

**Division of Student Services
FY13 Planning and Accomplishments
Western Illinois University**

**Current Year
Fiscal Year 2013**

I. Accomplishments and Productivity for FY13

A. Give a brief review of the division's goals and objectives for FY13.

1. Meet or exceed Admissions Goals for FY2012
2. Continue to assist with campus retention efforts
3. Coordinate Enrollment Management Group comprised of Admissions, Financial Aid, Scholarship, and Student Development and Orientation
4. Continue residence hall and dining center renovations
5. Complete demolition of Wetzel Hall and prepare for Lamoine Village
6. Seek additional support for student financial aid programs
7. Continue work with alcohol and other drug related issues on- and off-campus
8. Expand opportunities for veterans on campus through expanded support for the Veterans Resource Center
9. Enhance divisional technology when possible as funding is made available
10. Continue process of document management system for Financial Aid
11. Utilize the facilities study being conducted for the University Union
12. Utilize the program study being conducted by Beu Health Center and determine future direction to be taken
13. Expand text book rental program for students
14. Continue to support and expand late night programming
15. Determine future plans for student health insurance program

B. List the most important divisional accomplishments for FY13 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan accomplishments.

1. Meet or exceed Admissions Goals for FY2012

Goal: to achieve optimum controlled enrollment

Goal: to support learning inside and outside the classroom

- Fall 2012 new freshman goal was not met. Transfer numbers increased.

	Fall 2011	GOAL	ACTUAL	DIFFERENCE
Freshmen:	1,955	2,085	1,754	-201 (-10.2%)
Transfer:	1,301	1,660	1,328	+27 (+2.1%)
New Undergrad:	3,256	3,745	3,082	-174 (-5.3%)

- Received a record, 10,326 new freshmen applications, for the fall 2012 semester.
- Enhanced overall campus physical diversity from 20% in fall 2010 to 27% in fall 2012.
- Implemented "reverse transfer" agreements with local community college.
- Presented 10-year enrollment projections at Faculty Assembly, Faculty Senate, and the local Chamber of Commerce.
- Designed and implemented a new Western Commitment Transfer Scholarship.
- Collaborated with the local community college to design and implement a new dual enrollment agreement which allows students to simultaneously take courses at the community college and Western Illinois University.
- Increased enrollment in the Centennial Honors College from 576 in 2011 to 625 in 2012.

2. Continue to assist with campus retention efforts

Goal: to provide support services to encourage student success and increase retention and graduation rates

- Hired Sara Lytle, Assistant Director of Student Development and Orientation for Retention and Student Success.

- First year of campus-wide Building Connections Program was successful:
New freshman who met with a mentor were retained at 85.6% as opposed to 75.3% who did not meet with a mentor (fall to spring retention).
 - Student Services representatives serve on the FYE review committee.
3. Coordinate Enrollment Management group comprised of Admissions, Financial Aid, Scholarship, and Student Development and Orientation
Goal: to provide support services to encourage student success and increase retention and graduation rates
- Discuss strategies to assist student retention and making processes more user-friendly for students.
 - Identified enrollment targets for 2% growth of total enrollment for fall 2013.
 - Meet once a month in a larger group with Registrar, Distance Learning, Graduate Studies, and Office of the Provost and Academic Vice President.
4. Continue residence hall and dining center renovations
Goal: to provide safe, accessible, responsive campus environments that meet the needs of University constituencies
- The Corbin and Olson Project was successfully completed in August 2012. This \$25m renovation included new finishes in both towers and a complete remodel of the Dining Center and Commons space.
 - UHDS in partnership with Facilities Management successfully completed a phased two year project that included remodeling of student rooms and the community bathrooms in Lincoln and Washington Halls. This project included the replacement of all student furniture as well a new lighting, paint, wireless internet and a new floor lounge.
 - In July 2012, architects were selected to design and renovate the main lobbies of Tanner, Bayliss, Henninger, Thompson, Lincoln, and Washington Halls. This project will be phased in over the next 3-4 years. A majority of this work includes cosmetic finishes such as ceilings, flooring, lighting and wall finishes. At each location the information desk will be completely renovated to reflect a more modern feel as well as creating a consistent “look” throughout all of the residence halls on campus.
 - Currently in the construction phase of the Thompson Hall project, with final completion scheduled for July 2013. This project encumbers asbestos abatement in all student rooms, replacement of all student room furniture, new lighting, carpet, and paint. In addition, all 19 stories will receive a complete replacement of the window wall system.
5. Complete demolition of Wetzel Hall and prepare for Lamoine Village
Goal: to provide safe, accessible, responsive campus environments that meet the needs of University constituencies
- On July 14, 2012, Wetzel Hall was imploded.
 - Currently evaluating and developing a budget/schedule for the demolition of the three buildings making up Lamoine Village.
 - The building formerly known as Godfathers located at on the east side of campus was successfully demolished during the summer of 2012.
6. Seek additional support for student financial aid programs
Goal: to provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability
- Awarded over \$149M in financial aid.
 - Established the Western Commitment Transfer Scholarship Program intended to reward students with Associate’s degrees.

- Conducted a successful campaign to encourage early filing of the FAFSA. By March 1, 2013, FAFSA numbers had doubled from 2012.
- Grant funds to assist in the retention effort were effective. Funds averaging \$1000 were used to help needy students with a C average or better register for the Spring Term.
- During summer school packaging, institutional grant funds were used to enhance enrollment by awarding \$500 grants to Pell eligible students who had maximized the Pell grant yearly amount during the fall and spring terms.
- The packaging goals for academic year 12-13 were met. The first Award Letters were added to STARS on February 1, 2012 and by the end of February 3,000 award letters were added to STARS; a significant increase from prior years.
- Temporary Assistance for Needy Families (TANF) program awarded \$174,601.95 to assist parents of minor children in achieving their educational goals. The average TANF assistance in 12-13 is \$4,595. Five of these students graduated in December with an average GPA of 3.425.

7. Continue work with alcohol and other drug related issues on- and off-campus

Goal: to support learning inside and outside the classroom and initiatives designed to increase student success

- Beu Health Center continued work in alcohol and other drug related issues throughout the year. This year marked a Biennial Assessment and Report year – as required by the Drug-Free Schools and Communities Act Amendments of 1989.
- AOD Resource Center provided 940 hours of service in 763 appointments for Initial Assessments, Student Judicial Assessments, Treatment, Early Intervention, DUI services and comprehensive evaluations.
- Beu Health Center’s Alcohol and Other Drug Resource Center prevention outreach efforts included conducting or collaborating in 40 educational and alternative events, Battling Alcohol Consequences (BAC) Squad Peer Educators, and Step Up Bystander Program training.
- This is the final year of the Enforcing Underage Drinking Laws grant which provided additional compliance checks and patrols as a deterrent to underage drinking.

8. Expand opportunities for veterans on campus through expanded support for the Veterans Resource Center

Goal: to expand and improve facilities to meet the needs of university constituencies and reflect the core values of the university

Goal: to support learning inside and outside the classroom

Goal: to encourage diversity of perspectives and engage in activities that support social responsibility, personal development, and leadership

- Second full year for the Center for Military Academic Transition and Health (CMATH). Through this collaborative with Western Illinois University Beu Health Center, University of Iowa, and the Veterans Health Administration Office of Rural Health confidential tele-mental health evaluations and treatment are provided at the CMATH through secure video conferencing between WIU student veterans on campus and Veterans Health Administration healthcare providers and counselors in the Iowa City VA Health Care System. The program has grown from 1 client in the first year to 23 currently.
- Provided early outreach services to approximately 459 prospective and newly accepted student veterans to enhance the likelihood that these students will enroll and succeed at Western during the 2012-13 academic year.
- As of March 7, 2013, there are 828 service members, veterans, and/or family members who have enrolled during the 2012-13 academic year.
- Provided an early warning system (Project STRIVE – Students Transitioning & Reintegrating in Veterans Education) for approximately 127 newly enrolled student veterans and military personnel who may be identified as high risk students.
- Conducted seminars and training programs designed to foster a student veteran climate promoting full engagement and participation in the campus and community.
- Held academic and social opportunities designed to encourage student veteran participation in programs promoting personal wellness, the maintenance of healthy lifestyles, and minimizing self-medicating behaviors.

9. Enhance divisional technology when possible as funding is made available

Goal: to deliver a strong, user-centered information technology infrastructure

- Virtual Private Network (VPN) connection between Beu Health Center and McDonough District Hospital which allows for secure sharing of radiological images between facilities.
- Beu Health Center implemented secure patient portal, which allows students secure access to make on-line appointments, retrieve bills, access and download immunization records, and communicate via secure emails with healthcare staff. Other technology improvements included implementing an e-mail appointment reminder system which has reduced no-show appointments to 3.1%.
- Introduced 2 new state-of-the-art electronic classrooms in Tanner Hall and Corbin/Olson Halls, in partnership with UTech and Facilities Management.
- In conjunction with University Technology, Corbin and Olson Halls are now setup with wireless technology throughout the complex. Continuing to move forward with wireless installation projects and hope to complete Lincoln and Washington Halls during the summer of 2013.
- UHDS continues to update and enhance a Facilities webpage linked off of the UHDS website. This page offers information on large-scale Housing projects including: scope statements, construction pictures, renderings, and animated fly-throughs.
- Completed a \$260,000 laundry machine replacement and cabling throughout every residence hall on campus. Along with the actual machine replacement, during the summer of 2013, we will be implementing "Laundry View", a resource where students will be able to receive updates and see machine availability through an online interface.
- UHDS continues to upgrade and move towards implementing VOIP phones in staff offices and apartments in each building.
- Successfully introduced first building with digital signage. Corbin and Olson Dining Center now have digital menu signage at each platform station. A new informational screen was added at the entrance of Corbin and Olson main lobby and Campus Recreation.
- Started using access control in Corbin and Olson Halls.
- Changed the Admissions application to reflect non-use of SSN#.
- Updated assistive software in Disability Resource Center.

10. Continue process of document management system for Financial Aid

Goal: to respond to student concerns with a culture of responsiveness at all service points

Goal: to achieve optimum enrollment

- Now into second full year using the University's imaging system.
- Because of the complexity of the interface with the MVS computer system, all data must be entered in the imaging system and the MVS system creating some inefficiencies.
- Further updates have been frozen due to AIMS freezing all new enhancements until 2014.
- Further work needs to be done to capture integral processing reports produced on the mainframe directly to the imaging system.
- A major improvement to the system which would automatically update MVS screens when new documents were added to the imaging system has been planned. Due to the time and effort required and AIMS tabling all new enhancements until 2014, the enhancement must be postponed.

11. Utilize the facilities study being conducted for the University Union

Goal: to expand and improve facilities to meet the needs of university constituencies and reflect the core values of the university

Goal: to support learning inside and outside the classroom

- Final bids for the general contractor and subcontractors went to the Board of Trustees for approval at the March '13 meeting.
- Construction for Phase 1 of the Union Renovation began spring '13.
- The Union website is being updated to provide up to date renovation information and to market the overall renovation project.

12. Utilize the program study being conducted by Beu Health Center and determine future direction to be taken
Goal: to expand and improve facilities to meet the needs of university constituencies and reflect the core values of the university
Goal: to support learning inside and outside the classroom
- Beu Health Center pre-design study has been incorporated into Campus Master Planning process, and is described in the President's Report "...and a renovated health center on the WIU-Macomb campus is under consideration to further improve services provided to Western students and to work collaboratively with the university's School of Nursing as a clinical education facility."
 - A Board of Trustees tour of Beu Health Center was conducted March 28, 2013.
13. Expand text book rental program for students
Goal: to expand and improve facilities to meet the needs of university constituencies and reflect the core values of the university
Goal: to support learning inside and outside the classroom
- This program is at full capacity.
 - Any text book that can be rented is rented.
 - Expanded to its full possibility.
14. Continue to support and expand late night programming
Goal: to provide safe, accessible, responsive campus environments that meet the needs of university constituencies
Goal: to support learning inside and outside the classroom and initiatives designed to increase student success
- Late Night Programming – included WestFest, Friday Nights Rec After Dark, outdoor movies, Sandburg Theatre movie events, Homecoming, Speed Dating, Comedy Showcases, Game Night, Bingo nights, dance/disco/club events, diverse Coffeehouse music and poetry events, Edutainment-based speakers, and intentional program collaborations.
 - Inter-Hall Council programs had record participation in events such as Club Wetzels, Graffiti Dance Party, Karaoke Night, and Finals Study Break to name a few.
 - To address the need for late night programming, UUB produced programs that began later in the evening. They expanded on the successful WestFest I and II late night programs, and utilized accessible venues like Murray Street Café and outdoor spaces as late night sites. Bingo Nights, Concerts, well-known comedians and Coffeehouse events are now scheduled to begin at a later time and are featured in spaces throughout campus.
 - 7th Annual First Night Fun became *Rocky After Dark: First Night* – collaborative program during opening weekend with UHDS, SDO, Campus Recreation, SGA, IHC, and other groups across campus. The event draws over 2,000 students to the intramural fields for a carnival, live music, and fun giveaways.
15. Determine future plans for student health insurance program
Goal: To respond to student concerns with a culture of responsiveness at all service points
- Provided a plan of transition from self-insured plan to the Board of Trustees at the December 2012 meeting.
 - Continued to monitor Health and Human Services rules for the Patient Protection and Affordable Care Act (PPACA) in relation to student health services

C. Indicate measures of productivity by which the unit's successes can be illustrated.

- Undergraduate Admissions

- The overall goal of the recruitment strategy is to increase the size, diversity, and academic quality of new freshmen and transfer students attending Western Illinois University.
- Increased the yield rate of new freshmen who scored above the institutional averages for composite ACT and high school GPA.

	Fall 2009	Fall 2010	Fall 2011	Fall 2012
Applications	1,741	1,603	1,632	1,617
Accept	382	396	431	454
Yield	21.9%	24.7%	26.4%	28.1%

- Completed five new 2+2 agreements. Updated procedures to place authority of new 2+2 agreements with college Deans.
- Increase representation of domestic out-of-state students to 7% of new student enrollment.

	Fall 2009	Fall 2010	Fall 2011	Fall 2012
Illinois Residents	1,553	1,683	1,868	1,634
Out-of-State	68	62	84	100
Representation	4.1%	3.5%	4.3%	5.7%

- Increase the market share for new freshmen from Cook County (Chicago) and Madison County (St. Louis) to 1%.

	Fall 2009	Fall 2010	Fall 2011	Fall 2012
Chicago	0.73%	0.78%	1.06%	1.09%
St. Louis	0.73%	0.84%	0.48%	0.53%

- Increase the number of in-state high school seniors who identify WIU as their first choice institution to 1,800.

	Fall 2008	Fall 2009	Fall 2010	Fall 2011
1 st Choice	1,640	1,600	1,764	1,809

- Beu Health Center

- Increased productivity dramatically (26% overall) due to fully staffed center with the hiring of 1 full-time and 2 part-time physicians and 2 full-time and 1 part-time nurse practitioner.
- Expanded educational opportunities as a clinical site for internships, assistantships, practicums and preceptorships; a total of 67 undergraduate and graduate students from 9 WIU Schools and departments, 1 community college, 2 outside universities and 1 hospital gained hands-on experience in a supervised setting. Areas of study included medicine, nursing, medical assisting, laboratory, radiography, alcohol and other drug counseling, and health education and health administration.
- Hosted on-site immunization and tuberculosis testing in conjunction with the new international student orientation.
- Re-accreditation in Association for Accreditation in Ambulatory Healthcare (8/11/11-8/12/14).
- Laboratory re-certification through COLA and Clinical Laboratory Improvement Act (CLIA).
- Alcohol and Other Drug Resource Center re-licensing through Illinois Department of Human Services Division of Alcohol and Substance Abuse.
- X-ray facilities certified through Illinois Emergency Management Agency.
- Physicians maintain board certifications through American Board of Internal Medicine, American Board of Family Medicine, and American Society of Addiction Medicine.
- Clinical staff certified in CPR, First Aid, Basic Life Support and Advanced Cardiac Life Support.
- Fall Semester productivity has risen due to fully staffing the health center:
 - Patient visits: 7,508 (3% increase)
 - Laboratory: 5342 (8% increase)
 - Pharmacy: 10,292 (41% increase)
 - Total Procedures: 23,987 (26% increase)
- Patient no-show rate has been reduced to 3.1% through implementation of email based reminder system.
- Provided 1274 influenza vaccines for students, including 127 for high-risk students.

- Bookstore
 - Implemented new Point of Sale system that now allows for off-site sales.
 - After unlocking margins, book sales were slightly up after at least 7 consecutive years of double digit losses.
 - New book sales were up over 100K.
 - Book rental program is at full capacity.
 - Marketing was increased drastically. Social media regularly is attended to, sales website has been heavily utilized, and all signage has changed.

- Campus Recreation
 - Increased collaborative efforts with other campus departments to increase student health initiatives. (Fitness Services, Beu, Employee Wellness, Kinesiology, Health Education, Veterans Resource Center, Dietetics & Counseling Center).
 - Created web forms to replace paper copies of essential in-house forms such as Incident Reports and Injury Reports.
 - Decreased posters and paper usage and looking at alternative ways to reach students.
 - Group classes and personal training are very popular and continue to be the most consistent area.
 - Big Pink Volleyball - Co-sponsored with Thompson Hall had 197 teams and 1,397 participants; Oct. 8-11, 2012; raised \$9,781.64; split donations to MDH and Susan G. Komen Foundation.
 - Campus Recreation Accessibility Committee was formed and meets monthly to help develop an inviting and inclusive environment in facilities and programming.
 - Outdoor Pursuits had a total of 47 participants on 5 trips ranging from Rock Climbing at Horn Field Campus to Backpacking at Cuivre River State Park in Missouri.
 - In fall 2012, 5,768 students participated in 41 intramural sports (14% decrease from 2011).
 - Sport Clubs – 29 clubs with 515 members (down from 2011 – 32 clubs with 700 members).
 - 10,083 patrons used the Aquatics Center between August and December, a 6.5% increase from last fall.
 - Group Fitness continues to grow. There were a total of 16,253 participants in 2012, 16,804 participants in 2011, compared to 12,819 in 2010.
 - Total Card swipes @ entrance – 273,520 swipes.

- Career Services
 - Social Media continued to be a way to market:
 - Twitter Followers: 847 (up from 287)
 - Facebook Friends: 377 (up from 163)
 - Pinterest Followers: 173 (new)
 - Developed “how-to” videos on various career related topics and uploaded to YouTube.
 - Purchased *eRecruiting* on-line registration system.
 - Incorporated weekly in-Service workshops for staff.
 - Created *Captain Career Services*, a super-hero, for marketing purposes.
 - Graduates registered with Career Services eRecruiting system – 1,271 students (up from 548)
 - Total jobs posted to Career Services – 1,438
 - WIU Fall Career Fair – 455 students (up from 369)
 - Law Enforcement Justice & Administration Career Fair – 677 Students
 - WIU Spring Career Fair – 472 students (up from 383)
 - Pre-Employment Preparation Classes – 12 classes/276 students
 - Student Visits to Career Services – 4,089

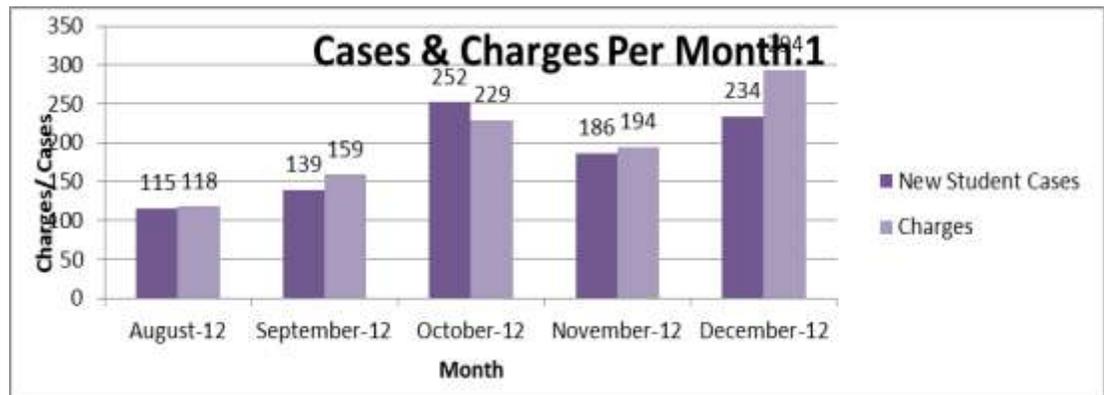
- Casa Latina
 - Social networking is a major initiative within Casa Latina to maintain relationships.
 - Facebook Friends: 256 (up from 40)
 - Twitter account created
 - Began the “Brotherhood Project”, a Latino Male Mentorship program to encourage male students to become leaders through a series of workshops, service projects, discussions and leadership opportunities.
 - Increased programming 230% by offering at least 3 events per month for students to involve themselves.
 - Created the “Wise Latina Series”, a series of events/programs to enhance and empower Latina students.

- Began the Casa Latina Kickoff Bash (Fall Semester) where campus departments are invited to share information geared toward Latino student success. Over 300 were in attendance.
- Latino Fest will be held spring semester to promote the Latino culture through programming. Alumni weekend will be held at the end of Latino Fest where more than 100 Alumni are expected to attend.
- Serving 500 + students, Casa Latina remains open during evening hours to accommodate and encourage student study groups, to make computers available to students conducting research, and to provide a quiet environment for studying.
- Disability Resource Center
 - Faculty Information Sessions prepare faculty to assist students with disabilities in the classroom.
 - Faculty Partnerships for Accessible Solutions (FPAS) encourages faculty to implement Universal Design (UD) techniques in the classroom. UD makes the classroom more usable to all students and has the potential to affect retention.
 - Efforts to create a more inclusive and usable learning & physical for all students through Project shIFT, a national Department of Education grant funded project (Shaping Inclusion Through Foundational Transformation).
 - The number of students eligible for DRC services has increased 85% since FY09.
 - *Disability Culture Day* provides a unique and valuable educational experience for the campus community.
 - Implemented a new online test scheduling system during fall of 2012 to provide ease of use and flexibility for students needing to schedule exams at the DRC facility.
 - DRC Director, Tara Buchannan collaborated with DRC faculty partner, Rachel Smith, to co-author an article published in the *Journal of Postsecondary Education and Disability*, volume 25(3), titled “Community Collaboration, Use of Universal Design in the Classroom.” The editors are interested in seeing future submissions.
 - Adopted new Association on Higher Education and Disability (AHEAD) documentation guidelines and review practices. As a result, were invited by the IBHE Disability Advisory Committee to co-facilitate 2 documentation roundtable discussions for disability professionals from Illinois universities.
 - 185 new students connected with the DRC to receive services, up from 154 in FY12.
 - 480 undergraduates and 40 graduate students received DRC services, in FY12 435 undergraduates and 33 graduates received services.
- Electronic Student Services
 - Maintained an acceptable level of technology for the Division of Student Services during challenging economic times.
 - Staff responded to 1,170 work orders in a timely matter.
- Financial Aid
 - Award notices began February 1, 2012, and by the end of February, 3,000 award letters had been added to STARS, a significant increase from prior years.
 - To increase the understanding of the Award Letter, an interactive webpage was developed to explain the award letter components in detail.
 - Worked with Admissions on the Western Commitment Scholarships to develop the program, identify and create policies and procedures, and to automate the awarding and disbursement of new program.
 - Began implementing document imaging.
- Go West
 - Completed garage project on time, and under budget.
 - Re-designed routes after residence hall changes.
 - Completed cut-outs on Adams St.
- Gwendolyn Brooks Cultural Center
 - Collaborated with SDO and Casa Latina on Minority Student Orientation with 991 students and their families participating. (up from 650 in FY12)
 - Welcome Roundup in its 8th year and continues to attract new freshmen and transfer students. The goal of this program is to empower students with tools to assist in their successful matriculation. More than 90% of the new students who attended the program became actively involved in various student

- organizations. Approximately 10% went on to serve in leadership positions.
 - Black Student Association hosted their annual Thanksgiving Project which resulted in the distribution of 190 food baskets throughout McDonough County.
 - More than 120 students attended the 4th Annual Black Student Summit, giving them an opportunity to dialogue about the unique challenges that underrepresented groups face at WIU.
- Intercollegiate Athletics
 - 434 student-athletes in 20 sport programs.
 - Awarded \$3,427,931.16 in athletics scholarships (93 student-athletes receive 100% full grant-in-aid).
 - 3.03 Department Cumulative GPA.
 - 4.8% Student-athletes with 4.00 GPA.
 - Jimmy Holtschlag (Football) named to MVFC All-Academic Team and to FCS All-Academic Team.
 - Jeff Liles (Track/Field) nominated for Rhodes Scholarship.
 - 64 student-athletes earned Academic All-Conference Honors (Summit League and MVFC).
 - 23 student-athletes earned All-Conference honors (through March 2013).
 - Two Conference Championships:
 - Men's Soccer advanced to NCAA (6 times in 9 years).
 - Men's Basketball first conference championship in 30 years-Record of 22-8, most wins in Division I history.
 - Jim Molinari (Men's Basketball) named as Summit League Coach of the Year, Insider.Com Coach of the Year, Finalist for Hugh Durham Mid-Major Coach of the Year
 - Student-athletes performed 1,700 hours of community service & raised \$12,685 for local charities.
 - Completed construction of new women's soccer locker room (private money).
 - Completed construction/renovation of Strength and Conditioning Center (Purple & Gold).
 - Completed renovations/enhancements to Western Hall Athletic Training Room (Purple & Gold).
 - Membership in the Leatherneck Club increased by 25% compared to 2011-12.
 - Corporate sponsorships increased by 60% compared to 2011-12 (25 new sponsors).
- Office of Student Activities
 - UUB Executive Board tested a new free outdoor music showcase for Family Weekend during tailgating and will continue to produce this event with well-known talent. Free food was served to approximately 400 people. A new focus on one full day of campus-wide activities (Family Day) is being planned for next fall.
 - Attendance numbers for University Union Board events increased in major areas.
 - The fraternity/sorority community has contributed 6,046 hours of service and \$44,300 to philanthropy (up from \$38,231).
 - Fall 2012 marked the first time the All-Fraternity and All-Sorority grade point averages were all above the All-Men, All-Women, and All-University grade point average.
 - UUB produced or participated in over 40 individual events. Programs included Rocky After Dark: First Night, Rocky After Dark: Knight Rises (WestFest) and Rocky After Dark: Final Friday (student groups), Paintball, movie events such as The Avengers (action), Batman: The Dark Knight Rises (drama), Homecoming connected athletic events, Homecoming events with community participation and intentional campus wide participation, Family Weekend campus-wide and community activities, Bingo Night co-sponsorship, well known diverse comedians in concert, diverse Coffeehouse music and poetry events, tech based programs, Edutainment based speakers, intentional program collaborations.
 - Supported the ongoing expansion, development, and colonization of Greek organizations. The Interfraternity Council expansion plan resulted in two fraternities (Pi Kappa Phi and Theta Chi) being invited to colonize within two-three years. The United Greek Council invited one sorority (Sigma Lambda Gamma) to colonize within one year. The Panhellenic Council invited one sorority (Alpha Sigma Alpha) to re-colonize during the fall 2013 semester after formal recruitment.
 - Recreated the spring three-Council Leadership Retreat into a Greek Life Leadership Retreat. Roughly 100 students and 14 facilitators attended a day in a half retreat that focused on Greek unity and accountability.
 - Who's Who Among Students in American Universities and Colleges: 48 of 65 students who applied were selected for the national leadership award (up from 13 out of 15 in 2011).
 - Purplepost.wiu.edu was fully implemented into the life of Registered Student Organizations in Fall 2012. PurplePost.wiu.edu has 246 registered student organizations with 2,084 involved users. The program

- has also recorded 917 approved service hours. Students can create a profile and join student organizations, departments, and offices on campus to receive updates, news, and information for campus events.
- Make A Difference Day- a National Event where WAVE sent out over 50 volunteers on Oct. 27, 2012 to do volunteer work for 3 hours in the local community.
 - Student Assistance and Parent Service Center
 - Aids students and their parents with STARS, E-Mail, financial aid, parking, housing, ID Cards and much more. Increased our efforts to focus our outreach on families to assist with the Universities recruitment and retention efforts.
 - Parents and Family Association is now free. With all families eligible for membership, they have received email 16 times per semester with information aimed to help with the transition and support their WIU student with relevant and timely information.
 - During 2012-13, the SAPSC processed 6,500 WIU ID cards for students, faculty, and staff; including being the primary provider for IDs at New Student Summer Orientation and Registration programs.
 - Moms' Weekend – Over 400 participants.
 - Dads' Weekend – Over 275 participants.
 - Veterans Resource Center (VRC) serves as a model for other programs to emulate as it is one of only a few dedicated centers in the state. Services to veterans and military personnel continue to increase in numbers and complexity as troops are returning from combat areas.
 - Student Development and Orientation
 - Coordinated 11 2-Day orientation/registration programs for 1,668 new freshmen and their families (2,635), assisting with their transition to the University. Coordinated two Transfer Registration programs for approximately 191 transfer students and 320 family members.
 - Offered academic assistance to 1,710 students helping them with their academic goals and develop positive relationships with faculty, staff, and peers by aiding in the interpretation of their academic concerns and difficulties, providing referrals when appropriate.
 - Offered support and acted as crisis intervention contact and liaison for 2,696 students, some of which included student deaths, family member deaths, and absence contacts.
 - Nearly 42 programs were offered to new students throughout the first two weeks of the fall semester in an effort to help them succeed in their new academic environment.
 - Maintained Facebook pages for WIU classes 2014-2017.
 - Increased social media presence by creating a Twitter account.
 - Administered the College Student Inventory (CSI) to 98% of incoming freshmen.
 - LGBTQA Resource Center increased programming initiatives, reinstated Safe Space Training, created a lounge for students, and engaged in dialogue across campus.
 - Student Legal Services
 - SLS assisted 526 new clients from January 1 to December 31, 2012—that is, clients for which a formal file was prepared—compared to 494 last year.
 - The Director appeared in McDonough County Court 556 times on behalf of student clients during the period—compared to 471 last year.
 - The number of criminal misdemeanor cases increased from 147 to 178.
 - Cases combining both criminal and traffic offenses numbered 24, down from 30 last year. DUI cases numbered 44, an increase from 33 last year; of those cases, 2 were second offenses.
 - Cases involving only traffic offenses numbered 66, down from 87.
 - Landlord/tenant complaints for which the attorney was involved were 27.
 - SLS is prohibited from representing students facing City Ordinance Violations in court. However, it would be fair to estimate that approximately 400 students have phoned or visited the office with questions about these types of tickets. Additionally, 27 students have visited the office seeking assistance for felony violations; SLS is prohibited from providing representation for these cases.
 - Student Judicial Programs
 - Reviewed best practices both in Code of Student Conduct wording and process refinement.

Agency	Cases (New cases by reporting source).3								Study Abroad	sub TOTAL (approx.)
	OPS	MPD	ISP	UHDS	Academic Integrity	SJP	Stud. Org.	Other		
August-12	39	36	1	22	15	1	0	1	115	
September-12	64	41	3	26	0	5	0	0	139	
October-12	73	81	0	80	3	15	0	0	252	
November-12	70	47	1	51	9	7	1	0	186	
December-12	19	16	0	176	14	8	1	0	234	
sub TOTAL (approx.)	265	221	5	355	41	36	2	1	926	
TOTAL (approx.)	926 Cases (Approximately 60 students have multiple cases*)									
Page total	217	242	2	330	44	45	Other-16	1		



- Student Publications
 - Produced 87 issues of the *Western Courier* newspaper, which is published three-days per week during the school year. (Discontinued the summer editions.)
 - Staff earned five awards at the annual Illinois College Press Association convention in February 2012, including: first place for best feature story, second place for best sports column, third place for best sports feature, third place for best headline writing and honorable mention for best critical review (other than film). Produced two issues of a student-run regional general interest magazine-style publication called *Western Illinois Magazine*.
 - Staff members attended professional training seminars at the annual Illinois College Press Association (ICPA) convention in Chicago. At the ICPA conference, WIU Director of Student Publications, Richard Moreno, who is First Vice President of the organization, also served as the conference chair in charge of developing the program and procuring speakers. Keynote speaker for the event was Mark Konkol, a Pulitzer Prize-winning journalist and graduate of WIU. His presentation helped raise the visibility of WIU's journalism program and student newspaper (Konkol is a former *Western Courier* news editor).
 - Better utilized social media, such as Facebook and Twitter, in order to expand the reach of the newspaper's content.

- University Counseling Center
 - Basic Statistics to date (August 1, 2012 to March 1, 2013):
 - # of students who received counseling services – 818 (up from 729)
 - # of individual sessions provided – 2,662 (up from 2,451)
 - # of group counseling contact hours – 784 (up from 491)
 - # of students who sought assessment services for ADHD & LD – 34, totaling 132.25 hours of testing (up from 102.75 hours)
 - # of students participating in educational programs – 960
 - The UCC became a member of the Center for Collegiate Mental Health (CCMH). It is a multi-disciplinary, member-driven, research center focused on providing accurate and up-to-date information about the mental health of today's college students in order to serve the needs of mental health providers, administrators, researchers, and the public. CCMH leverages modern technology and the collaborative efforts of college counseling centers and key partners in business, academia, health-care, and member organizations.
 - Group Counseling Services were offered, 4 of these groups ran 1) *What to Do with Family Chaos*-for students dealing with difficult family problems, 2) *Forget Them-Focus on You-self*- esteem, 3)

- *Relaxation*-to manage anxiety, and 4) *Surviving & Thriving*-for survivors of childhood and adult sexual trauma.
 - The UCC began the process of transitioning to a completely paperless system. This process will continue into the 2013-14 academic year.
 - During summer and fall semesters, the UCC worked with Financial Aid to offer study skills assistance to students who, because of poor academic performance, were in jeopardy of losing their financial aid. A total of 397 students were mandated by the Financial Aid Office to seek study skills help.
- University Housing and Dining Services
 - Corbin Olson renovation completed. Lincoln Washington remodels completed. Thompson Hall repair is underway.
 - Sustainability efforts such as RECYCLEMANIA and mattress recycling took place.
 - Continued to be active partners in the community by putting on programs such as Mud Volleyball, which raised over \$4,000 for the Macomb Fire Department and Big Pink Volleyball with Campus Rec. Put on the annual Safe Trick-O-Treat for kids in Graduate and Family Housing and Macomb. Haunted Higgins raised \$3,000 for local food bank. St. Baldrick's and Corbinstock are planned for late spring and will be raising money to benefit cures for childhood cancer.
 - Planning is underway to re-open the International House for the fall of 2013 under a new name. This living environment will be marketed to non-traditional students, International Students, and Graduate Students, who wish to live in a "house-type" environment.
 - Successfully partnered with the Dept. of Broadcasting to introduce an upper division Broadcasting community.
 - Worked with the Nursing Program, as well as Honors College to host Living Learning Communities in Bayliss and Tanner Halls.
 - Partnered with the English Dept. and provide Writing and Tutoring assistance in Tanner Hall and Higgins Halls.
 - Partnered with the Art Dept and Art Gallery to create an Art Gallery Display throughout the Corbin and Olson Complex.
 - Introduced International Floor on the 8th floor of Olson Hall that is available for 24/7 occupancy.
 - With the implementation of a new dining plan and structure, residential administration focused on re-writing programs to allow for the removal of overhead.
 - More than 8,500 people attended 26 conferences, eleven new student registration programs, and various University events between March 1, 2012 and February 28, 2013. The highlights in Conference Services this year were the successful hosting of Christ in Youth – MOVE and the reopening of the Corbin/Olson Complex and the year round conference floor.
 - Offered break housing to students in Olson Hall.
 - Increased social media presence on Facebook and Twitter.
- University Scholarship Activities
 - Disbursed over \$1.5 million in competitive, academic scholarships.
 - Worked with Admissions and Financial Aid on the implementation of Commitment Scholarships.
 - Implemented earlier building of scholarship awards onto student financial records.
 - Designed and implemented an annual scholarship balance spreadsheet for campus departments.
 - Re-designed the Scholarship Office website and added private scholarship opportunities.
 - Implemented an online Scholarship Disbursement Form for campus uniformity.
 - Provided campus-wide training on Foundation accounts and scholarships along with the Foundation chief accountant.
 - Reviewed Foundation scholarship accounts and updated criteria.
 - Worked with technology and AIMS to create and implement screens, programs, and databases to facilitate Foundation account reporting and research across campus.
- University Union
 - Completed design for phase 1 of the renovations and started construction in spring 2013.
 - January 2013 new way finding clings were installed at different entrances and in other building areas to help with finding meeting rooms and offices.
 - The University Union Advisory Board (UUAB) is up and running. The board reviews policy exemptions (except for security), helps with renovation ideas and promotion, and will be planning the

- annual Union Block Party.
 - Policy Manual review and revisions will be benchmarked with other institutions. An on-line evaluation tool is also being created to help customers provide quick and clear feedback to the building.
 - Student Employee Training Program was implemented prior to school opening (August 2012). Student employees from Union Operations, Bookstore, Office of Student Activities, WESTEC, Service Center, and the Student Assistance and Parent Services Center were invited to participate. Students were trained on customer service, emergency procedures, given a Union tour, and were updated on renovations and how they can contribute to the future success of the Union.
 - Provided facilities and staff for campus events including: BCA, Foundations, Civil Service, New Student Orientation-Registration, International Bazaar, Founders Day, career fairs, speakers, concerts, student meetings, etc. Approximately 43,805 students attended 1,376 student events in the Union to date in FY13. (Date Range of July 1, 2012 to February 28, 2013) This is an average of 6 student events per day held in the Union.
 - Provided space and service for over 4,686 events to date in FY13 for an average of 19 events per day. Over 19% of the total events involved catered food service*. Approximately 140,435 people attend events scheduled by the following groups: Student organizations – 1,376 events; administrative/academic departments – 2,926 events; conferences – 247 events; and off – campus groups – 137 events. During the Fall 2012 semester alone, student organizations sponsored 909 meetings and events with 29,692 students in attendance.
- Women's Center
 - Take Back the Night planning committee members worked hard to plan and implement the 27th annual TBTN March and Rally, with 500 attendees.
 - REAL Women presentation series, Women's Art Women's Vision Art Exhibition, and the Women's Voices Journal are a few examples of how the center promotes academic excellence.
 - Provided on-going collaboration with numerous campus and community organizations, offices, departments, and agencies for co-sponsorship of programs and activities throughout the year.
 - Collaborated with Casa Latina and Gwendolyn Brooks Cultural Centers to identify policies, procedures, and guidelines for staffing, use and scheduling of shared spaces, and other collaborative needs as we continue to work together in the Multicultural Center.
 - In the process of implementing the goals and objectives outlined in the Interpersonal Violence Prevention (IVP) grant initiative and applied for renewal of the grant in March 2013.
 - Started planning activities for Women's Center's 30th anniversary celebration to be held in March 2016.

D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:

1. Western Illinois Foundation funds
 - Beu Health Center - Frank A. Beu account utilized to offset \$928 in services for low-income students (up 67% from FY12)
2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside
3. Grants, contracts or local funds
 - Enforcing Underage Drinking Laws grant – year 5 (\$9,000)
 - SIU School of Medicine Rural Health Outreach Grant – 2013 funding to facilitate a regional plan for tele-medicine (\$7,908)
 - Athletics - Purple & Gold Auction - \$60,000.
4. Internal Reallocations: For reallocations over \$20,000, identify the amount, area that was reallocated from, and the priority that funds supported.
5. Other fund sources
 - The Substance Abuse Prevention Education Fund (SAPE) awarded: \$ 3,250 to Campus Recreation programs
 - Visiting Lecture Grant awarded:

\$800 to Campus Recreation
\$400 to GBCC

- The Council on Student Activity Funds (CSAF) awarded:
\$7090 to Casa Latina
\$7,900 to GBCC
\$6,484 to Women's Center

II. Budget Enhancement Outcomes for FY13

For each budget enhancement received in FY13—temporary or permanent—(i.e., 1% give back, end of year money) complete an accountability report form. Be specific about approved productivity measures.

Budget Year Fiscal Year 2014

III. Major Objectives and Productivity Measures for FY14

- A. List the most important goals and objectives the division will pursue in FY14, and how these actions will be measured/assessed.
1. Meet or exceed Admissions Goals for 2012-2013
 2. Continue to assist with campus retention efforts
 3. Explore options for creating a summer bridge program
 4. Coordinate enrollment management group
 5. Support the transition of Orientation and Retention to Admissions
 6. Re-open a renovated Thompson Hall for operation
 7. Close Higgins Hall permanently and begin asbestos abatement, preparing for demolition
 8. Start and substantially complete construction on Phase I of the University Union renovation
 9. Begin and complete construction on football scoreboard/video board
 10. Seek additional support for student financial aid programs
 11. Review student employment structure and practices
 12. Continue work with alcohol and other drug related issues on- and off-campus
 13. Enhance divisional technology when possible as funding is made available
 14. Continue process of document management system for Financial Aid
 15. Utilize the program study being conducted by Beu Health Center and determine future direction to be taken
 16. Continue to support and expand late night programming
 17. Phase out the self-insured student health insurance program
- B. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items.
- All of the Division's objectives are related to the University's Strategic Plan
- C. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
- All items are expected to be completed in the short- to mid-term

IV. Technology Goals and Objectives

- A. List the most important technological goals and objectives the division will pursue in FY14, and how these will be measured/assessed.
- Continue to use social media outlets for growth and development.
 - Continue the process of making Financial Aid a mostly paperless environment.
 - Continue to add offices to the content management system.
 - Begin to create mobile marketing sites for offices.
 - Continue to look at enhancement of web-based forms.
- B. Describe how these objectives build upon goals in divisional and/or institutional strategic plans.
- Achieving optimum enrollment (allowing more options to students in the admissions process)
 - Creating a student body of high-achieving and diverse students making it easier for international and students with disabilities to access the university electronically
 - Increasing retention and graduation rates
 - Responding to student concerns with a culture of responsiveness at all service points
 - Fostering a superior staff
- C. For each technology item, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
- All items are expected to be completed in the short- to mid-term

V. Internal Reallocations and Reorganizations: Western Illinois University-Macomb

- A. What are planned FY14 reallocations or reorganizations, including the movement of positions, upgrade of positions, creation of new positions, and/or the reallocation of personnel and/or operating funds.
- B. How do these reallocations and reorganizations further Strategic Plan goals and objectives.
- C. Describe how all reallocations, permanent and temporary, will affect the unit's standard performance measures.
- D. How are you finding new funds?
1. Describe divisional strategies to seek additional resources (e.g., grants, Foundation)
 - Involvement in Capital Campaign
 - Involvement in development and fundraising
 - Student fee increase
 - Transit grants
 - Beu Health Center grants
 - Financial Aid grants
 2. Provide an explanation of how additional resources would be used to enhance divisional objectives
 - Would be utilized to cover salary increases, increased utility expenses, and additional upgrades to student support facilities
 - Would assist in achieving optimum enrollment
 - Would assist in retention and graduation efforts
 - Would assist to create a campus environment that supports a wide range of student interests and provides opportunities for leadership development and personal growth
 - Support late night programming
 - Support gender equity
 3. Summarize long-term external funding goals which extend beyond FY14
 - Division of Student Services has a part-time Development Officer working with the Foundation office to campaign for new funds.

- As part of the Capital Campaign, DOSS submitted requests for funding, and will work closely with the committee as the campaign develops.
4. Develop indicators to track attainment of goals
- Increased enrollment and graduation
 - Increased retention of enrolled students
 - Increased alumni involvement
 - Increased student satisfaction with the Western experience

VI. New Operating Resources

- A. Identify, in priority order, requests for additional operating funding in a spreadsheet.

N/A