

To: Members of the Western Illinois University Board of Trustees
Steve Nelson, Chairperson Bill Griffin
Blake Antonides Mike Houston
Carolyn Ehlert Fuller Bill Epperly

From: Joe Rives, Vice President, Quad Cities, Planning and Technology

Date: March 31, 2009

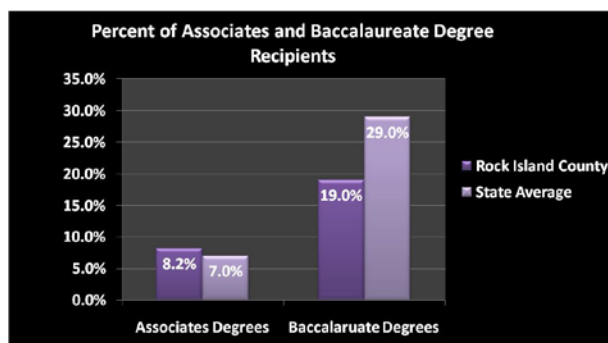
Re: March 2009 Strategic Plan Update

As promised at your March 2009 Western Illinois University Board of Trustees meeting, this month's *Strategic Plan Update* describes the new Linkages and Western Illinois Advantage programs that will save students on financial aid up to 25 percent of their college costs and increase participants probably of graduating by up to 20 percent.

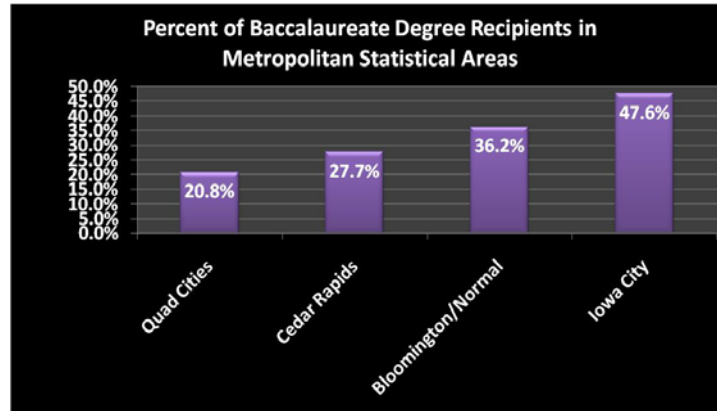
Background of the Linkages Program

The Linkages Program is a pilot program agreed upon by Western Illinois University-Quad Cities, Black Hawk College, and the Illinois Student Assistance Commission. In addition to the strong partnerships between Western and Black Hawk, there were three other antecedents to the Program:

- 1) *Higher Values in Higher Education 2008-2018* holds the University accountable to: increasing enrollment, retention and graduation rates; strengthening already strong partnerships with community colleges; reducing student debt loads; and continuing to assert Western's national leadership in quality, affordability and opportunity.
- 2) The State of Illinois introduced a new statewide strategic plan for higher education entitled: *The Public Agenda for College and Career Success*. *The Public Agenda* contains similar goals to *Higher Values in Higher Education*, including access, affordability, degree attainment, and partnerships.
- 3) The educational and occupational demographics of Rock Island County, the host county of Western Illinois University-Quad Cities, suggest a need for expanded educational opportunities.
 - a) The percent of associate's degree recipients in the Quad Cities is higher than the statewide average, while the percent of baccalaureate degree recipients is lower than the statewide average.



- b) The percent of baccalaureate degree recipients in the Quad Cities Metropolitan Statistical Area (MSA) is lower than other regional MSA's.



- c) According to Illinois Department of Employment Security, Rock Island County's August 2008 unemployment rate of 6.2 percent is 13th highest in the state as compared to 102 counties. More current unemployment data shows that the current rate for Rock Island County, approaching 7.0 percent, is at the highest level since 1993.
- d) Given lower levels of educational attainment and higher levels of unemployment, the median family income in the Quad Cities (\$37,371) is only 81.8 percent of the State of Illinois median family income (\$45,708), according to the *Census 2000 Supplementary Survey Profile*.

How the Program Works and Benefits of the Program

First-time, full-time freshmen seeking degrees in engineering, liberal arts and sciences, and nursing are eligible to apply. Students apply to Black Hawk College for enrollment, complete the current *Dual Enrollment Addendum*, and must complete 30 hours of coursework annually. Of these 30 annual hours, six are completed at Western and 24 are completed at the community college. To remain eligible for the program and for the Western major, and following the University's dual admission program, the student must meet all University and major requirements as defined in the *Undergraduate Catalog*.

The cost-savings portion is applied to students on financial aid. Participating students are assessed Western tuition and fee rates and the difference between the actual Black Hawk and Western rates are "banked" until the junior year. At that time, the student receives regular financial aid and can use the "banked" financial aid to help reduce college costs. With the maximum MAP award banked, the student can save up to approximately 25 percent on the four-year cost of attendance and there is an approximately 50 percent savings for the junior and senior year on the Quad Cities Campus.

Because this is a special pilot program with the State of Illinois, should the student transfer to any other institution of higher education other than the Quad Cities Campus, they would not be able to use their "banked" financial aid. Additionally, participation in the program will cost students not on financial aid an additional \$593 to participate. Students will be advised on the advantages of the program and they will decide if it is in their best interest to participate in the program or not.

With agreement from Black Hawk College, the following 100- and 200-level Western Illinois University classes will be taught on the Quad Cities Campus. Historically, Black Hawk College has retained the first right of refusal for Western offering 100- and 200-level classes on the Quad Cities Campus, as they are the primary provider of freshman and sophomore instruction in the Illinois Quad Cities. Additionally, you will note that there are some 300-level courses listed below; sophomores may be taking these classes. The source of funds for all of these classes is a reallocated administrative position from the Quad Cities Campus.

1. Arts and Sciences 195: Introduction to the Liberal Arts and Sciences
2. African American Studies 282: Black Theatre
3. African American Studies 283: African American Folklore
4. Religious Studies 203: The Christians

5. Computer Science 251: Programming for Science
6. Psychology 251: Personality and Adjustment
7. English 206: Issues in US Literature
8. English 299: Critical Methods of Reading and Writing
9. English 300: Short Story
10. Anthropology/Women's Studies 395: Gender, Race, and the Environment
11. English/Women's Studies 301: Women and Literature
12. Sociology/Women's Studies 285: Multicultural Women
13. Sociology/Women's Studies 360: Gender and Society

The Linkages Program has many benefits. Students:

- Enroll as a full-time student and take classes at both Black Hawk College and Western Illinois University-Quad Cities at the same time.
- Earn an Associates degree from Black Hawk College and a Bachelor's degree from Western Illinois University.
- Receive the Western Illinois University *Cost Guarantee* at the freshman year, provided that they maintain continuous enrollment.
- Save up to 25 percent of the estimated four-year college costs.
- Experience the academic excellence, educational and co-curricular opportunities, and personal attention that both institutions provide.

The Quad Cities Campus:

- Achieves Strategic Plan priorities, institutionally and statewide.
- Increases students' probability of graduating.
- Addresses critical needs in the Black Hawk College/Western Illinois University-Quad Cities service region.
- Strengthens already strong partnerships.
- Assumes no additional costs to students on financial aid and nets approximately \$1,500 per student that successfully completes the program and transfers to Western.

The Western Illinois Advantage

After designing the Linkages Program, the Illinois State Student Assistance Commission allowed Western Illinois University to extend the previous model to Carl Sandburg College. This agreement is called the Western Illinois Advantage and operates in the same fashion as described above. The only difference is expanded student opportunity. Carl Sandburg's Galesburg Campus is halfway between Western's two campuses. Therefore, Quad Cities-bound students planning to major in engineering, liberal arts and sciences, or engineering and all Macomb-bound students are eligible to apply.

Next Steps

After the Linkages and Western Illinois Advantage programs are piloted, it is anticipated that they will be expanded to other community colleges and all majors on both Western campuses. Additionally, there have been preliminary conversations with representatives from Iowa to determine if a similar program could be adopted for Iowa students attending Western Illinois University. Discussions with the Illinois Board of Higher Education to present these new, innovative programs at one of their future Board meetings also continue.

The Linkages and Western Illinois Advantage Programs were designed by those listed below. We will continue to meet routinely to evaluate the effectiveness of our program, and make programmatic adjustments, where appropriate.

Black Hawk College

- Dr. Rose Campbell, Vice President, Academic and Student Services
- Dr. Bettie Truitt, Dean, Dean of Instruction and Academic Support
- Dr. Vicky Fitzgerald, Dean of Instruction and Student Learning
- Ms. Heather Holding, Counselor/Faculty
- Ms. Joanna Dye, Director of Financial Aid

Carl Sandburg College

- Dr. Thomas Schmidt, President
- Dr. Lori Sundberg, Vice President, Academic Services
- Dr. Steve Norton, Vice President, Student Services

Illinois Student Assistance Commission

- Mr. Andy Davis, Executive Director
- Ms. Sue Kleeman, Director of Research

Western Illinois University-Macomb

- Dr. Ron Williams, Assistant Vice President, Academic Affairs
- Dr. Inessa Levi, Dean, College of Arts and Sciences
- Dr. Tom Ereksen, Dean, College of Business and Technology
- Mr. Bill Bushaw, Director of Financial Aid
- Ms. Debbie Summers, Bursar
- Mr. Ron Ward, Director, Business Services

Western Illinois University-Quad Cities

- Dr. Joe Rives, Vice President, Quad Cities, Planning and Technology
- Ms. Kristi Mindrup, Director, Instructional and Administrative Services
- Mr. Andy Borst, Director, Office of Academic and Student Services
- Ms. Tami Seitz, Director of Marketing, Quad Cities
- Mr. Curtis Williams, Associate Director, Student Services-Quad Cities Admissions
- Ms. Angie Poessehl, Assistant Director, Student Activities
- Dr. Dan Malchuk, Assistant Professor, English

If you have any questions about or feedback regarding the materials presented in this month's *Strategic Plan Update* and/or regarding the continued successful implementation of *Higher Values in Higher Education*, please contact me.

cc: President Goldfarb CSEC President Lavin Alumni Council Chair Hoffman
 Provost Thomas COAP President Meixner Associate Provosts Dallinger and Hawkinson
 Vice President Hendricks Faculty Council Chair Bailey Assistant Vice President Williams
 Vice President Johnson Faculty Senate Chair Devolder Planning, Budget, and IR Staff
 Vice President Thompson SGA Presidents Dulski and Garrison President's Office Support Staff