

To: Members of the Western Illinois University Board of Trustees
Mike Houston, Chairperson Bill Griffin
Robert Cook George J. Guzzardo
Carolyn Ehlert Steve Nelson
Bill Epperly Chris Thomas

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

Date: March 30, 2006

Re: March 2006 Strategic Plan Update

This month's *Higher Values in Higher Education* update focuses on:

1. Western Illinois University's national recognition as a Best Value Undergraduate Institution by *The Princeton Review*.
2. Western Illinois University-Macomb's statewide recognition for the First Year Experience.
3. Follow-up from Western Illinois University's Future of Higher Education Conference.
4. State Budget Planning for Fiscal Year 2007
5. Fiscal Year 2006 Consolidated Reports and Presentations.
6. Master planning at both Western Illinois University campuses.
7. Partnership activities with our host communities.
8. April's Strategic Planning meetings.

Western Illinois University's National Recognition as a Best Value Undergraduate Institution by The Princeton Review

Western Illinois University is featured as one of the nation's best value undergraduate institutions according to The Princeton Review. The New York-based education services company features the University in the new 2007 edition of its book, *America's Best Value Colleges*. This publication, released on Wednesday, profiles 150 colleges and universities (103 publics and 47 privates) with excellent academics, generous financial aid packages, and relatively low costs.

The Princeton Review chose institutions based on data obtained from 646 colleges and universities nationally. Institutions were evaluated on four categories: academics, "tuition GPA" (the sticker price minus average amount students receive in scholarships and grants), financial aid (how well colleges meet students' financial need), and student borrowing. Successful implementation of Strategic Plan priorities, such as the Gilbert Cost Guarantee and GradTrac, continues to lead to national recognition of Western's leadership in the areas of quality, affordability, and predictability.

Western was previously recognized as one of the *Best in the Midwest Colleges* by The Princeton Review and was selected as one of just 24 public universities ranked a Tier 1 Midwestern Masters Institution by *U.S. News and World Report*. Only three other Illinois colleges and universities (Lake Forest College, Southern Illinois University-Carbondale, and the University of Illinois-Urbana) were selected as best

values. Future Strategic Plan Updates will specifically benchmark the University's performance compared to peer institutions on the ranking variables in *America's Best Value Colleges*.

Western Illinois University-Macomb's Statewide Recognition for the First Year Experience

Each September, all Illinois colleges, universities, and agencies submit an institutional performance report to the Illinois Board of Higher Education (IBHE) summarizing plans, accomplishments, and performance indicators related to advancing the six goals of *The Illinois Commitment*, the statewide strategic plan for higher education. As part of performance reporting, all institutions and agencies are asked to submit two "effective (best) practices." Effective practices are defined as institutional activities that have a direct connection to *The Illinois Commitment* with measurable outcomes, sustainability, and potential applicability to other institutions.

Beginning in January 2006, four effective practices are highlighted monthly on the IBHE Web site. In March 2006, the IBHE featured Western Illinois University-Macomb's First Year Experience, Midstate College's partnerships with area businesses and organizations, DePaul University's Women and Gender Research Initiative, and the College of DuPage's Vocational Skills Program. Table 1 (attached) displays the First Year Experience summary provided to the IBHE. Additional information on this and all other effective practices is available at www.ibhe.org/EffectivePractices/Featured/default.asp.

Follow-Up from Western Illinois University's Future of Higher Education Conference

Approximately 45 presidents and institutional executives attended Western Illinois University's Future of Higher Education conference March 24th in the Quad Cities, and another 20 attended in Macomb on March 25th. Keynote speakers included Mr. Rick Stephens, Vice President for the Boeing Company and Commissioner on the United States Department of Education; Ms. Vicki Schray, Deputy Director of the United States Department of Education; Ms. Colleen O'Brien, Director of the Pell Institute for the Study of Opportunity in Higher Education; and Dr. James Palmer, editor of Grapevine Publications.

There were two specific outcomes from the conference. First, all conference participants will be drafting a Midwestern regional comprehensive university and community college response to the United States Department of Education's Future of Higher Education initiative. Our response will focus on the economic and social value of higher education, the importance of the social contract (funding) for higher education, and what colleges and universities can do in the areas of access, opportunity, and affordability. This response is due to the United States Department of Education by May 15, 2006. I will be facilitating the process and will share draft copy for your review and feedback. Second, Western Illinois University and the Midwest Higher Education Compact (representing 10 states) will cohost a follow-up conference in one year to continue advancing institutional actions related to access, opportunity, and affordability. Upcoming Strategic Plan Updates will keep you informed of future conference planning.

State Budget Planning for Fiscal Year 2007

Your *February 2006 Strategic Plan Update* indicated that the Governor's budget recommends appropriations of \$1.3 billion to higher education. The Governor's increases range from a low of 1.2 percent at Illinois State University and Northern Illinois University to a high of 1.9 percent at Southern Illinois University. Western Illinois University is recommended for a 1.5 percent increase. The Governor's budget also supported \$1.2 million for permanent (maintenance) improvements at Western Illinois University.

At the time of writing this Strategic Plan Update, the Governor has not provided a priority listing for Illinois public higher education capital projects, nor has the Illinois General Assembly passed operating or capital bills. Future Strategic Plan Updates will continue to keep you apprised on the status of Fiscal Year 2007 budget developments.

Fiscal Year 2006 Consolidated Reports

Your *January 2006 Strategic Plan* update included dates/times for divisional planning presentations. As a reminder all sessions are open to you and the campus community and will be in the Capitol Room according to the following schedule.

<u>Date/Time</u>	<u>Presenter</u>	<u>Division</u>
April 19th		
8:00 – 9:30	Joe Rallo	Academic Affairs
9:30 – 11:00	Garry Johnson	Student Services
11:00 – 12:00	Joe Rives	President's Office
April 20th		
8:00 – 9:30	Jackie Thompson	Administrative Services
9:30 – 11:00	Dan Hendricks	Advancement and Public Service

To continue to infuse the goals and action items of *Higher Values in Higher Education* throughout all levels of the University, there are four new areas included in the campus presentations. Amongst the materials, all presenters as part of their divisional presentations will address Strategic Plan:

- Accomplishments and goals;
- Priorities and indication of whether action items are intended to be completed in the short-term (the next 12 months), mid-term (2-4 years), or long-term (5+ years);
- Technological goals and accomplishments; and,
- Departmental and/or divisional reallocations and reorganizations.

Western Illinois University Master Planning

On Tuesday April 25th project leaders from Goody Clancy, our selected architectural and engineering firm, will be on campus. They have asked if they can have one-hour meetings with interested individual trustees. Your meetings would be very much like the work several of you did with The Campus Studio on the WIU-Quad Cities Master Plan (i.e., giving your direction on parameters, projects, and other issues) that will frame our work for Macomb campus master planning. Please let me know if you would like to participate (in person or via conference call) and the times that you are available on 4/25, and I will get things scheduled for you.

On Monday April 24th and repeated on Wednesday April 26th Goody Clancy will be conducting open campus and community master planning sessions to get additional input and feedback for the WIU-Macomb Master Plan. They will also host a special evening session on the 26th to let the campus and external community know what they have heard as they begin three design scenarios for review early this fall. Again, these sessions are open to all members of the campus/external community and will be hosted in the following locations. Attendance is not required for the full duration of the open sessions. They are intentionally long to help ensure that all members of the campus and external communities have sufficient opportunity to provide campus master planning feedback.

<u>Date/Time</u>	<u>Topic</u>	<u>Location</u>
April 24th		
8:00 – 12:00	Open Session	Lamoine Room (University Union)
1:30 – 5:30	Open Session	Lamoine Room (University Union)
April 26th		
8:00 – 12:00	Open Session	Capitol Room (University Union)
1:30 – 5:30	Open Session	WIUM Performance Space (old HyVee)
6:30 – 7:30	Wrap-Up	WIUM Performance Space (old HyVee)

Western Illinois University-Quad Cities Master Plan

The WIU-Quad Cities Master Plan received unanimous endorsement from the Faculty Council. During the next three weeks, Bill Brewer and I will be presenting the master plan to the Quad Cities Student Government Association for their endorsement and the Macomb Campus Governance Groups (Civil Service Employees Council, Council of Administrative Personnel, Faculty Senate, and Student Government Association) as an information item.

In June, I will present to you a master plan that is supported by all our campus governance groups at both Western Illinois University campuses.

Additionally, an April WIU-Quad Cities VIP master plan breakfast briefing in the Quad Cities and a couple of general open houses in partnership with Renew Moline to get community feedback on the WIU-QC Master Plan are being planned. These meetings are designed as a double check to make sure the master planning steering team hasn't forgotten any hot topics in our Quad Cities Master Plan. I will send you those dates/times/locations as soon as details are finalized.

Partnership Activities with Our Host Communities

Assistant Director of the Physical Plant Bill Brewer, Associate Provost for Western Illinois University-Quad Cities and Extended Studies Dr. Jeanne Clerc, and I are all serving on Renew Moline committees. Below is a brief description of the city committees and when they meet. If you would like additional information or would like to coordinate your participation in meeting(s), please contact me. Your participation in these meetings can be in person or via teleconference.

The second Wednesday of every month:

9:30-11:00 "Intellectual Property Institute." Table 2 (attached) is a brief summary letter to the National Science Foundation that describes a grant that Western Illinois University, Renew Moline, John Deere and Company, KONE and other agencies will be pursuing this summer.

11:00-1:00 "Urban Technology Corridor." This provides input and feedback regarding all of the urban development occurring on the Mississippi River in Moline.

3:00-4:30 "Western Illinois University Design, Build, and Manage Team." This is a committee to keep community and corporate officials informed and up-to-date on the Western Illinois University-Quad Cities Riverfront Campus master planning and related issues.

Every Thursday (but not this Thursday) from 10:00 to 11:00 is "Project Funding." This committee is seeking external funding for projects related to Western Illinois University and the urban development of the Quad Cities. Most recently, they have been working on a series of letters to the editors of local/regional media regarding economic impacts of the new Western campus and efforts associated with Renew Moline. They are also working on seeking federal and state funding for new and expanded roads near the Mississippi River.

There are also opportunities for you to meet with city and community officials in Macomb. I am going to be sitting on the newly developing city of Macomb (master and route 336) Planning Team. It is my understanding that they will begin meeting in May. I will keep you posted as I learn more about this Team and its responsibilities.

April's Strategic Planning Meetings

Following is a list of scheduled meetings for April related to the Strategic Plan.

- April 6, 10:00: Western Illinois University-Quad Cities Campus Action Planning Team
- April 6, 13, 20, and 27, Renew Moline Project Funding Meetings
- April 12, Renew Moline Meetings
- April 19, 1:00: Western Illinois University-Macomb Campus Action Planning Team
- April 19-20, 8:00-12:00: Fiscal Year 2006 Consolidated Reports and Presentations
- April 24-26, Goody Clancy's Visit to Western Illinois University-Macomb
- April 26, 12:00: Western Illinois University-Macomb Master Planning Steering Team
- April 27, 2:00: Western Illinois University Energy Management/Utility Infrastructure Committee

Please contact me if you would like to attend any of these meetings, or if you have additional feedback for the continued successful implementation of *Higher Values in Higher Education*.

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

Table 1
The First Year Experience at Western Illinois University-Macomb
(as submitted to the Illinois Board of Higher Education in September 2006)

The First-Year Experience (FYE) at Western Illinois University-Macomb, as well as the analogous Students in Transition program at Western Illinois University-Quad Cities, directly affects students' academic achievement, civic engagement and Illinois Commitment Goal 5: Illinois colleges and universities will be accountable for providing high quality academic programs and the systematic assessment of student learning outcomes while holding students to ever higher expectations for learning and growth.

The FYE, along with interrelated campus theme programming and university participation in the American Democracy Project, expands student learning and growth through opportunities that blend classroom learning and campus life. It creates opportunities for students, faculty, and staff to have purposeful conversations about diversity and equality issues. It engages students in the life of the University and community by encouraging greater participation in structured out-of-class activities, including theatre, music, athletics, student and other civic organizations.

Each semester all incoming first year students will be enrolled in two small-sized (less than 20) FYE courses taught by tenured/tenure-track faculty. Every FYE course will have a peer mentor who is an outstanding Western student that will provide additional course support. Students in FYE courses, as a group, will attend several co-curricular events each semester. FYE programming offered in our first year exclusive residence halls includes weekly seminars on study skills and academic issues presented by professional staff. Resident Assistants will provide ongoing programming focusing on transitional issues and independent living skills.

For approximately 1,900 incoming freshmen, the 2005-06 FYE is well underway, with a "homework assignment" to challenge and prepare students to succeed in college. A summer reading has been assigned for the incoming Class of 2008, and FYE faculty expects each student to have completed the book prior to arrival in August.

The summer reading, *Fast Food Nation*, was selected as a means of integrating students into the University culture and illustrating a few of the many topics that writers, researchers, scientists, community leaders, and artists at the University are interested in. Numerous activities will be planned around the book, such as group discussions, guest lectures and films. The author will also come to campus, and others will hold dialogues about *Fast Food Nation*.

This reading was also selected to reflect the 2005-2006 Campus Theme, *Global Challenges and Personal Responsibility*. Students will be encouraged to think about the issues that are raised in *Fast Food Nation*, the challenges that face the world, and how these issues will affect their future.

The FYE has achieved sustainability. Western Illinois University has allocated over \$1.0 million to support this new program, initially piloted in academic year 2004-05. The FYE publicly commits Western Illinois University-Macomb to general education class sizes of less than 20, a new summer orientation program for students and their families, a comprehensive student learning outcomes assessment process (both curricular and co-curricular), and future evaluation and modification of the program.

Results from the initial pilot FYE program offered to honors students are favorable. The mean fall 2004 semester grade point average of honors students participating in the program was significantly higher than a control group of honors students not participating in the program. Demand for a Western Illinois University education is strong, and qualitative evidence from summer orientation regarding the FYE has been positive. Future Western Illinois University performance reports will use retention rates, class sizes, and results from the Beginning College Student Survey of Student Engagement and National Survey of Student Engagement to document the assessment of student learning outcomes, evaluation of program effectiveness, and FYE modification, where appropriate. In the mid- and long-term, future FYE assessment and evaluation data will also be supported by results from academic program reviews and the Illinois Board of Higher Education's Baccalaureate Survey.

Table 2
Letter Submitted to the National Science Foundation on the Intellectual Property Institute

March 8, 2006

Dr. Sara Nerlove, Program Director
Directorate for Engineering
National Science Foundation
4201 Wilson Blvd.
Arlington, VA 22230

Dear Dr. Nerlove:

Western Illinois University-Quad Cities (WIU-QC) with Renew Moline, the City of Moline, Deere & Company, and KONE Corporation is pleased to submit this Letter of Intent to apply for a \$600,000 grant from the NSF Partnerships for Innovation. We seek to implement the Midwest Intellectual Property Management Institute (IP Institute).

The IP Institute will be located in Moline, Illinois—one of four Illinois/Iowa Quad Cities, Illinois' second largest metropolitan area, and one of the State's most ethnically diverse but economically disadvantaged regions. Our public-private partnership combines educational, technological, and corporate resources to facilitate greatly-needed local and regional economic development.

Project Description

Two years in the making, our partnership has identified intellectual property available for transfer to start-up and non-competing businesses. Additionally, we have been working with area business development organizations to create a structure for start-up businesses to succeed. Your funding enacts our planning. It creates educational and occupational opportunities for diverse constituencies locally and regionally.

Partners

- **WIU** will manage partner activity and grant administration; we will serve as the Co-Principal Investigators. WIU students and faculty will engage in research, internships, and provide professional development opportunities.
- **Renew Moline**, a non-profit organization dedicated to economic development and redevelopment activities within the City of Moline and the entire Quad Cities, will manage the physical space and staffing during the start-up period. Jim Bowman, Executive Director, will serve as the senior partner to the IP Institute.
- **City of Moline** will continue to facilitate implementation of the Mississippi Urban Technological Corridor initiative, of which the IP Institute is a critical part.
- **Area corporations** will contribute technology and offer resources from their current and retired employees as consultants to facilitate technology transfer and business development.
- **Area business development organizations** include the Northwest Regional Entrepreneurship Center and the New Ventures Center as start-up businesses are created/funded.

We appreciate your time and welcome your feedback. Please look for our full proposal this spring.

Sincerely,

Dr. Joseph C. Rallo
Provost and Academic Vice President

Dr. Joseph A. Rives
Assistant to the President, Planning and Budget