

Division of Student Services
FY18 Planning and Accomplishment Guidelines
Western Illinois University

Current Year
Fiscal Year 2018

I. Accomplishments and Productivity for FY18

A. Give a brief review of the division's goals and objectives for FY18.

1. Enhance Admissions' efforts by defining how each functional unit can positively impact enrollment.
2. Assess current retention efforts throughout each unit in student services.
3. Develop strategies to enhance college preparedness for admitted students.
4. Educate all offices in the division on enrollment management and provide education for the division on updates and processes throughout all areas.
5. Evaluation of our All Cost plan and tie it in with fees, etc. – (Review Student Fees).
6. Create a task force to address student behavior including alcohol, other drugs and conflict management challenges that impact retention.
7. Enhance divisional technology, as funding is made available.
8. Evaluate and enhance student events and activities.
9. Manage and plan for potential future staff vacancies and reductions.
10. Develop a plan for staff recruitment and retention.
11. Assess the efficiency of student judicial board usage and process.
12. Explore academic support programs for students.
13. Develop educational programming on changing demographics for the campus community.
14. Assess conference and event offerings and the creation of a strategic plan to grow both in summer and throughout the academic year.
15. Review and complete recommendations for SOAR initiatives and fall orientation.

B. List the most important divisional accomplishments for FY18 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan 2012-2016 and 2017 Strategic Plan Supplement accomplishments.

1. Enhance Admissions' efforts by defining how each functional unit can positively impact enrollment.
 - Goal: Increase the number of undergraduate and graduate applications, acceptances, and enrollments.
 - Goal: Increase campus diversity.
 - Goal: Identify future and sustainable enrollment growth goals for the Macomb Campus.
- Student Services Staff from across the division attend and assist with Discover Western and Summer Orientation and Registration programs.
- Casa Latina and Gwendolyn Brooks Cultural Center partnered with Admissions at high school fairs in the Chicago land area and to host individual study sessions.
- Successful conversion of new freshmen, new transfer, and general scholarship applications to the WIU Scholarship Portal using AcademicWorks software.
- UHDS created the "Leatherneck Living Guide" (Housing & Dining Viewbook) that was handed out at various recruitment events (e.g., Discover Western, Welcome Receptions, Experience Western) as well as provided to the Office of Admissions to be distributed to prospective students and families visiting campus.
- Electronically, The Leatherneck Living Guide received 484 pageviews on our website, and 294 reads on ISSUU, with 526 impressions (number of times publication was displayed to a user) and 11 link-outs (number of clicks from links on the publication).
- UHDS designed a weekly email that gets sent to newly accepted students congratulating them on their recent acceptance and encouraging them to apply for

- housing. They also designed a promotional that is sent to all new, incoming fall matric students inviting them to participate in our exclusive Roommate Matching System.
- Admissions 101 is an opportunity for WIU faculty and staff to learn what goes into the recruitment of incoming students and how they can partner or assist with the recruitment process. They decided to launch the program this spring rather than waiting until the fall given the intense focus recruitment and enrollment require at this time. They will provide new or revised recruitment/outreach efforts and initiatives, breakdown of the incoming class (Fall only), ways to get involved in outreach opportunities, and an opportunity for questions. This program will be offered at the beginning of fall and spring semesters.
2. Assess current retention efforts throughout each unit in student services.
- Goal: Support initiatives designed to increase student retention and graduation rates.
 - Goal: Increase the number of undergraduate and graduate applications, acceptances, and enrollments.
 - Goal: Identify future and sustainable enrollment growth goals for the Macomb Campus.
- Admissions is analyzing the admission formula and incorporating retention data into the formula score ranges to ensure that our admission criteria increase retention rates. This would include proposing revised/higher OAS and regular admission formula score requirements. No decisions have been made at this time as they are still analyzing the data and taking into consideration the impact of such proposed changes.
 - Offices throughout the division provide programming, services, and facilities that encourage engagement and connections for students.
 - Offices throughout the division present educational programs and give office tours to highlight their support services.
 - Casa Latina Ambassador Program provided mentoring to students.
 - Many student groups within the division host mandatory study sessions.
 - Continued the Student Success Center in Tanner Hall, which houses Academic Advising, Leatherneck Success Team, math tutoring, and the Writing Center.
 - Leatherneck Success Team provides “Study Tables” in the first year halls and Multicultural Center to give students a place to study and homework assistance if needed. They also do outreach in organizations, residence halls or classes that request certain topics or discussion.
 - Beu Health Center provides primary medical, psychiatric and substance use interventions to assist students to function at maximum levels.
 - Beu Health Center provides case management and referrals to assist students in the meeting of holistic needs to maximize functioning as WIU students.
 - Since fall 2015, the retention rates of students with disabilities registered with the Disability Resource Center exceeded the retention rate of the general population on average by 9%.
 - Gwendolyn Brooks Cultural Center responded to Early Alert Warnings for students who were members of their organizations.
 - Several Student Services staff sit on committees for FYE and the HLC Persistence and Completion Academy.
 - Student Services representatives serve on the FYE review committee and 24 Student Services Representatives taught UNIV 100.
 - Numerous offices within the division were involved in presenting content material for UNIV100.
 - The UHDS Sophomore Year Experience program expanded into year-round initiatives. The program offered four community level programs on the topics of career development, service, and healthy living. This program is under review for fall 2018. In addition, they completed the first “Half Way There” event in spring 2017 that encouraged sophomores to celebrate the halfway point to graduation. In the spring of 2018, this will be a partnership with the First Year Experience UNIV 100 course, where

students have already written a letter to themselves, sealed it, and they will be able to pick it up at the event.

- Student Development Office sends students a memo following mid-term grades informing them of tutoring services, academic coaching and other academic resources as well as important academic dates.
- Financial Aid conducted outreach activities including presentations to UNIV 100 and 390 and classrooms on financial aid and financial literacy. FA staff provided numerous monthly financial literacy workshops.

3. Develop strategies to enhance college preparedness for admitted students.

Goal: Support initiatives designed to increase student retention and graduation rates.

Goal: Support learning inside and outside the classroom and initiatives designed to increase student success.

- Exploring options and funding alternatives for bridge or extended summer orientation programs.
- Local admissions counselor, Katy Gorsuch, has intensified recruitment and outreach efforts within the local territory. These increased efforts include FAFSA preparation with Financial Aid, application assistance, and other admissions counseling opportunities.
- The Gwendolyn Brooks Cultural Center strategically focused on the African-American male college preparedness with the help of the Black Male Achievement Network (BMAN).
- Implemented an annual Black Male retreat and Brothers Roundtable hosted by The Gwendolyn Brooks Cultural Center and BMAN.
- Started a new initiative with the National Association of Colored Women's Club (NACWC) to discuss some of the concerns black women enrolled at Western Illinois University.

4. Educate all offices in the division on enrollment management and provide education for the division on updates and processes throughout all areas.

Goal: Support initiatives designed to increase student retention and graduation rates.

- Provide education for employees to stay current on best practices.
- In the planning stages for this to take place in the fall.
- Several offices do this yearly for the campus by means of pamphlets and tools.

5. Evaluate our All Cost plan and tie it in with fees, etc. – (Review Student Fees).

Goal: Enhance the affordability of Western Illinois University.

Goal: Provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability.

- Financial Aid and Admissions work to identify populations of students who have a financial barrier to college access: evaluate, analyze, and revise the Western Commitment Scholarship program and WEOG Admissions award to ensure funding increases yield rate and retention. Increases in enrollment and retention will be the productivity measure.
- Financial Aid staff will continue to promote financial literacy by creating programs of interest to students and the campus community. Measures of productivity include student loan default rate and advisor contacts.
- Admissions has begun promoting the Cost Guarantee as a four-year total in comparison to other IL and out-of-state institutions and their annual cost increases.

6. Create a task force to address student behavior including alcohol, other drugs and conflict management challenges that impact retention.

Goal: Support learning inside and outside the classroom and initiatives designed to increase student success.

- Goal: Promote health and wellness to support personal growth.
- Goal: Promote ethical decision making and personal responsibility.
- Goal: Provide safe, accessible, responsive campus environments that meet the needs of University constituencies and reflect the core values of the University.

- AODRC collaborates with Student judicial, OPS, Housing, Rec Center and other offices to address the use of alcohol and other drugs through intervention, education and Prevention.
 - The AODRC staff prepares the Biennial Review for the campus.
 - AODRC Clinical and Prevention staff participates in the Annual College Town Summit which is a state-wide gathering of college and community individuals dedicated to promoting healthy behaviors among students.
 - The UCC continues to seek ways to connect with and offer support services, in addition to providing direct counseling services, to students who are identified as high need for counseling services. Representatives of these groups include first-generation students, veterans, non-traditional students, student-athletes, LGBTQA students, and students of minority status. The UCC is committed to assisting our students, especially those considered to be high need, with their personal, transitional, and educational goals.
 - UCC counselors provided supportive and diagnostic services to students, specifically related to alcohol and other drug concerns when needed, and made referrals to the AOD Resource Center or regional treatment facilities. In the fall of 2017, three UCC counselors attended a day long educational program on medical marijuana.
7. Enhance divisional technology, as funding is made available.
- Goal: Deliver a strong, user-centered information technology infrastructure.
 - Through the use of a telecommunications link, the Center for Military/Academic Transition and Health is in the seventh year of providing clinical services to veterans on campus and in the community. In collaboration with Beu Health Center, the VHA Office of Rural Health and the University of Iowa.
 - The updated technology priority in Financial Aid allows for timely program changes and processes to enhance customer service. Examples include automating the Western Commitment Scholarship calculations and streamlining the student loan disbursement “tub” card process. Completed projects will improve response time to students and the Billing and Receivables Office.
 - In UHDS, the newly designed online housing renewal was launched. Staff did extensive testing before the launch to work out any errors in programming and design. This was a joint effort made possible by the team-like relationship with AIMS programmers. The new process cut down on the number of clicks and screens that students needed to go through to get their assignments. Students were able to renew their fall assignments quicker and with less confusion than previously.
 - UHDS continues to move in the direction of upgrading and adding security cameras in the residence halls. Over the course of this last year, they have successfully replaced and installed 12 new IP based cameras.
 - Admissions is looking at technology upgrades for the welcome center to provide a more personalized visit experience for visiting students.
8. Evaluate and enhance student events and activities.
- Goal: Support learning inside and outside the classroom and initiatives designed to increase student success.
 - Goal: Provide comprehensive support services and enhance access to educational opportunities inside and outside the classroom.
 - Goal: Enhance student and community engagement.
 - Many collaborative programs happen across campus.
 - Some of the more visible and successful collaborations include: Fallen Soldiers 5K, Big Pink Volleyball, Ski Trip (International Programs), Horn Field Trips, Health Fair, First Night Fun, Camp Leatherneck, Home Run Derby, and Battleship.

- Casa Latina is analyzing and creating strategic programming efforts to ensure new ideas are incorporated to legacy programming in order to continue expanding support for students.
 - The Office of Student Activities continued programming philosophy towards a 'less is more attitude' and moved further away from one program per week mentality. This includes asking students their opinions on programming and spending more money on bigger names that they want to see instead of less money on more programs they know little about.
9. Manage and plan for potential future staff vacancies and reductions.
 - Goal: Recruit an excellent faculty and staff representative of the diverse and global society.
 - Evaluate all staffing vacancies and where possible and logical attempt to reorganize duties to existing staff or when necessary rehire replacements.
 10. Develop a plan for staff recruitment and retention.
 - Goal: Recruit an excellent faculty and staff representative of the diverse and global society.
 - Departments are doing this as the employment pools for staff have decreased.
 11. Assess the efficiency of student judicial board usage and process.
 - Goal: Evaluate the effectiveness of institutional strategies to provide access to educational opportunities inside and outside the classroom.
 - During spring 2017, SJP coordinated a review process that included staff from UHDS, EOA, SDO, UCC, OPS and OSA to determine what conduct management platform would best serve the on-going needs of the University. Maxient Conduct Manager was selected. Implementation of the system began during late spring and continued through the beginning of the 2017-2018 academic year.
 - The Maxient program has assisted staff in more effective adjudication of policy violations.
 - UHDS Centralized their internal conduct process which allowed them to spread out the work load, student interaction, experience for hearing officers, and crisis follow up. This has helped with turnaround times for students.
 12. Explore academic support programs for students.
 - Goal: Support learning inside and outside the classroom and initiatives designed to increase student success.
 - The first year residence halls, Bayliss/Henninger and Tanner, continued to support the FYE program by hosting an event every Tuesday night at 8pm for the first 6 weeks of the fall semester, complementing and re-emphasizing the topics being covered in UNIV100.
 - In the fourth full year of Leatherneck Success Team members in residence halls and Multicultural Center each weeknight to assist students with academic questions and concerns and help establish good study habits as well as giving students a quiet place to study.
 - The Disability Resource Center collaborated with 250 instructors from 35 academic departments to provide an accessible environment for 490 students with disabilities.
 - Continue to evaluate and explore new options for partnerships with Spoon River Community College in Macomb.
 13. Develop educational programming on changing demographics for the campus community.
 - Goal: Support learning inside and outside the classroom and initiatives designed to increase student success.
 - Goal: Promote health and wellness to support personal growth.
 - Goal: Promote ethical decision making and personal responsibility.

- Recently formed a diversity training task force to look at potential programming for students and staff.
 - The Gwendolyn Brooks Cultural Center has developed a new strategic system to incorporate current events and scholarship through innovative discussions, lectures, and fine art events.
 - Admissions 101 provides a breakdown the ethnic and academic makeup of the incoming freshmen and transfer fall class.
14. Assess conference and event offerings and the creation of a strategic plan to grow both in summer and throughout the academic year.
- Goal: Evaluate the effectiveness of institutional strategies to provide access to educational opportunities inside and outside the classroom.
- Camps and Conferences held on this campus continue to provide an opportunity for potential students and their parents to experience some of what Western has to offer.
 - More than 8,000 people attended 30 conferences, eight new student registration programs, and various University events between March 1, 2017 and March 1, 2018.
 - The highlights in Conference Services this year were the successful hosting of UCA Cheer camp and several athletic camps introducing prospective student to what Western has to offer as a university.
 - Additionally they continue to successfully book to their maximum occupancy for each of Westerns special weekends (Family Day, Homecoming, Dad's Weekend, Mom's weekend and Commencement).
15. Review and complete recommendations for SOAR initiatives and fall orientation.
- Goal: Evaluate the effectiveness of institutional strategies to provide access to educational opportunities inside and outside the classroom.
- Continue to assess the SOAR programs and whether or not the needs of prospective students and families are being met while meeting the needs of the institution's enrollment goals.
 - Adapting and enhancing the SOAR committee structure after the first year of bringing the committee back.
 - Currently evaluating whether or not a two day SOAR program meets the needs of prospective students and families.
 - The Gwendolyn Brooks Cultural Center, Casa Latina Cultural Center and the Women's Center are currently revamping Multicultural Student Orientation to include a comprehensive approach to orientation, diversity and inclusion.

C. Indicate measures of productivity by which the unit's successes can be illustrated.

- Undergraduate Admissions
 - Overcame software and staffing obstacles and shortfalls.
 - Increased communication plan initiatives.
 - Reviewing Customer Relationship Management (CRM) software to become more efficient in using and tracking communication.
 - Offered relevant next steps information to accepted students in the fall due to the October FAFSA filing date. Show-rates at the fall receptions were higher than past spring welcome receptions. Currently evaluating the fall receptions to ensure that relevant information and services are offered at that point in the recruitment cycle. The Admissions Office is also considering organizing recruitment events in the Chicagoland region open to prospective students at all stages in the funnel (Inquiry, application, and accepted).
 - The Accepted Student Communication Plan historically kicked off in February to coincide with when accepted students receiving their financial aid award letter. With the financial aid prior-prior-year timeline adjustments they adjusted when collective communication with accepted students took place. Rather than taking

the current three phase (February, March, April) communication plan we added two phases bring it up to a five phase communication plan beginning in November.

- The tracking of electronic communication with students, the ability of the counselors to pull data for effective territory management, and the ease of and remote accessibility to view a student record and communication is a necessity in the competitive market of admissions and recruitment today. The school of Engineering shared the desire to effectively communicate with students throughout the recruitment process and willingly partnered with the admissions office to purchase CRM software for the institution. They are currently in the implementation process with Fireworks CRM software and have set a deadline of August 1, 2018 to begin utilizing the CRM in recruitment efforts. Not only will Engineering and Undergraduate Admissions utilize the CRM but Graduate, International, and BGS will also be able to capitalize on the communication tracking and reporting abilities of the software.
- Beu Health Center
 - Beu Health Center is nationally accredited through the Accreditation Association for Ambulatory Health Care (AAAHC) and holds numerous discipline-based licenses and certifications. Beu was re-accredited in August 2017 for the maximum 3 years. X-ray passed their IEMA inspection in 2017. The laboratory was re-accredited by COLA in February 2018. The AOD Resource Center was re-licensed by the Illinois Department of Human Services through May 2020.
 - Budget challenges continue to present an opportunity for the Health Center to evaluate how they provide services to students. They have offered professional opportunities for students through internships and student employment. This has been a win-win for Beu and the students. They have increased staff diversity while strengthening services to students.
 - Through February 2018, 14,894 patient visits were completed - up from 12,272. Outreach clinics were held for student teacher tuberculosis screening, influenza shots, and international student immunizations. Clinical rotations—athletic training and medical assistants.
 - Beu has held 85 programs relating to drugs, alcohol and other health issues with 3,339 students participating.
 - This is the seventh full year for the Center for Military and Academic Transition and Health CMATH Tele-medicine clinic, a partnership with the Iowa City Veterans Health Administration and the University of Iowa. They have provided support staff for the CMATH clinic which ensured the sustainability of this important service to rural veterans in the Macomb area and on campus. The clinic serves approximately 13 veterans per week with clinic hours available 1.5 days per week. They have received very positive feedback for this important collaboration and is one facet of WTU's "Veteran-friendly" designation.
 - Health Education is continuing the Get Yourself Tested (GYT) initiative. GYT is a national awareness campaign to encourage youth to get tested for Sexually Transmitted Infections (STI's). This initiative is designed to address the issues of STI's not only through raising awareness of the risks of STI's but also providing education about prevention, recognition and intervention; and following through with medical screenings, testing, and treatment as needed. Free testing for up to 150 students was provided this year through collaboration with our local Health Department, Health Sciences, and "The Project" will provide free HIV testing.
- Campus Recreation
 - Leadership Development, Retention, and Diversity...through investing in our Student Employees: Integral to the delivery of Campus Recreation programs/services and the daily operation of the Student Recreation Center is student employment. With a seven-day, 17.5 hours/weekday operation of indoor and outdoor facilities and student programming, student employment averages 100+ positions during the academic year. Campus Recreation hires a diverse

student staff and provides several levels of training, both job specific and all-staff training, directed toward our values of excellent service, professionalism and caring. Progressive level job responsibilities and opportunities contribute to the professional and personal development of students. Ten program areas provide job-related trainings, seminars, workshops or certifications to focus on job performance and customer service throughout the year.

- o Campus Recreation employees shine with passion and thrive when they make connections and truly engage with patrons. There are so many great students. Here is what a couple have to say:
 - Oscar Asilis, Senior, facilities lead and personal trainer, Exercise Science major: "Campus Rec has made such a positive impact in my life that mere words cannot truly express how grateful I am for the opportunities. Campus Rec is life for me, literally, and if I could buy a cot to sleep at the Rec, I would. At Campus Rec I received my first job at WIU in 2014, and ever since then I have grown tremendously as a student, a man, a leader, a friend, and a professional as well. I have learned and sharpened various interpersonal skills from working at Campus Rec and interacting with a plethora of different patrons with various backgrounds. I truly believe Campus Rec is preparing me to excel in life."
 - Kiersten Deutsch, GA in fitness, LEJA: "...As the Group Fitness Graduate Assistant, I have had the chance to continue spreading my passion for fitness, while simultaneously working towards a professional career in law enforcement. The professional staff within WIU Campus Recreation continually provides ample opportunities for their students, including myself, to further develop leadership skills, implement new programs, and provide several avenues of professional development. I am truly grateful for the time I have spent so far as a graduate assistant for the recreation center as I have been given the chance to spread my passion for fitness through my group fitness classes, but also through my supervision of student employees. I look forward to witnessing this program grow and am honored to be a part of it."
- o The Team: Their resilience continues to impress and each does all they can to make Campus Recreation facilities and services the best they can be for the students. They are always considering the students first.
- o The Chown Learning Center is a bright beam of sunshine for the Golf Course, after years of very limited and eroding facilities. This new facility will be a significant morale boost as well as a recruiting tool. Aside from being a new attraction for golfers of all ages, it will provide new revenue opportunities via space for events, retreats, and educational opportunities.
- o Data from UHDS shows that the higher the use of the Student Recreation Center, the higher the GPA.
- o Group Fitness:

<u>2017</u>	<u>2016</u>
7,787 total participants	10,166 total participants
55 classes/wk	55 classes/wk
19-21 instructors	19 instructors
- o Most popular classes:

<u>2017</u>	<u>2016</u>
Zumba 26 avg/class	Zumba 19 avg/class
Yoga 19 avg/class	Yoga 22 avg/class
- o Personal Training:

<u>2017</u>	<u>2016</u>
9 trainers	16 trainers
NIRSA data: average is six/university	
\$9,465 revenue	\$9082 revenue
44 clients	56 clients
- o Olympic Strength Room: Olympic lifts must be supervised by highly trained personnel either certified or have taken class in Kinesiology and approved by our staff. (higher risk if done

- improperly)
- | | | | |
|--|--------------------|--|--------------------|
| | <u>2017</u> | | <u>2016</u> |
| | 3,408 participants | | 3,592 participants |
| | 5 OSR attendants | | 11 OSR attendants |
- o Sport Clubs:

	<u>2017</u>		<u>2016</u>
Male Clubs	7		5
Female Clubs	4		5
Coed Clubs	16		17
Total Clubs	27		27
Males	362		
Females	130		171
Total Participants	322		533
 - o Intramurals:

	<u>2017</u>		<u>2016</u>
40 events			40 events
3091 participants			3474 participants
 - o Aquatics:

	<u>2017</u>		<u>2016</u>
Pool	12,180		12, 538
Hot Tub	6,644		12, 735
Sauna	8,627		7, 819
 - o Facility swipes for the year: 195,544
- Career Development Center
 - o Measurements of productivity for the department (details below):

Leatherneck Link:

• Students / Graduates registered	4,626 (up from 3,674)
• Number of jobs posted	445
• Number of student log-ins (3 month period)	856
• Number of applications submitted by students	1,181
• Employers	3,836

Career Fairs:

• Fall Career Fair (employers / students)	75/330
• Spring Career Fair	72/287

Additional Data:

• UNIV 390 (sections / students)	5/69
• On/Off Campus Workshops (events / attendees)	83/1,950
• Table Events (events /students)	11/420
• Number of Appointments	1,554 (up from 827)
• Most Common Appointment	Resumes
• How did student know about the CDC	Faculty/Classes
• Demographics: 58.3% White, 22% African-American, 8.8% Hispanic, 5.9% Asian	
 - Casa Latina
 - o Welcomed new Director, Rocio Ayard Ochoa in July, new graduate assistant, Elizabeth Velazquez in August, four new student employees in the fall semester, one practicum student in the Spring semester, two volunteers (one in the fall and one in spring), and a new office administrator, Judy Richardson in January.
 - o Provided high quality programming with a significant decrease in funding.
 - 16 Fall programs with 1,098 participants.
 - 14 Spring programs with 511 participants.
 - 12 tours and 8 fairs with 503 interactions with school counselors, community

- members, faculty and staff.
 - Collaboration: Continued increased collaboration among all Multicultural Center constituents and university programming entities (i.e. UUB, UHDS, Cultural Expressions).
 - 53 collaborative efforts
 - Co-planned and administered Multicultural Student Orientation for incoming multicultural students.
 - Friends of Casa.
 - Began collaboration with Latino faculty members to build allies on campus.
 - Partnered with Admissions to represent Casas Latina at high school fairs in the Chicago land area.
 - Reinforced student engagement through new developed collaborative efforts with other Latinx Greek Organizations, departments, faculty, and staff.
 - Focused student advising on the holistic identity of students, such as academics, personal, identity, and cultural.
 - Developed new programmatic initiatives to further expand the services the center provides based on the culture and climate of the student population to better support.
- Disability Resource Center
 - Explored new ways to reach students through the addition on a Facebook presence and a student newsletter.
 - Implemented the use of a note taking software, called Sonocent, to provide legally mandated accommodations to students in a timely fashion.
 - The DRC director served as the President Elect of the Illinois/Iowa Association on Higher Education and Disability and planned the regional biennial conference for all Illinois and Iowa disability resource professionals.
 - Collaborated with Theatre and Dance to bring open captions to one performance of *Spring Awakening* and collaborated with the Women's Center to bring open captions to one performance of the *Vagina Monologues*. Open captions make live performances accessible student individuals who are deaf and hard of hearing.
 - To ensure all students with disabilities have an equal opportunity for successful participation and achievement while attending WIU through the provision of reasonable accommodations:
 - Provided accommodations and services to 490 students with disabilities.
 - Exam Services: Administered 1268 accommodated exams to 149 students with disabilities.
 - Text Conversion Services: Provided 167 accessible texts (e.g., electronic, audio, Braille, etc.).
 - Facilitated approximately 295 other academic accommodation arrangements for students with disabilities.
 - To assist new students with disabilities in making a successful transition from their current environment to Western:
 - Hosted a welcome dinner and game night early during the fall semester to connect new students with disabilities to resources, such as the DHS Division of Rehabilitation Services, West Central Center for Independent Living, Turning Point Peer Mentor Program and tutoring.
 - The DRC Turning Point Peer Mentor Program provided mentoring for 10 new students with disabilities.
 - DRC staff completed 121 welcome appointments with new students with disabilities.
 - DRC staff participated as part of the Building Connections Mentor Program.
- Financial Aid
 - The recent reorganization of the Financial Aid Office was designed to increase workflow of FAFSAs and financial aid award letters to students, as well as increase access to advisor counseling within the office. Productivity will be measured by the volume of FAFSAs processed and financial aid award letters sent.

- Reorganization of the Financial Aid Office last spring resulted in enhanced customer service to the students this past year. Advising schedules were realigned to allow for open walk-in advising for the first time, which provided open access for students. Students still had the option to make an appointment.
- Financial aid advisor duties were reassigned to align with the department's organizational chart. FAFSA processing was streamlined by assigning files to advisors by degree of difficulty (ex. Verification) and job classification. As a result, advisors strengthened their area of expertise, which increased productivity and expedited FAFSA processing/award letters to students.
- The short term loan program was moved from the Scholarship Office to Financial Aid this past year in an effort to increase customer service and eliminate the need for students to visit two separate offices.
- This is the second year for Prior-Prior Year and the October 1 FAFSA filing date. The Financial Aid Office sent financial aid award letters to incoming freshmen beginning November 9, 2017. WIU is believed to be the first Illinois public university, or possibly any university in the state, to begin sending their 2018-19 financial aid award letters. Early award notification promotes educational opportunity and allows for families to seek additional resources, if necessary, to supplement financial aid eligibility in a timely manner. Early award notification may also put WIU first in the minds of students.
- Summer financial aid processing was automated last summer; students were no longer required to complete a paper financial aid application. The Financial Aid Office automatically reviewed students for summer eligibility when a student registered for summer. This eliminated the need for students to complete a separate application and resulted more students receiving summer financial aid, as many students were not aware of the possibility of summer financial aid.
- Outreach activities continued to be a major activity of the Financial Aid Office. Staff presented financial aid topic sessions to WIU student groups, prospective students, and area high school students. New this year, staff went twice to Illini West High School to present financial aid topics, went to Macomb High School Wellness night, and Southeastern High School Wellness night.
- Staff presented or provided support at WIU events such as Ag Day, Grad Prep Day, Psych Grad Open House, CAS College Days, Latino Day Panel, Student-Athlete Mini-Conference, Tanner Hall Money Matters, etc. Several staff participated in the various Admissions Welcome Receptions held in St. Louis and the Chicago suburbs. Staff assisted Admissions with several of their phonathons by making calls to prospective students. Financial Aid staff attend and present at all Discover Westerns and SOAR programs.
- The Financial Aid staff held their own first phonathon in May 2017 by calling students who were selected for verification and had not yet turned in required documents.
- In an effort to enhance communication, Instagram and Snapchat accounts were created this year to increase their social media presence. Activities such as these promote personal growth for the staff as well as promote academic excellence and personal growth to students.
- Go West
 - Provides excellent service to WIU students for an affordable price with the partnership with the City of Macomb. While continuing to make reductions to service, due to a decline in student fees, this accomplishment can still be supported by the number of riders per year, as well as expenses comparatively to other rural transit agencies.
 - Measures of productivity and success would be demonstrated by indicators such as strong ridership and continued public funding support.
 - The McDonough County Public Transportation system (City of Macomb) receives federal and state funds which drastically enhances the services provided by Go West Transit.
 - Student Fee dollars are used for local match dollars for the City of Macomb.

- Gwendolyn Brooks Cultural Center
 - The Gwendolyn Brooks Cultural Center strategically focused on the African-American male college preparedness with the help of the Black Male Achievement Network (BMAN).
 - Implemented an annual Black Male retreat and Brothers Roundtable hosted by The Gwendolyn Brooks Cultural Center and BMAN.
 - Started a new initiative with the National Association of Colored Women's Club (NACWC) to discuss some of the concerns black women enrolled at Western Illinois University.
 - The Gwendolyn Brooks Cultural Center successfully administered (25) programs in the fall 2017 semester with 1,134 participants. In the spring the center administered (20) programs with 942 participants.
 - The Gwendolyn Brooks Cultural Center along with the help of Casa Latina Cultural Center and the Women's Center is currently revamping the Multicultural Student Orientation to include a comprehensive approach to orientation, diversity, and inclusion.
 - The Gwendolyn Brooks Cultural Center participated in individual Open House events to recruit Black, African-American, and Native-African students into the Multicultural Center.
- Office of Student Activities
 - Over 165 incoming students participated in the 8th annual Camp Leatherneck program that took place 3 days prior to the start of classes in August. These students learned about WIU, identified their own leadership skills, interacted and met other new students, participated in a community service project, and had time to prepare and discuss tips for collegiate success.
 - The WIU fraternity/sorority community welcomed Alpha Sigma Phi Fraternity in fall 2017. They currently have 25 men in the colony and hope to receive their charter by late fall 2018.
 - UUB will have sponsored 40 events this academic year with over 13,000 students participating to date. Unique events have included (a) Dueling Pianos; (b) Glow in the Dark Mini Golf; (c) Paint Night; and (d) Succulent Planting. A concert is also being planned for May 2, 2018 which has not occurred on campus in the past 3 years.
 - Fraternity/sorority members continue to be actively involved in community service and philanthropic efforts nationally and within the Macomb community. To date, eleven (11) organizations have reported contributing 3,541 hours of service and thirteen (13) organizations have reported contributing \$51,584.00 to a number of philanthropic causes.
 - Purplepost.wiu.edu continues to serve as the primary student organization database and organization marketing tool. As of March 23, 2018 there are 282 Portals in Purplepost, 261 are Registered Student Organizations, 21 University Offices with live pages, and 13,242 users for FY18 compared to 10,291 for FY17 and 3,417 from FY16. Furthermore, 1815 meetings/programs were listed on Purplepost and 21,128 Form submissions from groups for FY18 compared to 993 meetings/programs and 12,296 form submissions for FY17.
 - Fall Leadership Conference 2017: Build a Better Leader was planned by a committee of six undergraduate and graduate students. Approximately 63 students attended. There were 17 sessions facilitated by 25 presenters on various leadership topics.
 - Rocky Unleashed was completed by 136 total students from its inception in fall 2013 to April 2017. This past year, 13 students participated. This year, the curriculum for the 8-week program has been completely revised based on the Social Change Model and utilizing experiential learning opportunities to educate students about leadership, service, and change. An 8-hour retreat has also added that focuses on identity, intersectionality, and prejudice.

- LEAD Series: Offers 10 workshops a semester. Workshops are free and open to the entire campus community. Average LEAD Series workshop attendance this year was 12 students.
- Approximately \$2,000 was raised to support 9 undergraduate and 2 graduate students for the 2018 Alternative Spring Break to Atlanta, GA. Students volunteered their time at a variety of non-profit organizations (South West Ecumenical Emergency Action Committee, FurKids dog shelter, Intown Collaborative Ministries, and Partners in Action for Healthy Living, Inc.) that work to fight poverty and homelessness in Atlanta and surrounding areas.
- Make A Difference Day - a National Event where WAVE sent around 75 volunteers on Oct. 28, 2017 to do volunteer work at eight different locations in the community: Horn Field Campus, The Elms Nursing Home, Genesis Garden, Mosaic, The Fallen Soldier 5k, Salvation Army, Wesley Village, and a Community Clean-Up.
- Students, faculty, and staff donated 250+ gifts to Salvation Army for less fortunate children during the Angel Tree project.
- Student Development Office
 - The Student Development Office offers a wide variety of services throughout the year designed to enhance student growth and success. SDO serves as a support system to help develop and mentor students to take personal responsibility for their well-being and academic endeavors. SDO functions as a liaison between students, family members, faculty, University staff, and community agencies in emergency situations as well as a resource for adjustment concerns or problems affecting student success at Western.
 - Offered academic assistance for over 1,900 students during the spring, summer and fall of 2017. In addition, SDO offered support for students and acted as a crisis intervention contact and liaison for over 700 students facing crisis situations (up from 500).
 - SDO worked with the Development/Foundation Office to create a direct mail piece and campaign to raise additional/new monies for the PFA Scholarships and Emergency Fund. The campaign brought in \$4,380.
 - The Parent and Family Association provided \$5,000 in scholarships to seven students; Blatchely Book Scholarship helped three students with an award of \$500 each, PFA Gold Membership was awarded to one student in the amount of \$1,000, PFA Text Book Award for \$500 to one student and two \$1000 PFA Dalcamo scholarships.
 - SDO introduced the 2nd "Polished Man" Campaign to campus. The "Polished Man" is an international initiative that challenges men to paint one nail to raise awareness surrounding violence against children. One in five children suffers physical and/or sexual violence before the age of 18. The campaign was covered by both the campus newspaper and the McDonough County Voice.
 - Offered opportunities for students contemplating withdrawal from the University to explore options, alternatives, and consequences before making a decision to withdraw.
 - Provided opportunities to students contemplating withdrawing from the University by providing exit interviews. In addition to exit interviews SDO provided withdrawal procedures to individuals who called/emailed with questions regarding the process.
 - Offered opportunities for students appealing for a total late withdrawal/late drop(s) after the official drop date due to extenuating circumstances.
 - The LGBTQA Resource Center Offered Safe Space Trainings to UHDS Resident Assistants, Academic Advisors, the Career Development Center, Corbin-Olson Staff, the College Student Personnel Program, WIU Development Day, Casa Latina Cultural Center, Gwendolyn Brooks Cultural Center, the Women's Center and Monmouth College.
 - Attendance for the LGBTQA Fall Open House, the Big Picture, and Camp OUT were up this year. Fall Open House had 26 people in attendance, the Big Picture had 38 in attendance, and Camp OUT had over 20 students. These numbers

- increased from previous years. In addition to the increase of students at events, an average of 4-8 students come to the Center daily.
- Created new brochures for the Resource Center to reach more students, faculty, and staff. Brochures have been displayed at welcome week events and over the summer at SOAR. This helped boost attendance at campus events throughout the year.
- Student Judicial Programs
 - Implemented Maxient software for judicial tracking purposes.
 - Met periodically with UHDS staff who serve in the Conduct Collateral role. Doing so has helped identify issues and concerns with regard to Maxient use, training needs and points of emphasis.
 - The number of groups and organizations seeking conduct background checks for scholarship, leadership position, talent grant, travel/study and other student related-eligibility continues to increase. SJP has long worked with law enforcement agencies, armed services and professional schools for pre-employment and professional eligibility checks.
 - The volume of Title IX cases at WIU persists at a comparatively high rate. These require investigation by the Office of Equal Opportunity & Access before being reviewed as student conduct cases.
 - Continued education throughout entire judicial process.
 - Ongoing working relationship with Alcoholic and Other Drug Resource Center.
 - Helped begin the collective conversation of addressing realistic challenges regarding group conflict as it relates to navigating their social environments.
 - Continued to focus on recruitment efforts to recruit board members representative of the student body.
 - Frequent emphasis for education and training of new and veteran judicial board members.
 - Student Publication Services
 - The Western Courier staff won three Illinois College Press Awards during the annual ICPA Convention last February in Chicago:
 - 1st place - Shoot Chicago Photo Contest
 - 3rs Place - Column excluding sports
 - Honorable Mention - Headline Writing
 - Fully implemented ISSUU to allow online readership. They have tracked individuals viewing the Newspaper internationally - Ireland, Canada, France and Israel.
 - University Counseling Center
 - Basic Statistics to date (August 1, 2017 to March 1, 2018):
 - 546 students who received counseling services.
 - 2,047 individual sessions provided.
 - 344 group counseling contact hours.
 - 2,767 students attended psychoeducational programs.
 - Continues to be a member of the Center for Collegiate Mental Health (CCMH). It is a multi-disciplinary, member-driven, research center focused on providing accurate and up-to-date information about the mental health of today's college students.
 - The large majority of students seen at the UCC struggle with significant mental health issues. UCC students score significantly higher on measures of depression (8.5% higher than national average), anxiety (14% higher than national average), social anxiety (14% higher than national average), family distress (10% higher than national average), hostility (11% higher than national average), and on an overall distress index (7.5% higher than national average), as compared to college counseling clients across the country.
 - During the 2017-2018 school year, a large majority of UCC clients qualified for a significant clinical diagnosis, such as depression (32%), anxiety (43%), Bipolar

- Disorder (3%), personality disorders including Borderline Personality Disorder (2%), and ADHD (7%). While the trend in college mental health is to increase the number of student referrals to community providers, the UCC refers less than 1% of its students to community providers.
- Despite the severity of the struggles seen at the UCC, outcome data shows that clients who engaged in counseling for as few as four sessions made significant gains. Clients showed a 18% decrease in depressive symptoms, a 12% reduction in generalized anxiety symptoms, a 14% decrease in social anxiety, a 20% reduction in hostility, and a 12% reduction in academic distress.
 - The Western Connect Committee (suicide prevention) trained 123 individuals over a total of seven, three-hour presentations.
 - As of March 1, 2018, a total of 546 students have received counseling services so far at the UCC for the 2017-18 academic year. Final numbers for the spring 2018 semester will be available by the end of May. Unfortunately, due to a reduction in staff, during the fall 2017 semester, most students could only see a counselor every other week, and toward the end of the semester many students waited 4-6 weeks for an initial appointment.
 - The UCC continued its membership with the Center for Collegiate Mental Health (CCMH). CCMH is a multi-disciplinary, member-driven, research center focused on providing accurate and up-to-date information about the mental health of today's college students. It exists to serve the needs of mental health providers, administrators, researchers, and the public. CCMH utilizes modern technology and the collaborative efforts of college counseling centers and key partners in business, academia, health-care, and member organizations. With IRB approval, the UCC both contributes to and receives annual data from CCMH.
 - The UCC offered psycho-educational programs throughout the year that focused on holistic well-being (i.e., mind, body, and spirit), outreach to diverse groups, and mental health awareness. Overall, the UCC delivered over 331 hours of programming that included 5,588 contacts during the calendar year from 01/01/2017 to 02/01/2018. Some examples of program topics include suicide prevention, assertiveness, sexual assault, depression awareness, grief, eating disorders, interpersonal violence, stress management, Kinder Mondays (an outreach based on the positive mental health effects of altruism), anxiety reduction, relaxation, self-talk, and emotional health & wellness.
- University Housing and Dining Services
 - As UHDS is a self-sustaining auxiliary, they have continued to practice sound financial management each year. With a decrease in revenues, furloughs, and reduction in staff, this year was financially difficult to overcome. However, during these challenging times, UHDS was able to reduce expenses significantly enough to transfer over \$2,600,000 to their repair and replacement reserve. These funds will be able to be reinvested and reused in their communities, and will continue to assist the operation through financial challenges ahead.
 - In the fall of 2017, University Housing and Dining Services implemented a new programming model to enhance retention efforts via student connections. A central focus of this model revolved around Connections Mapping. This approach has allowed UHDS staff to focus on students who may not have connections to WIU, see where students are spending their time and create a tangible plan for students who need connections to the University. Staff members were asked to identify where they felt their residents are connected, if at all. At the end of the fall semester, UHDS staff was able to analyze connections made throughout campus finding drastic implications for students not connected to Western. The average GPA of first-year students who were identified as connected to WIU by week 7 in fall 2017 was 2.92. The average GPA of a first-year student not connected was a 2.11. They will continue to develop Connections Mapping and programming efforts to reach students not connected to improve student success.
 - Connections Mapping is also allowing University Housing and Dining Staff members to have a focus by week 7 and 8 on students who may not be returning for the spring semester. Comparing connections mapping data with early warning

- grades and students who did not return for the spring semester, 32% of first year students who were identified as not being connected to WIU by week 7 and who received an early warning grade did not return for the spring semester. Of students who did not return to campus overall, 74% were identified as not being connected to WIU in a meaningful way.
- o In June of 2017, the East Village demolition project was completed with the complete removal of the EV complex and site reseeded.
 - o On July 1, 2017, Higgins Hall demolition was completed by method of implosion. The project was completed by Spirtas Wrecking Company, St. Louis, MO--\$1.4 Million. It is estimated that between 85%-95% of the Higgins Hall Complex will be recycled. All metal from the building was sorted and recycled. In addition, all concrete from the building will be crushed and used as fill for the project as well as for other projects and used across campus. The site continues to be cleared and is scheduled to be completed by May 1, 2018.
 - o Total Philanthropy dollars for 2017: \$17,873
 - UHDS continued to be active partners in the community by putting on collaborative campus programs that raised money for local and national organizations.
 - Mud Volleyball 2017 = \$2,030 for the Macomb Fire Department.
 - Big Pink Volleyball 2017 (Breast Cancer Awareness) = \$2,620 for local mammograms and the Delores K. Switzer Center within McDonough District Hospital.
 - Residence Hall Safe Trick-or-Treat for local children ages 2-12 in all residence halls.
 - Haunted Housing 2017 = \$342 for Big Brothers/Big Sisters.
 - RA Council cooked and served the annual Turkey Dinner for community members at the Salvation Army right before Thanksgiving.
 - St. Baldrick's (awareness and money for cures to childhood cancer) = \$11,000.
 - The Warrior Dog Dash - which earned \$1469 for the Warrior Dog Foundation.
 - Corbinstock - \$300 raised for Genesis Garden (local homeless shelter) and donated 150 pounds of food to WIRC.
 - o In the fall, various members of the campus community volunteered to be a part of Move-In crew, helping new students move in to their new home at WIU.
 - o More than 8,000 people attended 30 conferences, eight new student registration programs, and various University events between March 1, 2017 and March 1, 2018. The highlights in Conference Services this year were the successful hosting of UCA Cheer camp and several athletic camps introducing prospective student to what Western has to offer as a university. Additionally, they successfully book to maximum occupancy for each of Westerns special weekends (Family Day, Homecoming, Dad's & Moms Weekend, and Commencement).
 - o At Thompson Dining Center Sodexo created a build your own pizza station called #PIEontheFLY—it was an instant hit! The customer simply fills out an order form, marking their favorite crust, sauce and toppings and hands it off to the pizza making experts. Customers can watch as their creation is built. The process in its entirety takes 7- 12 minutes. They have sold 11,295 custom ordered pizzas.
 - o During the fall 2017 opening, UHDS, in conjunction with Facilities Management, was able to divert and recycle nearly 2 1/2 tons (2,750 lbs) of cardboard.
 - o During the summer of 2017, worked with LRP Recycling to successfully recycle 29,865lbs (approximately 500) of mattresses from the residence halls.
 - o In year two, the 2018-2019 Western Leader Recruitment Process brought together University Housing and Dining Service, Undergraduate Admissions, Student Judicial Programs, and the Disability Resource Center. Students could apply for one, multiple, or all of seven positions: Admissions Ambassador, Desk Assistant, Orientation Leader, Resident Assistant, Student Judicial Board Representative, Summer Assistants, and Turning Point Peer Mentor. The 2018-2019 process saw a larger number of qualified applicants, more diverse candidate pool, and a higher grade point average of applicants.
 - o To better track the success of email marketing campaigns, continued to use

Mailchimp to send promotional emails to current residence hall students, starting with the Move-In email that included a personalized blurb from the RA. This email received an open rate of 70.8% with an average 10.1% click rate.

- University Scholarship Activities
 - Disbursed \$1.7 million in competitive, academic institutional scholarships to nearly 1,700 students.
 - Continued roll-out of the WIU Scholarship Portal and scholarship management system, which will continue improve the scholarship process, particularly for students.
 - Worked closely with departments and the WIU Foundation to create and manage scholarship funds and endowment agreements.
 - Increased the database of private scholarship information available to students on the Scholarship Office website.

- University Union
 - The Union provides facilities and staff for campus events including: BCA, Foundations, Civil Service, Summer Orientation and Registration programs, International Bazaar, Founders Day, career fairs, speakers, concerts, student meetings, etc. Approximately 48,120 students attended 1,392 student events in the Union to date in FY18. (Date Range of July 1, 2017 to February 28, 2018) This is an average of 6 student events per day held in the Union.
 - The University Union is a popular place for students, faculty, staff, and the community to gather and enjoy a variety of events and services. The University Union provided space and services for over 2,745 events to date in FY18 for an average of 11.3 events per day. Over 20% of the total events involved catered food service. Approximately 97,962 people attend events scheduled by the following groups: Student organizations – 1,392 events; administrative/academic departments – 1,186 events; off - campus groups – 110 events; and 57 Sodexo-sponsored events. During the Fall 2017 semester alone, student organizations sponsored 982 meetings and events with 34,505 students in attendance.
 - Many student organizations take advantage of the tables in the Union Concourse to promote their organizations or do fundraisers. 440 concourse tables were scheduled to date in FY18. The organizations use the banner space for event advertising. 139 banners were displayed this fiscal year to date. Scheduling & Event Services also reserves table tents located in the Food Court and Murray Street Café. 162 table tent spaces have been reserved to date in FY18.
 - Smart TV's were installed in several meeting rooms to eliminate the need for projector screens and projectors. Users can plug lap tops into the TV's. These will be used in some of more high used rooms – i.e. Board Room, Algonquin Room, Chicago Room.

- **Women's Center**
 - Updated the mission statement of the Women's Center to better demonstrate the goals and the work they do with their students. The previous mission statement was written about 20 years ago and had never been changed. Below is both the old and the new mission statement:
 - (Original) To promote gender equity through education, support, and advocacy and to respond to issues affecting the status of female students, faculty and staff on campus, as well as women in the community and in society.
 - (2018 update) The Western Illinois University Women's Center supports a welcoming and gender-inclusive campus community. Student development is at the core of our work. We advocate for gender equity through examinations of feminism, sexism, patriarchy, and misogyny. We lead the campus community in explorations of how gender is a social construction that influences power dynamics, and intersects with all other identities, such as, but not limited to: ability, age, citizenship status, ethnicity, race, religion, sex,

- sexual orientation, and socioeconomic class. We promote opportunities to celebrate women, collaborate in programming and outreach, and seek unity and understanding.
- o Successfully implemented several programs, including two legacy programs while incorporating intentional changes. The 28th Annual Take Back the Night incorporated the resource fair, rally in front of Sherman Hall, the march to Chandler Park and the survivor speak-out. Eliminated a keynote speaker and instead highlighted two student performances. Cut back on having representatives from different resources speak at the rally and instead encouraged participants to go to the resource fair. The Vagina Monologues raised over \$1,500 for the V-Day Campaign and the WIRC-CAA Victim Services. There were about 175 people in attendance over the course of the three performances.
 - o Implemented a packed calendar of events for Women's History Month that intentionally includes a diverse group of women:
 - Empowerment Yoga: collaboration with Peace Corps Prep Programs, 15 attendees
 - Denice Frohman (WHM kick-off event): collaboration with Feminist Action Alliance, Casa Latina, LGBTQA Resource Center, GBCC, Cultural Expressions, Lambda Theta Alpha Latin Sorority Inc., 73 attendees
 - Meet Miss Major!: collaboration with Dr. Chase Catalano from the CSP program
 - Demystifying Sisterhood: collaboration with various female faculty and staff of color
 - Black Women's Resilience & Achievement: collaboration with Dr. Boukari and GBCC Dance Troupe
 - Coffee & Conversation to discuss our theme "Women Undefined"
 - Dolores Huerta Documentary: collaboration with Casa Latina
 - Veterans Resource Center
 - o Conducted Round Table Orientation for active duty veterans transitioning to campus. Approximately 15 new and returning students attended.
 - o Sponsored fall 2017 Meet & Greet program designed to enhance the personal and academic support network for new and returning student veterans. Approximately 75 students and staff attended this event.
 - o Sponsored two training sessions for students, staff and faculty by Col. David Leckrone designed to enhance awareness of the challenges associated with student veterans as they transition to college. There were approximately 50 staff and faculty members in the first session while approximately 30 students attended the second session.
 - o Collaborated with several academic departments and community groups to conduct activities and programs for Military Appreciation Week. Approximately 400 individuals attended the events throughout the week. A brief summary of the activities are listed below.
 - Celebrations, Triumphs and Challenges: Gender Differences in the Military Student Discussion Panel.
 - *In My Brother's Shoes* film screening and reception.
 - *Appreciating WIU Military Service Students' Experiences: Friendly Faces and Conflicted Spaces*. Discussion of study of WIU student veterans conducted by Dr. Jeremy Robinett.
 - WIU Vietnam Era Veterans' Discussion and Reception.
 - Nov. 10, 2017 – Veterans and Service Members Tribute Ceremony and Veterans Appreciation Luncheon
 - Battle of the Forces Bench Press Competition.
 - o Conducted Round Table Orientation in January for active duty veterans transitioning to campus. Approximately 10 new and returning students attended.
 - o WIU's Chapter of SALUTE – Veterans National Honor Society has the 12th largest membership in the nation.

Commented [KM1]:

Select Student Veteran Demographics	
2017-18 Academic Year	
(SU17, FL17, & SP18)	
Student Veteran Demographics	
295 Active Duty Veterans	44.83%
61 National Guard/Reservist w/ Dep	9.27%
207 National Guard/Reservist	31.46%
95 Unknown	14.44%
658	100.00%
355 of 658 earned 3.00 or above	54%
196 of 658 earned 3.50 or above	29.8%
8 Did not report	1.22%
485 White, non-Hispanic	73.71%
61 Black or African American	9.27%
69 Hispanic	10.49%
3 Asian/Pacific Islander	0.46%
2 American Indian/Alaskan Native	0.30%
5 Other	0.76%
25 2 or more ethnicities	3.80%
658	100.00%
531 of 658 are male	80.70%
127 of 658 are female	19.30%

D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:

1. Western Illinois Foundation funds
 - o The majority of institutional scholarship funds awarded (approx. 93%) were donor-funded Foundation dollars.
 - o The WIU Foundation funds the purchase of the AcademicWorks software used in the implementation and management of the WIU Scholarship Portal.
 - o Beu Health Center assisted 61 students in need with essential medical transportation, health, dental and vision services.
2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside
 - o Funding from position cuts at Beu allowed the Health center to cover all annual expenses with no increase to student fees.
 - o Funding from position cuts at Beu allowed the Health Center to provide support to closely related departments as detailed below.
 - o Used as cost savings since we have been cutting costs.
3. Grants, contracts or local funds
 - o Go West utilizes grant dollars.
 - o Local funds were used to support minority and transfer scholarships, summer scholarships, and encumbered students.
4. Internal Reallocations: N/A
5. Other fund sources
 - o The Substance Abuse Prevention Education Fund were used for programming

efforts.

- o Scholarship funds were used to sponsor student conference travel.
- o In addition to the \$1.7 million of institutional scholarships awarded to WIU students, \$1.2 million of private scholarships were disbursed through the Scholarship Office for FY18. This reinforces the need to provide a reliable database of private scholarship resources to our students.

II. Budget Enhancement Outcomes for FY18 – N/A

III. Reductions for FY18

- A. Discuss staffing and operational reductions implemented during FY18.
 - This is an ongoing process.
- B. In response to Item A (above) include the dollar amount for these reductions and whether the reductions result in one-time or continued savings.

Budget Year
Fiscal Year 2019

IV. Major Objectives and Productivity Measures for FY19

- A. List the most important goals and objectives the division will pursue in FY19.
 1. Enhance Admissions' efforts by defining how each functional unit can positively impact enrollment.
 2. Assess current retention efforts throughout each unit in student services.
 3. Develop strategies to enhance college preparedness for admitted students.
 4. Educate all offices in the division on enrollment management and provide education for the division on updates and processes throughout all areas.
 5. Evaluation of our All Cost plan and tie it in with fees, etc. – (Review Student Fees).
 6. Create a task force to address student behavior including alcohol, other drugs and conflict management challenges that impact retention.
 7. Enhance divisional technology, as funding is made available.
 8. Evaluate and enhance student events and activities.
 9. Manage and plan for potential future staff vacancies and reductions.
 10. Develop a plan for staff recruitment and retention.
 11. Assess the efficiency of student judicial board usage and process.
 12. Explore academic support programs for students.
 13. Develop educational programming on changing demographics for the campus community.
 14. Assess conference and event offerings and the creation of a strategic plan to grow both in summer and throughout the academic year.
 15. Review and complete recommendations for SOAR initiatives and fall orientation.
- B. Of the objectives identified above, please indicate which are directly related to the 2012-2022 Strategic Plan and/or 2017 Strategic Plan Supplement.
 - All of the Division's objectives are related to the University's Strategic Plan
- C. For those 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

V. Technology Goals and Objectives

- A. List the most important technological goals and objectives the division will pursue in FY19, and how these will be measured/assessed.
 - Continue to use social media outlets for growth and development.

- 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.

- Increase the number of undergraduate and graduate applications, acceptances, and enrollments.
- Enhance the affordability of Western Illinois University.
- Support initiatives designed to increase student retention and graduation rates.
- Deliver a strong, user-centered information technology infrastructure.

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.

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

A. What are planned FY19 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.

- Continue to evaluate all staffing vacancies and attempt to reorganize duties to existing staff.
- Continue to evaluate all processes and procedures to better streamline and collaborate when possible.

B. How do these reallocations and reorganizations further Strategic Plan and/or 2017 Strategic Plan Supplement goals and objectives?

- All reallocations are related to the University's Strategic Plan and to the success of our students.

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

- TBD as reallocation/reorganization occurs.

D. How are you finding new funds?

1. Describe divisional strategies to seek additional resources (e.g., grants, Foundation).

- Fundraising campaigns and individual solicitation

2. Provide an explanation of how additional resources would be used to enhance divisional objectives.

- All resources would be used to enhance the student experience through scholarship, leadership or program support and development.

3. Summarize long-term external funding goals that extend beyond FY19.

- TBD

4. Develop indicators to track attainment of goals.

- TBD

VII. Reductions for FY19

A. Discuss planned staffing and operational reductions for FY19.

- This is an ongoing process

B. In response to Item A (above) include the dollar amount for these reductions and whether the reductions result in one-time or continued savings.

- N/A

