

To: Members of the Western Illinois University Board of Trustees  
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From: Joe Rives, Assistant to the President, Planning, Budget, and Institutional Research

Date: September 26, 2006

Re: September 2006 Strategic Plan Update

This month's *Strategic Plan Update* provides you with updates on:

1. Fall 2006 enrollment,
2. Fall 2006 National Survey of Student Engagement results,
3. Campus master planning,
4. Campus technology,
5. National and international recognitions for our host communities, and
6. Strategic planning meetings for the month of October.

#### Fall 2006 Enrollment

Demand for a Western Illinois University education continues to be strong. Enrollment on the Macomb campus increased 1.0 percent, from 11,277 to 11,386. The University is successfully achieving its controlled enrollment growth goals, and we will continue growing until we reach the Strategic Plan goal of an enrollment of 12,500 students. This is the 11<sup>th</sup> consecutive year that enrollment has increased on Western's Macomb campus.

Enrollment at Western Illinois University-Quad Cities increased 9.4 percent, from 1,217 to 1,331. Enrollment increased as we continued focusing on degree offerings and developing facilities at the new Riverfront campus. We will continue growing until we reach the Strategic Plan goal of an enrollment of 3,000 students.

At your November 10, 2006, Western Illinois University Board of Trustees meeting, Admissions Director Eric Campbell and I will present benchmarking information on institutional applications, acceptances, and enrollments compared to Illinois public universities; student characteristics compared to benchmark institutions; and institutional strategies to achieve the student quality and diversity goals stated in *Higher Values in Higher Education*.

#### Fall 2006 National Survey of Student Engagement Results

The educational process at Western Illinois University continues to be strong. The National Survey of Student Engagement (NSSE) recently published data from second semester freshmen and seniors surveyed in spring 2006 ( $N = 300,000$ ). The University ( $n = 1,100$ ) continues to make improvement and this is another source of evidence, similar to our top tier rating in *U.S. News and World Report* and

our receiving national recognition by the *Princeton Review*, that we are quickly becoming the leading public master's granting institution in the United States. Shown the table below:

- Western Illinois University experienced increases in freshmen satisfaction ( $n = 421$ ) for all five NSSE comparisons and increases in four of the five comparisons for seniors ( $n = 679$ ); only the reported level of "enriching educational experiences" decreased for seniors.
- Western Illinois University freshmen are above national averages for students from public master's granting institutions on the perceived level of academic challenge, student-faculty interaction, and supportive campus environment. The perceived level of active and collaborative learning and enriching educational experiences at Western are 99 percent of national norms.
- Western Illinois University seniors are above national averages for students from public master's granting institutions on the perceived level of student-faculty interactions and supportive campus environment. The perceived level of academic challenge and active and collaborative learning at Western are 98 percent of national norms.

Mean Indexed Results of the National Survey of Student Engagement  
 At Western Illinois University Compared to the Mean of National Master's Granting Institutions

	Freshmen					
	Surveyed in Spring 2005			Surveyed in Spring 2006		
	WIU	Masters	WIU as a % of the Master's Average	WIU	Masters	WIU as a % of the Master's Average
Level of Academic Challenge	47.8	51.7	92%	52.1	51.0	102%
Active and Collaborative Learning	36.1	42.6	85%	41.3	41.6	99%
Student-Faculty Interactions	32.8	33.9	97%	38.3	32.1	119%
Enriching Educational Experiences	22.9	26.8	85%	25.6	25.8	99%
Supportive Campus Environment	58.5	60.1	97%	62.7	59.3	106%

  

	Seniors					
	Surveyed in Spring 2005			Surveyed in Spring 2006		
	WIU	Masters	WIU as a % of the Master's Average	WIU	Masters	WIU as a % of the Master's Average
Level of Academic Challenge	54.2	56.1	97%	54.6	55.6	98%
Active and Collaborative Learning	48.9	52.2	94%	50.3	51.4	98%
Student-Faculty Interactions	43.8	43.6	100%	44.0	41.2	107%
Enriching Educational Experiences	34.7	40.5	86%	24.9	38.2	65%
Supportive Campus Environment	59.3	58.0	102%	60.8	57.3	106%

Additional information about the National Survey of Student Engagement and other Western Illinois University assessment initiatives are available at [www.wiu.edu/UniversityPlanning/assessment/](http://www.wiu.edu/UniversityPlanning/assessment/) or by contacting University Assessment Coordinator Dr. Tere North at [TL-North@wiu.edu](mailto:TL-North@wiu.edu).

Campus Master Planning

The three design alternatives for the Western Illinois University-Macomb campus master plan presented by Goody Clancy on September 6-8, 2006, are available by clicking on "See the plan take shape" on the master plan Web site, [www.wiustmasterplan.com](http://www.wiustmasterplan.com). Ideas, feedback, and evaluation sheets should be sent to the Master Plan co-chairs, Bill Brewer ([WE-Brewer@wiu.edu](mailto:WE-Brewer@wiu.edu)) and/or me ([J-Rives@wiu.edu](mailto:J-Rives@wiu.edu)).

Bill, the campus master plan steering team, and I will continue taking campus feedback through November 14, 2006. On November 15<sup>th</sup>, we will begin working with Goody Clancy on taking the best liked ideas from each of the three

design alternatives to produce a first master plan draft. This draft will be shared with the campus community prior to the conclusion of the fall semester. Additional details will follow in a subsequent strategic plan update.

When completed, the campus master plan will give Western Illinois University-Macomb a road map for placement of new facilities that are funded by new state capital or through institutional financing (e.g., bonding). Equally as important, and a vital component of campus master planning, is the maintenance and upgrading of existing facilities, classrooms, and technologies. These projects, per *Legislative Audit Guidelines*, are funded by different sources of state funding (e.g., capital renewal) and can be supplemented with private donations (e.g., comprehensive campaign gifts) to the institution.

In order to help the University prioritize permanent improvements, we will be completing a condition assessment of all university facilities. An institutional task force consisting of Matt Bierman, Associate Director of Residential Facilities; John Biernbaum, Assistant Vice President of Student Services; Bill Brewer, Assistant Director of Physical Plant; Charles Darnell, Director of Physical Plant; Theresa Roegge, Director of University Purchasing; and I will be completing an RFP and following *Illinois Procurement Code* rules to select a firm to complete a facilities condition assessment during summer 2007.

Physical Plant will continue to work with the Provost's Office and the Deans to prioritize classroom and technology enhancements as the University receives funds through state capital improvements, internal reallocations, and the newly developing comprehensive campaign. Our campus master planning process will emphasize our social responsibilities to plan for new facilities and at the same time maintain and enhance our current facilities. The newly developing comprehensive campaign and systematic institutional planning offer significant opportunities to transform existing classrooms into state-of-the-art classrooms, which are needed as we continue to recruit and retain high-achieving and diverse students, faculty, and staff.

Planning for the new Western Illinois University-Quad Cities Riverfront Campus also continues. Three separate campus benchmarking tours were completed on September 15, 2006. Members of the Western Illinois University faculty and staff toured the University of Iowa and the University of Northern Iowa with emphasis on colleges of business; a second team toured Northern Illinois University and the University of Wisconsin-Madison with emphasis on student services facilities; and a third team toured Illinois College and the University of Illinois-Springfield with emphasis on campus functionality and Leadership in Energy and Environmental Design.

The Western Illinois University Quad Cities Users Group will continue to meet monthly as the campus and architects from PSA Dewberry complete design planning. As part of this planning, a technology users group has been formed and an art-in-architecture users group will be formed.

#### Campus Technology

I will provide you a summary of the University's implementation of security recommendations in a separate correspondence. We continue to aggressively implement recommendations provided by Mitch Davidson, Executive Director of University Computer Support Services.

Together, the President's Technology Infrastructure Group and the President's Technology Advisory Users Group have almost finalized a draft of a University Strategic Plan for Technology. This will be shared with the campus community for review and feedback from October through December. Once the campuses' suggestions are integrated, we will seek endorsement from all campus governance groups on both Western Illinois University campuses before seeking your approval for implementation at the March 2007 Western Illinois University Board of Trustees meeting.

Migration to a single e-mail, calendaring, and groupware solution for all Western Illinois University students, faculty, staff, and alumni has begun and is following procedures described in the *Illinois Procurement Code*. The E-Mail, Calendaring, and Groupware Task Force completed research and held information collection sessions with four vendors (Zimbra Collaboration Suite, IBM Lotus Domino, Sun One Collaboration Suite, Novell GroupWise) on September 14-15, 2006. Microsoft Exchange Server and Oracle Collaboration Suite declined the University's offer to participate.

Using information collected to date, the Task Force will now write bid specifications and select companies to bring to campus for campus-wide demonstrations later this fall. The Task Force will use campus feedback to help in the scoring and selection of an integrated e-mail, calendar, and groupware solution for Western Illinois University.

In the October 2006 Strategic Plan Update, I will provide you with a status report of other technology task forces and will debut the new University Technology Web site. This new Web site is being designed to centrally locate all of the frequently asked questions and information resources about technology at the University.

#### National and International Recognitions for Our Host Communities

The City of Macomb was just named in Business Journal's *September 2006 Top 100 Metropolitan in the United States*. Ranked 94<sup>th</sup>, the city of Macomb benefits from a strong economy and high levels of educational attainment by its residents. Only one other Illinois city, Carbondale (ranked 64<sup>th</sup>), achieved national ranking in this study of 577 cities, towns, and villages with populations between 10,000 and 50,000. The data collected and methodology of this study are described below.

1. Population growth: Strongest growth in population from 2000 to 2005.
2. Income growth: Strongest growth in per capita income from 1999 to 2004.
3. Per capita income: Highest per capita income.
4. Small business growth: Strongest growth in number of small businesses (99 or fewer employees) from 1998 to 2003.
5. Small business concentration: Highest number of small businesses per 1,000 residents.
6. Management or professional jobs: Percentage of all jobs in the workforce classified as managerial or professional.
7. Ease of commuting: Percentage of workers who commute less than 15 minutes to work, minus the percentage who commute more than 45 minutes.
8. Affordable housing: Lowest ratio of house value per \$1,000 of median household income.
9. Low taxation: Lowest ratio of real-estate taxes per \$1,000 of median household income.
10. College degrees: Highest percentage of adults 25 or older with bachelor's degrees.
11. Advanced degrees: Highest percentage of adults 25 or older with graduate degrees.
12. Proximity to major metropolitan area: Lowest air mileage to center of closest metro area with more than 2.5 million people.

Each area's statistics were compared against the micropolitan averages in all 12 categories. Above-average performances received positive scores, while below-average results received negative scores. Each area's 12 category scores were totaled to determine its overall rank.

The City of Moline also received national and international recognition for economic development. The International Economic Development Council (IEDC) presented its Multi-Year Economic Development Program Results Performance Award to the City of Moline and Renew Moline Incorporated for their development program at its annual (September 2006) conference.

Partnering with Western Illinois University, other area higher education institutions, and the public/private sector, the Moline Centre model guided the redevelopment of a once deteriorating industrial downtown riverfront resulting in \$250 million worth of public and private investments and achieving distinctive architectural character/urban

