

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

Date: May 13, 2015

Re: May 2015 Strategic Plan Update

This month's *Strategic Plan Update* provides samples of academic year 2014-2015 accomplishments and academic year 2015-2016 plans related to the continued successful advancement of *Higher Values in Higher Education*. The materials presented in this *Update* are from the annual planning and accomplishments presentations made to the University community by the vice presidents and areas that report to the president on April 30th and May 1st.

Academic Year 2014-2015 Accomplishments

To support growth and recruitment, Western Illinois University progressed in national rankings, expanded marketing initiatives, and initiated new outreach strategies. The University:

- Advanced in U.S. News and World Report's rankings. Western Illinois University is now the 10th best Midwestern public regional university in the United States according to this publication.
- Preserved many other long-term national rankings, including those from the Princeton Review, GI Jobs Magazine, Military Times EDGE Magazine, and Affordable Colleges Online to name a few.
- Expanded university marketing locations, advertising, web, and social media presence.
- Implemented honors student articulation agreements with Carl Sandburg College and Highland Community College.
- Introduced dual enrollment programs for high school students.
- Launched a video tour of the Macomb Campus, www.wiu.edu/macomb, and a virtual tour of the Quad Cities Campus, www.wiu.edu/qc/about.
- Opened the Saint Louis Regional Office.

To enrich academic excellence, actions focused on receiving reaffirmations of accreditation, and ensuring strong commitments to instructional quality, research, scholarly and creative activities, mission-driven public service, and information technology. The University:

- Received reaffirmation of accreditation for off-campus instruction at 13 locations, and Riverfront Campus as the University's branch campus in the Quad Cities from the Higher Learning Commission.
- Earned reaffirmation of accreditation for the University's Business and Accounting programs from the Association to Advance Collegiate Schools of Business.
- Completed 21 academic program reviews for programs in College Student Personnel, Community Development, Geography, Instructional Design and Technology, Law Enforcement and Justice Administration, Meteorology, Political Science, School Psychology, as well as a three-year progress report on the new B.S. in Information Systems and services provided by the Center for Best Practices in Early Childhood Education and the Center for the Study of Masculinities and Men's Development
- Generated over \$9.8 million in external grants.
- Supported Undergraduate and Graduate Research Days on the Macomb Campus, and introduced Student Research Day on the Quad Cities Campus.
- Introduced an annual Authors Reception on the Quad Cities Campus to mirror a similar function on the Macomb Campus.

- Awarded 986 graduate assistantships and 114 undergraduate research grants.
- Hosted the 26th annual economic development conference in Peoria; and the Association for Assessment and Research in Counseling and the National Association of Branch Campus Administrators annual conferences in Moline.
- Increased bandwidth to 1Gbps on the Macomb Campus and to 2Gbps for the residential network.
- Finished installation of wireless networks in all university residence hall rooms.

To provide educational opportunity, actions focused on establishing high need programs, supporting students from across the nation and around the world, and providing national leadership in innovative financial aid and scholarship programs. The University:

- Established minors in Event Planning and Management and the Psychology of Substance Abuse, Post Baccalaureate Certificate in Music Performance, five new integrated degrees, and the Ph.D. in Environmental Science.
- Approved minors in Spanish and Event Planning and Management, Bachelors degree in Bilingual/Bicultural Education, Post Baccalaureate Certificate in Event Planning and Management, Masters Degree in College Student Personnel, and the Hybrid M.B.A. for the Quad Cities.
- Received blanket approval for distance education programs from the Higher Learning Commission.
- Submitted proposals to establish a M.A. in Community and Economic Development and a M.S. in Applied Statistics and Decision Analytics to the Illinois Board of Higher Education.
- Supported 1,456 Bachelors of General Studies students who were enrolled from 40 states, and served 503 international students from 57 countries.
- Expanded the Western Commitment Scholarship program to include merit and need components.

To support personal growth, the University promoted health and wellness initiatives and enhanced student, university, and community engagement opportunities. The University:

- Continued implementation of the Automated External Defibrillator program on both campuses.
- Planned for implementation of smoke free campus on July 1, 2015.
- Provided Occupational Safety and Health Administration recommended trainings in aerial lift/fall protection, asbestos awareness, automated external defibrillator usage, blood borne pathogens and personal protective equipment, and fire extinguisher operation.
- Sponsored University Theme programming related to Ethics: A Foundation for Personal Growth and Social Responsibility.
- Supported a Division I intercollegiate athletic program; 415 student-athletes in 20 sport programs achieved an average semester grade point average of 3.0, performed 2007 hours of community service, and raised over \$10,000 for local and regional charity.
- Hosted 6,532 attendees at studio and dance shows, 4,610 guests at Bureau of Cultural Arts events, and 12,155 individuals at 148 events held by the School of Music.
- Provided 69 courses to 1,615 participants in the Learning Is Forever program.

To promote social responsibility, actions focused on stewardship of institutional and foundation resources, and support of safe campuses that value sustainability. The University:

- Increased the endowment value to \$43.2 million, Foundation assets to \$61.2 million, and a planned giving inventory of over \$30 million.
- Received funding for the Center for Performing Arts, and completed infrastructure preparatory work, including electrical switchyard upgrades, entry columns at Adams Street and Western Avenue, and replacement parking.
- Opened the Greenhouse on the Macomb Campus and Phase II of the Western Illinois University-Quad Cities Riverfront Campus.

- Closed the Western Illinois University-Quad Cities 60th Street Campus, and completed property transfer from Moline to Macomb.
- Completed University Union Phase I and Thompson Hall remodeling.
- Installed new video boards for use at Hanson Field and Western Hall.
- Doubled the number of educational and safety programs provided by Office of Public Safety officers from 32 in 2014 to 75 in 2015.
- Installed an electric vehicle charging station, achieved an average diversion rate of 15% during Recyclemania, and maintained Tree Campus USA recognition through the Arbor Day Foundation

In demonstrating accountability, the University continued to support enhanced retention and diversity rates, and provided accountability reporting demonstrating institutional accomplishments and efficiencies. The University:

- Improved first year retention rates and campus diversity rates
- Continued institutional participation in the Higher Learning Commission's Persistence and Completion Academy for Macomb, Quad Cities, and Distance Education students.
- Provided the Board and university community with monthly Strategic Plan Updates, and the annual Performance Report, Strategic Plan Update, and Campus Master Plan Update.
- Improved efficiency by automating civil service position descriptions, E-transcripts, property accounting, scholarship application and disbursement, and vehicle certification processes; establishing a mobile giving program; and awarding new contracts for athletic apparel and sponsorship, copiers, and electrical supply.

Academic Year 2015-2016 Plans

Institutional plans for Academic Year 2015-2016 for areas reporting to the president and all vice presidential areas are available at www.wiu.edu/university_planning/annualpresentations.php. Presidential initiatives are also available at www.wiu.edu/president/initiatives.php.

University plans for academic year 2015-2016 include supporting increased student enrollment, retention, and graduation rates, in addition to the continued successful advancement of *Higher Values in Higher Education's* goals and priorities.

Information presented at Western Illinois University Board of Trustees meetings in fall 2015 will include the annual Strategic Plan Update (October 2015) updating specific plans and priorities, and the annual Performance Report (December 2015) that measures strategic plan results against 50 performance indicators.

If you are interested in learning more about department, college, and/or unit reports that form the basis for the annual reports by the areas that report to the president and the vice presidents, examples are available at www.wiu.edu/provost/annual_reports/index.php for Academic Affairs, and at wiu.edu/qc/about/reports.php for Quad Cities and Planning.

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

cc: President Thomas	CSEC Pres. Mattson	Associate Provost Neumann
Provost Hawkinson	COAP President Shoemaker	Associate Provost Parsons
Vice President Bainter	Faculty Council Chair Pillutla	Assistant Vice President Williams
Vice President Biller	Faculty Senate Chair Singh	Planning, Budget, and IR Staff
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