

To: Members of the Western Illinois University Board of Trustees  
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From: Joe Rives, Vice President, Quad Cities and Planning

Date: November 25, 2014

Re: November 2014 Strategic Plan Update

This month's *Strategic Plan Update* provides national comparative data to show how the University is successfully advancing the vision and values of *Higher Values in Higher Education*.

### Background

The *Fall 2014 Washington Monthly College Rankings* evaluated 1,540 institutions of higher education in the United States with a Carnegie basic classification of research, master's, baccalaureate, and baccalaureate/associate's colleges. All selected institutions had an undergraduate component, administer federal financial assistance, and participate in Integrated Postsecondary Education Data Systems reporting.

A total of 671 institutions (44 percent of the sample) were included in the ratings that evaluated three years of data. Western Illinois University ranked 221<sup>st</sup> nationally. The University placed in the top third of institutions from across the country in advancing social mobility, research, and community service.

The University also ranked 147<sup>th</sup> out of 386 colleges and universities and 69<sup>th</sup> of 178 master's granting institutions in the sample for maintaining affordability and increasing graduation rates. Western placed in the top two-fifths of two national comparisons for "colleges that use their resources to effectively educate students at a relatively low cost."

These results give evidence of university and student performance on national ranking systems. Additional published data provides opportunity to evaluate institutional progress on successfully advancing the vision and values of *Higher Values in Higher Education*, which is the topic of this month's *Strategic Plan Update*.

### Methodology

Western Illinois University's performance on *Washington Monthly's* ranking criteria (defined below) was compared to non-salary benchmark institutions to evaluate the effectiveness of implementing the vision and values of *Higher Values in Higher Education*. The University first began comparing its performance to these peer institutions in 2006.

1. Social Mobility includes rankings on the percentage of students receiving Pell Grants; average net price of attendance after deducting need based financial assistance for first-time, full-time students; and the difference between predicted and actual six-year graduation rates.
2. Research includes rankings on annual institutional expenditures for research, and the number of baccalaureate alumni receiving a doctoral degree.
3. Service includes rankings for the percentage of alumni participating in Peace Corps, number of ROTC enrollments, percentage of federal financial aid used to support community service, and student participation in community service (i.e., number and hours served).

Results

There are three main findings when analyzing *Washington Monthly* data.

1. Social Mobility comparisons show that the University is successfully advancing the University's *Vision* to be a leader in educational quality, opportunity, and affordability among regional public universities. Western has the second highest percentage of enrolled Pell Grant recipients (opportunity); a six-year graduation rate that exceeds projections (quality); and beginning with the recruitment of fall 2015 first-time freshmen, expanded Western Commitment Scholarship merit awards coupled with new need based components for academically qualified students (affordability).

Social Mobility Comparisons			
<u>Percent of Pell Grant Recipients</u>		<u>Predicted Graduation Rates</u>	
Western Kentucky	40%	James Madison	69%
<b>Western Illinois</b>	<b>36%</b>	College of Charleston	66%
California State–Chico	35%	Northern Iowa	62%
Eastern Illinois	35%	Appalachian State	61%
Montclair State	34%	Western Washington	60%
Central Washington	33%	Wisconsin–Whitewater	60%
Missouri State	30%	Missouri State	57%
Wisconsin–Whitewater	28%	Montclair State	54%
Northern Iowa	26%	Eastern Illinois	52%
Appalachian State	25%	<b>Western Illinois</b>	<b>49%</b>
Western Washington	24%	Central Washington	47%
College of Charleston	21%	Western Kentucky	45%
James Madison	13%	California State–Chico	41%
<u>Actual Graduation Rates</u>		<u>Difference Between Actual and Predicted Graduation Rates</u>	
James Madison	81%	California State-Chico	18%
Western Washington	70%	James Madison	12%
Northern Iowa	67%	Western Washington	10%
Appalachian State	66%	Central Washington	8%
College of Charleston	66%	Eastern Illinois	8%
Montclair State	62%	Montclair State	8%
Eastern Illinois	60%	<b>Western Illinois</b>	<b>6%</b>
California State-Chico	59%	Appalachian State	5%
Wisconsin-Whitewater	56%	Northern Iowa	5%
<b>Western Illinois</b>	<b>55%</b>	College of Charleston	0%
Central Washington	55%	Missouri State	(2%)
Missouri State	55%	Western Kentucky	(3%)
Western Kentucky	42%	Wisconsin-Whitewater	(4%)
<u>Net Tuition</u>		<u>Net Tuition (continued)</u>	
Appalachian State	\$8,681	Montclair State	\$13,270
Wisconsin-Whitewater	\$9,596	Northern Iowa	\$13,700
Western Kentucky	\$11,213	Central Washington	\$13,852
California State-Chico	\$11,438	Eastern Illinois	\$13,966
Missouri State	\$11,873	<b>Western Illinois</b>	<b>\$14,233</b>
James Madison	\$13,030	College of Charleston	\$15,412
Western Washington	\$13,201		

2. Research comparisons show that students take advantage of their educational opportunities and foundations at Western Illinois University, and express their continued academic excellence in future professional studies. While benchmark institutions allocate more resources to research (one predictor of graduate school preparation), Western's ranking is at the median for the number of baccalaureate alumni who successfully earn a doctoral degree.

Research Comparisons			
<u>Annual Research Expenditures (\$ in Millions)</u>		<u>Ranking on Number of Baccalaureate Alumni Receiving a Doctoral Degree</u>	
College of Charleston	\$10.71	James Madison	62
Western Kentucky	\$9.64	Northern Iowa	75
Western Washington	\$9.22	College of Charleston	87
James Madison	\$7.74	Western Washington	112
Missouri State	\$5.90	Eastern Illinois	138
Appalachian State	\$3.72	Appalachian State	144
Montclair State	\$3.67	<b>Western Illinois</b>	<b>160</b>
Northern Iowa	\$3.64	California State–Chico	182
Central Washington	\$3.59	Missouri State	200
California State–Chico	\$2.69	Western Kentucky	204
<b>Western Illinois</b>	<b>\$2.42</b>	Wisconsin–Whitewater	294
Eastern Illinois	\$0.84	Central Washington	312
Wisconsin–Whitewater	\$0.79	Montclair State	428

3. Service comparisons show that Western Illinois University values and encourages civic engagement (social responsibility). The University is at or above median rankings in the percentages of alumni participating in the Peace Corps, number of ROTC enrollments, federal work study assignments in community service, and student participation in community service.

Service Comparisons			
<u>Rank in Number of Alumni Serving in the Peace Corps</u>		<u>Rank in Percentage of Students Serving in ROTC</u>	
Western Washington	1	Central Washington	32
College of Charleston	19	James Madison	76
James Madison	37	<b>Western Illinois</b>	<b>80</b>
California State–Chico	74	Appalachian State	95
Appalachian State	90	Eastern Illinois	108
Central Washington	118	Wisconsin–Whitewater	138
Northern Iowa	145	Western Kentucky	151
<b>Western Illinois</b>	<b>197</b>	Missouri State	199
Wisconsin–Whitewater	215	Northern Iowa	265
Eastern Illinois	266	College of Charleston	306
Missouri State	268	Montclair State	360
Montclair State	273	California State–Chico	472
Western Kentucky	280	Western Washington	472

Service Comparisons (continued)			
<u>Rank in Percent of Federal Work Study Applied to Community Service</u>		<u>Rank in Student Participation in Community Service</u>	
Northern Iowa	66	Northern Iowa	
California State-Chico	67	James Madison	54
<b>Western Illinois</b>	<b>91</b>	Eastern Illinois	56
James Madison	100	Missouri State	113
Montclair State	132	Western Washington	131
Central Washington	176	<b>Western Illinois</b>	<b>139</b>
College of Charleston	205	California State-Chico	180
Western Washington	218	Montclair State	238
Western Kentucky	252	Appalachian State	282
Wisconsin-Whitewater	331	Central Washington	312
Missouri State	335	College of Charleston	312
Appalachian State	385	Wisconsin-Whitewater	312
Eastern Illinois	505	Western Kentucky	312

Next Steps

Future Strategic Plan Updates will continue to evaluate *Strategic Plan* implementation against secondary data sets and results from benchmark institutions. Additionally, the University's *Fiscal Year 2015 Performance Report* scheduled for discussion at your December 19<sup>th</sup> Board of Trustees meeting benchmarks institutional performance on various performance indicators.

Please contact me if you have any questions about the materials presented in this month's *Update*, planned benchmarking, and/or feedback for the continued successful advancement of *Higher Values in Higher Education*.

cc:      President Thomas                      CSEC Pres. Mattson                      Associate Provost Neumann  
           Provost Hawkinson                      COAP President Shoemaker            Associate Provost Parsons  
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