

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 25, 2007

Re: September 2007 Strategic Plan Update

This month's *Strategic Plan Update* provides you with information on Western Illinois University's:

1. Achievements and national recognition
2. Instructional technology upgrade programs
3. Migration to Zimbra as the single, integrated e-mail, calendaring, and groupware solution
4. Quad Cities academic program planning
5. Campus sustainability initiatives
6. Preparation for your September 28, 2007, Western Illinois University Board of Trustees meeting

Achievements and National Recognition

Western Illinois University has once again been nationally recognized for the academic achievement and educational opportunities provided to low-income, first-generation, and minority students. The Center for Student Opportunity¹ (CSO) selected the University for inclusion in their first annual national *College Opportunity and Access Guide* for first-generation, low-income, and minority students. This distinction follows Western's designation as of one of the 13 "Best Practice Institutions" nationally for the retention and academic achievement of minority, first-generation, and low-income students by the Pell Institute for the Study of Opportunity in Higher Education in 2005.

In being selected for the *College Opportunity and Access Guide*, Western Illinois University had to successfully demonstrate that:

- The University enrolls and graduates a significant undergraduate population of first-generation, minority, and economically diverse students.
- The University supports a high percentage of undergraduate students with financial need.

¹ *The CSO is a leading national nonprofit college access organization with a mission to promote college opportunity among four-year, student-centered colleges and universities committed to serving first-generation and other traditionally underserved student populations.*

- The University encourages student engagement through a student-centered and teaching-focused undergraduate educational experience, active and collaborative learning, and student-faculty interaction.
- The University offers extensive and tailored support programs for students in the areas of precollege community outreach, orientation/transition, academic advising, and mentoring.
- The University fosters a campus climate that is welcoming and supportive of first-generation, low-income, and minority students.
- The University has programs helping connect students to campus through on-campus housing, student activities, and organizations that affirm the cultural, linguistic, and social backgrounds of multicultural students.
- The institution supports successful outcomes for students post graduation, as seen through strong career planning, internship programs, and undergraduate research opportunities.

The personal growth of Western Illinois University students is expected to continue to increase. Recently published data from the Office of Planning, Budget and Institutional Research shows that the six-year graduation rate of the fall 2001 cohort of first-time freshmen is 56.6 percent. This is up from 55.7 percent for the fall 2000 cohort of first-time freshmen and represents the highest six-year graduation rate on record at the University.

Instructional Technology Upgrade Program

As indicated in your *July 2007 Strategic Plan Update*, Western Illinois University is committed to bringing all electronic classrooms up to minimum technology standards, defined by the President's Technology Advisory Users Group, within three years and then implementing a classroom rotation program for upgrades and replacement. Minimum technological standards for the general instructional classrooms include Ethernet connectivity, computer, mounted projector, document camera, VCR/DVD player, audio system with wall-mounted speakers, and telephone. Room 115 of Western Illinois University-Quad Cities is a demonstration classroom with all new instructional technology and classroom furnishings, and Room 180 of Malpass Library is in the final stages of installation. It, too, will serve as a demonstration classroom on the Macomb campus, and details of a future ribbon-cutting ceremony will follow when the room is finalized.

Implementation and coordination of the Instructional Technology Upgrade Program is being addressed by the Academic Technology Committee (ATC), which comprises the Associate Deans and technology support staff. At the September 2007 ATC meeting, it was agreed that first priority would be to upgrade 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, the University will initiate upgrades to other classrooms during Fiscal Year 2008.

The second component of the Instructional Technology Upgrade Program is purchasing new computers for faculty and staff in instructional units. A September 2007 inventory of all computers in instructional units shows that 23 percent of the University's inventory was purchased on or before calendar year 2000. These computers will be replaced through central University funding, and the colleges will begin a process to upgrade computers purchased between calendar years 2001 and 2004. As agreed at the September 2007 ATC meeting, the long-term goal of this program is to develop a four-year computer rotation program, so equipment is automatically updated after four years.

During the next month Director of Special Projects, Mr. Mike Dickson, and I will be working with the ATC to develop and publish the Fiscal Year 2008 and beyond classroom and computer upgrade priority lists, and we will be working with many campus departments, including Physical Plant, Purchasing, Telecommunications, University Computer Support Services, and end users on implementation details. Future *Strategic Plan Updates* will keep you and members of the Western Illinois University community advised of our progress.

Zimbra Migration

The two campuses of Western Illinois University began migration to Zimbra on July 6, 2007. To date, 1,424 migrations have occurred, representing 53 percent of the approximately 2,700 faculty, staff, and related support personnel. ‘

Key elements to the Zimbra migration are enhanced functionality and end-user support and satisfaction with the migration and training processes. Considerable changes have been made to both the migration and training process since the initial migrations this summer. Most recently, on the Zimbra help Website, www.wiu.edu/Zimbrahelp:

- New training animations produced by the Center for the Application of Information Technologies give a Zimbra overview/refresher to end users for their use before and/or after the migration process.
- The Frequently Asked Questions (FAQ) page now includes answers to questions regarding use of PDAs, Smart Phones, and Blackberries with Zimbra. The answer to mobile communications devices represents a shift in the presentation of material on the Zimbra FAQ page. At first, before the University began migrations, the content focused on “why” the institution is migrating. While this information is still important, the “how” do I work within Zimbra will be enhanced. At the present time, the Office of Planning, Budget and Institutional Research is working with University Computer Support Services, Electronic Student Services, and other members of the Zimbra Migration and Training Teams to develop responses to questions asked by the Western Illinois University community.

Quad Cities Academic Program Planning

As the need for a capital bill continues to generate momentum, now is the time to begin planning for building complex two on the newly developing Western Illinois University-Quad Cities Riverfront Campus. As you know, building complex one will house the College of Business and Technology, academic support, student services, and administrative functions. Building complex two will host all other units, including academic programs from the Colleges of Arts and Sciences, Education and Human Services, and Fine Arts and Communication.

To begin planning for building complex two, the Quad Cities Academic Program Planning Committee, consisting of the Associate Deans and staff, are identifying space and academic program needs based on current and projected enrollment and staffing. A matrix is currently being developed and will be shared in a future *Strategic Plan Update*. When the University officially initiates planning and design for building complex two, it will follow the same collaborative process established with end-users in planning and designing building complex one.

Campus Sustainability

In August, 2007, Western Illinois University approved the *Green Purchasing Policy*, with the intent of integrating environmental considerations into every aspect of acquisition, while maintaining cost and value standards. The goal of the *Green Purchasing Policy* is to reduce the adverse environmental impact of our purchasing decisions. By including environmental considerations in purchasing decisions, along with concerns about price, performance, and availability, the University will remain fiscally responsible while attempting to promote practices that improve public health and safety, reduce pollution, and conserve natural resources.

As the previous example shows, the campus community continues to successfully advance sustainability goals and objectives. Using the Macomb campus as an example, and just within the next couple of weeks:

- Campus We Care activities are scheduled for September 24th through September 27th. This year’s activities focus on plantings near Hanson Field and Thompson Hall prairie, as well as plantings and mulch across various campus locations and general campus cleanup.
- Your groundbreaking ceremony to be held at the future site of the Multicultural Center, across from the University Union, on Friday, September 28th, signifies the first new *Master Plan* construction project at Western Illinois University that will, as with all new campus construction projects, minimally achieve silver Leadership in Energy and Environment Design Certification by the United States Green Building Council.

- Mr. Robert F. Kennedy, Junior, will present “Our Environmental Destiny” at 7 p.m. Wednesday, October 3rd in Western Hall as part of the University Theme *Global Challenges and Personal Responsibility in the area of Environmental Sustainability* 2007-2008 Speaker Series. The presentation is open and free to the public.

September 28, 2007, Western Illinois University Board of Trustees Meeting

Preparation for your September 28, 2007, Western Illinois University Board of Trustees meeting is nearing completion. The materials in your Board packet show that the campus community continues to successfully advance Strategic Plan priorities and goals on the Macomb and Quad Cities campuses. Specifically:

- The *Assistant to the President for Planning and Budget Report* demonstrates *Higher Values in Higher Education* accomplishments in the areas of university technology, construction, and renovation.
- *Budget and Financial Data for the Period Ended June 30, 2007* and the *Fiscal Year 2008 All Funds Budget* demonstrate the allocation and expenditure of institutional resources to support the University’s highest priorities and goals.
- *Report on Income Producing Grants and Contracts for the Fourth Quarter* demonstrates the scholarship of Western Illinois University faculty and staff.
- *Fiscal Year 2009 Appropriated Operating and Capital Budget Recommendations* seek new state resources for the University’s highest priorities identified in *Higher Values in Higher Education* and *Campus Master Plans* for the Macomb and Quad Cities campuses.
- *Fiscal Year 2007 Performance Report* compares University progress on performance indicators from *Higher Values in Higher Education* that support the statewide strategic plan for higher education, *The Illinois Commitment: Partnerships, Opportunities and Excellence*. These performance indicators were endorsed by all campus governance groups and approved by the Western Illinois University Board of Trustees in spring 2005.
- *Enrollment Benchmarking* gives enrollment data for the Macomb and Quad Cities Campus and compares University data to the 11 other Illinois public universities as we continue recruiting a high-achieving, diverse student body.
- *The Equal Opportunity and Access Annual Report* demonstrates advancement of Western Illinois University’s social responsibilities and commitments to diversity with high-achieving students, faculty, and staff.

In closing this month’s *Update*, I am pleased to report that in April 2007, President Goldfarb, Associate Professor of Libraries Bill Thompson, and I made a presentation on successful strategic planning and shared governance to the Higher Learning Commission-North Central Association of Colleges and Schools. As a result of that presentation, Professor Thompson and I have accepted an invitation to attend Tulsa Community College on October 31-November 1, 2007, to discuss with students, faculty, staff, and administration how we at Western Illinois University continue to encourage and strengthen shared governance in University planning and decision making.

While Professor Thompson and I are representing Western Illinois University, this is a true tribute to our entire campus community and our shared commitments to achieving the highest Strategic Plan priorities and goals. 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
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