I. Accomplishments and Productivity for FY14

A. Give a brief review of the division's goals and objectives for FY14.
   1. Meet or exceed Admissions Goals for 2012-2013
   2. Continue to assist with campus retention efforts
   3. Explore options for creating a summer bridge program
   4. Coordinate enrollment management group
   5. Support the transition of Orientation and Retention to Admissions
   6. Re-open a renovated Thompson Hall for operation
   7. Close Higgins Hall permanently and begin asbestos abatement, preparing for demolition
   8. Start and substantially complete construction on Phase I of the University Union renovation
   9. Begin and complete construction on football scoreboard/video board
   10. Seek additional support for student financial aid programs
   11. Review student employment structure and practices
   12. Continue work with alcohol and other drug related issues on- and off-campus
   13. Enhance divisional technology when possible as funding is made available
   14. Continue process of document management system for Financial Aid
   15. Utilize the program study being conducted by Beu Health Center and determine future direction to be taken
   16. Continue to support and expand late night programming
   17. Phase out the self-insured student health insurance program

B. List the most important divisional accomplishments for FY14 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan accomplishments.

1. Meet or exceed Admissions Goals for 2012-2013
   - Goal: to achieve optimum controlled enrollment
   - Goal: support new and enhanced student recruitment efforts
   - Goal: to respond to students at all service points
   - While we received a record, 10,554 new freshman applications, for the Fall 2013 semester, numbers were down. Total enrollment is 11,707, down 4.1 percent (498 students) from Fall 2012, while the new freshman enrollment is 1,652, down from 1,754 in Fall 2012.
   - Improved the academic quality of the freshman class improving average ACT from 20.7 in 2012 to 21.1 in 2013 and average GPA from 3.04 in 2012 to 3.11 in 2013.
   - Enhanced overall campus physical diversity from 20% in Fall 2010 to 29% in Fall 2013.

2. Continue to assist with campus retention efforts
   - Goal: to provide support services to encourage student success and increase retention and graduation rates
   - Goal: support new and enhanced student recruitment efforts
   - Goal: to respond to students at all service points
   - Increased Fall to Spring retention from 82% in 2012 to 91% in 2013.
   - Increased participation in the Building Connections program of new freshman meeting with a faculty/staff mentor from 66% in 2011 to 80% in 2013.
   - Meeting with a Building Connections mentor resulted in a 10% difference in Fall to Spring retention.
   - Student Services’ representatives serve on the FYE review committee and 48 Student Services’ Representatives taught UNIV 100.
   - Numerous offices within the division were involved in presenting content material for UNIV100.
   - Grant funds were targeted to assist in the retention effort. Funds averaging $1,000 were used to help needy students with a C average or better register for the spring term.
   - During summer school Financial Aid packaging, institutional grant funds were used to enhance enrollment
by awarding $500 grants to Pell-eligible students who had maximized the Pell grant yearly amount during the fall and spring terms.

3. Explore options for creating a summer bridge program.
   - **Goal:** to provide support services to encourage student success and increase retention and graduation rates
   - **Goal:** support new and enhanced student recruitment efforts
   - **Goal:** to respond to students at all service points
   - Still exploring options and funding alternatives for a bridge program.

4. Coordinate enrollment management group
   - **Goal:** to provide support services to encourage student success and increase retention and graduation rates
   - **Goal:** support new and enhanced student recruitment efforts
   - Discussed strategies to assist student retention and make processes more user friendly for students.
   - Met once a month in a larger group with Registrar, Distance Learning, Graduate Studies, and Office of the Provost and Academic Vice President.
   - Determined the need for a “Cost Summary Statement” so students will leave Summer Orientation and Registration knowing their total cost to help in their college planning.
   - Worked with Distance Learning to reach out to junior or senior-standing students who attended FL 10 - FL 13 to remind them that they are close to finishing their degree and inviting them to contact their advisor for details on degree completion. 1,106 letters were mailed.

5. Support the transition of Orientation and Retention to Admissions
   - **Goal:** to provide support services to encourage student success and increase retention and graduation rates
   - **Goal:** support new and enhanced student recruitment efforts
   - **Goal:** to respond to student concerns with a culture of responsiveness at all service points
   - **Goal:** to achieve optimum enrollment
   - Re-designed Summer Orientation and Registration based on learning outcomes approved by Associate Deans and adjusted the schedule to remove barriers for first generation students.
   - Conducted 29 focus group interviews with 476 new freshman about their reasons for enrolling at Western Illinois University and their expectations of college.
   - Hosted the first ever Honors Orientation.

6. Re-open a renovated Thompson Hall for operation
   - **Goal:** to provide safe, accessible, responsive campus environments that meet the needs of university constituencies
   - Completed and re-opened in August 2013.
   - This project included a new exterior window-wall system and roof, abatement in all residential rooms, replacement of room furniture, new lighting, carpet, and paint.
   - WIU Facilities Management is working on completing painting on the 16th and 17th floors as these floors were not needed for opening 2013.
   - Total renovation cost was approximately $24 million dollars.

7. Close Higgins Hall permanently and begin asbestos abatement, preparing for demolition
   - **Goal:** to provide safe, accessible, responsive campus environments that meet the needs of university constituencies
   - Higgins Hall was officially taken offline and abatement work began in May 2013.
   - Asbestos abatement work was completed in the complex and the process of selecting an A/E Firm is currently underway in March 2014.
   - As part of the contract for the demolition of Higgins Hall, evaluation and development of a plan for the demolition of the three buildings making up Lamoine Village is underway.

8. Start and substantially complete construction on Phase I of the University Union renovation
   - **Goal:** to expand and improve facilities to meet the needs of university constituencies and reflect the core values of the university
   - **Goal:** to support learning inside and outside the classroom
   - Construction began right after graduation in May 2013.
   - The food court was open for students August 2013.
   - Phase 1 is on time and completion is set for late June 2014.
9. Begin and complete construction on football scoreboard/video board  
   Goal: to expand and improve facilities to meet the needs of university constituencies
   - Scheduled completion of the project is August 2014.

10. Seek additional support for student financial aid programs  
    Goal: to provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability
    - Increased grant funding for students, allowing attendance, continued attendance and/or reduction in loan volume.
    - Due to MAP Grant reductions, Financial Aid conducted a successful campaign to increase the number of early FAFSA applications, resulting in a 25% increase in applications by March 1.
    - The successful FAFSA campaign last year resulted in $1M more in MAP funding than last year.

11. Review student employment structure and practices  
    Goal: to provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability
    - Developed a program for needy new freshman allowing them to attend through earnings from an on-campus job.
    - For the 14-15 academic year, 185 new freshman will receive a $2,500 job to assist them in paying their college expenses.

12. Continue work with alcohol and other drug-related issues on- and off-campus  
    Goal: to support learning inside and outside the classroom and initiatives designed to increase student success
    - AOD Resource Center provided 1054 hours of service for Initial Assessments, Student Judicial Assessments, Treatment, Early Intervention, DUI Services and Comprehensive Evaluations.
    - Beu Health Center facilitated 50 educational events for Fall (Safe Tailgating, Root Beer Olympics, Club Wetzel, Classroom presentations, etc.) reaching 2385 participants through AOD Prevention and Peer Educators.
    - Student Health 101 Digital Magazine had 6114 visits for Fall semester including topics on Health/Wellness, nutrition, alcohol and other drugs, violence prevention, safe choices, financial health, etc.
    - In collaboration with Greek Life, introduced “Greeks United to Advocate for Responsible Decisions” (GUARD) Program as a new initiative.
    - Established a clinical psychology paid internship program in the AOD Resource Center in collaboration with the Psychology Department.
    - Integrated a specialized version of Alcohol 101 alcohol education in University 100 classes.
    - Administered the Alcohol and Other Drug Survey of the CORE Institute, which measures students’ attitudes, perceptions, and opinions about alcohol and drugs. The surveys also measure behaviors of actual AOD use and consequences of use. (Results pending)

13. Enhance divisional technology when possible as funding is made available  
    Goal: to deliver a strong, user-centered information technology infrastructure
    - Purplepost.wiu.edu continues to become a more integral part of campus. As of March 1, 2014 there are 258 Registered Student Organizations, 20 University Offices with live pages, and 2,770 involved users. 318 events (up from 178 last year) have been submitted for the virtual bulletin board on PurplePost’s homepage.
    - Installed Connexio Virtual signage in five locations across campus, enhancing publicity of campus events.
    - With the inception of PurplePost and Connexio, Student Services has gone from 399 Tele-STARS requests in FY13 to 181 in FY14.
    - UHDS is partnering with University Technology and Facilities Management to install wireless access in Thompson Hall, Bayliss Hall, Henninger Hall, and Tanner Hall. Bids for contractor work are due spring 2014 and anticipated work is scheduled for summer 2014.
    - UHDS continued to evaluate and install digital signage throughout residence hall spaces. It is anticipated that Thompson Hall will receive digital signage during the fall of 2014.
    - It is anticipated that UHDS will be implementing “Laundry View” for fall 2014, a resource where students will be able to receive updates and see machine availability through an online interface.
    - UHDS plans to convert cable television from analog to digital during the summer of 2014. In this enhancement, the introduction of 8 channels in High Definition is planned.
- Beu Health Center implemented 13 Welch Allyn Vitals Machines that are interfaced with Electronic Medical Record, thereby eliminating data entry and improving precision.
- Piloted SMS Text Messaging Server to push out appointment reminder texts to students (Beu, ESS, CITR, UTECH).
- First school of 300 using Medicat EMR to utilize SMS Texting interface with EMR.
- Maintained low no-show rate of 3.4% (lower than industry benchmark of 5.5%).
- Students are extremely positive about text reminders.
- University Counseling Center implemented electronic check-in stations for electronic record keeping system in January, 2012 and are evolving throughout the current academic year, working out all of the issues. They have now enabled and successfully deployed the use of iPads.

14. Continue process of document management system for Financial Aid
   Goal: to respond to student concerns with a culture of responsiveness at all service points
   Goal: to achieve optimum enrollment
- All paper documents received are now imaged for the 14-15 academic year.
- Paper files will not be created for new students and no new paper will be added to files for continuing students.
- Imaging over 14,000 applications annually, which translates into over 100,000 pages.
- Archiving all continuing student documents so that in a year or there should no longer be paper files.

15. Utilize the program study being conducted by Beu Health Center and determine future direction to be taken
   Goal: to expand and improve facilities to meet the needs of university constituencies and reflect the core values of the university
   Goal: to support learning inside and outside the classroom
- Identified remodel projects and a timeline for completion to modernize and maximize existing space.
  - Modernize exam rooms on first floor of Beu Health Center. (Spring – Summer 2014)
  - Provide direct access to elevator from first floor lobby by constructing a hallway. (Spring – Summer 2014)
  - Remodel pharmacy to maximize storage and improve work efficiency. (Spring – Summer 2014)
  - Paint first floor. (Spring – Summer 2014)

16. Continue to support and expand late night programming
   Goal: to provide safe, accessible, responsive campus environments that meet the needs of university constituencies
   Goal: to support learning inside and outside the classroom and initiatives designed to increase student success
- Late Night Programming – included WestFest, Rocky After Dark, outdoor movies, Sandburg Theatre movie events, Homecoming, Speed Dating, Comedy Showcases, Game Night, Bingo nights, dance/disco/club events, diverse Coffeehouse music and poetry events, Edutainment-based speakers, and intentional program collaborations. Events are scheduled to begin at a later time and are featured in spaces throughout campus.
- Inter-Hall Council programs had record participation in events such as Club Wetzel, Graffiti Dance Party, Karaoke Night, and Finals Study Break to name a few.

17. Phase out the self-insured student health insurance program
   Goal: To respond to student concerns with a culture of responsiveness at all service points
- Run-out claims year underway and phase-out scheduled to be completed July 31, 2014.
C. Indicate measures of productivity by which the unit’s successes can be illustrated.

- **Undergraduate Admissions**
  - The overall goal of the recruitment strategy is to increase the size, diversity, and academic quality of new freshman and transfer students attending Western Illinois University.
  - Increased representation of domestic out-of-state students to 7% of new student enrollment.

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<td>84</td>
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<td>4.3%</td>
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</table>

- Worked to increase the market share for new freshman from Cook County (Chicago) and Madison County (St. Louis) to 1%.

<table>
<thead>
<tr>
<th></th>
<th>Fall 2009</th>
<th>Fall 2010</th>
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<td>Chicago</td>
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<td>1.04%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>0.73%</td>
<td>0.84%</td>
<td>0.48%</td>
<td>0.53%</td>
<td>0.38%</td>
</tr>
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</table>

- Working with university personnel to establish St. Louis office to better reach prospective students and their families.
- Beginning process to determine a location for the Chicago office.
- The primary goals of orientation and new student programs are to increase student attendance rate and parent/guest attendance at Summer Orientation and Registration programs.

- To achieve these goals, the Assistant Director of Orientation worked with the Office of the Provost and Associate Deans to restructure the program format and defined learning outcomes for Summer Orientation and Registration programs. Assessment of these learning outcomes will begin Summer 2014 which will be included in FY15 year end report.

- **Beu Health Center**
  - Collaborated with Faculty Senate Ad-Hoc Committee on Medical Absences (COMA), Student Government Association and CITR to create the Online Absence Reporting System or OARS which was launched in the beginning of Fall Semester. The system was designed to put the responsibility of absence reporting with the student and has reduced the demand for doctor notes by 59% since its inception, freeing up appointment time for medically necessary patient visits.
  - Maintained low no-show rate (3.4%) by introduction of SMS Texting of appointment reminders (Fall, 2014)
  - Established a clinical psychology full-time paid Graduate internship program in the AOD Resource Center in collaboration with the Psychology Department.
  - Alcohol and Other Drug Resource Center licensing through Illinois Department of Human Services Division of Alcohol and Substance Abuse.
  - Pharmacy licensed through Illinois Department of Financial and Professional Regulation.
  - Physicians maintain board certifications through American Board of Internal Medicine, American Board of Family Medicine, American Society of Addiction Medicine.
  - Advance Practice Nurses maintain certifications with Nurse Credentialing Center, American Nurse Credentialing Center.
  - Provided 13,106 patient visits through Feb, 2014:
    - Provided 3659 immunizations
    - 7688 laboratory tests
    - Filled 7738 prescriptions and OTC
  - Center for Military/Academic Transitions and Health (CMATH) served 31 veterans year to date (up 34.7% from last year).
• AOD Resource Center provided 1054 hours of service for Initial Assessments, Student Judicial Assessments, Treatment, Early Intervention, DUI Services and Comprehensive Evaluations.
• Health Education outreach provided through 78 presentations/outreach events reaching 1630 participants in residence halls, Greek housing, classrooms, and other campus venues on a variety of health and wellness topics including sexual health, nutrition, body image, stress management, sleep wellness, financial wellness, caffeine/energy drink awareness.

• Bookstore
  o Evaluated staffing pattern in bookstore.
  o Evaluated the possibility of reinstating a charge program for student textbooks. This was deferred.
  o Total Book sales rose even though enrollment declined.
  o New staff successfully assimilated into current staff.

• Campus Recreation
  o Some key benchmarks of interest, from NIRSA’s Collegiate Recreational Sports Participation and Facilities Study (2010):
    • “Recreational sports departments manage an average of 22 Sport Clubs.” WIU has 38 Sport Clubs (up from 29 last year).
    • “Recreational sports programs offer an average of 45 group exercise or fitness classes each week.” WIU offers 47 now, and have as many as 63 when possible, and have averaged 55.
    • “Recreational sports programs average 6 personal trainers on their staff.” WIU has 17.
  o Increased collaborative efforts with other campus departments to increase student health initiatives. (Fitness Services, Beu, Employee Wellness, Kinesiology, Health Education, Veterans Resource Center, Dietetics & Counseling Center).
  o Extended the Aquatics Center hours, adding longer morning and evening hours. We are now open 62% of the time the entire Rec Center is open which added 976 student employment hours for lifeguards per year.
    • Overall Aquatics Numbers 2013:
      Sauna – 7782
      Hot tub (only open in fall) – 3450
      Pool – 10,029 patrons (10,083 last year)
  o Group fitness had a total of 14,082 total participants, 2% more /class in an average of 47.5 classes/week in 2013 (16,123 total in 2012, with an average of 59 classes/week in 2012 due to fewer trained instructors).
  o Hosted 18 special events with 2,721 participants for Fall and Spring (an 18.5% increase). 17 of 18 events were co-sponsored with other offices.
  o Fallen Soldiers 5K increased from 310 in 2012 to 457 runners/walkers in 2013.
  o 27 different universities across the country have adopted Big Pink Volleyball since its inception here in 2002. BPVB continues to be one of the most successful collaborative programs on campus, topping $102,000 in donations in 13 years.
  o Intramurals hosted 40 events with 5,000 total participants (a 5.5% decrease, up from 14% decrease in 2012).
  o Outdoor Pursuits had a total of 93 participants on 8 trips ranging from Horn Field Campus to skiing in Andalusia.
  o Installed an AquaClimb climbing tower in Aquatics Center.
  o Total Card swipes @ entrance – 264,386 – down from 264,797 swipes (Difference is 411/264,797 = 0.1% decline in swipes during similar time period).

• Career Development Center
  o Changed name to support the mission that the center is here to assist in our students’ career planning and preparation i.e. the students’ development.
  o Social Media continued to be a way to market:
    • Twitter Followers: 1081 (up from 8477)
    • Facebook Friends: 474 (up from 377)
    • Pinterest Followers: 269 (up from 173)
Established a Career Development Module that begins in the students first year as part of their curriculum in FYE Classes. This module will enable students to begin to explore potential careers of interest and the necessary qualifications for their chosen career.

- Established a Faculty Advisory Board and the Career Development Advisory Board.
- Switching on-line registration systems from eRecruiting to NACElink Symplicity to better serve the CDC users.
- Total jobs posted to Career Services – 1,549 (up from 1,438).
- WIU Fall Career Fair – 475 students (up from 455).
- Law Enforcement Justice & Administration Career Fair – 545 Students.
- WIU Spring Career Fair – 375 students (down from 472).
- Pre-Employment Preparation Classes – 12 classes/300 students (up from 276).
- Individual appointments – 2,812.

- Casa Latina
  - Casa Latina Kickoff Bash (Fall Semester) where campus departments were invited to share information geared toward Latino student success had over 550 students in attendance (300 last year).
  - Successfully restructured the International Bazaar spreading out international events for a week, rather than two days. Professional entertainment was included, and Bazaar layout was changed resulting in the most successful events in recent years.
  - Social networking is a major initiative within Casa Latina to maintain relationships.
    - Facebook Friends: 808 (up from 256)
    - Twitter account: 200
  - Starting Latinas in Progression Toward Success (LIPS), an organization that many female students have sought outside of Greek Life where they can focus on the positive image of Latinas.
  - Began planning a Latino Student Leader Council where any student can join to discuss ways to improve the recruitment and retention of Latino students on campus. Rather than programming, offers initiatives that the university and cultural center can do specifically for Latino students.
  - Casa Ambassadors have completed their training, and are now finalizing workshop details to present to community colleges.
  - Latino Fest will be held spring semester to promote the Latino culture through programming. Prospective Latino students are invited to attend Latino Fest as a recruitment event.

- Disability Resource Center
  - Saw an increase of students with disabilities seeking resources in FY14, from 533 in FY13 to 608 in FY14 and has increased 87% since 2010.
  - Despite growing numbers, the DRC staff worked hard to maintain quality services that attract and retain students.
  - Focused on improving the coordination of class notes by taking measures to ensure prompt provision of class notes to students, increasing advocacy when notes are not promptly provided and offering a broader range of options to faculty for administering the note taking assistance accommodation.
  - Formed a focus group aimed at providing an accurate picture of the disability experience for the Master Planning Committee. Students with a variety of conditions shared personal experiences and offered solutions for the future of our campus.
  - Partnered with Facilities Management, EOA, OPS, VPAS and others to improve responsiveness to winter weather conditions.
  - Worked with UCC, the Speech, Language and Hearing Clinic and Students for Disability Awareness to provide resources to support the growing population of students with autism.
  - Trained faculty and staff on the concepts of Universal Design through Faculty and Staff Partnerships for Accessible Solutions (FASPAS). Since its inception in Spring 2012, 20 faculty and staff have been trained.
- Electronic Student Services
  - Maintained an acceptable level of technology for the Division of Student Services during challenging economic times.
  - Staff responded to 1,170 work orders in a timely matter.

- Financial Aid
  - Developed a color brochure for prospective students that includes FAFSA application facts and helpful hints, guidance on paying for college, types and sources of financial aid, many important tips and reminders, and contact information.
  - The packaging goals for academic year 2014-15 were met, with the first Award Letters added to STARS on January 23, 2014 and by the end of February, over 3,000 award letters were added to STARS; a significant accomplishment.
  - A paper notification process for new students was developed due to the concern among Admissions staff new students were not receiving email award letter notifications because they had not set up a WIU email account. A paper award notification letter was produced and is being sent to all new students who have an award letter on STARS.
  - To assist students and parents with managing their bill, a worksheet was developed that discussed how to pay expenses not covered by financial aid. It details the Parent Loan and other private loans as well as the Additional Unsubsidized loan offered when parents cannot borrow a Parent Loan. It also detailed the payment plan and produced an estimate of the monthly payments and how to sign up for the payment plan.

- Go West
  - Redesigned routes as Thompson came back on line and Higgins came off.
  - Accommodated budget reallocations to fund the operation of the new building.
  - New routing to accommodate Thompson resulted in record growth this year on campus. On track for an all-time record even with declining enrollment.
Overall ridership will exceed 2.1 million riders in FY14.

- Gwendolyn Brooks Cultural Center
  - Through collective and collaborative programming efforts the Center and its student organizations have assisted African American students. Currently exploring why 223 students did not return spring 2014 and will use this data to enhance or create programs to facilitate a higher retention rate.
  - Welcome Roundup is in its 8th year and continues to attract new freshman and transfer students. The goal of this program is to empower students with tools to assist in their successful matriculation. More than 90% of the new students who attended the program became actively involved in various student organizations. Approximately 10% went on to serve in leadership positions.
  - Black Student Association hosted their annual Thanksgiving Project which resulted in the distribution of 190 food baskets throughout McDonough County.
  - More than 100 students, faculty, staff, administrators, and community residents attended African Heritage Night which provided an opportunity to learn about the African culture through educational presentations, historical cultural displays, and ethnic food tasting.
  - More than 120 students attended the 5th Annual Black Student Summit, giving them an opportunity to dialogue about the unique challenges that underrepresented groups face at WIU.

- Intercollegiate Athletics
  - 430 student-athletes in 20 sport programs.
  - Awarded $3,670,045.24 in athletics scholarships (93 student-athletes receive 100% full grant-in-aid).
  - 3.07 Department Cumulative GPA.
  - 5% Student-athletes with 4.00 GPA.
  - 56 student-athletes earned Academic All-Conference Honors (Summit League and MVFC).
  - 34 student-athletes earned All-Conference honors (through February 2014).
  - Jimmy Holtschlag (Football) became the 11th football student-athlete to earn Capital One/CoSIDA Academic All-America honors, earning a spot on the Second Team. He is one of two Leathernecks all-time to earn All-Missouri Valley Football Conference honors three years and named First Team Academic All-MVFC three years.
  - Jimmy Holtschlag received a NCAA postgraduate scholarship, the first by a Leatherneck in nearly 10 years.
  - Ashley Luke became the first women’s basketball player in program history to earn Academic All-America honors. She was the only sophomore among the 15 Division I student-athletes honored. Luke was a Third Team Academic All-America selection.
  - Men’s Soccer advanced to the Summit League Tournament championship game for the third consecutive year, and for the seventh time in the last 10 years.
  - Volleyball qualified for the Summit League postseason Tournament for the first time since 2007.
  - Student-athletes performed 1,143.25 hours of community service
  - Student-athletes raised $6,638.82 for local/regional charities
  - Student-athletes raised $ 5,597.47 or 38% of total for Dance Marathon
  - Total Leatherneck Club membership is currently at 413 households with a goal of 750 households by June 30, 2014
  - Implemented a new Leatherneck Club giving timeline, where benefits will be based on previous year giving. Donors must have gifts in by June 30.

- Office of Student Activities
  - Rocky Unleashed (a new leadership program for aspiring leaders) will have released 34 students by the end of the year. The program features sessions on defining values, time/priority management, professionalism, conflict management, collaboration, and a call to action.
  - Camp Leatherneck successfully transitioned from UHDS into the OSA. 84 incoming students attended Camp with 2 Directors and 20 Leaders (all undergraduates).
  - Supported the ongoing expansion, development, and colonization of Greek organizations. Two fraternities, one United Greek Council sorority, and one Panhellenic Council sorority.
  - During FY13 the community contributed 12,664 hours of service to the local community and donated $65,336.91 to philanthropy.
  - For the second consecutive fall semester, the 2013 All-Fraternity and All-Sorority grade point averages were all above the All-Men, All-Women, and All-University grade point average.
  - Held first ever Greek Life Emerging Leader Retreat in fall 2013 with over 100 participants.
Dance Marathon, in its first year, broke the goal of $12,000 by raising $22,000 for Children’s Miracle Network Hospitals of Greater St. Louis. This event engaged many of our students with a 16-person executive board, another 20 on committees, and over 250 in attendance.

Council on Student Activity Funds funded 72 departments and student organizations providing programming and services to student programming. The council allocated $1,092,627.60 for FY14.

- **Student Assistance and Parent Service Center & Veterans Resource Center**
  - Provided all incoming parents an overview during the Summer Orientation and Registration programs regarding the philosophy of the relationship between the University and parents of currently enrolled students.
  - Provided a parental communication plan for newly admitted students to assist in the matriculation process.
  - During 2012-13, the SAPSC processed 6,500 WIU ID cards for students, faculty, and staff; including being the primary provider for IDs at New Student Summer Orientation and Registration programs.
  - Moms’ Weekend – Over 325 participants.
  - Dads’ Weekend – Over 204 participants.
  - Veterans Resource Center (VRC) provided early outreach services to approximately 500 prospective and newly accepted student veterans.
  - Collaborated with Illinois Joining Forces to host inaugural veterans’ employment networking program at Western in March 2014. Received $600 from Robert McCormick Foundation to fund the program.

- **Student Development and Orientation**
  - The office, formally known as Student Development and Orientation, went through a major transition as both Orientation and Building Connections were moved to Admissions under an enrollment management model. The office changed its name to the Student Development Office. This name change allows the office to continue to operate under the reference of SDO to which many campus and community constituents are accustomed.
  - Coordinated 11 2-Day orientation/registration programs for 1,577 new freshmen and their families (3,204), assisting with their transition to the University. Coordinated two Transfer Registration programs for approximately 134 transfer students and 275 family members.
  - Offered academic assistance to 1,681 students helping them with their academic goals and developing positive relationships with faculty, staff, and peers by aiding in the interpretation of their academic concerns and difficulties, providing referrals when appropriate.
  - Offered support and acted as crisis intervention contact and liaison for 2,289 students, some of which included student deaths, family member deaths, and absence contacts.
  - Offered opportunities for 119 students contemplating withdrawal from the University to explore options, alternatives, and consequences before making a decision to withdraw.
  - Offered opportunities for 57 students appealing for total late withdrawal/late drops after the official drop date due to extenuating circumstances.
  - Created a new Student Planner/Handbook.
  - LGBTQQA Resource Center offered an orientation program for new students, increased programming initiatives, reinstituted Safe Space Training, created a lounge for students, and engaged in dialogue across campus.

- **Student Legal Services**
  - Handled a variety of student legal issues from city ordinance violations to landlord/tenant issues.
  - Works to help students and parents understand legal issues for students.

- **Student Judicial Programs**
  - Reviewed best practices both in Code of Student Conduct wording and process refinement.
Cases (new cases by reporting/referral source, per student) (resolved)

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<th>Agency</th>
<th>OPS</th>
<th>MPD</th>
<th>ISP</th>
<th>UHDS</th>
<th>Academic Integrity</th>
<th>SJP</th>
<th>Stud. Org</th>
<th>Study Abroad</th>
<th>Parking</th>
<th>Subtotal (approx.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug-13</td>
<td>29</td>
<td>16</td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>58</td>
</tr>
<tr>
<td>Sept-13</td>
<td>55</td>
<td>31</td>
<td>84</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td>172</td>
</tr>
<tr>
<td>Oct-13</td>
<td>44</td>
<td>0</td>
<td>84</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td>225</td>
</tr>
<tr>
<td>Nov-13</td>
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<td>100</td>
<td>26</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>Dec-13</td>
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<td>57</td>
<td>9</td>
<td>6</td>
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<tr>
<td>Subtotal (approx.)</td>
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<td>207</td>
<td>0</td>
<td>330</td>
<td>47</td>
<td>11</td>
<td>1</td>
<td>0</td>
<td>14</td>
<td>812</td>
</tr>
</tbody>
</table>

Total (approx.) 812 Cases (approx., 112 student are repeat respondents, in violation 2 or more times. 13 students have 3 violations)

Pave entries (including unresolved) 212 223 3 257 69 61 N/A N/A 15

<table>
<thead>
<tr>
<th>New Student Cases (by Respondent)</th>
<th>Charges (Violation Count)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug-13</td>
<td>66 267</td>
</tr>
<tr>
<td>Sept-13</td>
<td>140 567</td>
</tr>
<tr>
<td>Oct-13</td>
<td>232 423</td>
</tr>
<tr>
<td>Nov-13</td>
<td>231 300</td>
</tr>
<tr>
<td>Dec-13</td>
<td>137 220</td>
</tr>
</tbody>
</table>

- **Student Publications**
  - Produced 86 issues of the *Western Courier* newspaper, which is published three-days per week during the school year and two issues (one per semester) of a student-run regional general interest magazine-style publication called *Western Illinois Magazine*.
  - Promoted *The Western Courier’s* presence on social media, particularly via Facebook, in order to expand the reach of the newspaper’s content and better utilized such tools to communicate with freelance writers and editors.
  - Staff earned 11 awards at the annual Illinois College Press Association convention in February 2013, including: second place honors for best feature story and best graphic; third place honors for best sports page design, sports photo, photo essay, front-page design and in-depth reporting; and
honorable mentions for best feature story, sports column, sports game day story and opinion page.

- Staff members attended several professional training seminars including a Society of Professional Journalists Boot Camp at Webster University in St. Louis and the Illinois College Press Association (ICPA) convention in Chicago.

- University Counseling Center
  - Basic Statistics to date (July 1, 2013 to March 1, 2014):
    - # of students who received counseling services – 671 (down from 818).
    - # of individual sessions provided – 2,862 (up from 2,662) Increase of 200.
    - # of group counseling contact hours – 348=9900 individual hours.
    - # of students who sought assessment services for ADHD & LD – 41, totaling 171 hours of testing (up from 132.25 hours).
    - # of students participating in educational programs – 960.
  - Became a member of the Center for Collegiate Mental Health (CCMH). It currently has a membership base of 258 higher education institutions.
  - Offered suicide intervention training programs, Western Connect, for any university employee. This training prepares gatekeepers for the anxiety-provoking situation of interacting with a suicidal student. Western Connect is listed on the Best Practices Registry by the Suicide Prevention Resource Center.
  - Completed the process of transitioning to a completely paperless system.
  - Continued to seek ways to connect with and offer support services, in addition to providing direct counseling services, to students who identified themselves as veterans.
  - The UCC Director serves as co-chair of the WIU Threat Assessment and Management Team, which is committed to providing a means by which its’ community can proactively address behaviors of concern.

- University Housing and Dining Services
  - Began the design of a new Thompson Hall Lobby. A majority of this work includes cosmetic finishes such as ceilings, flooring, lighting and wall finishes. The information desk will be completely renovated to reflect a more modern feel as well as creating a consistent “look” throughout all of the residence halls on campus.
  - UHDS is working with Facilities Management to construct a brick patio outside of the south entrance of Seal Hall. This patio will feature new benches and personalized bricks sponsored by various donors. A Rocky on Parade Bulldog (purchased by John Biernbaum and Joe Roselieb) in 2013 will be featured in the center of the patio. Final construction is estimated for summer 2014.
  - Removed the $250 housing pre-pay and implemented the institutional $100 enrollment deposit for incoming students in an effort to remove barriers to registration.
  - As occupancy has changed and directly affected traffic flow in several dining locations, reduced hours have been implemented to increase overall efficiency. These reductions include no weekend hours at Thompson Dining along with reduced convenience store hours in all locations.
  - Re-opened the former International House and renamed it “Westbrook House”. Currently this facility houses non-traditional and graduate students.
  - Continued partnership with the Art Dept. and Art Gallery to create the 810 Art Gallery Display, displayed in Corbin and Olson Halls.
  - Continued to be active partners in the community by putting on Mud Volleyball, which raised over $4,000 for the Macomb Fire Department and Big Pink Volleyball with Campus Rec. Held annual Safe Trick-or-Treat for local children. Haunted Housing raised $3,000 for local food bank. St. Baldrick’s in Tanner raised over $20,000 in late March and Corbinsstock is planned for late April to raise money for charity.
  - The first year residence halls, Bayliss/Henninger and Tanner, expanded the first year experience programming model this year, hosting an event every Tuesday night at 7pm for the first 8 weeks of the fall semester. Programming included topics such as time management, relationships, money management, and career development to name a few. The overall visit numbers for Fall 2013 were 2410 visits to the programming weekly, which included 871 residents, about 55% of the students, attending at least one program, if not more.
  - Coordinated an academic resource packet that targeted students living in the halls that are facing academic difficulties.
  - 690 residence hall students earned a 3.6 or higher GPA and 130 of those students received a 4.0 GPA.
from both Spring 2013 and Fall 2013.
  o WIU Sodexo management team was nominated for the Sodexo Spirit of Progress award. From the 925 entries received from North America, fifteen teams, including the WIU team were chosen as Regional Winners.
  o WIU’s dining program was mentioned by BestColleges.org as one of the Top Ten Innovative Dining Programs in the country.
  o Celebrated 100 Years of Housing on the WIU campus with a celebration in June.

- University Scholarship Activities
  o Disbursed over $1.5 million in competitive, academic scholarships to more than 2,000 students.
  o Created fillable .pdf freshman and transfer scholarship applications to ease the application process.
  o Disseminated academic scholarship balances to departments to facilitate advertising and awarding of department scholarships to students.
  o Expanded web services, especially private scholarship opportunities for students.
  o Provided campus-wide training on Foundation accounts and scholarships in coordination with the Foundation chief accountant.
  o Reviewed over 600 Foundation scholarship accounts for donor documentation, and updated criteria to the existing template. Shared documentation and updated criteria with the respective department chair.

- University Union
  o Completed design for phase 1 of the renovations and started construction in spring 2013.
  o The two Union Hotel suites (President and Trustee) were renovated early spring 2014. The suites have an updated look in purple and gold. The kitchenette was removed from the President suite and replaced with a small wet bar. The renovation also included new furniture, carpet, paint, and flat screen TVs.
  o The Policy Manual was reviewed and updates were made accordingly.
  o Improved way finding – from the programming study the Union discovered the frustration with way finding throughout the building, even for longtime University students and employees.
  o Provided facilities and staff for campus events including. Approximately 49,203 students attended 1,486 student events in the Union to date in FY14. (Date Range of July 1, 2013 to February 28, 2014) This is an average of 6 student events per day held in the Union.
  o Provided space and services for over 5,122 events to date in FY14 for an average of 21 events per day. Approximately 119,839 people attend events scheduled by the following groups: Student organizations – 1,486 events; administrative/academic departments – 3,326 events; conferences – 85 events; and off – campus groups – 225 events. During the Fall 2013 semester alone, student organizations sponsored 951 meetings and events with 33,607 students in attendance.

- Women’s Center
  - Collaborated with Casa Latina and Gwendolyn Brooks Cultural Centers to identify policies, procedures, and guidelines for staffing, use and scheduling of shared spaces, and other collaborative needs as we continue to work together in the Multicultural Center.
  - Provided programs and resources for the university community as well as collaborated with the Macomb community for National Love your Body Day, Turn the Town Teal, and Clothesline Project, to name a few.
  - Take Back the Night planning committee members worked hard to plan and implement the 28th annual TBTN March and Rally, with 400 attendees.
  - Hosted REAL Women: Women as Researchers, Educators, Activists and Leaders presentation series and celebration luncheon.
D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:

1. Western Illinois Foundation funds
   • The majority of scholarship funds awarded (79%) through the Scholarship Office were donor-funded Foundation dollars.
2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside
3. Grants, contracts or local funds
   • Local funds were used to support minority and transfer scholarships, summer scholarships, and encumbered students.
4. Internal Reallocations: For reallocations over $20,000, identify the amount, area that was reallocated from, and the priority that funds supported.
5. Other fund sources
   • The Substance Abuse Prevention Education Fund (SAPE) awarded:
     $4,500 to various Student Services programs
   • The Council on Student Activity Funds (CSAF) awarded:
     $15,856 to Casa Latina
     $13,000 to GBCC
     $12,031 to Women’s Center

II. Budget Enhancement Outcomes for FY14 - N/A

III. Major Objectives and Productivity Measures for FY15

A. List the most important goals and objectives the division will pursue in FY15, and how these actions will be measured/assessed.

1. Meet or exceed Admissions Goals for 2013-2014
2. Continue to assist with campus retention efforts
3. Explore options for creating a summer bridge program
4. Continue coordination of enrollment management group
5. Support the transition in orientation and retention
6. Re-open a renovated Thompson Hall lobby
7. Work on cost containment of the board plan
8. Begin discussions on plausibility for financing Phase 2 of the Union renovation and determine if there is funding for design of Phase 2
9. Continue athletic facility improvements and renovations and implement fundraising campaigns
10. Seek additional support for student financial aid programs
11. Implement and review new student employment process
12. Continue work with alcohol and other drug related issues on- and off-campus
13. Enhance divisional technology when possible as funding is made available
14. Continue process of document management system for Financial Aid
15. Continue to support and expand late night programming
16. Review student health insurance program as it relates to the Affordable Care Act
17. Manage potential staff reductions to maintain optimal services for students
B. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items.
   - All of the Division’s objectives are related to the University’s Strategic Plan

C. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
   - All items are expected to be completed in the short- to mid-term
IV. Technology Goals and Objectives

A. List the most important technological goals and objectives the division will pursue in FY 15, and how these will be measured/assessed.
   - Continue to use social media outlets for growth and development.
   - Continue the process of making Financial Aid a mostly paperless environment.
   - Continue to add offices to the content management system.
   - Begin to create mobile marketing sites for offices.
   - Continue to look at enhancement of web-based forms.

B. Describe how these objectives build upon goals in divisional and/or institutional strategic plans.
   - Achieving optimum enrollment (allowing more options to students in the admissions process).
   - Creating a student body of high-achieving and diverse students making it easier for international and students with disabilities to access the university electronically.
   - Increasing retention and graduation rates.
   - Responding to student concerns with a culture of responsiveness at all service points.
   - Fostering a superior staff.

C. For each technology item, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
   - All items are expected to be completed in the short- to mid-term.

V. Internal Reallocations and Reorganizations: Western Illinois University-Macomb

A. What are planned FY15 reallocations or reorganizations, including the movement of positions, upgrade of positions, creation of new positions, and/or the reallocation of personnel and/or operating funds.

B. How do these reallocations and reorganizations further Strategic Plan goals and objectives.

C. Describe how all reallocations, permanent and temporary, will affect the unit’s standard performance measures.

D. How are you finding new funds?
   1. Describe divisional strategies to seek additional resources (e.g., grants, Foundation)
      - Involvement in development and fundraising
      - Student fee increase
      - Transit grants
      - Beu Health Center grants
      - Financial Aid grants

   2. Provide an explanation of how additional resources would be used to enhance divisional objectives
      - Would be utilized to cover salary increases, increased utility expenses, and additional upgrades to student support facilities
      - Would assist in achieving optimum enrollment
      - Would assist in retention and graduation efforts
      - Would assist to create a campus environment that supports a wide range of student interests and provides opportunities for leadership development and personal growth
      - Support late night programming
      - Support gender equity

   3. Summarize long-term external funding goals which extend beyond FY15
      - Division of Student Services has a part-time Development Officer working with the Foundation office to campaign for new funds. Many departments fund-raise on their own.
4. Develop indicators to track attainment of goals
   • Increased enrollment and graduation
   • Increased retention of enrolled students
   • Increased alumni involvement
   • Increased student satisfaction with the Western experience

VI. New Operating Resources

A. Identify, in priority order, requests for additional operating funding in a spreadsheet.
B. On this spreadsheet, please be sure to indicate whether you are seeking one-time or continuous funding. If you
   are seeking continuous funding, identify whether it is for a period of years or a permanent base increase.
C. Complete an FY15 Budget Request Form for each request listed in “A”.

<table>
<thead>
<tr>
<th>Funding Request</th>
<th>Purpose</th>
<th>Amount Requested</th>
<th>Continuous or One-time Request</th>
</tr>
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<tbody>
<tr>
<td>Admissions</td>
<td>Admissions Counselors (2)</td>
<td>$112,000</td>
<td>Continuous-permanent</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>
I. Unit submitting request: Undergraduate Admissions

II. Provide a short title of the initiative proposed for incremental funding. Two additional Admissions Counselors

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University’s goals, mission statement, or strategic plan.

With increased competition in the Chicago and St. Louis metro areas it has become important to increase our high school visits to make sure we are competitive with other schools and universities. Due to workload restrictions, the only way to increase visits in key schools is to either decrease visits in schools with less qualified students (typically inner city public schools) or to increase our staffing in these areas.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

<table>
<thead>
<tr>
<th>High School Visits</th>
<th></th>
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<tbody>
<tr>
<td>2008-2009</td>
<td>1,208</td>
</tr>
<tr>
<td>2009-2010</td>
<td>1,239</td>
</tr>
<tr>
<td>2010-2011</td>
<td>1,157</td>
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<tr>
<td>2011-2012</td>
<td>1,049</td>
</tr>
<tr>
<td>2012-2013</td>
<td>903</td>
</tr>
<tr>
<td>2013-2014</td>
<td>1,050 (estimated)</td>
</tr>
<tr>
<td>2014-2015</td>
<td>1,400 (projected)</td>
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</tbody>
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V. Provide a listing of all incremental funds requested by the following categories:

<table>
<thead>
<tr>
<th>Personnel Services</th>
<th>A/P</th>
<th>$87,648</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>C/S</td>
<td>$24,352</td>
</tr>
<tr>
<td></td>
<td>NTT</td>
<td></td>
</tr>
<tr>
<td></td>
<td>T/T</td>
<td></td>
</tr>
</tbody>
</table>

| Equipment and Instructional Materials |         |
| Library Materials                    |         |
| Contractual Services                 |         |
| Other Operating Funds                |         |

| Total                            | $112,000 |

VI. Are the requested funds to be included as permanent increase in the unit’s base budget?  
    Yes X     No X

VII. Will the project be supplemented by other funds? 
    Yes X     No

If yes, please describe:

Contact Person If Questions: Andy Borst  298 - 3100
Name                             Phone
Western Illinois University
Budget Request Format
For Program Support FY15

I. Unit submitting request: 

Priority Number ________

II. Provide a short title of the initiative proposed for incremental funding.

III. Provide a short description of the initiative proposed for incremental funding and how it relates to the University’s goals, mission statement, or strategic plan.

IV. Describe the specific accomplishments, and increases in productivity expected from this initiative and how results will be measured or evaluated.

V. Provide a listing of all incremental funds requested by the following categories:

Personnel Services  
A/P ________  
C/S ________  
NTT ________  
T/T ________  

Equipment and Instructional Materials ________  

Library Materials ________  

Contractual Services ________  

Other Operating Funds ________  

Total ________  

VI. Are the requested funds to be included as permanent increase in the unit’s base budget?  
Yes__ No

VII. Will the project be supplemented by other funds? _____ Yes ____ No  
If yes, please describe:

Contact Person If Questions: ___________________________________________________ _________________

Name Phone

Revised December 2013