WESTERN ILLINOIS UNIVERSITY-QUAD CITIES AND PLANNING

FISCAL YEAR 2014 ACCOMPLISHMENTS
FISCAL YEAR 2015 PLANS
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
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
ACCREDITATION
ACCOMPLISHMENTS

• Maintaining Commission Compliance
• Providing Service to the Commission
• Leading the Persistence & Completion Academy
1. Maintaining Commission Compliance

- Initiating processes to close 60th 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
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 Prosise
  • 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
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)
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)
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)
Completing Linkages Presentations at Annual Meetings in Chicago

• 2013:
  Lindsay Fender
  Kristi Mindrup
  Joe Rives

• 2014
  Audrey Adamson
  Lindsay Fender
  Curtis Williams
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/
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
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
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
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 quantitative measures, supporting an annual three-part institutional accountability reporting process.

Second, Performance Reports summarize the impact of strategic plan implementation documenting annual comparisons 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.
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
HIGHER VALUES IN HIGHER EDUCATION
ACOMPLISHMENTS

• 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

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
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

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
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
CONGRATULATIONS AND THANK YOU TO SCOTT COKER
THANK YOU
TO TED RENNER

Macomb Campus Master Plan Implementation Team
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
QUAD CITIES CAMPUS MASTER PLAN

ACCOMPLISHMENTS

Phase I
• Opened January 2012

Phase II
• Opens August 2013

Phase III
• Programming Study in progress

Legislation for Sale of 60th Street
• Passed House
• In the Senate

Closing 60th 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

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 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/

• 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 60th 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
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

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

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 60th 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>
<thead>
<tr>
<th></th>
<th>Linkages</th>
<th>Reverse Transfer</th>
<th>Honor's</th>
<th>Degree Guides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Hawk</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Eastern Iowa</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Highland</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illinois Valley</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kirkwood</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Rock Valley</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sauk Valley</td>
<td>IP</td>
<td></td>
<td>IP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2013-2014</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>-----------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Linkages</td>
<td>Reverse Transfer</td>
<td>Honor's</td>
<td>Degree Guides</td>
</tr>
<tr>
<td>Black Hawk</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Eastern Iowa</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Highland</td>
<td>IP</td>
<td>IP</td>
<td>IP</td>
<td>IP</td>
</tr>
<tr>
<td>Illinois Valley</td>
<td>IP</td>
<td>IP</td>
<td>IP</td>
<td>IP</td>
</tr>
<tr>
<td>Kirkwood</td>
<td>IP</td>
<td>IP</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Rock Valley</td>
<td>IP</td>
<td>IP</td>
<td>IP</td>
<td>IP</td>
</tr>
<tr>
<td>Sauk Valley</td>
<td>✔</td>
<td>IP</td>
<td>IP</td>
<td>✔</td>
</tr>
</tbody>
</table>
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

Western Illinois University
Quad Cities

Classroom Locations
CLOSE TO HOME
GOAL 1: SUPPORT EXPANSION
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

• 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
GOAL 1: SUPPORT EXPANSION

#Success Story
GOAL 1: SUPPORT EXPANSION

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 15th Street. Turn right on 15th Street heading north to River Drive. Turn right on River Drive and head east to 54th Street. Campus is located on the right side of River Drive just past the Celebration Bell Riverboat.

60TH STREET
3561 60TH STREET, MOLINE
To get to the WU-QC campus from Interstate 74, exit on John Dean Road East (Exit 48) and continue east on John Dean Road. Turn left on 60th Street, which is the stoplight by Farm & Field. 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 advisors and current students. Tour the Riverfront campus and see what WU-QC has to offer. Reserve a space online at www.wiuc.edu/discover or call the admissions office at (309) 762-1415.
- Friday, Sept. 20, 2013 / Program begins at 3 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) 762-1415.

facebook.com/wiuc
www.wiuc.edu
GOAL 1: SUPPORT EXPANSION
GOAL 1: SUPPORT EXPANSION

- Weather Closures
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

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied</td>
<td>662</td>
<td>675</td>
<td>642</td>
<td>760</td>
<td>889</td>
</tr>
<tr>
<td>Accepted</td>
<td>535</td>
<td>531</td>
<td>542</td>
<td>616</td>
<td>676</td>
</tr>
<tr>
<td>Enrolled</td>
<td>362</td>
<td>357</td>
<td>363</td>
<td>410</td>
<td>473</td>
</tr>
</tbody>
</table>

## 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

- Fall
- Spring

Up 6.3%
Up 12.7%
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Off Campus</th>
<th>On Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>15</td>
<td>223</td>
</tr>
<tr>
<td>2010</td>
<td>7</td>
<td>229</td>
</tr>
<tr>
<td>2011</td>
<td>18</td>
<td>222</td>
</tr>
<tr>
<td>2012</td>
<td>49</td>
<td>271</td>
</tr>
<tr>
<td>2013</td>
<td>43</td>
<td>324</td>
</tr>
</tbody>
</table>
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 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

- Macomb: 17.6%
- Quad Cities: 7.6%
TYPES OF OFF-CAMPUS STUDENTS

On-Line Only
- Macomb: 9.1%
- Quad Cities: 2.3%
- Total: 68.3%

On-Line and On-Campus
- Macomb: 25.7%
- Quad Cities: 29.4%

Off-Campus Location
- Macomb: 65.2%
- Quad Cities: 65.2%
- Total: 80.0%

Legend: Macomb, Quad Cities
LOCATION OF ON-LINE STUDENTS

- All Other: 77.0% (Macomb: 13.0%, Quad Cities: 13.0%)
- Regional: 22.0% (Macomb: 14.0%, Quad Cities: 8.0%)
- Local: 65.0% (Macomb: 9.0%, Quad Cities: 56.0%)
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%
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
Who’s Not:

- No one
- Enrollment from all top feeder institutions are up
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%
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 loosing enrollments
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. Want can we do to encourage earlier admissions and registration decisions?
3. What can we do as staff to enhance the market appeal of our “mainstay” programs?
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

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

TO BE CONTINUED...
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

• 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
RESULTS

- All Graduates: 2012 - 71.8%, 2011 - 70.0%
- All Undergraduates: 2012 - 82.8%, 2011 - 81.0%
- New Transfers: 2012 - 75.2%, 2011 - 70.1%
- New Freshmen: 2012 - 66.7%, 2011 - 48.3%
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
“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-Iavarone, 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

Embracing Our MILITARY

THE PUBLIC CHOICE
Wearing purple and showing support for April Month of the Military Child.
GOAL 3:
SUPPORT COMMUNITY ENGAGEMENT
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
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!

$62M
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
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

<table>
<thead>
<tr>
<th>Year</th>
<th>On-Campus</th>
<th>Off-Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>10.7%</td>
<td>10.9%</td>
</tr>
<tr>
<td>2010</td>
<td>11.5%</td>
<td>11.4%</td>
</tr>
<tr>
<td>2011</td>
<td>11.8%</td>
<td>13.2%</td>
</tr>
<tr>
<td>2012</td>
<td>13.9%</td>
<td>15.6%</td>
</tr>
<tr>
<td>2013</td>
<td>14.4%</td>
<td>15.1%</td>
</tr>
</tbody>
</table>
RESULTS

First Year Retention Rates of New Students

- **White**
  - 2012: 71.4%
  - 2009: 68.2%

- **Black**
  - 2012: 93.8%
  - 2009: 70.6%

- **Hispanic**
  - 2012: 71.4%
  - 2009: 63.4%
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
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

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 & Communications: 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: Barry McBride (KL-McBride@wiu.edu)
- Office of the Registrar: Suzanne Litchfield (S-Litchfield@wiu.edu)
- School of Graduate Studies: Sue Tygrett (ST-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
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
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 ENTREPRENEURAL 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
<table>
<thead>
<tr>
<th>Amount</th>
<th>Fiscal Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000</td>
<td>FY14</td>
<td>Campus Marketing</td>
</tr>
<tr>
<td>$100,000</td>
<td>FY15</td>
<td>2 FTE in Facilities for Riverfront Phase II</td>
</tr>
<tr>
<td>TBD</td>
<td>FY15</td>
<td>Operations and Maintenance Phase II</td>
</tr>
<tr>
<td>$150,000</td>
<td>FY14</td>
<td>Opening Phase II</td>
</tr>
<tr>
<td>$50,000</td>
<td>FY15</td>
<td>Opening Phase II</td>
</tr>
<tr>
<td>$50,000</td>
<td>FY14</td>
<td>Fleet Car Replacement</td>
</tr>
</tbody>
</table>
## INTERNAL REALLOCATIONS

<table>
<thead>
<tr>
<th>Amount</th>
<th>FY</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td></td>
<td>Graduate Student Recruitment</td>
</tr>
<tr>
<td>$28,000</td>
<td>FY14</td>
<td>Fleet Car Replacement &amp; Repair</td>
</tr>
<tr>
<td>$60,000</td>
<td>FY14</td>
<td>Maintain Technology Rotation</td>
</tr>
</tbody>
</table>
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 60th Street
      IV. Redistribute 60th Street equipment and technology
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 60th 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
$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
• $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
$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