To: Members of the Western Illinois University Board of Trustees
   Lorraine Epperson
   George J. Guzzardo
   Chris Thomas

From: Joe Rives, Assistant to the President, Planning and Budget

Date: November 29, 2005

Re: November 2005 Strategic Plan Update

This month’s *Higher Values in Higher Education* activities focused on preparation for four key *Strategic Plan* actions. Each of the following will help to advance University priorities related to enrollment, retention, and graduation, and they reaffirm our vision of being the leading comprehensive university in the United States.

1. The Pell Institute for the Study of Opportunity in Education visit to Western Illinois University-Macomb is a key component in helping the University raise retention and graduation rates by five percent. It is also an opportunity for the University to demonstrate nationally how our core values of academic excellence and educational opportunity actively promote student success.

2. Ms. Carol Aslanian’s visit, a national expert in nontraditional student recruitment, to Western Illinois University-Macomb and Quad Cities will help the University develop specific strategies to increase the number of transfer students with associate degrees and help us reach *Strategic Plan* enrollment goals of 3,000 students at Western Illinois University-Quad Cities.

3. Dr. Dick Rigterink’s visit, our campus master planning consultant, to Western Illinois University-Quad Cities will present three design scenarios for the new Western Illinois University-Quad Cities Riverfront Campus. We, as a campus community, will continue to refine Dr. Rigterink’s scenarios and continue to work on the selection process for the master planning firm to assist the Western Illinois University-Macomb community in campus master planning.

4. Western Illinois University in partnership with the United States Department of Education, the Pell Institute for the Study of Opportunity in Education, and the Illinois Board of Higher Education will host a regional executive dialogue for presidents, vice presidents, and state coordinating board officials regarding student access, opportunities, and affordability. Initial planning for our spring 2006 conference to be hosted on both Western Illinois University campuses has begun.

---

**Pell Institute**
Two staff members from the Pell Institute will be on the campus of Western Illinois University-Macomb December 6-8, 2005. Table 1 (attached) displays their itinerary; please contact me if you would like to be included in any of these meetings. Following is background material on the Pell Visit to Western Illinois University.
The Lumina Foundation for Education recently gave the Pell Institute for the Study of Opportunity in Higher Education a significant grant to study best practices in student retention for traditionally underrepresented and low-income first-time freshmen at large, public universities nationally.

With this grant funding, the Pell Institute conducted a study of public institution graduation rates comparing the predicted graduation rate (based on entering student characteristics such as ACT score and high school grade point average) to the actual graduation rate. A positive difference between the actual graduation rate and the predicted graduation rate indicates that the educational process effectively contributes to student success.

The Pell Institute then identified the top 12 large public institutions with the highest positive differences in graduation rates to study and publish best practices in student retention. We are pleased that Western Illinois University is one of these institutions! This places us in select company, joining other nationally distinctive institutions, including Rutgers University, the University of California-Riverside, and Southern Illinois University-Carbondale.

Our sessions with the Pell Institute are very important as we become the leading comprehensive university in the United States. I am confident that our campus dialogue sessions will show how we are true to our values in promoting educational opportunity, academic excellence, personal growth, and social responsibility to all students at Western Illinois University.

Carol Aslanian's Visit to Western Illinois University-Macomb and Quad Cities
Our enrollment consultant, Ms. Carol Aslanian, will be on both Western Illinois University campuses December 13-15, 2005. Carol will be leading dialogue sessions on the strengths and challenges of Western Illinois University-Quad Cities as related to demand for higher education, our admissions/marketing policies and practices, and how to best accomplish our Strategic Plan enrollment goal of increasing Western Illinois University-Quad Cities enrollment from current levels to 3,000 students. Her final report and recommendations will be made within 14 weeks. Table 2 (attached) displays her itinerary; please contact me if you would like to attend any of these sessions.

Dick Rigterink's Visit to Western Illinois University-Quad Cities
Our campus (Macomb and Quad Cities) master planning consultant will be at Western Illinois University-Quad Cities December 14, 2005, to present three possible design solutions for the new Western Illinois University-Quad Cities Riverfront Campus to the campus master planning steering team at 2:00, followed by an open campus forum at 4:30. You are most welcome to attend one or both of these meetings. Please let me know if you plan to attend.

Our meetings with Dr. Rigterink will, based on feedback received to date, present three possible design scenarios for building at the Western Illinois University-Quad Cities Riverfront Campus. The point of these presentations is to identify/discuss the design features that we like best, thus giving our master planner more feedback as he focuses his presentation on one model that the campus community will again review and refine. Because these meetings come at a very busy time of the year, I will work with Associate Provost for Western Illinois University-Quad Cities and Extended Studies, Dr. Jeanne Clerc, to get this presentation posted electronically, seek your feedback, and we will schedule an encore to this open campus forum in January.

Western Illinois University-United States Department of Education Conference on Access, Affordability and Opportunity

Our conference will be very influential on national educational policy. The United States Department of Education recently formed A National Dialogue: The Secretary of Education's Commission on the Future of Higher Education to specifically address two critical policy questions:
• How can we ensure that college is affordable and accessible; and
• How well are institutions of higher education preparing our students to compete in the new global economy?

Our conference will influence national policy by creating an action plan for Midwestern regional comprehensive colleges and universities to address these critical policy issues. Our recommendations will also be considered in the Commission’s final report that will be submitted to the United States Department of Education by August 1, 2006.

Next Steps
Your next two monthly updates will continue to keep you advised on the status/outcomes of these projects. Additionally, December’s update will provide more specific details on the campus master planning process at both Western Illinois University campuses; and January’s update will provide more specific details on the Western Illinois University conference on access, affordability, and opportunity. If you have any questions/recommendations for these or other Strategic Plan actions, please contact me.

c: President Goldfarb Provost Rallo Vice President Hendricks Vice President Johnson Vice President Thompson CSEC Chair Skien COAP Chair Maxwell Faculty Council Chair Solymossy Faculty Senate Chair Rock SGA Chairs Early and Wickard Associate Provost Clerc Planning, Budget, and IR Staff Staff Secretary Barbara Mason Staff Secretary Norma Markert Administrative Assistant Kerry Yadgar
<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Action/Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 5</td>
<td>Arrive Moline</td>
<td>Quad Cities Airport</td>
</tr>
<tr>
<td></td>
<td>Call Complementary Shuttle to Radisson, Moline</td>
<td>Quad Cities Airport</td>
</tr>
<tr>
<td>November 6</td>
<td>8:00 Meet Drs. Jeanne Clerc and Joe Rives in the hotel lobby</td>
<td>Radisson Hotel, Moline</td>
</tr>
<tr>
<td></td>
<td>8:00 – 9:15 Breakfast with Drs. Clerc and Rives</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>9:15 – 10:45 Travel to Macomb</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>11:00 – 11:50 Senior administrators responsible for policies aimed at</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>attracting, retaining, and graduating low-income and/or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>underrepresented students</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00 – 1:30 Lunch with First Year Experience Faculty and Staff</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>1:30 – 1:50 Break</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>2:00 – 2:50 Pell Staff Work Time</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>3:00 – 3:50 Western Illinois University-Macomb Campus Action Planning Team</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>4:00 – 4:50 Senior academic officials, such as Deans, in departments or</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>colleges that offer large number of freshmen or lower division courses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5:00 – 5:30 Check in University Union Hotel and break</td>
<td>University Union</td>
</tr>
<tr>
<td></td>
<td>5:30 – 7:00 Pizza and focus groups with low income undergraduate students</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>7:15 Dinner with Planning, Budget and Institutional Research Staff</td>
<td>Vitales</td>
</tr>
<tr>
<td>November 7</td>
<td>Breakfast with Drs. Judi Dallinger and Tere North (both engaged in university</td>
<td>Sunrise Restaurant</td>
</tr>
<tr>
<td></td>
<td>assessment activities)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:00 – 9:50 Coffee with faculty likely to teach large numbers of freshmen in</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>gatekeeper courses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10:00 – 10:50 Officials responsible for key academic support</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>11:00 – 11:50 President’s Executive Staff</td>
<td>205 Sherman Hall</td>
</tr>
<tr>
<td></td>
<td>12:00 – 1:50 Lunch and guided tour of campus with Mr. Bill Brewer</td>
<td>Red Ox Restaurant</td>
</tr>
<tr>
<td></td>
<td>2:00 – 3:50 Pell Staff Work time</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>4:00 – 5:30 Open campus forum</td>
<td>Heritage Room, University Union</td>
</tr>
<tr>
<td></td>
<td>6:30 Dinner with Dr. Joe Rives</td>
<td>Macomb Country Club</td>
</tr>
<tr>
<td>November 8</td>
<td>Directors of offices whose policies may affect retention</td>
<td>Board Room, University Union</td>
</tr>
<tr>
<td></td>
<td>Meeting with Ms. Rhonda Kline and Dr. Tere North in case you need any</td>
<td>Board Room, University Union</td>
</tr>
<tr>
<td></td>
<td>other information from Western Illinois University</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10:00 – 10:15 Check out of hotel</td>
<td>University Union</td>
</tr>
<tr>
<td></td>
<td>10:15 – 11:15 President’s Recruitment and Retention Task Force</td>
<td>Board Room, University Union</td>
</tr>
<tr>
<td></td>
<td>11:15 – 12:30 Travel to Quad Cities Airport</td>
<td>Rhonda Kline will transport</td>
</tr>
<tr>
<td>Date/Time</td>
<td>Meeting/Activity</td>
<td>Location</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td></td>
<td><strong>December 12</strong></td>
<td></td>
</tr>
<tr>
<td>7:25</td>
<td>Arrive Moline; take complementary shuttle to airport</td>
<td>Quad Cities Airport</td>
</tr>
<tr>
<td></td>
<td>Check in Hotel</td>
<td>Radisson Hotel, Moline</td>
</tr>
<tr>
<td></td>
<td><strong>December 13</strong></td>
<td></td>
</tr>
<tr>
<td>7:25</td>
<td>Meet Joe Rives in Hotel Lobby</td>
<td></td>
</tr>
<tr>
<td>7:45—9:50</td>
<td>Breakfast/Open Campus Forum</td>
<td>102 A, B &amp; C</td>
</tr>
<tr>
<td>10:00—10:50</td>
<td>Optimum Enrollment Committee</td>
<td>Room 231</td>
</tr>
<tr>
<td>11:00—11:30</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>11:30—1:00</td>
<td>Quad Cities Holiday Open House</td>
<td>102 A, B &amp; C</td>
</tr>
<tr>
<td>1:00—1:50</td>
<td>Western Illinois University-Quad Cities Campus Action Planning (Strategic Planning Oversight) Committee</td>
<td>Room 231</td>
</tr>
<tr>
<td>2:00—2:50</td>
<td>Retention and Graduation Committee</td>
<td>Room 231</td>
</tr>
<tr>
<td>3:00—3:50</td>
<td>Student Services and Admissions (undergraduate and graduate)</td>
<td>Room 231</td>
</tr>
<tr>
<td>4:00—4:50</td>
<td>Quad Cities Academic Program Planning Committee</td>
<td>CODEC; Rooms TBA</td>
</tr>
<tr>
<td>5:00—6:30</td>
<td>Travel to Macomb</td>
<td></td>
</tr>
<tr>
<td>6:30—6:45</td>
<td>Check into University Union Hotel</td>
<td>University Union</td>
</tr>
<tr>
<td>7:00—8:30</td>
<td>Dinner with President Goldfarb, Provost Joe Rallo, and Vice President for Advancement and Public Services Dan Hendricks</td>
<td>Macomb Country Club</td>
</tr>
<tr>
<td></td>
<td><strong>December 14</strong></td>
<td></td>
</tr>
<tr>
<td>7:45—8:45</td>
<td>Breakfast with Vice President for Student Services Garry Johnson</td>
<td>Sunrise Restaurant</td>
</tr>
<tr>
<td>9:00—10:30</td>
<td>President’s Staff Meeting</td>
<td>205 Sherman</td>
</tr>
<tr>
<td>10:30—12:00</td>
<td>Travel to Moline</td>
<td></td>
</tr>
<tr>
<td>12:00—1:00</td>
<td>Renew Moline</td>
<td>John Deere Commons</td>
</tr>
<tr>
<td>1:00—1:50</td>
<td>Dick Rigterink, and Bill Brewer</td>
<td>Meet at Renew Moline</td>
</tr>
<tr>
<td>2:00—3:30</td>
<td>Campus Master Plan Steering Team</td>
<td>Room 231</td>
</tr>
<tr>
<td>3:30—6:00</td>
<td>Work time for Carol</td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Dinner with Joe Rives, Jeanne Clerc, and Inessa Levi</td>
<td>Johnny’s Steakhouse</td>
</tr>
<tr>
<td></td>
<td><strong>December 15</strong></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td>Check out of hotel</td>
<td>Radisson Hotel, Moline</td>
</tr>
<tr>
<td>7:30—8:45</td>
<td>Breakfast with Community VIPs (listed below)</td>
<td>102C</td>
</tr>
<tr>
<td>9:00—9:50</td>
<td>Deans Meeting</td>
<td>CODEC; Rooms TBA</td>
</tr>
<tr>
<td>10:00—10:50</td>
<td>Drs. Jeanne Clerc and Joe Rives</td>
<td>265A, Conference room</td>
</tr>
<tr>
<td>11:00—12:30</td>
<td>Lunch with Western Illinois University and community college admissions representatives (listed below)</td>
<td>102C</td>
</tr>
<tr>
<td></td>
<td>Depart Moline</td>
<td>Joe to Transport to airport</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community VIPs to Attend Breakfast 12/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Carol Elhert</td>
</tr>
<tr>
<td>Mr. Roger Clawson</td>
</tr>
<tr>
<td>Mr. Rick Baker</td>
</tr>
<tr>
<td>Ms. Mary Lagerblade</td>
</tr>
<tr>
<td>Mr. Steve Nelson</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Tom Cornelis</td>
<td>WIU alum, Sports Director KWQC</td>
</tr>
<tr>
<td>Ms. Nancy Mulcahey</td>
<td>Northwest Region Manager, DCEO</td>
</tr>
<tr>
<td>Mr. Roger Clawson</td>
<td>WIU alum, State Farm Insurance</td>
</tr>
<tr>
<td>Mr. Steve Nelson</td>
<td>WIU alum, Attorney</td>
</tr>
<tr>
<td>James Bowman</td>
<td>Renew Moline</td>
</tr>
</tbody>
</table>

Lunch with Admissions Representatives from the Following Institutions

- Western Illinois University-Quad Cities
- Western Illinois University-Macomb
- Black Hawk College
- Spoon River College
- Eastern Iowa Community College District (Clinton)
- Sauk Valley College
- Carl Sandburg College