

To: Members of the Western Illinois University Board of Trustees
Bill Epperly, Chairperson Mike Houston
Bob Cook Jessie Kallman
Carolyn Ehlert Steve Nelson
Bill Griffin

From: Joe Rives, Interim Executive Assistant to the President, Quad Cities, Planning and Technology

Date: October 30, 2007

Re: October 2007 Strategic Plan Update

This month's *Strategic Plan Update* provides you with information on Western Illinois University's: planning activities, technological initiatives, and Quad Cities growth.

Planning Activities

The review/update of the University's Strategic Plan is underway. The Higher Values in Higher Education Review/Update Team is completing suggested revision to the University's vision and mission. In addition, the team has completed an organizational framework for the update to the University's Strategic Plan, and is finalizing an internal strengths and weaknesses and external opportunities and challenges analysis. All of these materials will be shared with you at your December 2007 Western Illinois University Board of Trustees meeting. They will also be shared with the campus community for refinement before your meeting.

Campus master planning continues with successful implementation. A complete annual review will be provided at your December 2007 Western Illinois University Board of Trustees meeting. A sampling of the accomplishments to be noted at that meeting includes the following:

- The Memorial Hall roof project should be complete by the end of the fall semester.
- Dr. C.T. Vivian way has been closed for the estimated 12-14 month construction of the new Multicultural Center. The road has been closed from Western Avenue to just east of Mowbray Hall. During construction, gates will be placed on C.T. Vivian Way at the Beu Health Center, at the crosswalk on the west side of Sallee Hall and at the east edge of Mowbray Hall. Throughout the construction process the south (eastbound) lane of the roadway will be accessible to emergency vehicles and university service vehicles.

An alternate drop-off point for people traveling by vehicle to the University Union for major events will be available at the Union's lower level northeast entrance through the east metered parking lot overlooking Hanson Field. Groups wishing to have the gated area opened in this lot for access to the University Union will contact Physical Plant for arrangements.

- Construction is ongoing and the foundation is complete for the expansion of the Donald S. Spencer Student Recreation Center.

Equally important to campus master planning are campus renovation and repair projects. Again, there is much activity to report. A sampling of these activities includes:

- Completing the Lincoln and Washington sprinkling projects over Thanksgiving break.
- Construction has started and the pad has been poured for the emergency generator to support the University Data Center in the event of a power outage.
- The University is in contract negotiation with a selected architectural and engineering firm for Stipes, Horrabin, and Currens cooling towers. The current temporary chillers supporting Horrabin and Currens cost the University approximately \$1,000 per day to operate.

Technology Initiatives

As indicated in your *July 2007 Strategic Plan Update*, the University will centrally fund upgrading of all two-way audio-visual, CODEC classrooms to complement the new transmission equipment purchased over the last two fiscal years. The rooms to be upgraded in Fiscal Year 2008 are Stipes 201 and 207; Horrabin 7, 78, 82, and 83; and Western Illinois University-Quad Cities B16, B17, 106, and 114. In addition, by agreement of the Academic Technology Committee, the University will support upgrading of the following general instructional electronic classrooms during Fiscal Year 2008. The number of classrooms was based on a pro rata distribution of existing general electronic classrooms and availability of funds. Future Strategic Plan updates will keep you advised of the ordering and installation process that is committed to minimizing disruption and maintaining sensitivity to the academic calendar.

<u>College</u>	<u>Building</u>	<u>Room</u>
Arts and Sciences	Currens	203
		205
	Morgan	109
		101B
	Waggoner	3
		54
Business and Technology	Knoblauch	106
		305
		330
	Stipes	210
		224
		327
Education & Human Services	Brophy	224
		204
	Horrabin	3
		27
Fine Arts and Communication	Sallee	101
		228
Western Illinois University-Quad Cities	QC	113
		102C

In addition to upgrading electronic classrooms, the University is centrally funding new computers for faculty and staff in instructional units. Table 1 and Figure 1 (attached) show that there are 382 faculty and staff computers in Academic Affairs that were purchased on or before 1999. These will be replaced in academic year 2007-2008, and colleges and departments will continue upgrading faculty computers purchased on or after 2000. As this program continues, the goal is to establish a four-year computer rotation program in Academic Affairs. Future strategic plan updates will keep you advised of the ordering and installation process.

Zimbra migrations also continue. University Technology staff is 74 percent complete with the 2,900 migrations for faculty, staff, and support personnel, and is on schedule to conclude migrations the week of December 7th. Student

accounts will be migrated during the spring semester. This week provided new opportunities with Zimbra. Mike Dickson and I completed work sessions with Zimbra this week. As part of these work sessions, Western Illinois University will become part of their “family and friends” program that allows for voluntary beta testing and supports faculty innovation with both Zimbra and Yahoo applications. Western will be only the 13th institution nationally that is selected for participation in this program. Future Strategic Plan updates will keep you posted on future developments.

Fall 2007 open technology discussions with students, faculty, and staff from each of the Colleges, University Libraries, and Western Illinois University-Quad Cities are scheduled. As you may recall, these sessions occur each semester. This semester discussions will focus on technology reorganization; academic initiatives, including electronic classroom and faculty and staff computer upgrades; implementation of the *Institutional Strategic Plan for Technology*; and questions and answers.

<u>Date</u>	<u>Time</u>	<u>Audience</u>	<u>Location</u>
October 29	3:00	College of Fine Arts and Communication	Sallee Hall 310
October 30	2:00	Library	Library, Faculty and Staff Lounge
October 30	4:00	College of Arts and Sciences	Morgan 109
November 6	3:00	Western Illinois University-Quad Cities	Room 102
November 7	3:30	College of Education and Human Services	Horrabin 78
November 13	3:30	College of Business and Technology	Stipes 121

Quad Cities Growth

In 2005, the University implemented several strategies to increase the marketing and future growth of the Quad Cities campus, including working with an enrollment consultant and establishing a marketing budget. At the same time, the state released planning funds for building complex one on the Riverfront Campus, two-way audio-video equipment was upgraded, and the Deans committed to a minimum number of course offerings and academic programs that can be fully completed on the Quad Cities Campus.

The continued support of these commitments, new academic programs and offerings being discussed in the Academic Master Planning process and by the Quad Cities Academic Program Planning Committee, and new ideas and strategies that will be formed in the update/review of *Higher Values in Higher Education* offer many reasons to expect continued success. The table below shows a nine percent enrollment increase in the last two years—with increases in both in-state and out-of-state enrollment. Most notably, student enrollment from Iowa continues to increase, which previously has been a challenge for the University, even though students from Iowa pay in-state tuition and fees. The commitment to Western Illinois University, demonstrated by enrollment increases, gives additional evidence that the campus is achieving *Higher Values in Higher Education’s* goal of becoming a regional leader in quality, value, and demand.

	Fall					Two-Year Change	
	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Number</u>	<u>Percent</u>
Total Enrollment	<u>1,310</u>	<u>1,280</u>	<u>1,217</u>	<u>1,331</u>	<u>1,331</u>	<u>114</u>	<u>9.4%</u>
Undergraduate	640	614	605	614	655	50	8.3%
Graduate	670	666	612	717	676	64	10.5%
In-State Enrollment	956	927	890	967	946	56	6.3%
Out-of-State Enrollment	345	344	318	356	381	63	19.8%
International	9	9	9	8	4	-5	-55.6%
Iowa Enrollment	<u>265</u>	<u>252</u>	<u>252</u>	<u>303</u>	<u>328</u>	<u>76</u>	<u>30.2%</u>
Continuing	74	71	83	89	108	25	30.1%
New Transfer	26	26	28	34	50	22	78.6%
Graduate Students	165	155	141	180	170	29	20.6%

As always, if you have any questions or feedback about the continued successful implementation of *Higher Values in Higher Education*, please contact me.

cc: President Goldfarb CSEC President Boussard Alumni Council Chair Hoffman
 Vice President Hendricks COAP President Spelman Associate Provost Clerc
 Vice President Johnson Faculty Council Chair Bailey Planning, Budget, and IR Staff
 Vice President Thompson Faculty Senate Chair Rock President's Office Support Staff
 Associate Provost Baily SGA Presidents Ciasto and Pfister