



HIGHER  
VALUES  
IN  
HIGHER  
EDUCATION

# Academic & Student Services Quad Cities

Consolidated Annual Report  
March 5, 2009



# Supporting the Academic Mission

- Recruit high achieving, motivated, and diverse learners
- Retain students by supporting learning inside and outside of the classroom

## **Format**

- FY09 Accomplishments & Productivity
- FY09 Budget Accountability
- FY10 Priorities
- FY10 Budget Enhancements



# Accomplishments & Productivity

Academic & Student Services

- Reorganization of Admissions & Academic Advising
- Full Time, Minority, & Overall Headcount Enrollment Growth
- Extended General Office Hours to 7 PM (self study)
- Signed Memo of Agreement with Rock Island Arsenal to Develop Testing Center



# Accomplishments & Productivity

Academic & Student Services

## New Staff

**Christianna Conner**, Admissions Counselor (New Position)

**Karen Helmers**, interim Assistant Director Financial Aid (Nov – Jan)

**Seth Knappen**, Office Support Associate

**Angie Possehl**, Assistant Director of Student Services – Financial Aid

**Betty Z. Taylor**, Student Successor Coordinator (New Position)

**Kenny Wheeler**, interim Academic Advisor

## Promotions:

**Leslie Mose**, Office Support Specialist

**Curtis Williams**, Associate Director of Student Services - Admissions

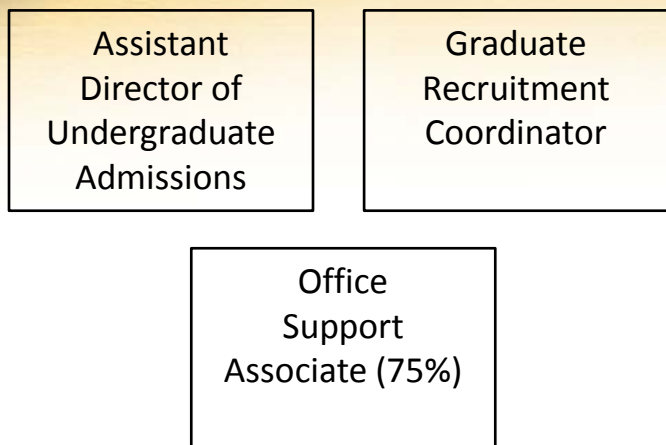


# Accomplishments & Productivity

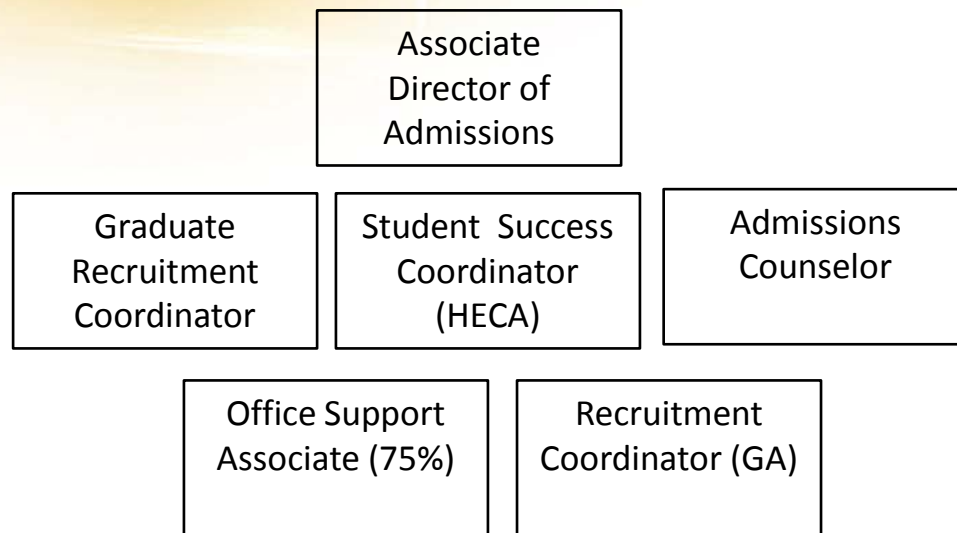
## Admissions

- Reorganization of Admissions – One Portal

### FY08



### FY09



QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

## Admissions

- Applications (-3.5%)
  - 343, Fall 2007
  - 331, Fall 2008
  
- Headcount Enrollment (+2.0%)
  - 1,331, Fall 2007
  - 1,360, Fall 2008

QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

## Admissions

- Full Time Enrollment (+6.7%)
  - 656, Fall 2007
  - 700, Fall 2008 (51% of total)
- Minority Enrollment (+8.7%)
  - 218, Fall 2007
  - 237, Fall 2008 (11% of total)

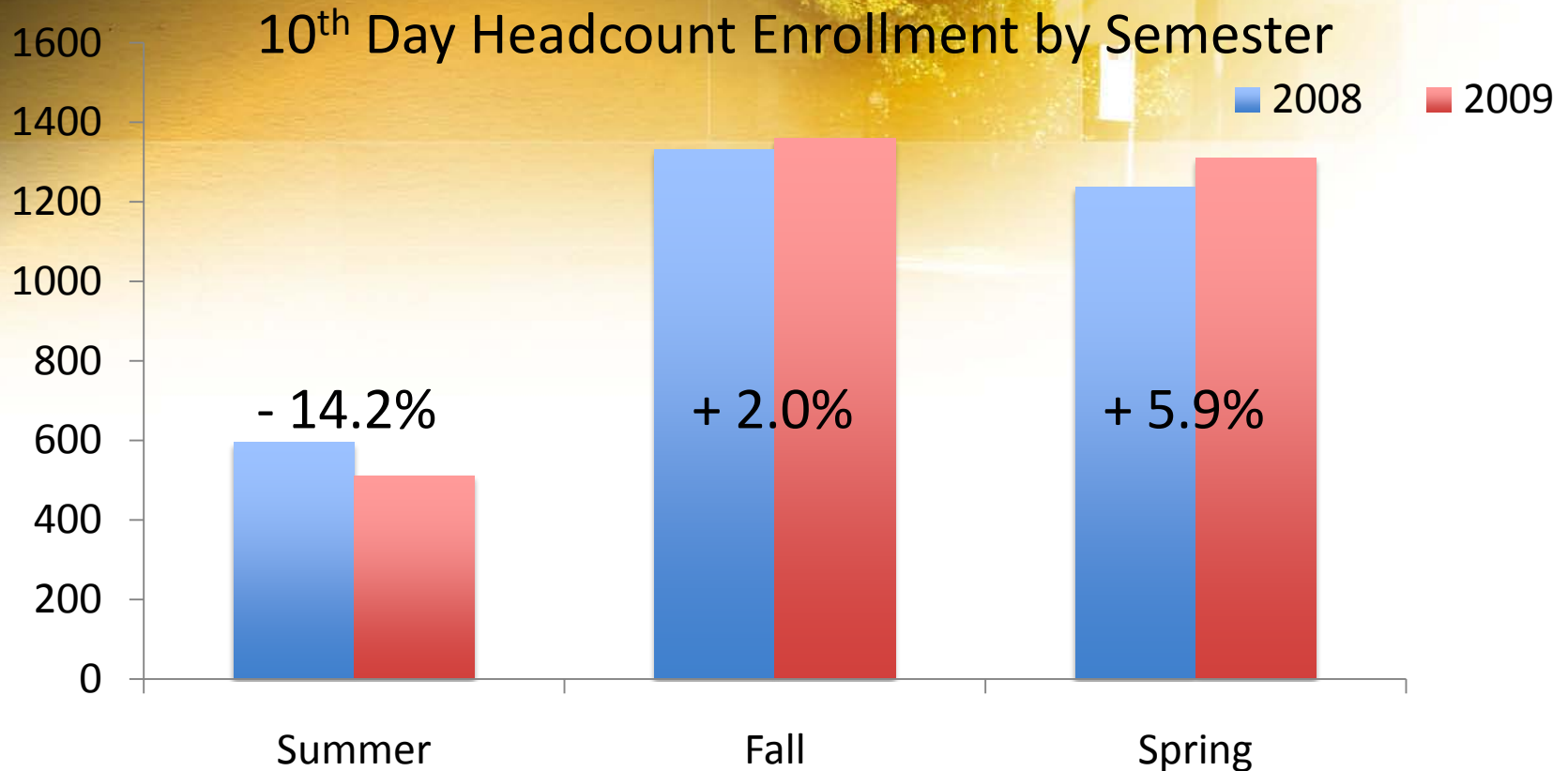
QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

## Admissions



QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

## Admissions

- Working with Community College partners on joint recruitment
- Hired an Admissions Counselor and Student Success Coordinator
- Redesign of information sessions to include more faculty & staff involvement
- Technology Strategies (Ongoing)

QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

Academic Advising

- Reorganization of Academic Advising
  - Reassigned BOT advisor to Rock Island Arsenal
  - Reassigned and hired a new advisor to represent both BLAS and BOT programs

QC Priority: Clarify roles, responsibilities, and relationships with the Rock Island Arsenal, Western Illinois University - Quad Cities, and the School of Extended Studies

Higher Values Goal 1, Action 1, e



# Accomplishments & Productivity

Academic Advising

- Reassigned BOT advisor to Rock Island Arsenal
  - Signed a memo of agreement with Rock Island Arsenal to develop testing center
  - BOT advisor will be onsite at the Arsenal to lead testing center and be available for anticipated influx of 1,300 military personnel.

QC Priority: Clarify roles, responsibilities, and relationships with the Rock Island Arsenal, Western Illinois University - Quad Cities, and the School of Extended Studies

Higher Values Goal 1, Action 1, e



# Accomplishments & Productivity

Academic Advising

- Reassigned and hired a new advisor to represent both BLAS and BOT programs
  - 65% of students interested in attending WIU-QC have less than 60 credit hours (Alsanian Report, 2006)
  - Working with Black Hawk College on developing BLAS dual enrollment program for students to begin taking classes at WIU-QC their first semester

QC Priority: Clarify roles, responsibilities, and relationships with the Rock Island Arsenal, Western Illinois University - Quad Cities, and the School of Extended Studies

Higher Values Goal 1, Action 1, e



# Accomplishments & Productivity

Academic Advising

- Hosted a social at national conference for academic advisors in the local area
- Submitted program proposals to present at 2009 NACADA conference

QC Priority: Develop and implement a staff professional development plan

Higher Values Goal 4, Action 2, g



# Accomplishments & Productivity

Student Services: Career Services

- SP08 & FA08 students served: 92
- 10 outreach presentations
- Annual Career Fair (March 2008)
  - # of employers: 98
  - # of service organizations: 10
  - # of attendees: 1500

QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

Student Services: Counseling

- SP08 & FA08 students served: 39
- Total Contact Hours: 285
- 6 Outreach Presentations
  - Stress Management
  - Common Problems
  - Mental Health
  - Campus Safety

QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

Student Services: Disability Support

- SP08 & FA08 students served: 21
- 6 outreach presentations focusing on Faculty & Staff Awareness

QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

Student Services: Financial Aid

- Maintained operations during staff transition
- Staff training in Macomb
- Worked on dual enrollment program to save students up to 25% on average debt load

QC Priority: Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.

Higher Values Goal 1, Action 1, a3, b,& e



# Accomplishments & Productivity

Student Services: Student Activities

- Two University Theme Committee Presenters
- Two Students Representing QC Campus at Illinois Campus Compact
- Quad Cities day at WIU football game. WIU v. Iowa baseball game in Quad Cities

*QC Priority: Work with the Macomb Campus to: a) Bring high-profile speakers and events to both the Macomb and Quad Cities campuses, b) Identify structures and process that are more efficiently housed on the Quad Cities campus*

*Higher Values Goal 4, Action 1, a, d,& e*

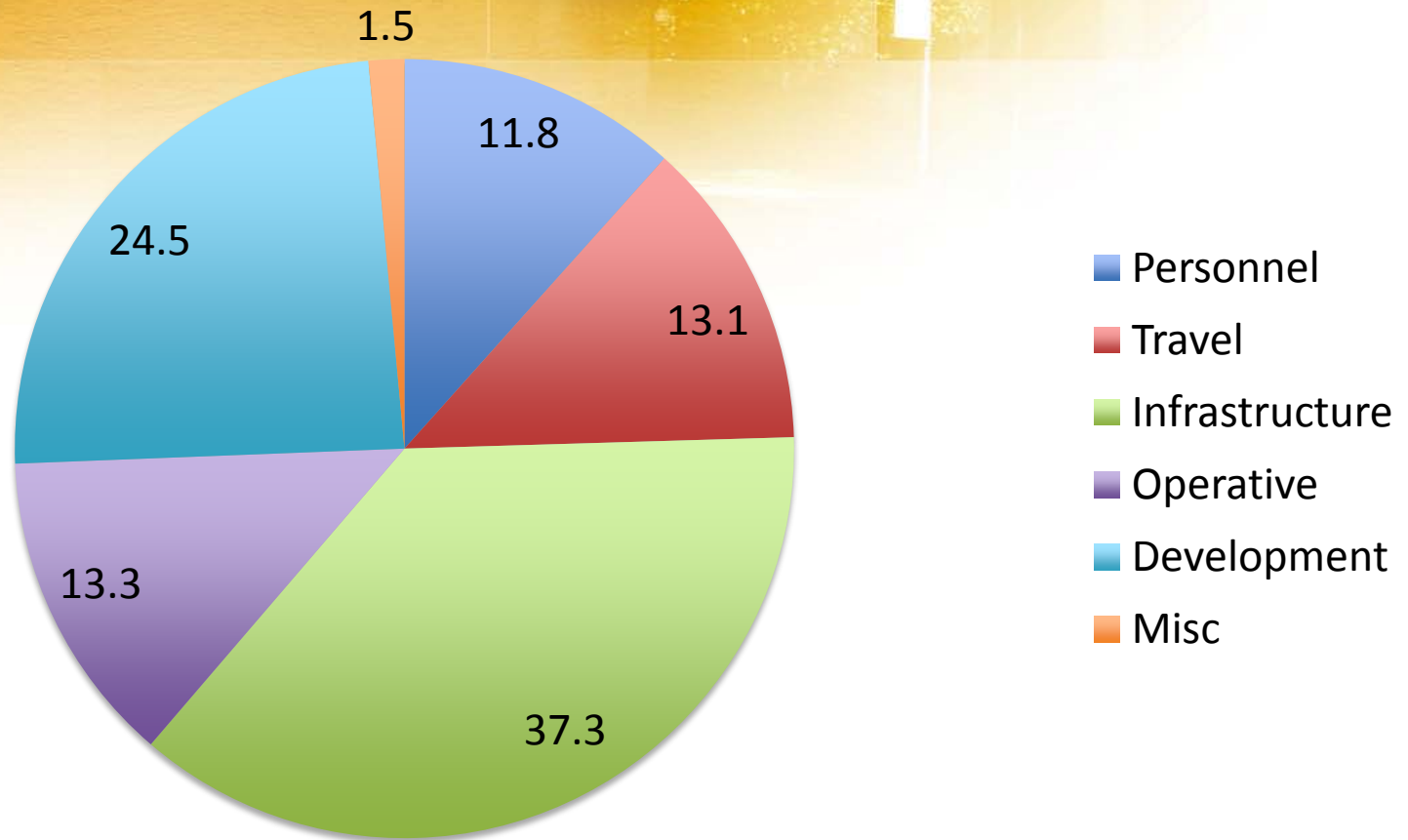


# Budget Accountability



# OASS Operating Expenses

## Academic & Student Services





# Budget Enhancement Outcomes FY09

## Academic & Student Services

- Budget Enhancements – FY09
  - Funds available from vacant positions
    - \$5,000 for Karen Helmers to temporarily assist financial aid operations in the Quad Cities
  - Grants
    - \$1,200 for Student Success Coordinator Search
    - \$19,000 Betty Z. Taylor personal service – HECA grant
  - Internal Reallocations
    - \$33,682 for Admissions Counselor position\*
      - \$23,682 from 1-45000 (QC Administration)
      - \$10,000 from 1-73200 (Macomb Technology)
    - \$10,891 for 2<sup>nd</sup> floor reception area
    - \$12,083 for major presenters and athletic event for QC campus

\* Identify/implement new strategies in student recruitment and retention, including the use of technology in student recruitment and retention.



# Major Objectives and Productivity Measures for FY10



# Objectives and Productivity FY10

Admissions

- Cross train admissions staff to represent all undergraduate and graduate programs at WIU-QC, WIU-Macomb, Black Hawk College and Eastern Iowa Community College programs. [Christianna]

Self Study: #12 Ethics, Recommendation #1; HVHE: G3, A2, c

- Implement document-imaging system and begin evaluating transcripts on the Quad Cities campus for incoming students. [Jan & Donna]

Self Study: #12 Ethics, Recommendation #1; HVHE: G1, A1, f



# Objectives and Productivity FY10

Student Services

- Identify operational processes that are dependent on Macomb and make recommendations to improve the efficiency of student experiences with transferring, immunizations, paying for college, and registration. [Sonia]

*Self Study: #2 Program, Recommendation #2; HVHE: G3, A2, c*

- Develop additional work study positions and new scholarship opportunities for Quad Cities students [Angie]

*Self Study: #6 Financial Resources, Recommendation #1; HVHE: G3, A3, b*



# Objectives and Productivity FY10

Academic Advising

- Create an on-campus database to track student retention and progress towards graduation. [Leslie]

Self Study: #10 Campus & External Relations, Recommendation #5; HVHE: G3, A1, 1

- Create a statement of expectations of students in regards to academic advising. [Kim]

Self Study: #12 Ethics, Recommendation #3; HVHE: G3, A2, h



# Objectives and Productivity FY10

## Student Activities

- Collaborate with Macomb campus and Quad Cities area partners to provide a high-profile speaker for each academic semester. [Andy]

*Self Study: #2, Executive Summary; HVHE: G4, A1, a*

- Development of the student activities consortium with neighborhood partners (i.e. St. Ambrose University, Augustana College, Black Hawk College, etc.) [Curtis]

*Self Study: #10 Campus & External Relations, Recommendation #2; HVHE: G3, A2, b*



# Objectives and Productivity FY10

Auxiliary Service

- Develop mini-bookstore – WIU-QC apparel, Books, snacks/food [Larry]

*Self Study: #9 Equity & Access, Recommendation #3; HVHE: G3, A2, h*

- Establish a consistent presence on the Rock Island Arsenal through the national testing center and begin actively marketing WIU-QC programs to Arsenal personnel. Respond to students needs at Rock Island Arsenal that become apparent as the center develops. [Jacquelyn]

*Self Study: #9 Campus & External Relations, Recommendation #1; HVHE: G3, A1, a*



# Objectives and Productivity FY10

Student Support

- Perform a climate study to assess student perceptions of the community environment on the Quad Cities campus. From these findings, give specific recommendations for programs to make the Quad Cities campus more supportive for students from under-represented backgrounds. [Jamie]

*Self Study: #Organization & Management, Recommendation #1; HVHE: G1, A1, c*

- Develop volunteer peer tutoring program for discipline specific topics [Seth]

*Self Study: #Organization & Management, Recommendation #1; HVHE: G2, A1, g*



# Objectives and Productivity FY10

## Academic & Student Services

- Update Academic & Student Services website content to emphasize individual connection, “typical” student experiences, and available resources. [Kenny]

*Self Study: #10 Campus and External Relations, Recommendation #1;  
HVHE: G6, A1, g*

- Staff from each functional area (student services, admissions, and academic advising) will make a written or oral contribution or submission in their respective fields at state, regional, or national professional organizations. [Andy]

*Self Study: #5 Human Resources, Recommendation #1; HVHE: G4, A2, g*



# Technology Goals & Objectives

- Website Content
- 4-year computer rotation
  - FY09 Academic Advisors
  - FY10 Civil Service
  - FY11 Admissions
  - FY12 Student Services
- Instant Messaging System



# Internal Reallocations and Reorganizations

- Move staff allocations to accurately account for staff time and job function
  - Jan Lanzen (Academic Advising to Admissions)
  - Christianna Conner (Administration to Admissions)
  - Donna Schroeder (Student Services to Admissions)
  - Jamie Leech (Student Services to Admissions)
  - Leslie Mose (Administration to Academic Advising)



# FY10 Budget Enhancements



# Budget Enhancement Request

Grant Funds

- Assistant Director of Student Services – External Affairs (\$37,000)
  - Career Services
    - Reallocates Dr. Sharma’s time to offer additional “linkages” classes
    - QC students are less satisfied than Macomb students with overall career placement information
  - Alumni Affairs
    - 9,000+ Western alumni live in the Quad Cities
    - 75% of WIU-QC graduates remain in the Quad Cities
  - Service Learning Coordinator
    - Additional service to students to develop internship opportunities
    - Increase WIU-QC student engagement in QC community



# Budget Enhancement Request

- Academic Advisor 50% time (\$20,000 permanent)
  - MBA (107 students)
  - Manufacturing Engineering Technology (21 students)
  - Information Systems & Decision Sciences (19 students)
  - Engineering (30 students)
  - Flexibility for development to a full time position as MBA & Engineering programs grow.



# Budget Enhancement Request

- Student Success Coordinator (\$19,000 three years)

	HECA	WIU
FY09	\$19,000	\$0
FY10	\$19,000	\$19,000
FY11	\$19,000	\$19,000
FY12	\$0	\$19,000



# Budget Enhancement Request

- Graduate Assistant (\$8,580 one-time)
  - Provide proctor support at Rock Island Arsenal
  - Assist Director with Institutional Research projects
  
- Graduate Assistant (\$8,580 one-time)
  - Paid from student fees account
  - Assist in the coordination of student activities



# Budget Enhancement Request

- Professional Development Funds (\$4,000 permanent)
  - Staff from each functional area (student services, admissions, and academic advising) will make a written or oral contribution in their respective fields at state, regional, or national professional organizations. [Andy]  
[HVHE: G4, A2, g]



# Budget Enhancement Request

- Campus Climate Study (\$3,000 One Time)
- Recommendation from UI Group
- Quantitative instrument to measure student and faculty attitudes and beliefs about the academic, social, and diversity climate  
[HVHE: G1, A1, c]



# Conclusions

- Continue to focus on Self Study Recommendations
- Operationally Efficient
- Move from dependent to independent
- “Put Students First”

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