Planning and Accomplishments Presentation
Western Illinois University Quad Cities:

Growing, Learning, and Innovating
The Division of Quad Cities and Planning is 147 employees strong.

We support the academic mission and service operations of Western Illinois University by successfully advancing institutional goals and priorities.
About Us

• Serving 1,377 students
• 42 undergraduate and graduate degrees and certificates
• 73 faculty represent all four colleges and the library
• 20 graduate assistants
• 54 staff in 6 interrelated areas
Our Administrative Team

Dr. Kristi Mindrup
Assistant Vice President

Gary Rowe
Director, Development
Our Administrative Team

Tami Seitz
Director, Marketing & Public Relations

Bill Brewer
Assistant Director, Facilities Management
Our Administrative Team

Jamie Lange
Interim Director, WQPT

Curtis Williams
Associate Director, Student Services
Our Administrative Team

Lindsay Fender
Assistant to the Vice President

Chris Brown
Administrative Aide
Our Administrative Team

Dr. Joe Rives
Vice President
Our Administrative Team

Dr. Jim Patterson
Assistant Dean, COBT

Dr. Marcia Carter
Assistant Dean, COEHS
• New Staff
• Employees with Distinguished Years of Service
• Professional Accomplishments
• Promotions and Professional Achievements
Welcome Six New Staff
Welcome

Audrey Adamson, Assistant Director for Student Services.

- Master's in Counseling from Western Illinois University.
- Previously employed at Augustana College as Interim Director of Residence Life
Welcome

Elizabeth Eckman, Office Support Assistant

- Bachelor's in English from St. Ambrose University
- Previously employed at Moline Public Library
Welcome

Lindsay Fender, Assistant to the Vice President

• Earned an MBA from Upper Iowa University
• Previously employed by Black Hawk College as the Registrar
Welcome

Antoinette Murphy, Assistant Director of Admissions for Graduate Studies

• Earned a Master's in Student Affairs Administration from Ball State University.

• Previously employed as Assistant Director of Student Life and Development at Ivy Tech Community College
Welcome

Mary Pruess, Director, WQPT

• Earned a master's degree in public administration from Old Dominion University
• Previously employed as president and general manager of WNIT
Welcome

Tyla Cole, Graduate Assistant in Student Services.

• Working on a Master's degree in Museum Studies.
12 employees have a combined 205 years of service
Celebrating 20 Years of Service

Dr. Marty Coe
Professor, Accountancy, and Finance
Celebrating 20 Years of Service

Dr. Steve Hunt
Associate Professor, Accountancy and Finance
Celebrating 20 Years of Service

Steve Whan
Facilities Manager
Celebrating 20 Years of Service

Dr. Fred Isele
Associate Professor, Curriculum and Instruction
Celebrating 20 Years of Service

Dr. Don McLean
Professor, Recreation, Park and Tourism Administration
Celebrating 20 Years of Service

Dr. Emeric Solymossy
Professor, Management and Marketing
Celebrating 15 Years of Service

Dr. Suzanne Bailey
Associate Professor, Law Enforcement and Justice Administration
Celebrating 15 Years of Service

Dr. Ann Walsh
Professor, Management and Marketing
Celebrating 15 Years of Service

Dr. Holly Nikels,
Associate Professor, Counselor Education
Celebrating 15 Years of Service

Dr. Keith Erickson,
Center for Preparation of Educational Professionals
Celebrating 15 Years of Service

Diane Heisner
Office Manager, Counselor Education
Celebrating 10 Years of Service

Dr. Susan Romano
Associate Professor, Biological Sciences
Lora Adams
Pursuing a Bachelors of General Studies Degree
Professional Accomplishments

Chris Brown
Pursuing a Bachelors Degree in English
Professional Accomplishments

Jonathan McKenna
Pursuing a Bachelors Degree in Computer Science
Professional Accomplishments

Temia Rice

Pursuing a master’s degree at Western Illinois University-Quad Cities
Professional Accomplishments

Tom Bates

Pursuing a master’s degree at Western Illinois University-Quad Cities
Michael Weinrich

Earned a Master’s in Information Technology Assurance and Security from the University of Maryland
Professional Accomplishments

Andrea Allison

Completing Windows 7 and Mac OS X Platforms training
Bill Brewer

Completed recertification of his Asbestos Designer license, architecture license, and LEED AP certification.
Christopher David

Pursuing on Microsoft Windows Server certification upgrades and VM Ware certification.
Professional Accomplishments

Jamie Lange and Dawn Schmitt
Earned Western Illinois University HR certificates
Professional Accomplishments

Dr. Dan Malacuck
Appointed to serve as a Fulbright Senior Lecturer in Germany
Professional Accomplishments

Dr. Kristi Mindrup
Received COAP
Employee of the Year
Professional Accomplishments

Dr. Joe Rives

• Appointed to a national task force on retention and graduation rates

• Received a four-year appointment as a specialized reviewer for the Higher Learning Commission
Professional Accomplishments

Dawn Schmitt
Pursuing CMA certification
Professional Accomplishments

Dr. Ann Walsh

Named Professor of the Year in the College of Business and Technology by Beta Gamma Sigma
Professional Accomplishments

Steve Whan and Joe Ackerman

Completed OSHA’s Material Safety Data Sheets training
Dr. Marty Coe
Successfully defended his dissertation from Saint Ambrose University
Curtis Williams
Received a Community Service Award from Western Illinois University
Promotions and Professional Awards
Promotions and Professional Awards

Dr. Marcia Carter
Named Assistant Dean, College of Education and Human Services
Promotions and Professional Awards

Jamie Lange

Named Interim Director, WQPT
Promotions and Professional Awards

Dr. Jim Patterson
Named Assistant Dean, College of Business and Technology
Promotions and Professional Awards

Lois Retherford
Promoted to
Admissions/Records Officer
Promotions and Professional Awards

Alison Shook
Promoted to Office Manager
Promotions and Professional Awards

Dr. Jeanette Thomas
Received a Professional Achievement Award
Champions
Having the Best, Gets the Best

- Named a Best College in the Midwest 2013
- Military Friendly Schools 2013
Having the Best, Gets the Best

• U.S. News & World Report:
  – WIU is a top tier "Best Regional University"

• G.I. Jobs Magazine:
  – WIU is a "Military Friendly School"

• Military Times EDGE Magazine:
  – WIU named "Best for College"

• Forbes Magazine:
  – WIU is among the best of 650 institutions in the country
Our Collective Accomplishments: Six Goals

1. Support expansion of academic programs and service operations
2. Increase opportunities for student, faculty, and staff engagement
3. Increase community engagement, marketing, and public relations
4. Support university planning to the best of our abilities
5. Support diversity and internationalization in recruitment, retention, the curriculum and programming
6. Increase efficiency
Goal 1: Support Expansion
Taking a Challenge

• Total WIU enrollment is down 7.4% in the last five years
  – From 13,175 in fall 2008 to 12,1205 in fall 2012
Positioning for future growth

• Providing responsive academic programs
• Meeting market demand
• Extending educational opportunities
• Being innovative in marketing and public relations
Evidence of Responsive Academic Programs
Increasing Competition for Students

Total New Student Applications-QC

<table>
<thead>
<tr>
<th>Year</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>568</td>
</tr>
<tr>
<td>2009</td>
<td>662</td>
</tr>
<tr>
<td>2010</td>
<td>675</td>
</tr>
<tr>
<td>2011</td>
<td>642</td>
</tr>
<tr>
<td>2012</td>
<td>760</td>
</tr>
</tbody>
</table>
Meeting Admission Goals

- Maintained 67% Show Rate
- Comparing new student applications to the same point in time last year:
  - New Freshman are up 37 students (336 percent)
  - New transfers are up 23 students (33 percent)
  - New graduate students, up three students (four percent)
Meeting Market Need

• First year for new undergraduate majors in:
  – Supply Chain Management
  – Human Resource Management
  – English
  – Communication

• For fall 2012, these programs yielded an enrollment of 72 majors, or 9.0% of total undergraduate enrollment.
Meeting Market Need

• New programs since academic year 2008-2009:
  – The previously mentioned
  – Baccalaureate programs in nursing (RN-BSN) and engineering
  – Post baccalaureate certificates in environmental GIS and teaching English as a second language
  – Masters in liberal arts and sciences.

• For fall 2012, these programs yielded an enrollment of 161 students

• 11.7 percent of total Western Illinois University-Quad Cities enrollment
Total Western Illinois University – Quad Cities Enrollment

- Three year enrollment decline of 244 students (16.7%)
- Enrollment would have been 1,216 without new programs

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>1481</td>
</tr>
<tr>
<td>2003</td>
<td>1310</td>
</tr>
<tr>
<td>2004</td>
<td>1280</td>
</tr>
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<td>2005</td>
<td>1217</td>
</tr>
<tr>
<td>2006</td>
<td>1331</td>
</tr>
<tr>
<td>2007</td>
<td>1370</td>
</tr>
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<td>2008</td>
<td>1392</td>
</tr>
<tr>
<td>2009</td>
<td>1413</td>
</tr>
<tr>
<td>2010</td>
<td>1361</td>
</tr>
<tr>
<td>2011</td>
<td>1372</td>
</tr>
<tr>
<td>2012</td>
<td>1377</td>
</tr>
</tbody>
</table>
Meeting Market Need

- Begin Tracking IQ course enrollments in academic year 2011-12 to
  - Assist in course planning
  - Assist in student retention
Western Illinois University – Quad Cities

Off-Campus Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>11</td>
<td>21</td>
<td>32</td>
</tr>
<tr>
<td>2009</td>
<td>32</td>
<td>29</td>
<td>61</td>
</tr>
<tr>
<td>2010</td>
<td>45</td>
<td>39</td>
<td>84</td>
</tr>
<tr>
<td>2011</td>
<td>72</td>
<td>65</td>
<td>137</td>
</tr>
<tr>
<td>2012</td>
<td>126</td>
<td>47</td>
<td>173</td>
</tr>
</tbody>
</table>

Up 441%
82% of the growth
Increased Educational Access

• New Quad Cities freshmen honors cohorts
• The Linkages program
Quad Cities Honors Cohort

- Western Illinois University-Quad Cities welcomed its first Honors Cohort
  - Full time, minimum 3.0 gpa and 22 ACT score.
- With eight weeks to recruit for the first year, we successfully enrolled:
  - Seven cohort eligible students
  - Mean ACT score of 26.1 and high school percentile rank of 76.
Quad Cities Linkages Program

- Has to meet WIU admissions requirements
- Has to concurrently enroll at the community college and WIU at the same time
- Can transfer to Macomb at any point
Total Linkages Enrollment

- 2009: 1
- 2010: 13
- 2011: 26
- 2012: 105
Quad Cities Linkages Program

- There are now 105 freshmen and sophomores enrolled on-campus.
- For new fall 2012 freshmen Linkages students:
  - The average ACT score was 22.1 and high school percentile rank was 57.
Quad Cities Linkages Program: A National Best Practice

ACCREDITED
Higher Learning Commission
North Central Association

LINK TO THE HLC WEB SITE
Alteration and/or unauthorized use prohibited

AIR
Illinois Association for Institutional Research

NABCA
National Association of Branch Campus Administrators

AIR
ASSOCIATION FOR INSTITUTIONAL RESEARCH
Data and Decisions for Higher Education
Both programs are projected to grow given:

- Increased demand
- Current exploration of a Linkages agreement with Sauk Valley College
- Fall 2012 signing of an Honors articulation agreement with Eastern Iowa Community Colleges
- A full year to recruiting students into the Honors Cohort
• Tami Seitz and Karin Chouinard utilize the expertise of local professionals in the Marketing and Public Relations Advisory Group
<table>
<thead>
<tr>
<th>School</th>
<th>Posted</th>
<th>Status/Comments</th>
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<tr>
<td>ABINGDON CUSD 217</td>
<td>02/26/2013 06:31am</td>
<td>Closed</td>
</tr>
<tr>
<td>ALWOOD SCHOOLS</td>
<td>02/26/2013 06:28am</td>
<td>Closed</td>
</tr>
<tr>
<td>ANNawan CUSD #226</td>
<td>02/26/2013 06:30am</td>
<td>Closing at 11:00 AM PM events cancelled</td>
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<tr>
<td>ASSUMPTION HIGH SCHOOL</td>
<td>02/26/2013 06:31am</td>
<td>2 Hour Early Dismissal</td>
</tr>
<tr>
<td>AVON COMM. UNIT 176</td>
<td>02/26/2013 06:57am</td>
<td>Closed, PM Events Cancelled</td>
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<tr>
<td>BRADFORD COMM. SCHOOLS</td>
<td>02/26/2013 06:23am</td>
<td>Closed</td>
</tr>
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<td>BURLINGTON CATHOLIC SCHOOLS</td>
<td>02/26/2013 06:41am</td>
<td>Closed</td>
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<td>BURLINGTON COMMUNITY SCHOOLS</td>
<td>02/26/2013 06:15am</td>
<td>Closed, Cancellation</td>
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<tr>
<td>CAMANCHE SCHOOLS</td>
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<td>2 Hour Early Dismissal No PM Preschool</td>
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<td>CAMBRIDGE SCHOOLS</td>
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<td>4 Hour Early Dismissal No PM Classes</td>
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<tr>
<td>CARL SANDBURG COLLEGE</td>
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<td>CENTRAL COMM. SCHOOLS-DEWITT</td>
<td>02/26/2013 06:15am</td>
<td>Dismissing at 11 AM</td>
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<td>Charg. Child Care</td>
<td>02/26/2013 06:01am</td>
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<td>COLUMBUS CSO</td>
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<td>CREATIVE LEARNING- DEWITT</td>
<td>02/26/2013 06:16am</td>
<td>No PM preschool childcare is open</td>
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<tr>
<td>DANVILLE COMM. SCHOOLS</td>
<td>02/26/2013 06:14am</td>
<td>Closed</td>
</tr>
</tbody>
</table>
Mobile Viewbook

Why WIU-QC?

Introduction
Programs of Study
Student Services
Tuition, Fees & Financial Aid
Admission Requirements
Get Involved
Choose WIU-QC
Introducing Discipline Specific Marketing

Law Enforcement and Justice Administration; Recreation, Park and Tourism Administration; Museum Studies, Engineering; and Supply Chain Management engaged in program/niche marketing that includes print materials and advertisements promoting open houses, events, and the major.
A texting campaign in May with the Iowa City/Cedar Rapids market.
Expanded Marketing and Admissions
• Participated in:
  – 185 high school visits
  – 32 college fairs
  – 9 graduate school fairs
  – 6 Company or Education Fairs

• Hosted:
  – 4 Discover WIU-QC events
  – 5 group visits from high schools and community colleges
  – 6-9 weekly on-site appointments.
Integrating Admissions and Student Services

- Graduate Admissions
- Undergraduate Admissions
- Career Services
- Grad Prep Days

Enrollment Growth
Marketing and Admissions Innovation

• Marketing Advisory Group
• Admissions Advisory Council
• Targeting Meetings
Marketing and Admissions Innovation

Changing recruitment events to weekends and other days when schools and colleges are not in session.
Marketing and Admissions Innovation

Intensifying graduate recruitment efforts by

• Combining undergraduate and graduate admissions at Discover events

• Hosting two Open Houses/Information Sessions

• Sponsoring three graduate seminars for current students to transition into graduate programs

• Increasing outreach and direct work with local businesses and industry.
Received a bronze award in the 2012 Collegiate Advertising Awards contest, placing it in the top 16% of 700 institutions nationally for production and content quality.
• Total new student applications and acceptances are at historic peaks.
  – 760 applications received from fall 2012; 18% higher than fall 2011.
• The 799 undergraduate student enrollment is a record, up 9% from the fall 2011 record high of 735.
Increased Scholarship Support Growth

Since 2008, Gary raised $443,300 in scholarship support for WIU-QC students.
Increased Scholarships Support Growth

75 guests attended the third annual scholarship breakfast in fall 2012.

Western Illinois University-Quad Cities has 19 scholarship award funds and distributed $65,000 in awards to 70 individuals in 2012-2013.
Increased Scholarships Support Growth

• The Lowell N. Johnson Foundation made a gift of $50,000 for scholarships for students from Rock Island, Henry, or Mercer Counties. This is in addition to the $100,000 gift made in 2012.

• Chris & Pam Ontiveros established a $50,000 scholarship for members or volunteers for the Boys & Girls Club of the Mississippi Valley.

• Western Illinois University-Quad Cities hosted our first minority student scholarship appeal on April 18th, 2013, in partnership with:
  – 100 Black Men of the Quad Cities
  – Davenport League of United Latin American Cities
  – Greater Quad Cities Hispanic Chamber of Commerce
  – Moline Foundation
  – NAACP-Rock Island and Davenport Chapters
  – Viva Quad Cities.
A Strong Staff Positions Growth

- IT Support is available at all hours WIU-QC locations are open.
  - 70 hours/week at Riverfront
  - 85 hours/week at 60th Street.
  - These totals include day, night, and weekend services.
A Strong Staff Positions Growth

Serving:
- Over 1,500 users
- 29 classrooms
- 3 instructional computer labs
- 1 engineering computer lab
- 5 conference rooms
- 4 engineering specific laboratories
A Strong Staff Positions Growth

Stationed Security is available at all hours WIU-QC locations are open.

- 70 hours/week at Riverfront
- 85 hours/week at 60th Street.
- These totals include day, night, and weekend services.
A Strong Staff Positions Growth

Supporting 42 degree and certificate options
Provide Testing Center services for faculty and students including online exam proctoring, make-up exams, and disability support accommodation.

The Testing Center is open weekly for 30 hours at Riverfront and 34 hours at 60th Street.
A Strong Staff Positions Growth

Maintaining over 120,000 square feet of facilities and 30 acres of property day and night
Agility Supports Growth

Fall 2012 Enrollment

- Existing Programs
- Honors Cohort
- Linkages
- IQ Enrollment
- Newer Programs
- New 2012 Programs
Agility Supports Growth

New Initiatives

Existing Initiatives

2008

1361

2012

446

931
Goal 2: Support Student, Faculty & Staff Engagement
Lindsay Fender provides academic advisers and graduate faculty coordinators with lists of students who were enrolled the previous semester but who have not registered for the next semester to encourage degree completion.
Student Retention

Piloted of a Quad Cities mentoring program.

- Pairing 34 faculty and staff mentors with 301 new on-campus students.
- Dr. Mindrup, Curtis Williams, Audrey Adamson, and Kenny Wheeler are modifying the program based on campus feedback.
- A revised mentoring program will be implemented in fall 2013.
Learning Environment: QC FIT II
Learning Environment: Art in Architecture

- Bill Brewer
- Carrie Alexander-Albritton
- Christine Anderson
- Chris Brown
- Bill Griffin
- Mary Ann Griffin
- Rebecca Horton
- William Howard
- Fred Isele
- Jean Kenney
- Sharon Maroney
- Susan Romano
- Gary Rowe
- Ann Rowson
- Linda Norbuit Suits
Learning Environment: Phase III Programming Team

- Bill Brewer
- Kristi Mindrup
- Marcia Carter
- Tim Dietz
- Lindsay Fender
- Sue Martinelli-Fernandez
- Steve Nelson
- Jim Patterson
- Bill Pratt
- Mary Pruess

- Lois Retherford
- Jim Schmidt
- Erskine Smith
- Lori Turner
- Roger Viadero
- Michael Weinrich
- Curtis Williams
Celebrating Excellence: Spring 2012 Awards Ceremony

Dr. Kim Dodson
Academic Excellence

Dr. George Gunzenhauser
Educational Opportunity
Celebrating Excellence: Spring 2012 Awards Ceremony

Karin Chouinard
Personal Growth

Dr. Holly Nikels
Social Responsibility
Celebrating Excellence: Spring 2012 Awards Ceremony

Mary Lagerblade
Espousing All Four Values

Steve McCann
Espousing All Four Values
Learning Outside the Classroom

- Volunteering in community events
- Habitat for Humanity
- WQPT fundraising drives
- Campus Fall and Spring Cleanups
- Blood and Bone Marrow Drives
- Activities associated with our 23 registered student organizations, professional, and honorary societies
Learning Outside the Classroom

- Arun Ghandi Presentation
- Champagne on the Rocks
Learning Outside the Classroom

Building Respect for Diverse Genders and Sexualities supported The Big Picture and Safe Space Training

Jacquelyn Holan started a new LGBT student organization called Unity
Goal 2 promotes an environment and culture is conducive to student success.
## Semester Retention Rates

<table>
<thead>
<tr>
<th></th>
<th>Spring 1</th>
<th>Fall 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2011 Linkages</td>
<td>77%</td>
<td>57%</td>
</tr>
<tr>
<td>Fall 2012 Linkages</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Fall 2012 Cohort</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>All WIU-QC</td>
<td>84%</td>
<td></td>
</tr>
</tbody>
</table>
Goal 3: Increase community engagement and awareness of our academic excellence
Community Engagement
Hosting High Profile University Events
Hosting High Profile University Events

19th Annual Founders' Day

Let Us Not Forget

President Jack Thomas 2012
Founders’ Day Speech

Founders Day Celebration
Hosting High Profile University Events

Founders Day Celebration
Hosting High Profile University Events

Champaign on the Rocks
Hosting High Profile University Events

Poor Kids
Hosting High Profile University Events

Distinguished Faculty Lecture

[Image of a faculty member and a group of people in a choir]
Hosting High Profile University Events

Minority Scholarship Appeal
Hosting High Profile University Events

ENVIROMENTAL SUMMIT

“Making Peace with the Planet”

April 2 & 3, 2013

WIU-Quad Cities Tuesday, April 2
Sustainability Fair Noon - 6 p.m.
Horn Field Campus

Guest Presentation 2:30 - 3:30 p.m.
CIF Thompson, Habitat for Humanity of Iowa

Keynote Presentation 4:30 - 6:00 p.m.
Horn Field Campus

Jean Harman presents “Sustainable Food Security in a Peaceful 21st Century”

wiu.edu/summit

For more information, please contact Mindy Pfeiffer at WIU Horn Field Campus, mpfeiffer@wiu.edu or call 309-829-8756

WESTERN CARES WEEK

February 25th thru March 1st

Featuring: Book Drive - World Relief Drive - Volunteer Fair - Blood Drive - Organ and Bone Marrow Registry - Volunteer Event

For questions, contact Audrey Adamson in Student Services (309)777-3999 Ext. 62573

ALL EVENTS

BOOK DRIVE
2/25 - 3/1
Riverfront and 60th St Lobby areas

WORLD RELIEF DRIVE
2/26 - 3/1
Riverfront and 60th St Lobby areas

VOLUNTEER FAIR
2/27
11 a.m. - 1 p.m.
Riverfront.entryway

SAVE A LIFE!
2/28
10 a.m. - 7 p.m.
Riverfront 105/104

VOLUNTEER EVENT
3/1
10 a.m. - Noon
Riverfront Atrium
Advisory Boards

- Quad Cities and Planning Advisory Board
- Marketing and Public Relations Advisory Board
- Admissions Advisory Council
- WIU Design, Build and Management Team
- WQPT Advisory Boards
Supporting the Community in Their Planning

- Project Management Team
- Regional Opportunities Planning Council
- Restoration of Passenger Rail
- AmeriCorps Grant/Achieve Quad Cities
- Quad Cities Presidents and Chancellors Council
Vice President Rives serves on six boards

Quad Cities Presidents and Chancellors Council, Quad-Cities Graduate Study Center (Chair of the Council of Member Institutions and Vice Chair of the Center), Renew Moline (Board of Directors and Chair of the Project Management Team), Quad Cities Airport Authority, Quad Cities Chamber of Commerce’s Regional Opportunities Council, and Quad Citians Affirming Diversity.
Members of the Quad Cities Administrative Team serve on 25 community and professional 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 - Quad Cities Chapter, Logistics Program Advisory Board, National Clearinghouse for Commuter Programs, Network Young Professionals of the Quad Cities, Public Relations Network of the Quad Cities, Quad Citizens Affirming Diversity, Quad Cities Autism Society, 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, Quad City Community Engagement Consortium United Coalition of Adaptive and Inclusive Recreation, Run with Carl, United Neighbors, Veteran’s College Consortium, Young Professionals Iowa, and Young Professionals - Regional Opportunities Council.
Quad Cities staff also continues to support service to the public. This includes 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 language translator, Operation Lead, Quad Cities Early Childhood Conference, United Way Quad Cities, Rivermont Collegiate, Two Rivers YMCA, Wee Care Day Care and Pre School Board, Women’s Leadership Council, and the Women’s Professional Group
Using Marketing to Become a Fabric of the Community
Using Marketing to Become a Fabric of the Community
Using Marketing to Become a Fabric of the Community
• WQPT programming now includes the phrase “A public broadcasting service of Western Illinois University”
• On 24x7x365
• And to quote Jerry....
Using Marketing to Become a Fabric of the Community

- Advertising/sponsoring events at the iWireless Center and Modern-Woodmen park
Increasing Awareness of Our Academic Excellence
• Quad Cities students, faculty and staff are routinely featured in local media for their expertise.

• Between April 8, 2012 and April 8, 2013 there were 171 news articles about Western that were featured on Quad Cities On-Line.
  – This includes articles about new scholarships and recipients, degree programs, Groundbreaking for Phase II, alumni accomplishments, and editorials in support of Western Illinois University.
Increasing Awareness of Our Academic Excellence
Dr. Kristi Mindrup met with counterparts at the following institutions and generated new partnerships for Macomb and the Quad Cities. This includes:

- Black Hawk College and Centennial Honors College.
- Casa Guanajuato and Educational and Interdisciplinary Studies.
- Cornell College and the School of Graduate Studies.
- Kirkwood Community College-Cedar Rapids and Recreation, Park and Tourism Administration; Centennial Honors College; and Law Enforcement and Justice Administration.
- Kirkwood Community College-Iowa City and Law Enforcement and Justice Administration.
Get to Know Iowa Tour

• Dr. Kristi Mindrup, Curtis Williams, and Audrey Adamson visited:
  – Cornell College
  – Kirkwood Community College (Cedar Rapids and Iowa City)
  – Grinnell College
  – Luther College
  – North Iowa Area Community College
Enrollment for Iowa students at WIU-QC:

- Continues to increase at the undergraduate level
- Decreased by eight students at the graduate level despite a 20.4 percent decline in graduate student enrollment at WIU
## Western Illinois University-Quad Cities
### Iowa Student Enrollment
#### Fall 2008 through Fall 2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>173</td>
<td>174</td>
</tr>
<tr>
<td>2009</td>
<td>183</td>
<td>171</td>
</tr>
<tr>
<td>2010</td>
<td>207</td>
<td>176</td>
</tr>
<tr>
<td>2011</td>
<td>216</td>
<td>183</td>
</tr>
<tr>
<td>2012</td>
<td>267</td>
<td>166</td>
</tr>
</tbody>
</table>
Goal 4: Support University Planning to the Best of Our Ability
89 Actions Relate to Western Illinois University-Quad Cities
Higher Values in Higher Education

Status of Action Items

- Completed/Maintained: 87%
- In Process: 13%
51 actions in the Growing Our Two Campuses Special Emphasis
Growing Our Two Campuses

Status of Action Items

- Completed/Maintained: 63%
- In Process: 31%
- Not Started: 6%
Phase I
  • Completed on-time and budget, and opened in January 2012.

Phase II
  • Groundbreaking completed fall 2012; construction started in spring 2013; and opening scheduled for fall 2014.

Phase III
  • Programming study initiated spring 2013
  • Renew Moline development on schedule
WIU-QC Master Plan
Phase I Planning

Café
Quick Serve
Book Store
Sandwich Shop
Clothing Store
Restaurant
Pharmacy
Phase II Planning
Phase III Planning
Renew Moline Development Based on Benchmarking Trips to:

- Illinois State University
- Northern Illinois University
- University of Illinois-Chicago
- University of Illinois-Springfield
Upon opening of Riverfront Phase I, Room 138 at 60th Street re-purposed into an instructional computer laboratory, featuring 18 workstations and an instructor podium.
Riverfront Room 220 was changed from a conference room to the Faculty Commons.
Riverfront 122 was repurposed into a physics laboratory.

The room includes workbenches and enhanced dual-platform iMac workstations with discipline specific software and a dedicated switch.
**Western Illinois University-Quad Cities**  
**Comprehensive Campaign Totals**  
**As of March 2013**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual, Corporate, and Foundation Gifts</td>
<td>$3,051,592</td>
</tr>
<tr>
<td>In-Kind Gifts</td>
<td>98,660</td>
</tr>
<tr>
<td>Greater Quad Cities Telecommunication Corporation</td>
<td>1,026,085</td>
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<tr>
<td>WQPT</td>
<td>3,600,065</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$8,225,402</strong></td>
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</table>
Comprehensive Fundraising: Strong Donor Interest Areas

Western Illinois University-Quad Cities

"Katie, the support of alumni like you helps make it all possible."

November 2012
Katie Samanga
14363 Springfield Ct.
Plainfield, IL 60544
Dear Katie,

One year ago, during my senior year at Central Community High School in DeWitt, Iowa, I began my search for a college to continue my educational career. While I was certain that I wanted to earn a degree in engineering, I just wasn't sure what type of school was right for me.

I applied to and was accepted by the engineering programs at both a large state university and a prominent private school. After visiting both campuses, I found that I wanted the lower tuition rates of a state university but the individualized attention and small class sizes of a private school. Upon searching further, I found the perfect balance here in Moline at WIU-Quad Cities.

I believe that my classes will provide me with a top quality education at an exceptional value. As a resident of the state of Iowa, I can take advantage of Western's in-state tuition rates and four-year tuition rate guarantee, resulting in savings of thousands of dollars over a four-year period.

Besides being affordable, WIU-QC offers:
• small classes with experienced, knowledgeable faculty
• plenty of chances to meet with faculty and discuss coursework and college life
The Community Foundation for Great Plains

Deere and Company

Hubbell-Waterman Foundation

Anonymous donors supported major gifts

Underwriting for the Cities sold out
Goal 5: Supporting Diversity and Internationalization
Fall 2012 Enrollment includes students from:

- 50 Illinois counties
- 15 States
- 6 Countries
Total minority student enrollment is up from 10.1% of total student enrollment in fall 2008 (140 minority students) to 14.1% of total student enrollment in fall 2012 (185 minority students).
Minority Recruitment Strategies

- Targeted Marketing
- Celebrating Diversity in university materials
- New Minority Partnerships
- IQ Course Sections
New Partnerships

WIU-Quad Cities hosted 200 minority high school students at Riverfront Campus and simultaneously held a college fair with the Quad Cities Minority Partnership part of the event.
New Partnerships

The Next Big Thing was organized and hosted by Western Illinois University-Quad Cities and Eastern Iowa Community Colleges admissions, academic advisors, student emissaries, and student services professionals.

Nearly 750 minority students participated in the day-long event for students from Davenport and Clinton, Iowa.
Minority Enrollment as a Percent of the Total IQ

On-Campus
Off-Campus
Serving Students with Disabilities

• Provides text conversion, note-taking, and exam accommodations for 32 Quad Cities students,

• Led Celebrating Disability Culture Day and the Bi-State Diversity Conference for Students with Disabilities

• Developed a disability resources video for high school students who are considering attending college.

• Meets with faculty to offer instructional accommodation resources.
Representing WIU

• 15 Western Illinois University-Quad Cities employees presented at 36 conferences during the current academic year.
• Dr. Kanu Priya presented in Canada and Ann Rowson Love presented in Denmark and Barbados.
• Additionally.....
Representing WIU
Representing WIU

- Drs. Kim Dodson, Andrea Hyde, Dan Malachuk, Rebecca Newgent, Emeric Solymossy, Jeanette Thomas, Maryan Wherry, and Ann Rowson Love all completed book/chapter/monograph publications.
- And 11 Quad Cities faculty and were published in 17 sources.
Goal 6: Maintain Efficiency
Maintain Efficiency

• Five Areas of Efficiency
  – Administrative
  – Admissions
  – Fiscal
  – Operational
  – Scheduling and Planning
Administrative Efficiency

• Partnered with Administrative Services and Budget Office
  – P-Card Training
  – Purchasing and Bill Processes
• Transferred Ordering Responsibilities from Macomb to the Quad Cities
  – Facilities Management
  – University Technology
Admissions Efficiency

Begins undergraduate application processing August 1, 2013
## Fiscal Efficiency

<table>
<thead>
<tr>
<th>Cost Savings and Avoidance</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Savings</td>
<td>$10k</td>
</tr>
<tr>
<td>Facilities Using State Warranties</td>
<td>$108k</td>
</tr>
<tr>
<td>FF&amp;E for Phase II</td>
<td>$2.8M</td>
</tr>
<tr>
<td>Renew Moline Development</td>
<td>$80M + annual operating</td>
</tr>
</tbody>
</table>
Operational Efficiency

- Elizabeth Eckman joined Alison Shook, Jean Kenney, Emily Pitz, and Janet Wilson in providing comprehensive instructional support services.
- Quad Cities Student Services expanded office hours until 6PM Monday through Thursday to better serve student needs.
- Quad Cities Facilities enhanced 60th Street operations by engaging in carpet replacement, boiler work, roof maintenance, repair of tripping hazards, tree trimming, in addition to coordinating with the City of Moline to add accessible sidewalks.
Operational Efficiency

Facilities Monitoring Equipment Promotes Proactive Rather than Reactive Maintenance
Quad Cities Facilities operated automated Riverfront monitoring equipment so building maintenance could be proactive rather than reactive.
Reactive Maintenance
Drs. Marcia Carter, Sharon Evans, Kristi Mindrump, Jim Patterson, and Jim Schmidt, successfully coordinate Quad Cities day and time course scheduling to meet student needs, maintain scheduling times consistent with the Macomb Campus, and to ensure availabilities of appropriate instructional space for each course section.
At the request of Deans and/or department chairs, Dr. Kristi Mindrup and Lindsay Fender assisted with feasibility and needs analyses for Biology, Finance, Foreign Languages and Literature, History, Psychology, and Sociology.
Western Illinois University-Quad Cities received $100,000 in one-time funding to support campus marketing and public relations.
Vice President Rives reallocated $128,000 in personnel services funds to fund new high-need positions:

- Assistant Director, Quad Cities Admissions, focusing on graduate student admissions.
- Assistant to the Vice President, focusing on accreditation, budgeting, institutional research, and university surveys.
- Office Support Assistant for faculty support needs
- Graduate Assistant for Student Services
Vice President reallocated $182,000 in administrative and foundation funds to support:

- Student recruitment ($25k)
- Maintaining four-year technology rotations ($82k)
- Phase III programming study ($75k).
Fiscal Year 2014 Plans

1. Support expansion of academic programs and services
2. Increase student, faculty, and staff engagement
3. Increase community engagement, marketing, and public relations
4. Support university planning to the best of our abilities
5. Support diversity and internationalization
6. **Increase entrepreneurial activities** and maintain efficiency
Fiscal Year 2014 Budget Requests

Base Requests
- $150,000 Quad Cities Marketing & PR
- $30,000 Administrative Support
- $30,000 Faculty Support
- $45,000 Freshmen/Sophomore Position

One Time Request
- $125,000 Fleet Car Upgrades
• One-time funds have been given for the past several years ranging from $80,000 to $150,000.
• Base funding is requested to stabilize financial planning and enable long-term planning
$30,000 Administrative Support

- Support 5.0 FTE 40%
- Special Events and Ordering 60%

15 Hours
$30,000 Engineering Faculty Support

• School of Engineering is the only academic department not to have designated clerical support
• Our faculty support-to-faculty ratio of 24:1 is higher than the Macomb average of 9:1
• We do not have a University Advising Center like Macomb
• This function is currently an add-on responsibility to the Associate Director for Student Services
• With the highest student-to-staff ratio of peer institutions, and a rate almost four times as high as the Macomb Campus, the current staffing model is not sustainable
$125,000 (One-Time) Fleet Cars

- 13 Fleet Cars
- Median Age: 9 Years (1998-2007)
- Median Miles: 118,000 (52k-144k)
Fiscal Year 2015 Request

Base Requests
• $185,000 for Utilities
• $100,000 for Building Services Worker and Grounds Gardener
• $125,000 for Operations and Maintenance

One Time Request
• $200,000 for opening of Riverfront Phase II
The University submitted a $4.5 million request to the State to support the doubling of enrollment on the Quad Cities Campus.

The Quad Cities Administrative Team formed a staffing growth plan for the Campus.

We are seeking a phased in implementation if the state provides incremental increases. In phase I, we seek $550,000 and in phase II we seek an additional $350,000. We also seek $100,000 to support modest increases in operating budgets associated with these new positions.
Accreditation

- Self-Study Selected as Best Practice/Share Fair
- Annual Institutional Data Update
  - Rhonda Kline
  - Cheryl Webster
  - Linda Prosise
- Study new criteria and processes
New criteria and Processes Review Team

• Pam Bowman
• Chris Brown
• Ann Comerford
• Lindsay Fender
• Kerry Lemaster
• Julie Murphy
• Nancy Parsons
• Joe Rives
Site Reviews and Change Panels

- Site Reviews
  - Ohio Christian University
  - Black Hills State University (SD)

- Change Panels
  - Baker University (KS)
  - Colorado Christian University
  - Maranatha Baptist Bible College (WI)
  - Saint Mary’s University (MN)
  - Southern States Community College (OH)
New Appointments

- National Think Tank on Retention and Graduation
- Eligibility and Specialized Reviewer
Accountability Reporting

- Monthly *Strategic Plan Updates*
- Fiscal Year 2013:
  - *Strategic Plan Update*
  - *Master Plan Update*
  - *Performance Report*
- Lindsay Fender ensures that all of these reports and the Performance Indicator Dashboard are placed on the University Planning Website.
The Fiscal Year 2013 Strategic Plan Update presented to the Western Illinois University Board of Trustees in September 2012 demonstrated that a total of 129 priorities (98.5 percent) had achievements from the previous year.
45-members led the Strategic Plan review/update.

New plan was:

- Endorsed by all campus governance groups
- Approved for implementation by the Board of Trustees
Charge to Vice President Rives:

“Form an inclusive planning team from both campuses and members of our host communities to analyze trends in higher education and recommend actions to President Thomas and the Board for the University in the near-, five-, and 20-year time frames.”
• Charge was given after the Board carefully reviewed an article, *The Power of Strategic Thinking* published by the Association of Governing Boards and recommended as a best practice by the Society for College and University Planning.

• Thesis of Article
  – Differences between Strategic Planning and Strategic Thinking
Long Term Planning

• Actions to Date:
  – 42 member Long Term Planning Team formed
  – Completed 12 meetings
    • Environmental Scanned
    • Identify challenges to higher education in general and WIU in particular
    • Begin drafting recommendations
    • Monthly strategic plan updates summarize progress/seek input
  – BOT Updates
    • March and June 2013
Campus Master Plans

- Update presented at December 2012 Board of Trustees Meeting
- Quad Cities Accomplishments discussed earlier in this presentation
- Examples from Macomb
3-D Art Facility Opened - September 2012
Phase I renovation focuses on the northwest entrance of the Union, Lamoine Room, and Murray St. Café.
In December 2012, the campus community completed a review/update to the *Macomb Campus Master Plan*. 
  - 34 members that led the *Master Plan* update.

The new *Plan* was:
  - Endorsed by all governance groups on both campuses
  - Approved for implementation by the Board of Trustees
University Surveys

Lindsay Fender administered over 24 surveys to facilitate decision-making and continuous improvement for various WIU departments.
Support

• University Accreditation
• Accountability Reporting
• Higher Values in Higher Education
• Long Term Planning
• Macomb Campus Master Plan
• Quad Cities Campus Master Plan
• University Surveys
• Other University Planning Initiatives
Fiscal Year 2014 Budget Requests

None
Summary

• The Division of Quad Cities and Planning is 147 employees strong.

• We support the academic mission and service operations of Western Illinois University by successfully advancing institutional goals and priorities.