

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

Date: January 30, 2018

Re: January 2018 Strategic Plan Update

This month's *Strategic Plan Update* provides you with an update on the President's Executive Institute (PEI). The McDonough County Voice recently published an article entitled *Broadening Economic Base May Be Key to Stabilizing Regional Economy*. The article featured work of the PEI and the Illinois Institute for Rural Affairs in contributing to institutional, community, and regional goals and priorities. It is available for your review at [www.mcdonoughvoice.com/news/20180120/broadening-economic-base-may-be-key-to-stabilizing-regional-economy](http://www.mcdonoughvoice.com/news/20180120/broadening-economic-base-may-be-key-to-stabilizing-regional-economy).

In providing additional material on these topics, the information below provides the questions asked by the reporter and the institutional responses. Please contact me if you have any questions about the materials and/or if you would like to serve on the PEI.

1. What is the purpose of holding Community and Economic Development Summits?

The purpose of Community and Economic Development (CED) Summits is to align institutional resources (expertise, program, services) with community and regional needs to promote Western Illinois University as the "go to" university--the right choice in supporting community and regional priorities across the state of Illinois and into Iowa and Missouri.

CED Summits also give opportunities for members of communities and regions to support the priorities and goals of Western Illinois University.

When is the next summit?

CED (and Alumni and Education) Summits occur throughout the year, with the next one scheduled for Rockford on 2.2.18. A real-time schedule of summits is available at [www.wiu.edu/PEI/](http://www.wiu.edu/PEI/) on the lower right-hand side of the page.

Who will be participating in the CED summits?

Elected Officials, Economic Development Professionals, and members of Business and Industry are invited, as well as the general public through media announcements.

What would be the likely outcomes of a CED summit?

To develop action plans and report back on progress made.

Anything else you think is important to know about CED summits?

CED Summits are important to the State's economy as we work to recruit and retain a highly skilled workforce for the 21st century in Illinois. Our work is achieved by helping to advance community and/or regional goals expressed in existing economic development plans.

In smaller communities where such plans do not exist, the Illinois Institute for Rural Affairs (IIRA) has a community MAPPING program to help create and implement these plans. The IIRA also offers

a master's degree in hybrid format at the Quad Cities campus for those interested in advancing in the profession.

2. How is PEI promoting IIRA programs?

Last year's CED Summits introduced or provided an update of the programs and services of IIRA to audiences in Macomb, Peoria, Quincy, and Moline. This year we have expanded the information sharing about programs and services offered by IIRA to meetings in Galesburg and Savannah, Illinois.

Later this spring Vice President Joe Rives and IIRA Director Chris Merrett will provide institutional leadership in the recertification of the University's Carnegie Foundation for the Advancement of Teaching's Community Engagement classification.

Western Illinois University is one of 361 institutions in the nation (top 8%) that holds Community Engagement Classification status from the Carnegie Foundation for the Advancement of Teaching. This honor was earned in 2010, and the University will begin the required re-certification process in 2018.

The Carnegie Foundation defines community engagement as, "The collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity." Western Illinois University has a long-standing, nationally recognized tradition in this area, as the programs and services of IIRA, and many others at WIU, demonstrate.

3. PEI plans to introduce a CEO program. Local community development leaders are currently in the process of funding and establishing a Creating Entrepreneurial Opportunities program through the Midland Institute.

Are these the same, or separate, initiatives? If separate, what can you tell me about the PEI's CEO program? If they are the same, what is the PEI's role in the CEO program?

PEI introduced the CEO program as part of the update of IIRA programs and services at CED and Educational Summits. We introduced the resource to the community. Community leaders supported the concept, and are now fundraising and planning implementation.

4. About Western 101: Last year's event took place in February. When is another event planned?

Options are being considered at this time.

What were the most significant outcomes from last year's event?

The advocacy from legislators in our host regions helped to end the statewide budget impasse and the restoration of fair and predictable funding to Illinois public higher education in general and Western Illinois University in particular.

What goals does WIU hope to achieve in upcoming Western 101 events?

- Continuing to keep our regional legislators informed about the status of institutional priorities, goals, opportunities, and challenges, as well as our accomplishments, service to the region, and unique programs.
- Continuing our work with legislative leaders to ensure adequate, reasonable, and consistent funding for Western Illinois University.

5. About the Small Business Development Center: one of the goals is to expand the SBDC. Last year, a second SBDC office opened in the Quad Cities in January.

What are the PEI's plans for further expansion of the SBDC?

There will only be two locations for the SBDC. Both located on our campuses in Macomb and Moline. Now the focus is on increasing outcomes. Productivity measures as reported to the Western Illinois University Board of Trustees is reported in the table below.

Small Business Development Center (SBDC)/International Trade Center (ITC) 2017 Productivity Measures <sup>1</sup>			
	<u>SBDC-Macomb</u>	<u>SBDC-QC</u>	<u>ITC</u>
Jobs Created	54	4	1
Jobs Retained	27	8	13
Business Starts	10	7	--
Debt Financing	\$982,000	\$35,000	\$65 Million (export sales)
Equity Financing	\$147,000	\$15,000	--
Clients Advised	122	49	82
Long Term Clients	58	11	20
Workshops	10	5	4

*1. Values are for Macomb are for calendar year 2017. Values for Quad Cities are since June, when the two facilities opened.*

6. What is the status of the PEI's urban and rural renewal project in the Floreciente neighborhood in the Quad Cities?

The University received funding for its AmeriCorps preschool reading readiness program for the 4<sup>th</sup> consecutive year. This year's funding was over \$211,000. WQPT and IIRA continues in neighborhood planning, and the University continues to attend and recruit at high profile neighborhood events, including the seasonal Mercado.

Does PEI have any similar initiatives planned for the region near the Macomb campus or elsewhere in the region?

Each community/region defines what we collaborate on in the PEI. For example, in the City of Moline, one of those priorities was the Floreciente neighborhood. In Galesburg, it was the reinstatement of the teacher education recruitment fair for new teachers (graduates) in Macomb last spring. Based on the success of the program, the recruitment fair will be expanded to include teachers and other practicing school professionals (e.g., Social Workers, Counselors, School Psychologists, etc.).

If not, is PEI considering any possible initiatives in the region?

Continuing to evaluate and align institutional expertise with community and regional needs is an ongoing process. We respond based on articulated priorities and needs by external communities and regions.

7. One of the ways PEI is hoping to engage external organization is by addressing employer needs.

What employers is PEI working with?

We work with businesses and industries of all shapes and sizes, from an individually owned and operated company to Forbes Fortune 100 companies. There are just too many to name, but examples

include DOT Foods, Deere and Company, the Illinois Department of Corrections, and local economic development agencies including MAEDCO and Renew Moline.

Another employer that the PEI is working on is with the United States Armed Forces. Starting in 2018, active duty military personnel will be assessed tuition at the maximum rate covered by federal tuition assistance. Western Illinois University has a long-standing history of serving the military, and this continues in that tradition of excellence.

What are employers' most pressing needs?

Through Summits in eight communities (Macomb, Moline, Galesburg, Havana, Peoria, Quincy, Rockford, Savanna, St. Louis) we have consistently heard across all sectors of employees that employee recruitment and retention are the most pressing needs and priorities.

How does PEI hope to meet these needs?

- By encouraging employers to use their tuition reimbursement programs at WIU, so they can develop and maintain a highly skilled workforce.
- By offering sponsored credit to address specific needs.
- To grow WIU's internship program, which allows employers the chance to work with students that may become future employees.

8. What internship sites are currently active?

WIU has internship sites locally, across the nation, and around the world. In FY17, 921 students participated in internships as required through their major program and an additional 127 students participated in student teaching assignments, along with many students who participated in self-guided work experience opportunities for credit.

What internship sites is PEI planning to add?

The cultivation of internship sites is ongoing. Anytime that we can provide a new or expanded location where a student can engage in a meaningful educational experience it's a win for the student, the employer, and the University.

What kinds of people would qualify for the internships in place?

It depends on the requirements set by academic departments and schools. Many internships can be repeated, and many are capstone experiences.

9. What is the role of external advisory boards?

To give the University, college, department, or school guidance and feedback on its priorities and goals, workforce trends, and occupational needs and projections.

What external advisory boards is PEI working with at this time?

There are approximately 20 external advisory boards affiliated with the University, President Thomas, in the Quad Cities, and colleges, departments, and schools to gain advice and support on successful implementation of priorities and goals.

10. What is sponsored credit?

This is when an external entity pays for instruction provided by WIU according to a schedule agreed upon by the external agency and the University. Sponsored credit can be courses for academic credit. Schools often use this for their teachers. Or sponsored credit can be for non-academic credit. Business and industry often use this if they want to introduce or deepen employee skill sets.

11. What external funding sources does PEI hope to increase?

By building partnerships and successfully addressing community, regional, and educational needs, the PEI hopes to develop and expand external funding for Western Illinois University. External funding takes many forms. This includes, but is not limited to, individual, corporate, and foundation giving; local, state, and federal grants; sponsored credit, employer tuition assistance programs, etc.

Are there specific programs that would benefit from increased funding?

All programs and services at Western Illinois University benefit from increased funding. All Illinois public universities are operating with a FY18 state appropriation of 10% less than what was authorized in FY15. And all Illinois public universities are recovering from the two-year historic and unprecedented statewide budget impasse. In fact, the state of Illinois has been reducing appropriations to public higher education for over 15 years.

12. What is an alumni summit?

An alumni Summit is similar to a CED Summit. The targeted audience is WIU alumni and the topics relate to how alumni can help the University achieve goals and priorities, take advantage of opportunities, and negate challenges. There were seven summits in Illinois, Missouri, and Arizona during FY17.

When is the next one scheduled?

Alumni Summits usually occur in the summer, and will be planned later this semester.

Note: Western Illinois University through the PEI also provides educational summits with the goal of meeting the educational needs of P-12 schools. It also gives the University the opportunity to introduce its programs of student and services offered by the individual colleges and departments. There were 19 Summits in 8 Illinois communities during FY17.

Finally, and as a reminder, please contact me if have any questions, feedback, and/or want to join the PEI as work on advancing *Strategic Plan* goals of stabilizing enrollment, promoting community and economic development, and engaging external employers.

cc:      President Thomas                      CSEC President Dorethy                      SGA President Cortez  
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