

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: May 12, 2006

Re: May 2006 Strategic Plan Update

This month's *Strategic Plan Update* is a special edition. The completion of the spring semester offers opportunity to review Strategic Plan accomplishments for Fiscal Year 2006 and plans for Fiscal Year 2007.

The source for this month's *Strategic Plan Update* is information presented at the annual planning and accomplishment sessions. In April 2006, approximately 200 members of the campus community attended two-day strategic planning and accomplishment sessions where the Vice Presidents and I presented departmental, divisional, and institutional accomplishments and plans supporting the continued successful implementation of *Higher Values in Higher Education*.

A sampling of university-wide accomplishments included is displayed below. Coupled with the many personal and professional achievements of University students, faculty, staff, alumni and partnerships with our host communities, Western Illinois University is making progress in becoming the leading comprehensive university in the United States. Within the last year, the campus community:

- Provided a market equity salary adjustment program for non-negotiated staff.
- Investigated global challenges and personal responsibilities through the American Democracy Project participation, campus theme programming, and the First Year Experience.
- Acquired additional state operating funding for Fiscal Year 2007 and planning funding for the architectural and engineering work on the new Western Illinois University-Macomb Performing Arts Center and the new Western Illinois University-Quad Cities Riverfront Campus.
- Achieved statewide recognition as a best practice institution from the Illinois Board of Higher Education for the First Year Experience and the corresponding new orientation program for all incoming students.
- Served as a national benchmark for the retention of low-income and first generation students, according to the Pell Institute for the Study of Opportunity in Higher Education.
- Hosted an inaugural Future of Higher Education conference for academic leadership from Midwestern comprehensive colleges and universities, in partnership with community colleges, private institutions of higher education, and key civic leaders, to address issues of college access and affordability.
- Established ten full (tuition, fees, room and board) Western Illinois University Board of Trustees Scholarships for the highest achieving and accomplished students on our two campuses.

- Implemented the University's first doctoral program, in Educational Leadership.
- Received national recognition as a Best Value Undergraduate Institution by *The Princeton Review* and a Top Tier Institution by *U.S. News and World Report*.
- Initiated Western Illinois University-Macomb campus master planning
- Completed Western Illinois University-Quad Cities campus master planning
- Integrated current and planned construction projects—including Boyer Baseball Stadium, the Duplication and Publication Services and Property Control Building, Hanson Field, Memorial Hall, Multicultural Center, Performing Arts Center, and the Western Illinois University-Quad Cities Riverfront Campus—with the newly developing/developed campus master plans.
- Continued the development of the infrastructure to support the University's next comprehensive campaign.

A sampling of university-wide plans for the next academic year includes:

- Continuing with actions to provide faculty and staff salaries that meet and exceed the mean of peer institutions.
- Meeting admissions goals on both Western Illinois University campuses.
- Establishing a Bachelor of Liberal Arts and Sciences, an Executive MBA, a Master of Engineering Management/Technology at Western Illinois University-Quad Cities, and Nursing at Western Illinois University-Macomb.
- Creating and implementing a strategic plan for the efficient acquisition, application, and use of distance learning technology.
- Pursuing additional funding for student financial aid and scholarship support.
- Providing the First Year Experience and corresponding orientation programs.
- Preparing for the next comprehensive campaign.
- Implementing a strong integrated marketing campaign for the Macomb and Quad Cities campuses.
- Completing the Western Illinois University-Macomb Master Plan, and pending Western Illinois University Board of Trustees approval, implementing the Western Illinois University-Quad Cities Riverfront Campus Master Plan.
- Partnering with our host communities in economic development, urban/rural renewal, and environmental sustainability.
- Seeking state funding for our highest capital priorities (the Performing Arts Center at Western Illinois University-Macomb and the new Western Illinois University-Quad Cities Riverfront Campus) and for maintaining and modernizing the University's existing facilities and infrastructure.

Additional information presented at the April 2006 accomplishments and planning sessions is available at [www.wiu.edu/president/budgets/](http://www.wiu.edu/president/budgets/).

As these examples and the Web site materials show, there are many current and planned activities for the University's Strategic Plan. The key to continued successful implementation is sustained coordination, communication, and collaboration across the two campuses of Western Illinois University. To this end, the September Strategic Planning Update presented to the Western Illinois University Board of Trustees, campus and external communities will specifically include a reflection of the University's strategic planning efforts and next steps. This will include annual comparisons and summaries of:

- How many Strategic Plan action items, compared to last year, have been completed, as well as how many are in progress, or have not yet been started;
- How many Strategic Plan actions, compared to last year, are moving in the desired direction, show no progress, or are moving in the opposite direction; and,

- Identification of Strategic Plan goals, priorities, and action items planned for both campuses during academic year 2006-2007.

The strategic planning reflection will be supplemented by several other items presented to the Western Illinois University Board of Trustees in September 2006. These include:

- Western Illinois University's Fiscal Year 2006 Performance Report, which will include University plans, accomplishments, and performance indicators as related to *Higher Values in Higher Education* and the statewide strategic plan for Illinois higher education, *The Illinois Commitment: Partnerships, Opportunities, and Excellence*. The Performance Report will also benchmark Western Illinois University performance indicators against peer institutions endorsed by all six campus governance groups from both University campuses.
- Western Illinois University's Fiscal Year 2007 All-Funds Budget will demonstrate how University resources will be applied to the highest Strategic Plan goals and priorities.
- Western Illinois University's Fiscal Year 2008 Operating and Capital Budget Request to the State of Illinois will document how new institutional funding will support the highest statewide and institutional plans and priorities.

As these reports demonstrate, Western Illinois University is committed to comprehensive planning that is strongly linked to both resource allocation, accountability reporting, and continuous improvement. The integration of our planning is further demonstrated by the strong linkages between the academic and cocurricular goals expressed in *Higher Values in Higher Education* with the facilities, grounds, technologies, and infrastructure goals expressed in our newly developing campus master plans.

Please contact me if you have any questions, or if you have additional feedback for the continued successful implementation of *Higher Values in Higher Education*.

cc:	President Goldfarb	CSEC President Williams	Alumni Council Chair Green
	Provost Rallo	COAP President Spellman	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