

To: Members of the Western Illinois University Board of Trustees  
Mike Houston, Chairperson      Lorraine Epperson  
Carolyn Ehlert                      George J. Guzzardo  
Bill Epperly                          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**

On March 23-26, 2006, Western Illinois University in partnership with the United States Department of Education, the Pell Institute for the Study of Opportunity in Higher Education, and the Illinois Board of Higher Education will sponsor an executive dialogue exclusively for Midwestern regional comprehensive colleges and universities and state coordinating board officials.

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.

cc:	President Goldfarb	CSEC Chair Skien	Associate Provost Clerc
	Provost Rallo	COAP Chair Maxwell	Planning, Budget, and IR Staff
	Vice President Hendricks	Faculty Council Chair Solymossy	Staff Secretary Barbara Mason
	Vice President Johnson	Faculty Senate Chair Rock	Staff Secretary Norma Markert
	Vice President Thompson	SGA Chairs Early and Wickard	Administrative Assistant Kerry Yadgar

Table 1

**Final**  
Pell Visit to Western Illinois University-Macomb  
December 6-8, 2005

<u>Date/Time</u>	<u>Action/Meeting</u>	<u>Location</u>
<u>December 5</u>		
	Arrive Moline	Quad Cities Airport
	Call Complementary Shuttle to Radisson, Moline	Quad Cities Airport
<u>December 6</u>		
8:00	Meet Drs. Jeanne Clerc and Joe Rives in the hotel lobby	Radisson Hotel, Moline
8:00 – 9:15	Breakfast with Drs. Clerc and Rives	TBD
9:15 – 10:45	Travel to Macomb	--
11:00 – 11:50	Senior administrators responsible for policies aimed at attracting, retaining, and graduating low-income and/or underrepresented students	Heritage Room, University Union
12:00 – 1:30	Lunch with First Year Experience Faculty and Staff	Heritage Room, University Union
1:30 – 1:50	Break	--
2:00 – 2:50	Pell Staff Work Time	--
3:00 – 3:50	Western Illinois University-Macomb Campus Action Planning Team	Heritage Room, University Union
4:00 – 4:50	Senior academic officials, such as Deans, in departments or colleges that offer large number of freshmen or lower division courses	Heritage Room, University Union
5:00 – 5:30	Check in University Union Hotel and break	University Union
5:30 – 7:00	Pizza and focus groups with low income undergraduate students from diverse backgrounds	Heritage Room, University Union
7:15	Dinner with Planning, Budget and Institutional Research Staff	Vitales
<u>December 7</u>		
7:45 – 8:45	Breakfast with Drs. Judi Dallinger and Tere North (both engaged in university assessment activities)	Sunrise Restaurant
9:00 – 9:50	Coffee with faculty likely to teach large numbers of freshmen in gatekeeper courses	Heritage Room, University Union
10:00 – 10:50	Officials responsible for key academic support	Heritage Room, University Union
11:00 – 11:50	President's Executive Staff	205 Sherman Hall
12:00 – 1:50	Lunch and guided tour of campus with Mr. Bill Brewer	Red Ox Restaurant
2:00 – 3:50	Pell Staff Work time	TBD
4:00 – 5:30	Open campus forum	Heritage Room, University Union
6:30	Dinner with Dr. Joe Rives	Macomb Country Club
<u>December 8</u>		
8:00 – 8:50	Directors of offices whose policies may affect retention	Board Room, University Union
9:00 – 9:50	Meeting with Ms. Rhonda Kline and Dr. Tere North in case you need any other information from Western Illinois University	Board Room, University Union
10:00 – 10:15	Check out of hotel	University Union
10:15 – 11:15	President's Recruitment and Retention Task Force	Board Room, University Union
11:15 – 12:30	Travel to Quad Cities Airport	Rhonda Kline will transport

Table 2

**Final**  
 Carol Aslanian Visit to Western Illinois University-Quad Cities  
 December 12-15, 2005

<u>Date/Time</u>	<u>Meeting/Activity</u>	<u>Location</u>
<u>December 12</u>	Arrive Moline; take complementary shuttle to airport	Quad Cities Airport
	Check in Hotel	Radisson Hotel, Moline
<u>December 13</u>		
7:25	Meet Joe Rives in Hotel Lobby	
7:45—9:50	Breakfast/Open Campus Forum	102 A,B & C
10:00 – 10:50	Optimum Enrollment Committee	Room 231
11:00 – 11:30	Break	--
11:30 – 1:00	Quad Cities Holiday Open House	102 A,B & C
1:00 – 1:50	Western Illinois University-Quad Cities Campus Action Planning (Strategic Planning Oversight) Committee	Room 231
2:00 – 2:50	Retention and Graduation Committee	Room 231
3:00 – 3:50	Student Services and Admissions (undergraduate and graduate)	Room 231
4:00 – 4:50	Quad Cities Academic Program Planning Committee	CODEC; Rooms TBA
5:00 – 6:30	Travel to Macomb	--
6:30 – 6:45	Check into University Union Hotel	University Union
7:00 – 8:30	Dinner with President Goldfarb, Provost Joe Rallo, and Vice President for Advancement and Public Services Dan Hendricks	Macomb Country Club
<u>December 14</u>		
7:45 – 8:45	Breakfast with Vice President for Student Services Garry Johnson	Sunrise Restaurant
9:00 – 10:30	President's Staff Meeting	205 Sherman
10:30 – 12:00	Travel to Moline	--
12:00 – 1:00	Renew Moline	John Deere Commons
1:00 – 1:50	Dick Rigterink, and Bill Brewer	Meet at Renew Moline
2:00 – 3:30	Campus Master Plan Steering Team	Room 231
3:30 – 6:00	Work time for Carol	Radisson Hotel, Moline
6:30	Dinner with Joe Rives, Jeanne Clerc, and Inessa Levi	Johnny's Steakhouse
<u>December 15</u>		
7:15	Check out of hotel	Radisson Hotel, Moline
7:30 – 8:45	Breakfast with Community VIPs (listed below)	102C
9:00 – 9:50	Deans Meeting	CODEC; Rooms TBA
10:00 – 10:50	Drs. Jeanne Clerc and Joe Rives	265A, Conference room
11:00 – 12:30	Lunch with Western Illinois University and community college admissions representatives (listed below)	102C
	Depart Moline	Joe to Transport to airport
<b>Community VIPs to Attend Breakfast 12/15</b>		
Ms. Carol Elhert	Western Illinois University Board of Trustees	
Mr. Roger Clawson	WIU alum, State Farm Insurance	
Mr. Rick Baker	President, Illinois Quad City Chamber of Commerce	
Ms. Mary Lagerblade	WIU alum, Chairman, Board of Directors, Illinois Quad Cities Chamber of Commerce	
Mr. Steve Nelson	WIU alum, Rock Island Metropolitan Mass Transit (MetroLink)	

Mr. Tom Cornelis	WIU alum, Sports Director KWQC	
Ms. Nancy Mulcahey	Northwest Region Manager, DCEO	
Mr. Roger Clawson	WIU alum, State Farm Insurance	
Mr. Steve Nelson	WIU alum, Attorney	
James Bowman	Renew Moline	
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	