Airings
- National & International
  - View Book
  - Web-Based Advertising





# GOAL 1: SUPPORT EXPANSION

## Exterior Sign



# GOAL 1: SUPPORT EXPANSION

## Yard and Lawn Flags



# GOAL 1: SUPPORT EXPANSION

## North Park Mall Advertising



# GOAL 1: SUPPORT EXPANSION



# GOAL 1: SUPPORT EXPANSION

Com

## Western Illinois University Quad Cities



**Classroom Locations**



**CLOSE TO HOME**



# GOAL 1: SUPPORT EXPANSION

Com



# GOAL 1: SUPPORT EXPANSION



- Over 900 exposures to WIU
- In-Kind underwriting cost of \$18,000
- Broadcast
  - WIU commencement at the iWireless Center
  - Men's and women's home basketball games
  - WIU ID's over 35 times per day

# GOAL 1: SUPPORT EXPANSION

**Out&About**  
Find out what's happening  
in the Quad Cities.



- Trivia night
- WIU Veterans Bridge to Employment
- Military Family Symposium
- Performing Arts Society Winetasting Event
- Find Your Niche Career Fair



# GOAL 1: SUPPORT EXPANSION



- Board of Trustees members Clawson and Ehlert Fuller
- President Thomas
- Kassie Daly
- Alex Hall

# GOAL 1: SUPPORT EXPANSION



**COLLEGIATE**  
ADVERTISING AWARDS



WESTERN ILLINOIS UNIVERSITY  
**QUAD CITIES**

THE PUBLIC CHOICE | [WIU.EDU/QC](http://WIU.EDU/QC)



WESTERN  
ILLINOIS  
UNIVERSITY  
Quad Cities



WESTERN  
ILLINOIS  
UNIVERSITY  
Quad Cities

# GOAL 1: SUPPORT EXPANSION

#Success Story




# GOAL 1: SUPPORT EXPANSION

## DISCOVER

### RIVERFRONT 3300 RIVER DRIVE, MOLINE

To get to the Riverfront Campus from Interstate 74, exit on 7th Avenue (Exit 2) in Moline and head west to 19th Street. Turn right on 19th Street heading north to River Drive. Turn right on River Drive and head east to 34th Street. Campus is located on the right side of River Drive just past the Celebration Bella Riverbeat.



### 60TH STREET 3581 60TH STREET, MOLINE

To get to the WIU-QC campus from Interstate 74, exit on John Deere Road East (Exit 4B) and continue east on John Deere Road. Turn left on 60th Street, which is the stoplight by Farm & Fleet. The entrance is located on the left side of 60th Street.


### DISCOVER OUR CAMPUS

Discover Western Illinois University-Quad Cities is a way for graduate and undergraduate students to experience campus and meet faculty, advisers and current students. Tour the Riverfront campus and see what WIU-QC has to offer. Reserve a space online at [wiu.edu/qcdiscover](http://wiu.edu/qcdiscover) or call the admissions office at (309) 762-1495.

- ✿ Friday, Sept. 20, 2013 | Program begins at 1 p.m.
- ✿ Saturday, Oct. 19, 2013 | Program begins at 9 a.m.
- ✿ Friday, Feb. 21, 2014 | Program begins at 10 a.m.
- ✿ Friday, April 11, 2014 | Program begins at 3:30 p.m.

### Individual Visits

Contact the admissions office to schedule an appointment. An individual appointment is encouraged to ensure an admissions representative is available. Admissions office hours are Monday-Friday, 8 a.m.-4:30 p.m. Appointments can be scheduled by (309) 762-1495. ([wiu.edu/qc/admission](http://wiu.edu/qc/admission))



RIVERFRONT  
60TH STREET

[Facebook.com/WIUQC](#) [twitter.com/wiuqc2013](#) [wiu.edu/qc](#)

1

# GOAL 1: SUPPORT EXPANSION



# GOAL 1: SUPPORT EXPANSION

- Weather Closures

The screenshot shows the KWQC-TV6 website interface. At the top, there is a banner for 'SINGLE SERVE CUPS' for use in Keurig K-Cup brewers, with a link to a Facebook coupon. Below this is a weather section for Galesburg, IL, showing a current temperature of 32°F and a forecast for Carver, Blackwell, and Pehl. A navigation menu includes News, Video, Weather, Sports, About KWQC, PSL, Programs, Events, and Marketplace. Below the navigation is the KWQC-TV6 logo and a promotional banner for Western Illinois University-Quad Cities, featuring the text 'Think Purple and Stay Local' and 'Four Year University, WIU-QC Offers In-State Tuition, Freshman Options Cost Guarantee'. A 'LEARN MORE' button is also present. Below the banner, a notice states 'This page updates every 5 minutes. Try a reload or refresh if you aren't seeing fresh data. This page last updated 02/26/2013 09:34am'. The main content is a table titled 'KWQC-TV6 School Closings On-Line'.

Name	Posted	Status/Comments
ABINGDON CUSD 217	02/26/2013 05:31am	Closed
ALWOOD SCHOOLS	02/26/2013 05:25am	Closed
ANNAWAN CUSD #226	02/26/2013 09:30am	Closing at 11:00 AM PM events cancelled
ASSUMPTION HIGH SCHOOL	02/26/2013 08:51am	2 Hour Early Dismissal
AVON COMM. UNIT 176	02/26/2013 05:57am	Closed PM Events Cancelled
BRADFORD COMM. SCHOOLS	02/26/2013 05:29am	Closed
BURLINGTON CATHOLIC SCHOOLS	02/26/2013 06:41am	Closed
BURLINGTON COMMUNITY SCHOOLS	02/26/2013 06:15am	Closed Cancelled
CAMANICHE SCHOOLS	02/26/2013 09:26am	2 Hour Early Dismissal No PM Preschool
CAMBRIDGE SCHOOLS	02/26/2013 08:44am	4 Hour Early Dismissal No PM Classes
CARL SANDBURG COLLEGE	02/26/2013 06:05am	Closed
CENTRAL COMM. SCHOOLS-DEWITT	02/26/2013 09:15am	Dismissing at 11 AM
Charger Child Care	02/26/2013 09:01am	Closed
COLUMBUS CSD	02/26/2013 06:32am	Closed
CREATIVE LEARNING - DEWITT	02/26/2013 09:16am	No PM preschool childcare is open
DAWVILLE COMM. SCHOOLS	02/26/2013 06:14am	Closed

# GOAL 1: SUPPORT EXPANSION

## Recruitment

- Undergraduate recruitment territory that includes
  - **10** Illinois counties
  - **14** Iowa counties



# GOAL 1: SUPPORT EXPANSION

## Recruitment

- Events
  - **185** high school visits
  - **35** college fairs
  - **500** individual visits





# GOAL 1: SUPPORT EXPANSION

## Recruitment

- Events
  - **4** Discover QCs
  - **All** Discover Westerns



# GOAL 1: SUPPORT EXPANSION

## Recruitment

- 14 graduate fairs
- Several community expo's
- On campus career fairs
- Departmental open houses
- Business site visits
- Chamber of Commerce events.



# GOAL 1: SUPPORT EXPANSION

## Recruitment

- Student Success Series



# GOAL 1: SUPPORT EXPANSION

## Recruitment

- In Front
- Behind the Scenes
- Always on Point!



# GOAL 1: SUPPORT EXPANSION

## Recruitment

- Targeting Team
  - Kassie Daly
  - Tami Seitz
  - Emily Brooks
  - Karin Chouinard
  - Lindsay Fender
  - Antoinette Murphy
  - Dana Requet
  - Curtis Williams



# GOAL 1: SUPPORT EXPANSION

## Recruitment

- New Graduate Target Team
  - Kassie Daly
  - Antoinette Murphy
  - Jim Patterson
  - Lloyd Kilmer
  - Lindsay Fender
  - And more to come...

# RESULTS

GOAL 1

# RESULTS

1. New Student Enrollments
2. Five Year Trends



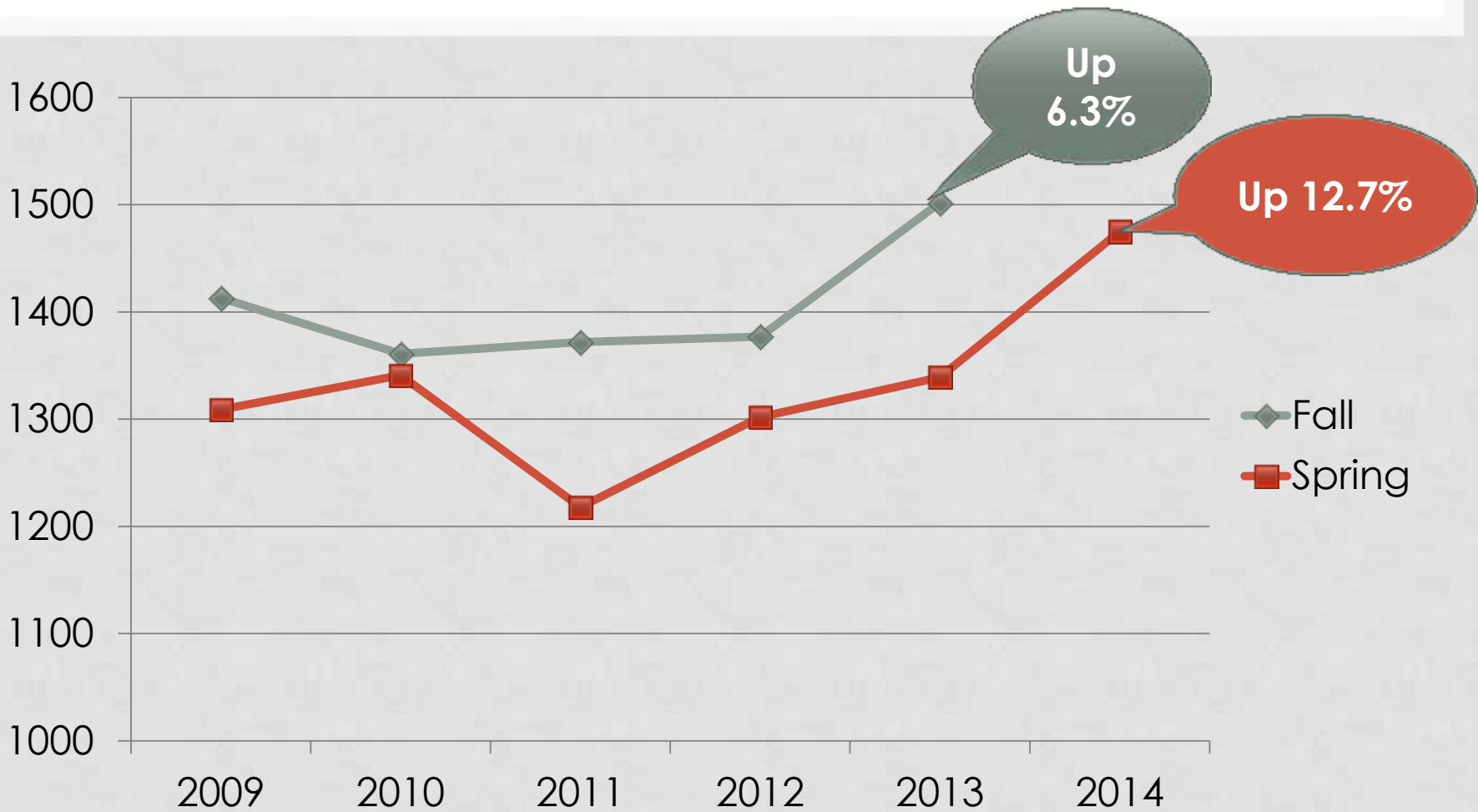
# APPLIED, ACCEPTED AND ENROLLED

	2009	2010	2011	2012	2013
Applied	662	675	642	760	889
Accepted	535	531	542	616	676
Enrolled	362	357	363	410	473

## One Year Trend

- Applications up **129** students or **17.0%**
- Acceptances up **60** students or **9.7%**
- Enrollment up **63** students or **15.4%**

# FIVE YEAR ENROLLMENT TRENDS



# THANK YOU!

- Academic Affairs
  - New educational opportunities
  - Maintaining the same number of courses (261 in fall and 257 in spring)

# OPPORTUNITIES & CHALLENGES

IN STUDENT RECRUITMENT

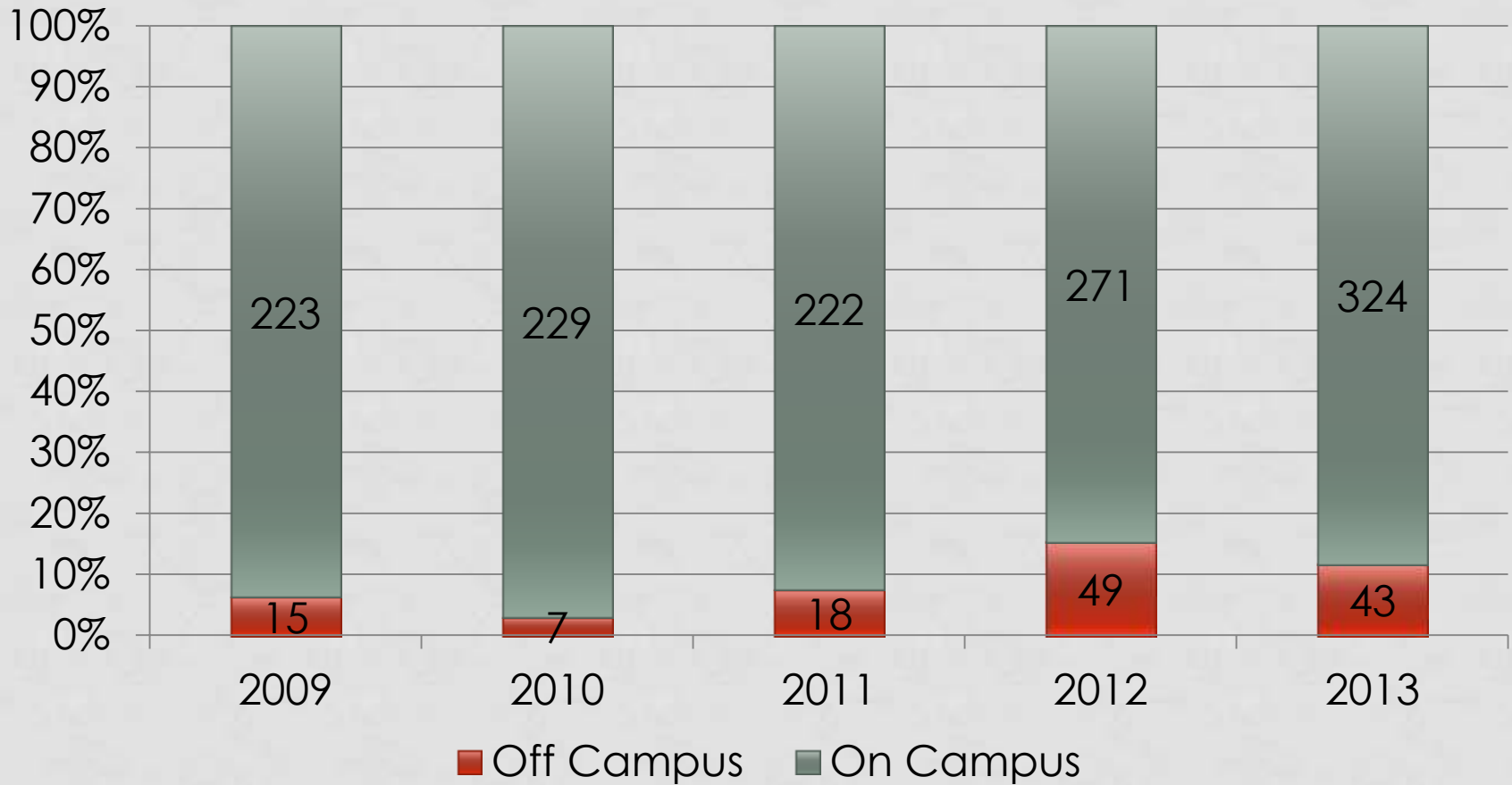


# OPPORTUNITIES & CHALLENGES

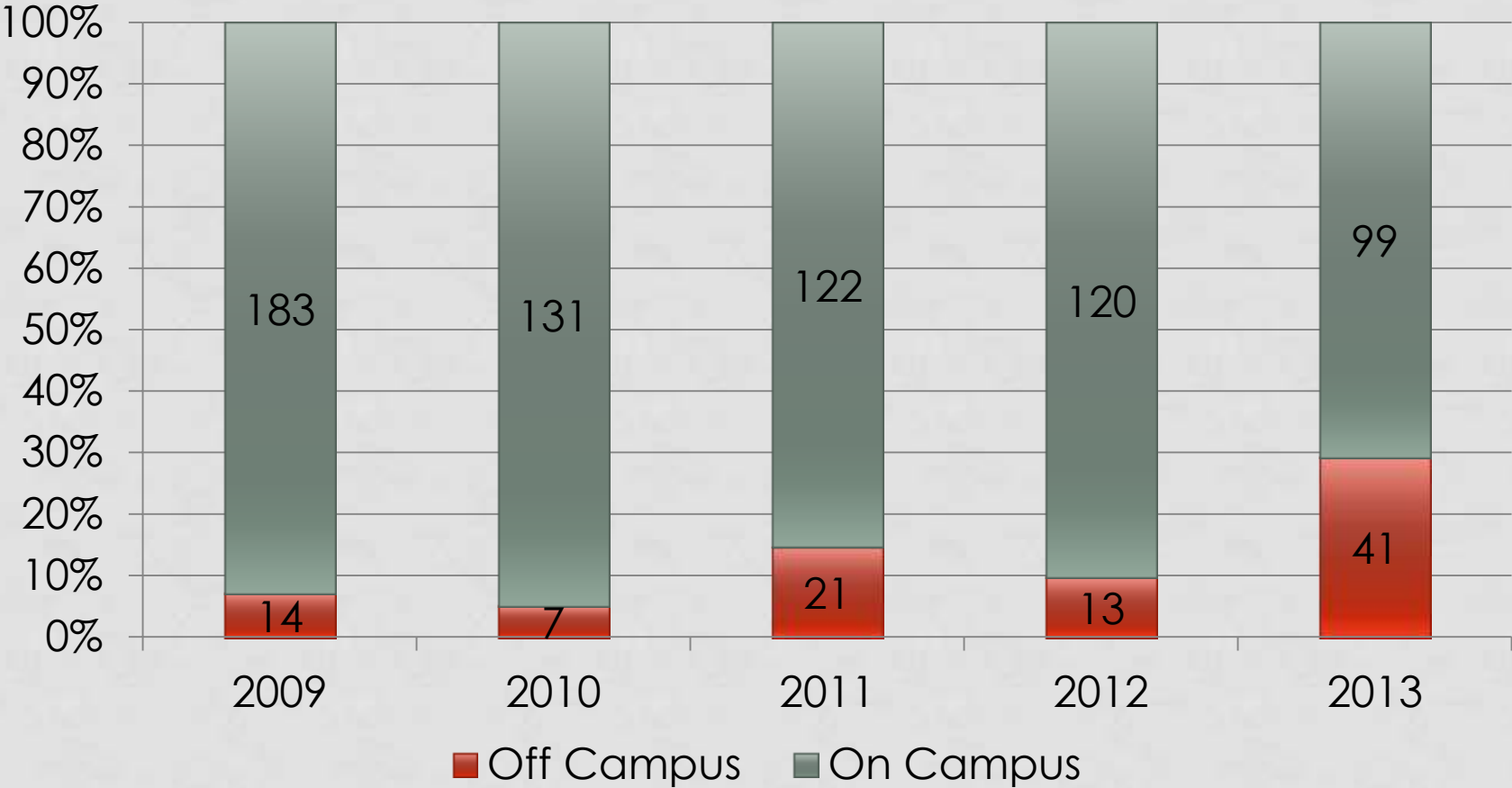
1. New Student Enrollment by Level and Location
2. Five Year Enrollment Trends by Level and Location
3. Off-Campus Student Demand
  - a) Off-campus enrollment as a percent of total enrollment
  - b) Types of off-campus enrollment
  - c) Location of on-line students
4. Program Demand
5. Feeder Relationships



# NEW STUDENT ENROLLMENT BY LOCATION UNDERGRADUATE



# NEW STUDENT ENROLLMENT BY LOCATION GRADUATE



# FIVE YEAR ENROLLMENT TRENDS BY LEVEL AND LOCATION

## What's Hot:

- On-campus undergraduate enrollment  
Up **108** students or **16.1** percent
- Off-Campus undergraduate enrollment  
Up **152** students or **475.0** percent
- Off-Campus graduate enrollment  
Up **52** students or **179.3** percent

## What's Not:

- On-campus graduate student enrollment  
Down **223** students or **32.7** percent





# OFF-CAMPUS STUDENT DEMAND FALL 2009 AND FALL 2013

Off-Campus enrollment consists of three categories:

1. Off-Campus Location
2. On-Line and On-Campus
3. On-Line Only



# OFF-CAMPUS STUDENT DEMAND FALL 2009 AND FALL 2013

## What's Hot:

- On-Line and On-Campus Enrollment  
Increased from **39** to **78** students
- Exclusively On-Line Enrollment  
Increased from **0** to **181** students

# OFF-CAMPUS STUDENT DEMAND FALL 2009 AND FALL 2013

## What's Hot:

- On-Line and On-Campus Enrollment  
Increased from **39** to **78** students
- Exclusively On-Line Enrollment  
Increased from **0** to **181** students

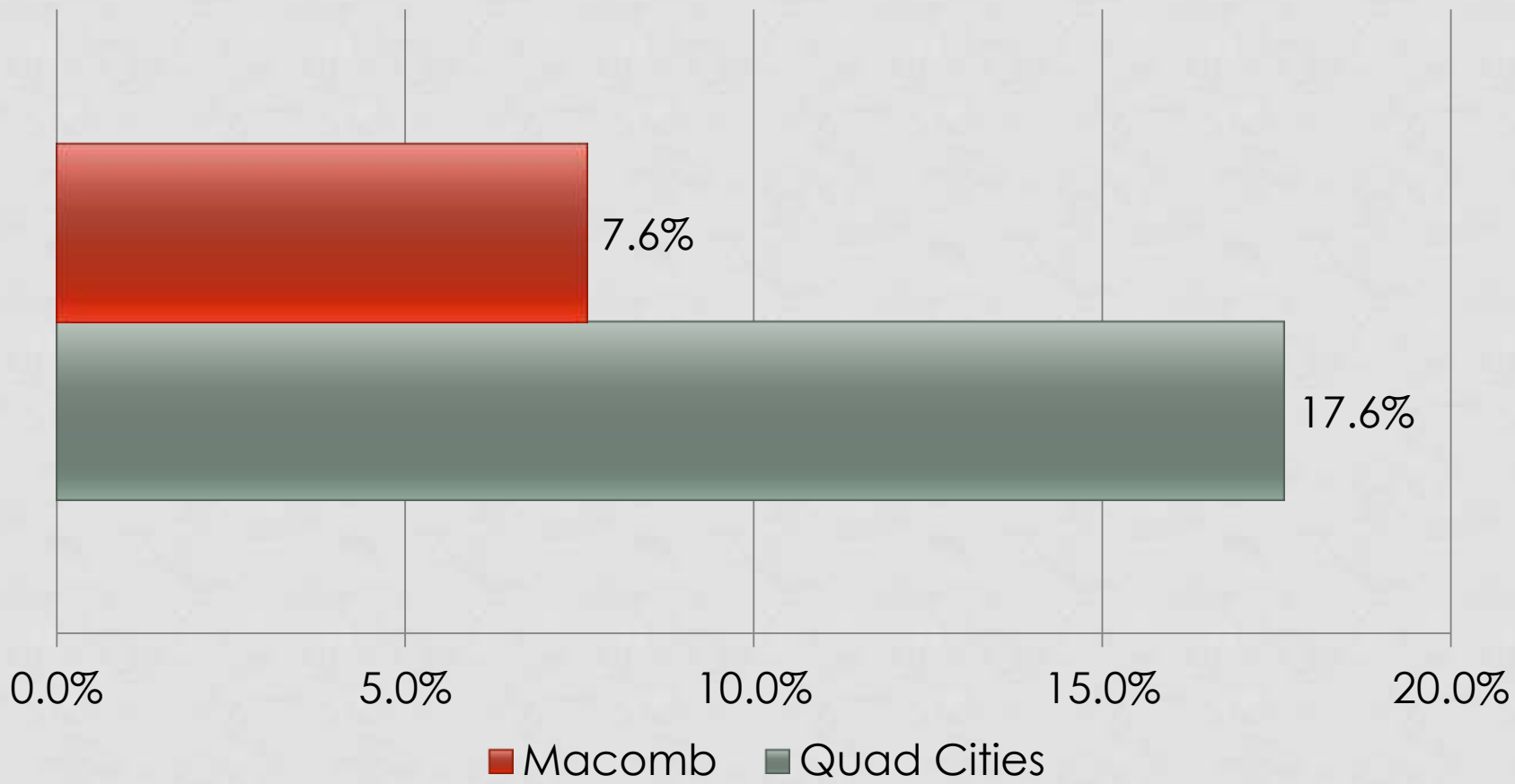
## What's Not:

- Enrollment at Off-Campus Location  
Decreased from **22** to **6** students

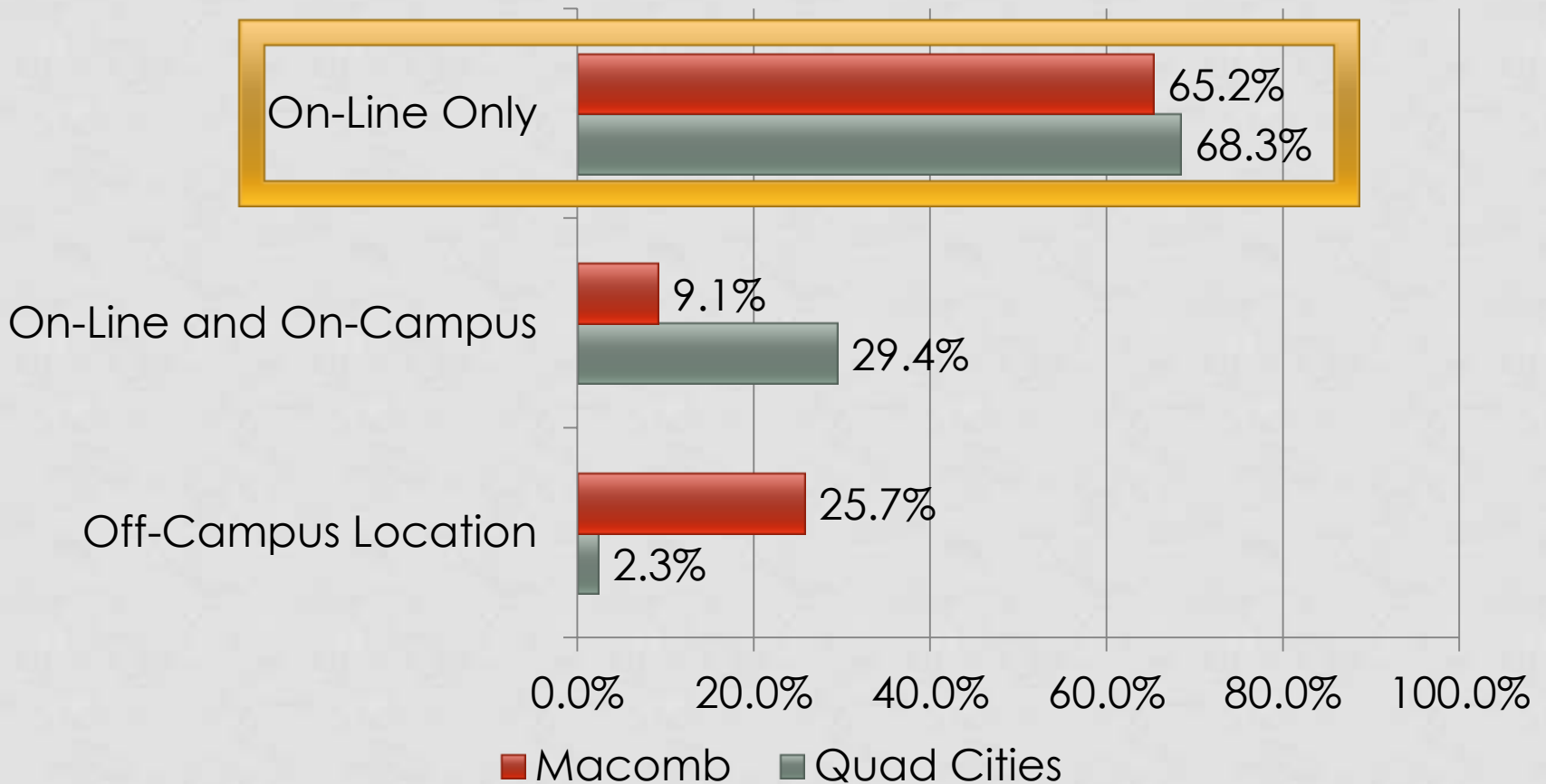
# POLICY IMPLICATIONS OF OFF-CAMPUS ENROLLMENTS



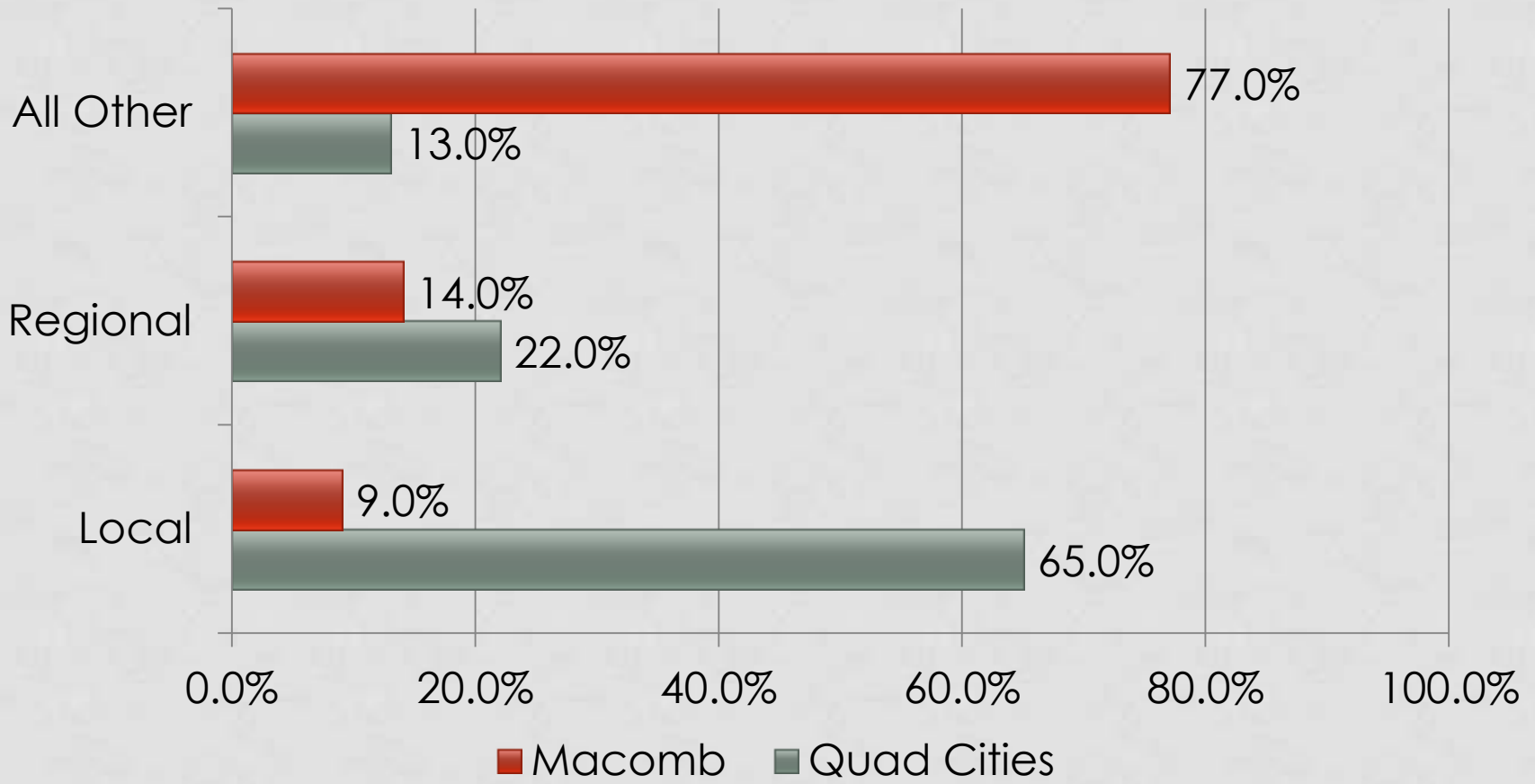
# OFF-CAMPUS STUDENTS AS A PERCENT OF FALL 2013 ENROLLMENT



# TYPES OF OFF-CAMPUS STUDENTS



# LOCATION OF ON-LINE STUDENTS



# OPPORTUNITIES & CHALLENGES





# UNDERGRADUATE PROGRAM DEMAND FALL 2011-FALL 2013

## What's Hot:

- Engineering  
Up **101** students or **2525%**
- Management  
Up **45** students or **46.4%**
- LEJA  
Up **11** students or **17.2%**

## What's Not:

- Elementary Education  
Down **32** students or **29.9%**
- General Studies  
Down **38** students or **25.2%**

# UNDERGRADUATE TOP FEEDER INSTITUTIONS FALL 2011-FALL 2013

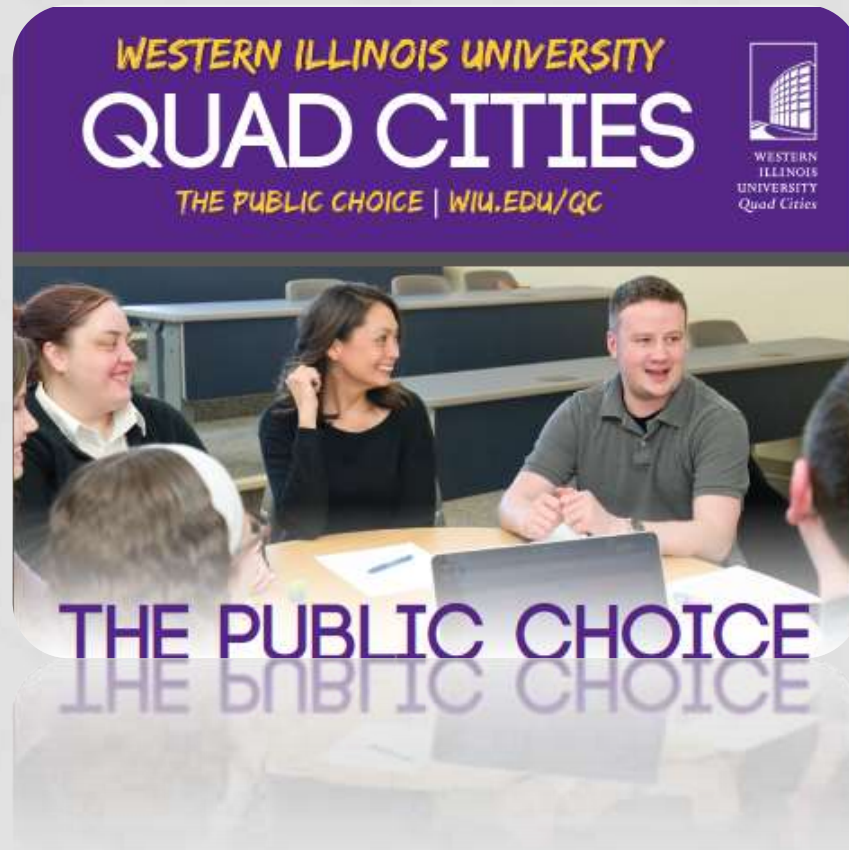
## Who's Hot:

- *Black Hawk College*  
Up **48** students or **59.3** percent
- *Eastern Iowa Community Colleges*  
Up **23** students or **46.0** percent
- *Sauk Valley College*  
Up **2** students or **18.2** percent
- *Saint Ambrose University*  
Up **5** students or **166.7** percent
- *University of Iowa*  
Up **3** students or **50.0** percent

# UNDERGRADUATE TOP FEEDER INSTITUTIONS FALL 2011-FALL 2013

## Who's Not:

- No one
- Enrollment from all top feeder institutions are up



# GRADUATE PROGRAM DEMAND FALL 2011-FALL 2013

## What's Hot:

- Reading  
Up **5** students or **5.6%**

## What's Not:

- Unclassified  
Down **11** students or **23.4%**
- Educational Leadership  
Down **16** students or **18.2%**
- Business Administration  
Down **18** students or **33.3%**

# GRADUATE TOP FEEDER INSTITUTIONS

## FALL 2011-FALL 2013

### What's Hot:

- University of Iowa  
Up **8** students or **114.3%**
- Western Illinois University  
Up **5** students or **18.5%**
- Northern Illinois University  
Up **4** students or **400.0%**

### What's Not:

- Saint Ambrose University  
Down **3** students or **27.3%**
- Augustana College  
Down **7** students or **46.7%**
- Illinois State University  
Down **11** students or **78.6%**

# WHAT DOES ALL THIS DATA MEAN?

## Opportunities

1. Growing on-line and “hybrid” markets
2. Capitalizing on:
  - a) Undergraduate markets
  - b) Off-campus graduate student market
  - c) Growing transfer enrollments from all feeder institutions
  - d) “Polytechnic” majors are growing
3. New graduate students are coming from public universities

# WHAT DOES ALL THIS DATA MEAN?

## Challenges

- Recruitment of on-campus graduate students
- “Mainstays” are losing enrollments



# RECRUITMENT QUESTIONS

1. How can we recruit more “traditional aged” graduate students?
  - The median age of graduate students at Illinois public universities is 27.6. At WIU-QC, it is:
    - 34.4 for on-campus graduate students
    - 31.4 for off-campus graduate students



# RECRUITMENT QUESTIONS

2. What can we do to encourage earlier admissions and registration decisions?

# RECRUITMENT QUESTIONS

3. What can we do as staff to enhance the market appeal of our “mainstay” programs?



# RECRUITMENT QUESTIONS

4. What can we do to promote baccalaureate degree completion?
  - There are 75,000 residents in the Quad Cities MSA with an associates degree,

# RECRUITMENT QUESTIONS

**TO BE CONTINUED...**

- Targeting Meetings
  - Undergraduate
  - Graduate
- Administrative Team Meetings
- Summer Retreats
- Progress in Next Years Annual Reports



# GOAL 2:

1. **Support Expansion**
2. **Student, Faculty, and Staff Engagement**
3. **Community Engagement**
4. **University Planning**
5. **Diversity and Internationalization**
6. **Entrepreneurial Activities**



# GOAL 2:

## Student, Faculty, and Staff Engagement

- Student Mentoring
- Persistence and Completion Academy
- Faculty and Staff Mentoring
- Celebrating Community



# GOAL 2

## Student Engagement

- Mentoring
  - Student recruitment
  - New Student Orientation
  - University 100
  - Academic advising
  - Student organizations & activities
  - Student work experiences

- Kristi Mindrup  
Ph.D. Student Affairs  
University of Iowa



# MENTORING

- Recruitment
  - “Less Talking Heads”
  - Opportunities to talk with Peers
  - Mock Classes
  - Campus Tours





# MENTORING

## Our Challenge

- Building Connections works well on a residential campus
- Commuter students did not have the same appointment show-rate as residential solutions

## Our Response

- Infuse mentoring into all that we do, rather than using an appointment model



# MENTORING

- New Student Orientation
  - No Talking Heads
  - Guys in Ties
  - Campus Tours
  - Networking Luncheon
  - Record Attendance



# MENTORING

- University 100 Instructors
  - Audrey Adamson
  - Curtis Williams
  - Scott Brouette



# MENTORING

## Academic Advising



- Pre-advising appointments
- Follow-ups with students who have not registered
- Advise student organizations
- Revise new student Orientation
- Advise on-site at community colleges



# MENTORING

- 24 Student Organizations
- Countless Activities
- Record breaking 92 students at Casino night 4/11/14



# MENTORING: UNITY



# MENTORING: IDEAS



# MENTORING: SRA





# KENNY WHEELER: TOASTMASTERS



# MENTORING

- CORE@WIU-QC
  - Developed by Kristi Mindrup, Curtis Williams, and Colleagues at the University of Iowa
  - Over 20 students in this year's pilot program



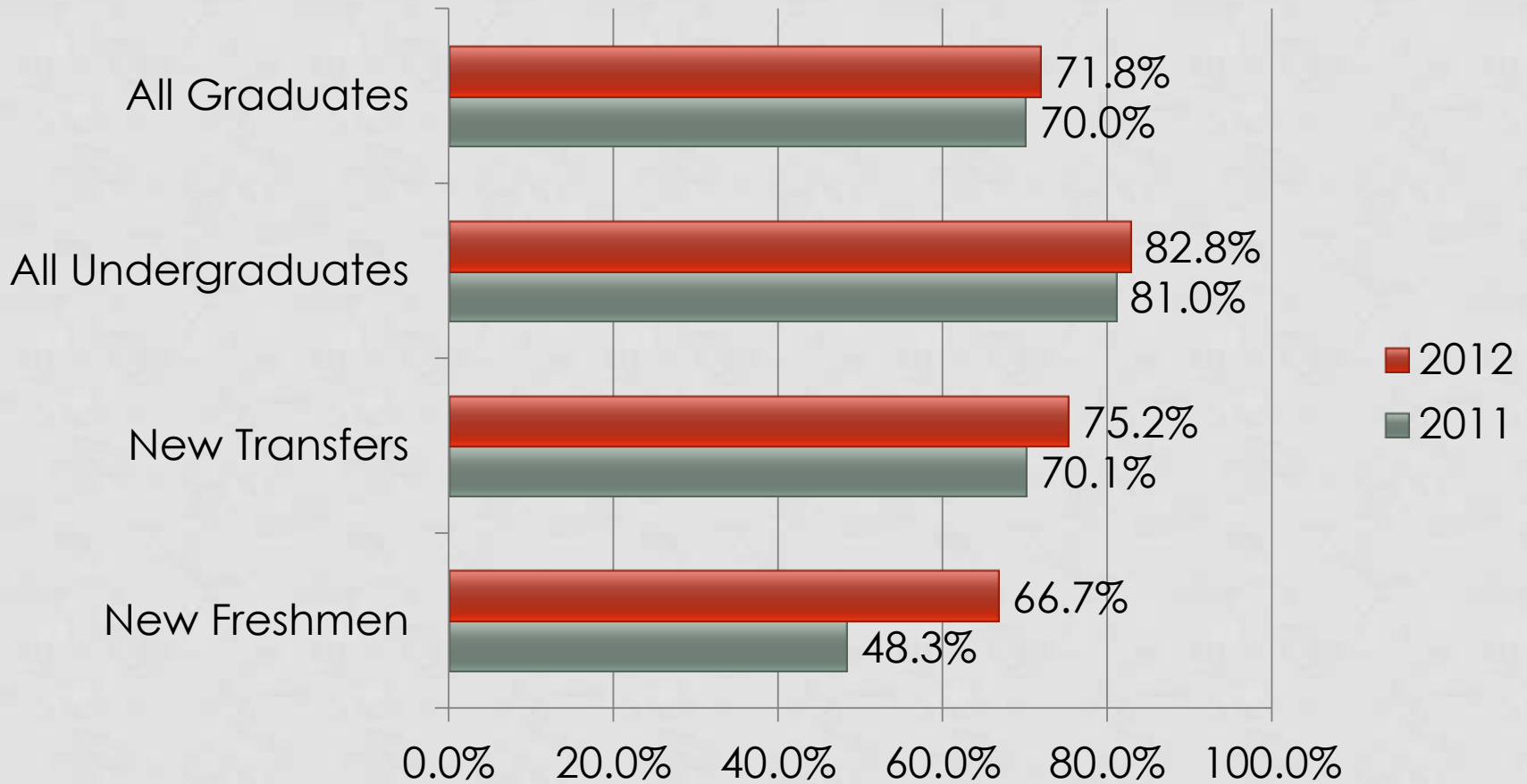
# PERSISTENCE AND COMPLETION ACADEMY

- 32 Quad Cities appointments

Western Illinois University's Participation in the  
Higher Learning Commission's  
Persistence and Completion Academy  
2013-2017



# RESULTS



# FACULTY AND STAFF MENTORING

- College and Departmental Initiatives
- Center for Innovation in Teaching and Research
- Quad Cities Research and Scholarship Symposium
- Human Resources
- Quad Cities Professional Development Network
- Professional Associations
- Tuition Waivers
- Release Time for Educational Opportunities
- Sabbaticals

# CELEBRATING COMMUNITY: ANNUAL BARBEQUE



# CELEBRATING COMMUNITY: STUDENT RECOGNITION CEREMONY

- Celebrates Student Achievements and Organizations
- Inducts New SGA Officers



# CELEBRATING COMMUNITY: WINTER COMMENCEMENT RECEPTION





# CELEBRATING COMMUNITY: VALUES IN PRACTICE WINNERS

**Everett Hamner,  
Academic Excellence**



**Bill Pratt  
Educational Opportunity**



# CELEBRATING COMMUNITY: VALUES IN PRACTICE WINNERS

**Bea Brasel**  
**Personal Growth**



**Curtis Williams**  
**Social Responsibility**



# CELEBRATING COMMUNITY: VALUES IN PRACTICE WINNERS

**Don Welvaert**  
**WIU Alum, Moline Mayor Emeritus**  
**Representing All Four Values**



# GOAL 3:

1. Support Expansion
2. Student, Faculty, and Staff Engagement
3. **Community Engagement**
4. University Planning
5. Diversity and Internationalization
6. Entrepreneurial Activities



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

- Media Relations
- Board Participation
- Community Interactions
- Community Priorities
- WQPT
- National Awareness

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Media Relations

- In the last year:
  - **50** news stories on television
  - **142** news articles published



# APRIL 17, 2013

## QUAD CITY TIMES

“Job fair helps RI Arsenal workers look to future”



"There has been a good flow of traffic," said Kassie Daly, assistant director of admissions for Western Illinois University. "A lot of them either want a master's degree or they have questions about employment with degrees they do have. And some of their questions were for their kids."

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Board Participation

Vice President Rives Serves On **5** Boards:

- Quad Cities Presidents and Chancellors Council
- Quad-Cities Graduate Study Center
  - Executive Committee Member
  - Chair of the Academic Council
- Renew Moline
  - Board of Directors
  - Chair of the Project Management Team
- Quad Cities Chamber of Commerce
  - Regional Opportunities Council
  - Air Service Committee
- Achieve Quad Cities Leadership Cabinet



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Members of the Administrative Team Serve on **16** Boards

- Association of Fundraising Professionals
- Christ's Family Church
- Davenport Network for Community and School Partnerships
- Humility of Mary
- Greater Quad Cities Hispanic Chamber of Commerce
- International Association for Administrative Professionals – QC Chapter
- Logistics Program Advisory Board-Eastern Iowa Community College
- Public Relations Network of the Quad Cities
- Quad Citians Affirming Diversity
- Quad Cities Career Connection
- Quad Cities Chamber of Commerce
- Quad Cities College Consortium
- Quad Cities Joint Higher Education Marketing Alliance
- Quad Cities Minority Partnership
- Quad Cities Scholars
- Quad Cities Sports Authority
- United Neighbors
- Veteran's College Consortium

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Quad Cities Staff Participate in **24** Organizations

- American Heart Association, Bettendorf Rotary, Bi-State Early Childhood
- Butterworth Center and Deere-Wiman House
- Cub Scout Pack 119, Daughters of the Nile
- District Theatre, Dress for Success Quad Cities
- East Moline-Silvis Rotary.
- Girl Scouts of Eastern Iowa and Western Illinois
- Hazelcrest Water Fund, Humility of Mary
- Iowa Student Personnel Association, Logan Elementary School
- Longfellow Booster Club, Mercer County DARE Board of Directors
- Moline School District, Operation Lead
- Quad Cities Early Childhood Conference, United Way Quad Cities
- Rivermont Collegiate, Two Rivers YMCA
- Wee Care Day Care and Pre School, Women's Connection
- Women's Leadership Council



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

- **71** Community Members Serve on Our Advisory Boards

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

Quad Cities Admissions Advisory Board: **5** members

- Anne Bohnsack, Rockridge High School
- Patrice Johannsen, Geneseo High School
- Jennifer Page, Rock Island High School
- Stephanie Reagan-lavarone, Davenport West High School
- Allison Ryser, Moline High School

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

Quad Cities Marketing Advisory Board: **6** members

- Randy Jacobs, Tag
- Marica Lens, KWQC
- Gary Rowe, Community Member
- Ann Walsh, Western Illinois University-Quad Cities
- Jill Weaver, Modern Woodmen
- Val Yazbec, Dispatch

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

Quad Cities & Planning Advisory Board: **34** members

- Mary Lagerblade, Mel Foster and Company (retired), Co-Chair
- Steve McCann, McGladrey, Co-Chair
- Brad Bainter, Western Illinois University
- Phil Banaszek, Rock Island County Board
- Roger Clawson, State Farm
- Chris Connolly, Wells Fargo
- Derek Dyer, Deere and Company
- Susan Sever Goetz, Mary Kay
- Phil Hare, Western Illinois University Board of Trustees
- John Knaack, Alderman, City of Moline
- Jim Lodico, Western Illinois University Foundation
- Janet Masamoto, JTM Concepts
- Janet Mathis, Renew Moline
- Matt Mendenhall, Community Foundation of the Great River Bend
- Jeff Nelson, Metrolink
- Steve Nelson, Calif and Harper, Attorneys at Law
- Teresa Paper, Eastern Iowa Community Colleges

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Quad Cities & Planning Advisory Board: **34** members

- Dennis Pauley, Mayor, Rock Island
- Paul Plagenz, Western Illinois University-Quad Cities
- Tracy Poelvoorde, Trinity College of Nursing and Health Sciences
- Mary Pruess, Western Illinois University
- Scott Raes, Mayor, Moline
- Colleen Rafferty, Quad Cities Womens Connection
- Paul Rumler, Quad Cities Chamber of Commerce
- Yvonne Savala, Western Illinois University Board of Trustees
- Myron Scheibe, Shive-Hattery
- Karla Steele, Calif and Harper
- John Thodos, Mayor, East Moline
- Bettie Truitt, Black Hawk College
- Lee Vasquez, Greater Quad Cities Hispanic Chamber of Commerce
- Rory Washburn, Quad Cities Trades
- Todd Zachary, Rivermont Academy

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

WIU DBMT: **12** members

- Janet Mathis, Renew Moline
- Jeff Anderson, City of Moline
- Ray Forsythe, City of Moline
- Scott Hinton, City of Moline
- Adam Holland, Quad Cities Chamber of Commerce
- Craig Mack, Deere and Company
- Dan McConaghy, Deere and Company
- Steve Nelson, Calif and Harper, Attorneys
- Maureen Riggs, City of Moline
- Joe Rives, Western Illinois University
- Lew Steinbrecher, City of Moline
- Lori Turner, Alderman, City of Moline



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## WQPT Advisory Board: **16** members

- Frank Coyle, Coyle, Stengel, Bailey & Robertson
- Chris Curran, Lane and Watterman
- Beth Dunn, Quad City Bank & Trust
- Kim Findlay, Putnam Museum
- A.J. Loss, Bush Construction Company
- Tarsicio Macias, Hola America Media Group
- Kristin McDaniel, Community Member
- Julie McHard, Community Member
- Kathy Michel, Modern Woodmen
- Elisabeth Norwood, Community Member
- Beth Peters, Quad City Botanical Center
- Howard Press, Howard Press and Associates
- Cheryl Salley, Community Member
- Susan Wahlmann, Quad City Arts
- Lisa Powell Williams, Moline Public Library
- Terry Wilson, Moline Dispatch

# THE IMPACT OF BOARD MEMBERSHIP

**71 Community Members  
Thinking Purple  
Thinking Social Responsibility  
Thinking Western!**



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Community Interactions

- Hosting High Profile Events



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

Spring Commencement at the Iwireless Center



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

June Board of Trustees Meeting



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Founders Day



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Scholarship Breakfast



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Minority Scholarship Appeal





# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Hallwas Lecture



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Champaign on the Rocks



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

Distinguished Faculty Lecture



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

She Knows How to Throw a Party!



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

## Community Priorities

- Moline Foundation selected WQPT to host/moderate visioning sessions for the Moline Riverfront
- Jim Patterson represents the University on the restoration of Moline Amtrak service
- Drs. Rives and Mindrup were on a Lumina grant writing team with the other local colleges and universities to increase education attainment levels of area residents
  - Only one of 20 communities nationally to receive this award
- And...

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

- \$106,000  
AmeriCorps Grant
  - Joe Rives
  - Kristi Mindrup
  - Lindsay Fender
  - Gary Rowe



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



- WQPT's Ready to Learn Conference
  - Over 300 Early Childhood Educators



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



- WQPT's Student Ambassadors
  - 2013 Grassroots Advocacy Award from the National Friends of Public Broadcasting



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



- Two New VISTA Members
  - Mentoring
  - Support to Hispanic and Military Communities



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT

**QUAD CITIES  
COMMUNITY  
CARES ABOUT THE  
MILITARY**

[Learn More](#)



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



- Screening and Discussion with Wes Moore
- “When Parents Deploy”
- Job Fair and Understanding for HR Professionals

# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



**THE PUBLIC CHOICE**

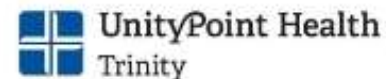
Wearing purple and showing support for April Month of the Military Child.



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



## Financial Partners



# GOAL 3: SUPPORT COMMUNITY ENGAGEMENT



Western Illinois University's Participation in the  
Higher Learning Commission's  
Persistence and Completion Academy  
2013-2017



**NABCA**  
National Association of  
Branch Campus Administrators

Ready to **RUN** Campaign Training  
for Women



# GOAL 4:

1. Support Expansion
2. Student, Faculty, and Staff Engagement
3. Community Engagement
4. **University Planning**
5. Diversity and Internationalization
6. Entrepreneurial Activities





# GOAL 4:

## Support University Planning

- Higher Values in Higher Education
- Accreditation
- Campus Master Plan
- Comprehensive Fundraising

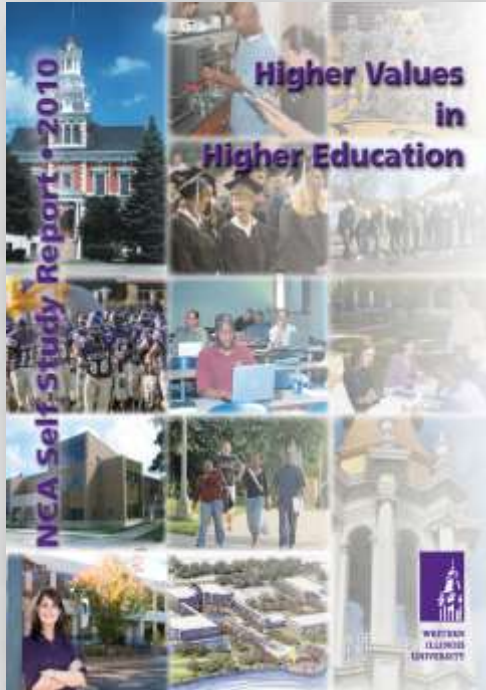
# GOAL 4: SUPPORT UNIVERSITY PLANNING



- Implemented 89 priorities



# GOAL 4: SUPPORT UNIVERSITY PLANNING



- 51 priorities stated in the “Growing Our Two Campuses” Special Emphasis
  - 32 (63%) completed or ongoing initiatives
  - 16 (31%) in progress
  - 3 (6%) not started

# PHASE II: STEERING TEAM MEMBERS

- Andrea Allison
- Tom Flaherty, Quad Cities Chamber of Commerce
- Jamie Lange
- Janet Mathis, Renew Moline
- Christopher David
- Bill Brewer
- Tim Dietz, Illinois Capital Development Board
- Tom Finley
- Scott Hinton, City of Moline
- Tami Seitz
- Jim Schmidt
- Sharon Evans
- Rebecca Newgent
- Kristi Mindrup
- Bill Pratt
- Joe Rives
- Susan Romano
- Dr. Erskine Smith
- Roger Viadero
- Matt Behren, Unity Point Health System
- Debbie Lee
- Curtis Williams
- Laverne Logan

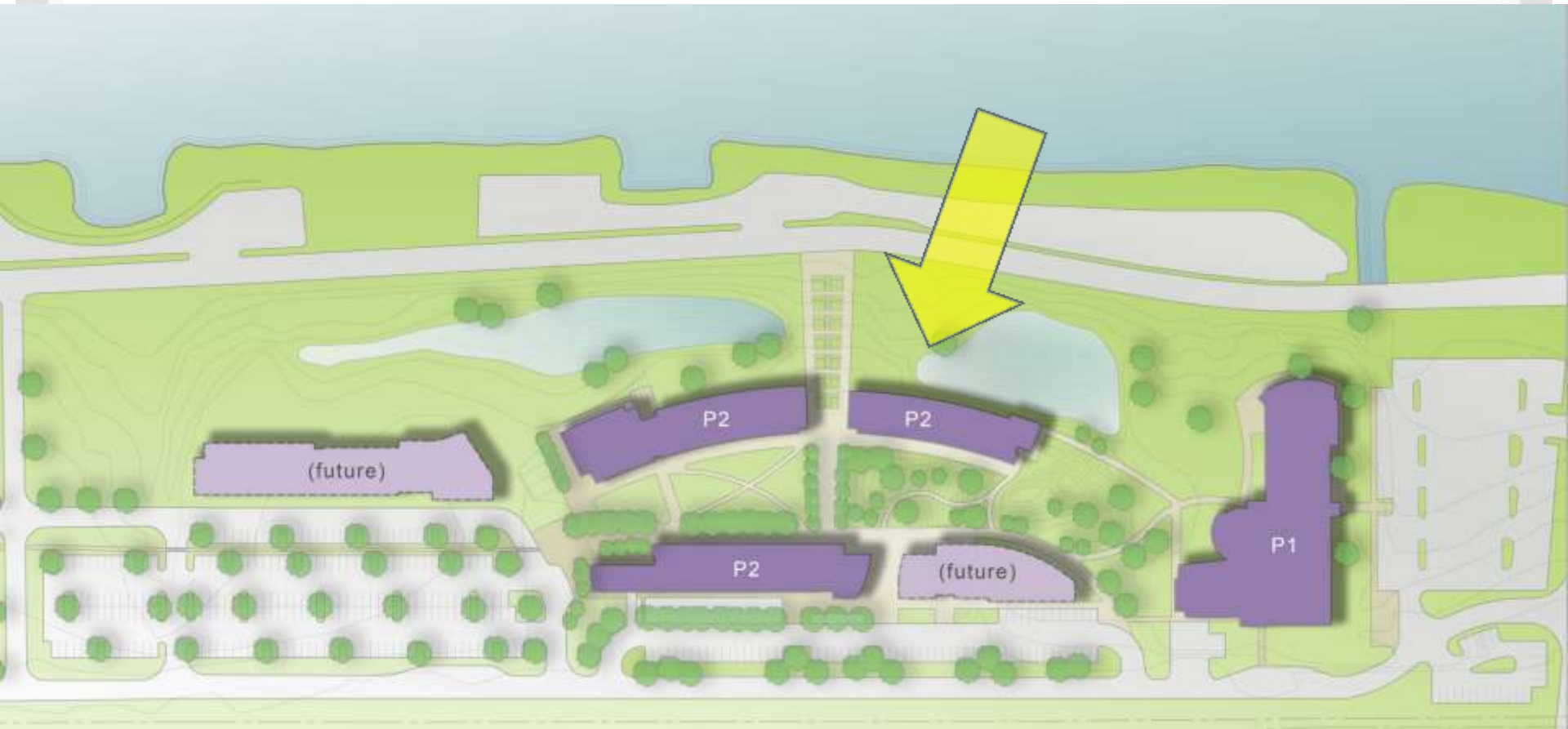
# RIVERFRONT CAMPUS MASTER PLAN

- You are about to see:
  - Campus Map
  - Construction status in August 2013
  - Construction status in April 2014
  - Final look in June 2014



# RIVERFRONT CAMPUS MASTER PLAN







































# QUAD CITIES FACILITIES IMPLEMENTATION TEAM II



# PHASE III PROGRAMMING TEAM





Art in Architecture Committee Reconvenes

# PRIVATE DEVELOPMENT



# THE MILLS AT RIVERBEND COMMONS



# CONGRATULATIONS TO THE FOUNDATION!



# SUPPORTING THE CAMPAIGN

- Gary Rowe, Joe Rives, Rick Best, Jamie Lange, Mary Pruess
  - Over \$8.2 million from in-kind and all sources of external revenue

# GOAL 5:

1. Support Expansion
2. Student, Faculty, and Staff Engagement
3. Community Engagement
4. University Planning
5. Diversity and Internationalization
6. Entrepreneurial Activities

# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

- Recruitment Strategies
- Retention Strategies
- Results
- WIU leadership, nationally and internationally

# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

## Recruitment and Retention Strategies

- Quad Cities Minority Partnership
- The Next Big Thing
- STEM Grant
- Campus Advertising
- Community Partnerships
- Diverse Programming
- Physical Environment
- Serving Students with Disabilities





# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

## Quad Cities Minority Partnership

- Exposes regional high school students to STEM careers
- Financial aid and scholarship sessions hosted at WIU-QC



# QUAD CITIES MINORITY PARTNERSHIP



*“A lesson for a lifetime from WIU” – WQAD, ABC affiliate*

# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

## The Next Big Thing

- 750 Regional school students
- College Planning, selection, and financial literacy workshop
- Co-hosted by WIU-QC and Eastern Iowa Community Colleges



# THE NEXT BIG THING



# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

- Curtis Williams received a \$30,000 Grant from United States Tennis Association to partner with
  - United Neighbors
  - Davenport Schools
- To provide health and STEM programming in Davenport schools



# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

- Targeted Campus Advertising Sources
  - BET television
  - Spanish advertisements in local news papers
  - Greater Quad Cities Hispanic Chamber of Commerce
  - 97X for live streaming

# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

- Other Community Recruitment and Retention Partners
  - League of Latin American Citizens
  - Viva Quad Cities
  - Minority Teachers Incentive Programs
  - Quad Cities Scholars



# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION



- Started at WIU-QC, The Viva Quad Cities scholarship fund has provided nearly \$300,000 in scholarships to students.



# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION



- Co-Hosted Bi-State Diversity Conference for Students with Disabilities
  - 50 students learned about college resources and assistive technologies
  - The number of students with disabilities at WIU-QC increased from 15 to 29 in the last year



# GOAL 5: SUPPORT DIVERSITY AND INTERNATIONALIZATION

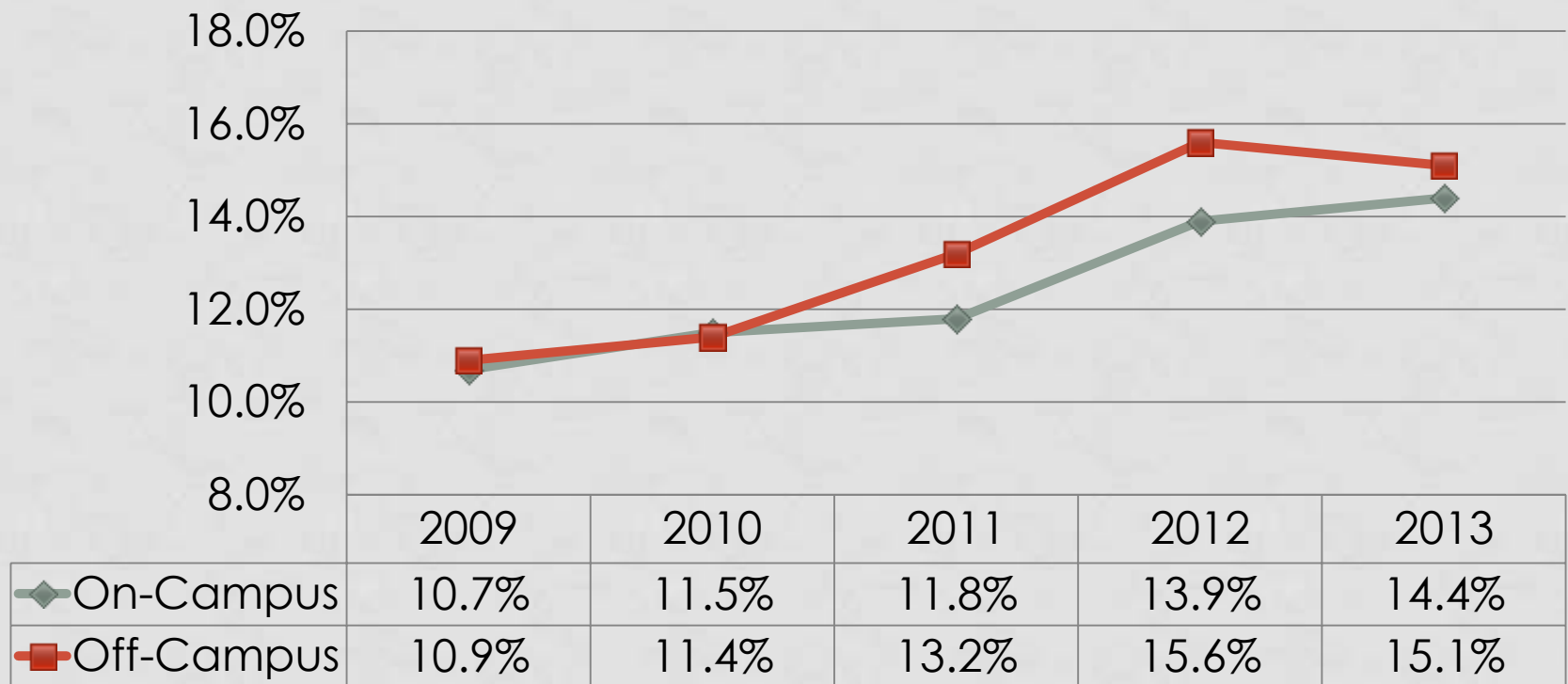
- Student Activities Supporting Diversity
  - Cinco de Mayo
  - Dios de los Muertos
  - Banned Book Week
  - Black History Month
  - LGBT Film Fest
  - Pride Fest
  - Rocky Horror Picture Show
  - Poetry Reading
  - Coffeehouse Bash & Short Story Contest
  - Shedd Aquarium Trip
  - Dr. Martin Luther King Celebration
  - Juneteenth Festival
  - LGBT Prom

# INTERNATIONAL CELEBRATION



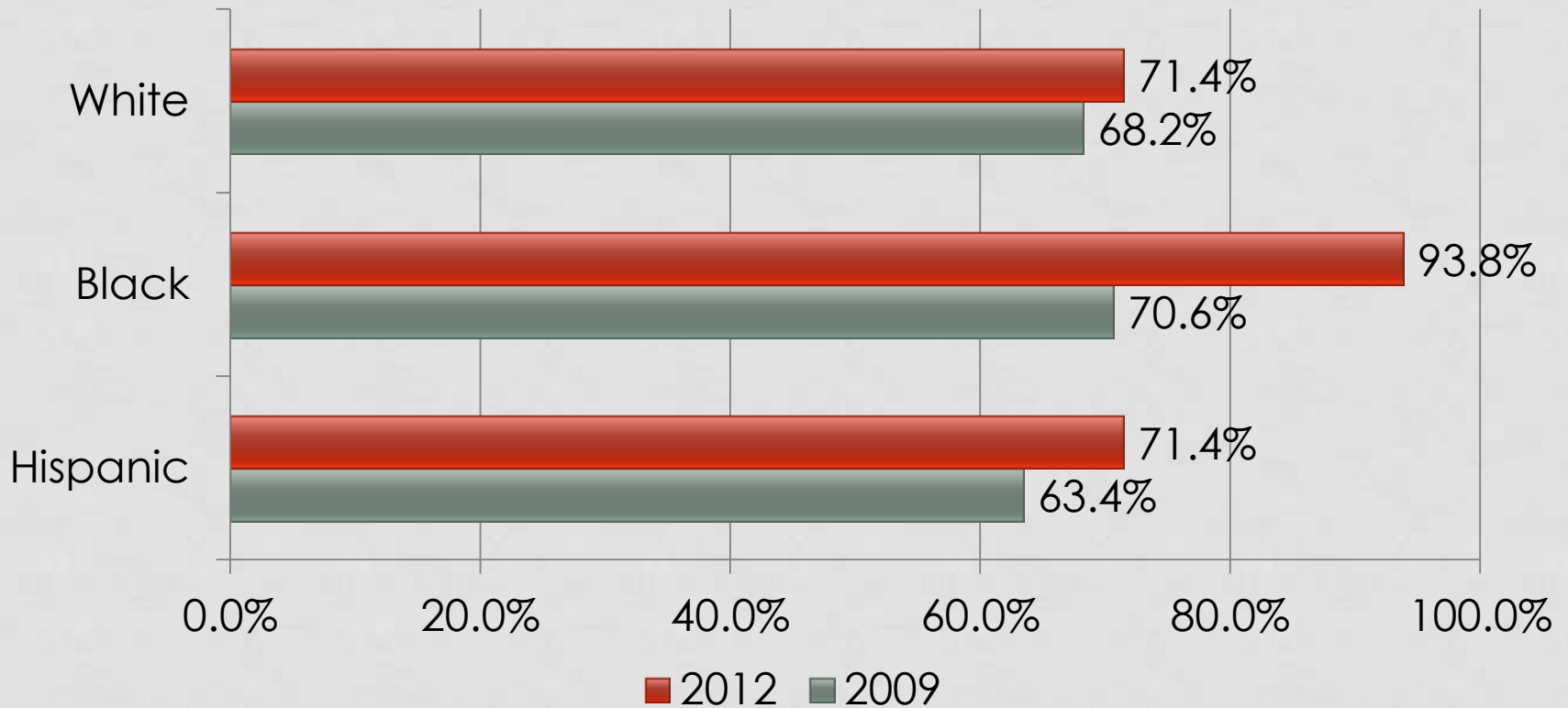
# RESULTS

## Minority Enrollment as a Percent of Total Enrollment



# RESULTS

## First Year Retention Rates of New Students



# WIU-QC LEADERSHIP NATIONALLY AND INTERNATIONALLY

- **24** faculty and staff presented regionally, nationally, and internationally at **29** locations
  - Curtis Williams, Lindsay Fender, and Audrey Adamson are presenting in Chicago the day that this power point is being made.
- **15** faculty and staff hold leadership positions in professional organizations
- **5** faculty and staff serve as editors for discipline-based publications
- **9** faculty published in **16** sources



# INTERNATIONAL PRESENTATIONS

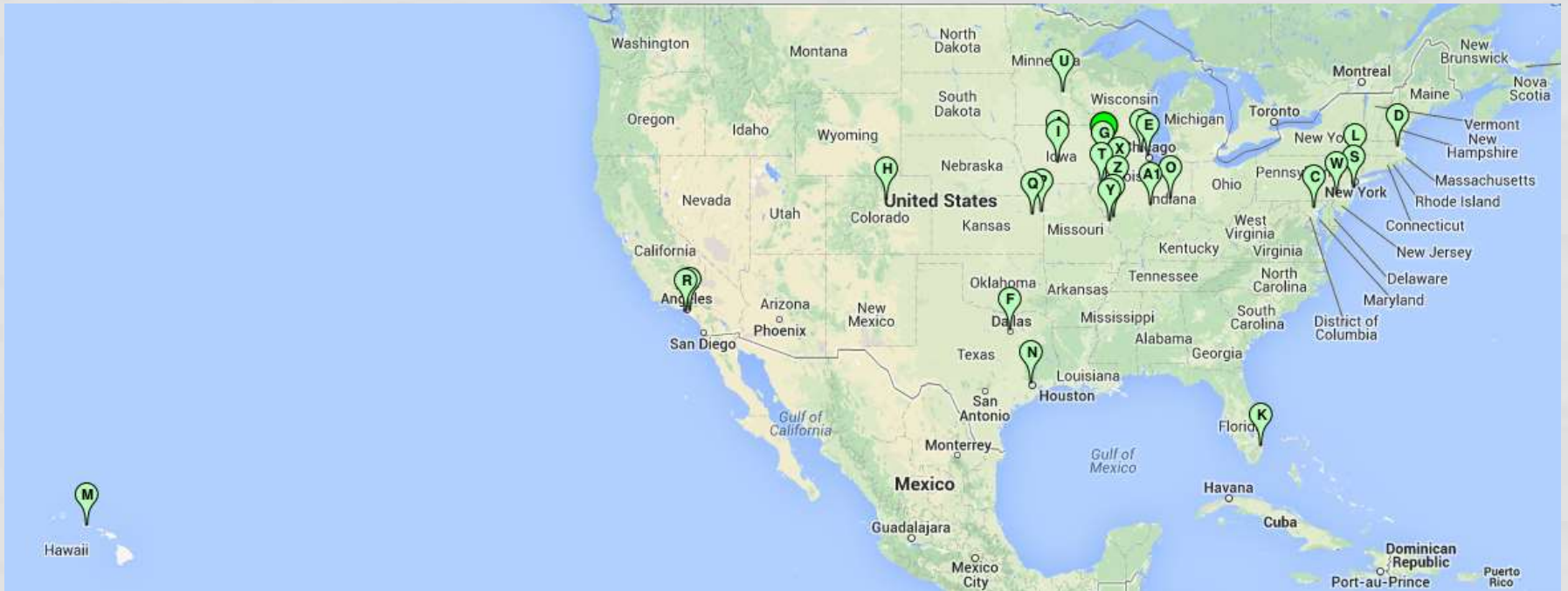
**Dr. Emeric Solymossy**  
**Presented in Canada**



**Dr. Ann Walsh**  
**Presented in Mexico**



# NATIONAL PRESENTATIONS





# WIU-QC LEADERSHIP IN NATIONAL ORGANIZATIONS

## **Christine Anderson**

- Society for Information Technology and Teacher Education

## **Chris Brown**

- International Association for Administrative/Professionals - QC Chapter

## **Marty Coe**

- Illinois CPA Society
- Information Systems Audit and Control Association

## **Lindsay Fender**

- Illinois Association of Institutional Research

# WIU-QC LEADERSHIP IN NATIONAL ORGANIZATIONS

## **Dr. Andrea Hyde**

- Ohio Valley Philosophy of Education Society
- Council for the Social Foundations of Education

## **Dr. Fred Isele**

- Great Lakes Regional Council for the Social Studies
- National Council for the Social Studies-National House of Delegates

## **Jamie Lange**

- Association of Fundraising Professionals

## **Dr. Sharon Maroney**

- Midwest Symposium for Leadership in Behavior Disorders



# WIU-QC LEADERSHIP IN NATIONAL ORGANIZATIONS

## **Dr. Susan Massey**

- International Reading Association
- National Council for Accreditation of Teacher Education

## **Dr. Kristi Mindrup**

- Association of Institutional Research
- Council for Advancement of Professional Standards in Higher Education
- National Clearinghouse for Commuter Programs
- American College Personnel Association
- Commission for Commuter and Adult Student Learners

## **Dr. Rebecca Newgent**

- Assessment and Research in Counseling

# WIU-QC LEADERSHIP IN NATIONAL ORGANIZATIONS

## **Mary Pruess**

- Small Station Association

## **Dr. Joe Rives**

- Higher Learning Commission
- National Association of Branch Campus Administrators
- Association of Institutional Research

## **Dr. Emeric Solymossy**

- Illinois Small Business Development Center

## **Alex Wenger**

- Iowa Student Personnel Association



# WIU-QC FACULTY AND STAFF SERVING AS DISCIPLINE-BASED EDITORS

- Fred Isele
- Susan Massey
- Rebecca Newgent
- Joe Rives
- Jeanette Thomas

# WIU-QC FACULTY AUTHORS

Dr. Christine Anderson

- Journal of Educational Multimedia and Hypermedia
- Therapeutic Recreation Journal

Dr. Andrea Hyde

- Educational Studies
- Journal of Transformative Education
- Journal of Yoga Service Teachers College Record

Dr. Fred Isele

- Illinois Council for the Social Studies
- Great Lakes Regional Council for the Social Studies

Dr. Susan Massey

- Association of Literacy Educators and Researchers
- Illinois Reading Council Journal



# WIU-QC FACULTY AUTHORS

Dr. Rebecca Newgent

- Journal of College Counseling

Dr. Emeric Solymossy

- International Entrepreneurship and Management Journal

Dr. Jeanette Thomas

- Polar Biology

Dr. Ann Walsh

- College Student Journal
- Journal of Women's Entrepreneurship and Education

Dr. Brendan Young

- Journal of Groups in Addiction & Recovery



# GOAL 6:

1. Support Expansion
2. Student, Faculty, and Staff Engagement
3. Community Engagement
4. University Planning
5. Diversity and Internationalization
6. **Entrepreneurial Activities**



# GOAL 6: SUPPORT ENTREPRENEURIAL ACTIVITIES

- Realized Efficiencies in **7** Areas:
  - Administration
  - Academic Support
  - Fiscal Affairs
  - Facilities
  - Parking
  - Technology
  - WQPT



# GOAL 6: SUPPORT ENTREPRENEURIAL ACTIVITIES

- Administrative Efficiencies:
  - Karin Chouinard trained staff on CMS system
  - Lois Retherford and Karin Chouinard automated room scheduling processes
  - Kathy Barrett, Chris Brown, Christopher David, and Lindsay Fender developed tracking systems for technology renewals
  - Lindsay Fender worked with AIMS and CTR to document and automate university survey request process

# CMS SYSTEM

## Login

Username:

Password:

 Login

[Reset Password](#)

## System Announcements



## OmniUpdate Web Content Management System (CMS)

Log in to the left with your personal ECom username and password. [If you need to reset your password, please visit Guava \(link will open in a new window\).](#)

If you need assistance using or gaining access to the CMS, please contact the appropriate college, unit or VP-area web contact below.

### CMS Administrators & Web Contacts

- College of Business & Technology: Barb Arvin (BJ-Arvin@wiu.edu)
- College of Education & Human Services: Jason Eveland (JL-Eveland@wiu.edu)
- College of Fine Arts & Communication: Khaing Saw (KK-Saw@wiu.edu)
- Administrative Services: Scott Lawson (ST-Lawson@wiu.edu)
- Advancement & Public Services: Jessica Lambert (JL-Lambert2@wiu.edu)
- Office of the President: Kerry McBride (KL-McBride@wiu.edu)
- Office of the Registrar: Suzanne Litchfield (S-Litchfield@wiu.edu)
- School of Graduate Studies: Sue Tygrett (SI-Tygrett@wiu.edu)
- Student Services: Robert Emmert (RP-Emmert@wiu.edu)
- University Libraries: C. Sean West (CS-West2@wiu.edu)
- WIU-Quad Cities: Karin Chouinard (KK-Chouinard@wiu.edu)
- All Others: University Technology Web Services (webstaff@wiu.edu)



# CMS SYSTEM

**Campus** Current User: kk.c106 Change Site Logout Help

Dashboard Content Admin Setup

Pages Recent Saves Recent Publishes Find/Replace

Site: qc /academics/index.pcf

top / academics /

Type	Actions	Name
		<a href="#">Up a directory</a>
		<a href="#">_navigation.inc</a>
		<a href="#">academic_advising</a>
		<a href="#">Accelerated.pcf</a>
		<a href="#">accountancy.pcf</a>
		<a href="#">advising.pcf</a>
		<a href="#">dep</a>
		<a href="#">early_childhood_education.pcf</a>
		<a href="#">elem_etary_education.pcf</a>
		<a href="#">engineering.pcf</a>
		<a href="#">engineering_technology.pcf</a>
		<a href="#">english.pcf</a>
		<a href="#">faculty_and_staff</a>
		<a href="#">featured_courses</a>
		<a href="#">grad-biology.pcf</a>
		<a href="#">grad-cned.pcf</a>
		<a href="#">grad-edl-do.c.pcf</a>
		<a href="#">grad-edl-m.sed-specialist.pcf</a>
		<a href="#">grad-edl-m.sed.pcf</a>

edit publish now schedule send to user

check revert access backup

Edit php (Default)

ABOUT WIU-QC ACADEMICS ADMISSIONS ADVISING COMMUNITY GIVING LIBRARIES STUDENT LIFE WIU-MACOMB

QUAD CITIES CAMPUS WIU Home > Academics > Academic Excellence

edit left nav edit edit

## Academics

Welcome to One of America's Best Value Colleges

### Undergraduate

[Undergraduate Programs](#)  
[Accelerated and Integrated Programs](#)  
[QC Honors Program](#)  
[Minors](#)

For the ninth year in a row, The Princeton Review has named Western Illinois University a "Best Midwestern College."  
Western was one of 155 regional universities, and one of three



# GOAL 6: SUPPORT ENTREPRENEURIAL ACTIVITIES

- Academic Support Efficiencies:
  - Career Services E-Recruiting System provides real time information to students
  - Liz Eckman streamlined Testing Center and textbook return processes
  - Alex Hall attended off-site financial aid presentations for prospective students



# E-RECRUITING

Western Illinois University [Choose a different school](#)

Username:  Password:  [Enter](#) [Forgot your password?](#)

<b>Students</b> <p>Students: When creating your eRecruiting account you just need to click on create account link below, then when it asks you for a Password Token, type in Rocky and then you will be allowed to finish setting up your account!</p> <p>Career Development Center Info Phone: 309-298-1838 <a href="#">Email the Career Development Center</a> <a href="#">Go to the School Web Site</a> <a href="#">Create account</a></p>	<b>Welcome to eRecruiting at Western Illinois University!</b> <p>Follow the appropriate login instructions provided in the student or employer boxes.</p> <p>This system is designed to connect employers with students and alumni of WIU. Employers are able to post available jobs/internships with their company; and students are able to post their resumes for employers to view. Academic departments at WIU are also able to post jobs/internship opportunities through this system.</p> <p><b>Students and Alumni please read the following statement.</b></p> <p>Registering with eRecruiting is purely a voluntary endeavor, and is provided as a service to our students/alumni. The Career Development Center and Western Illinois University are not responsible or liable for initiating contact with any employer. WIU and the Career Development Center are not responsible or liable for any personal / confidential information that the user (students/alumni) provides to any employer. Please Remember: NEVER give any personal information (Social Security Number, Credit Card Number, or Bank Account Number) to any employer via the Internet or by phone.</p>	<b>Employers</b> <p><a href="#">Employers log in here</a></p> <p>Career Development Center Info Phone: 309-298-1838 <a href="#">Email the Career Development Center</a></p>
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# GOAL 6: SUPPORT ENTREPRENEURIAL ACTIVITIES

- Fiscal Efficiencies
  - Bill Brewer, Joe Rives, Julie DeWees, and Digger Oster completed negotiations the Illinois Capital Development Board for their purchase of Riverfront Phase II furniture, fixtures, equipment, and technology—saving the University **\$4.6** million
  - Renew Moline private development partnership saves the University over **\$80** million in construction, in addition to ongoing operations and maintenance costs

# GOAL 6: SUPPORT ENTREPRENEURIAL ACTIVITIES

- Technology Efficiencies
  - Bandwidth increase to 234 Mbps
  - Distributed File Service Replication
    - Between Macomb and Quad Cities



# GOAL 6: SUPPORT ENTREPRENEURIAL ACTIVITIES



**WHILE YOU WERE IN THE BUILDING, DID YOU COME ACROSS A BIG BINDER TITLED "BUSINESS CONTINUITY PLAN"?**



# GOAL 6: SUPPORT ENTREPRENEURIAL ACTIVITIES

- WQPT Efficiencies
  - New backup generator
  - Stabilized STL receive dish
  - Planning for remote monitoring equipment
  - Implemented balanced scorecard for multiyear planning and budgeting



# BUDGET ENHANCEMENTS

\$100,000	FY14	Campus Marketing
\$100,000	FY15	2 FTE in Facilities for Riverfront Phase II
TBD	FY15	Operations and Maintenance Phase II
\$150,000	FY14	Opening Phase II
\$50,000	FY15	Opening Phase II
\$50,000	FY14	Fleet Car Replacement

# INTERNAL REALLOCATIONS

\$5,000	FY14	Graduate Student Recruitment
\$28,000	FY14	Fleet Car Replacement & Repair
\$60,000	FY14	Maintain Technology Rotation

# FISCAL YEAR 2015 PLANS

Continue to support:

1. Expansion
  - A. Answer four enrollment questions posed in this presentation
2. Student, Faculty and Staff Engagement
3. Community Engagement
4. University Planning
  - A. Higher Values in Higher Education
  - B. Long Term Planning
  - C. Master Planning
    - I. Complete moving and opening of Phase II
    - II. Complete Phase III programming study
    - III. Decommission 60<sup>th</sup> Street
    - IV. Redistribute 60<sup>th</sup> Street equipment and technology

# FISCAL YEAR 2015 PLANS

## 4. University Planning (continued)

### D. Fundraising

- I. Evaluate and enhance Quad Cities and Planning Advisory Board Membership
- II. Develop/implement “Mini Campaign” for the Quad Cities

### E. Institutional Accreditation

- I. Receive authorization to close 60<sup>th</sup> Street and open Riverfront as a branch campus
- II. Host on-site evaluation visit for Riverfront

### F. Diversity and Internationalization

### G. Entrepreneurism



# FISCAL YEAR 2015 BUDGET REQUESTS



# FISCAL YEAR 2015 BUDGET REQUESTS

- \$150,000 Base Marketing Funds
- \$ 60,000 Base Marketing and Grant Writing Position
- \$ 15,000 Base Significantly Added Staff Duties
- \$ 50,000 Phase II Fleet Upgrade



# FISCAL YEAR 2015 BUDGET REQUESTS

## **\$150,000 Base Marketing Funds**

- Supports responsible fiscal planning
- Supports lower costs for repeated services

There is incredible competition for location specific information

- Black Hawk College
- Midwest Technical
- Palmer College of Chiropractic
- University of Iowa
- Upper Iowa University



# FISCAL YEAR 2015 BUDGET REQUESTS

- \$ 60,000 Base Marketing and Grant Writing Position
  - The Quad Cities is a competitive urban environment
  - We need to decrease reliance on state funds
  - We need to increase external and income fund revenue
  - Range of marketing departments in QC colleges and universities
    - 1.0 FTE at WIU-QC (1,502) 1,502:1
    - 2.0 FTE at Trinity ( 279) 140:1
    - 3.5 FTE at Saint Ambrose (3,671) 1,049:1
    - 4.0 FTE at Palmer (2,168) 542:1
    - 4.0 FTE at Augustana (2,551) 638:1
    - 5.0 FTE at Eastern Iowa (8,477) 1,695:1
    - 8.0 FTE at Black Hawk (6,360) 795:1

# FISCAL YEAR 2015 BUDGET REQUESTS

- \$85,000 one-time for Phase II fleet cars
  - Funds for two new cars
  - VP Rives will do a 1:3 match with reallocations
  - Cars that date back to 1998
  - All upgraded cars have over 120,000 miles

“CarGurus has 61,105 [1999] nationwide Malibu listings starting at \$2,775”

# WE'RE NOT HERE



# FISCAL YEAR 2015 BUDGET REQUESTS

- Other Budget Items that we strongly support.
  - Academic Affairs request (\$90,000) for an **on-site** technology director in the Quad Cities
  - Our 22% pro-rata share should the State fund Riverfront
    - Amount from growth plan developed by Provost Hawkinson and Vice President Rives

## CONCLUSION

*The strength of our unit and base of our accomplishments is our people. Together, we support the academic mission and service operations of Western Illinois University by successfully advancing institutional priorities and goals.*



# WESTERN ILLINOIS UNIVERSITY- QUAD CITIES AND PLANNING

FISCAL YEAR 2014 ACCOMPLISHMENTS  
FISCAL YEAR 2015 PLANS

