

## OUR VISION

Western Illinois University will be the leader in educational quality, opportunity, and affordability among its peers.

## OUR MISSION

By enacting our values and supporting the synergy between instruction, research, creativity, and service, Western Illinois University prepares a socially responsible, diverse student, faculty, and staff population to lead in the global society.

## *Our Values*

Academic Excellence  
Educational Opportunity  
Personal Growth  
Social Responsibility

# WESTERN ILLINOIS UNIVERSITY *Strategic Plan* 2008–2018



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WESTERN  
ILLINOIS  
UNIVERSITY

# TRANSLATING OUR VALUES INTO ACTION

*Higher Values in Higher Education 2008–2018* represents a 10-year, long-term vision for Western Illinois University. The plan contains six goals that reflect the values of the University as we enact our mission and successfully achieve our vision.



## FOCUSED RECRUITMENT AND RETENTION

### GOAL NO. 1

Western Illinois University is committed to becoming the destination of choice for students, faculty, and staff. We seek individuals who value academic excellence and are committed to successfully achieving their educational goals. We:

- Support enrollment goals of 12,500 on the Macomb campus and 3,000 on the Quad Cities campus, both with high-achieving, motivated, and diverse learners.
- Provide the resource base and support to recruit and retain an excellent faculty and staff representative of the diverse and global society.

## ENRICH ACADEMIC EXCELLENCE

### GOAL NO. 2

Embedded in the University's history is a primary commitment to teaching and the individual learner. Providing excellent instruction is the highest priority of the University's faculty. We:

- Provide strong commitments to teaching and instruction and will increase opportunities to

support research, scholarly/creative activities, public service, and outreach.

- Deliver a strong, user-centered information technology infrastructure.



## PROVIDE EDUCATIONAL OPPORTUNITIES

### GOAL NO. 3

Our curriculum is responsive to individual, regional, and societal needs. We support learning inside and outside the classroom, and we emphasize affordability because a college education is essential in today's global and highly technological community. We firmly believe that higher education, and the benefits that it accords, is an investment and that no student should be denied a college education because of financial need. We:

- Support responsiveness to student needs and timely degree completion.
- Provide national leadership in cost predictability and affordability.

## SUPPORT PERSONAL GROWTH

### GOAL NO. 4

Our campus environments support a wide range of student interests. Our educational experiences provide active and collaborative learning environments, individual attention to the learner, enriching educational experiences, and a supportive campus environment. We:

- Support learning inside and outside of the classroom.
- Provide lifelong learning opportunities for faculty, staff, and community members.



## PROMOTE SOCIAL RESPONSIBILITY

### GOAL NO. 5

We celebrate plurality of thought in safe, secure, and aesthetically pleasing living, learning, and working environments that reflect the core values of the University.

We serve as a resource for and stimulus to individual, economic, educational, cultural, environmental, and community development in our state and well beyond. We:

- Encourage diversity of perspectives and engage in activities that support social responsibility, personal development, and leadership.
- Use partnerships to advance the University's vision, mission values, and goals.
- Provide safe, accessible, responsive campus environments that meet the needs of University constituencies and reflect the values of the University.

## DEMONSTRATE ACCOUNTABILITY

### GOAL NO. 6

Demonstrating continued advancement of the values, priorities, and actions of Higher Values in Higher Education is a shared responsibility of all members of the campus community. We:

- Use planning, budgeting, and reporting structures to advance University goals and accountability.

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Through this Strategic Plan, we have specifically stated how we will focus recruitment and advance our core values of academic excellence, educational opportunity, personal growth, and social responsibility. By enacting our values and successfully implementing the goals and actions in Higher Values in Higher Education, we will lead our peers in educational quality, opportunity, and affordability, and represent the destination of choice among students, faculty, and staff.