

To: Members of the Western Illinois University Board of Trustees  
Steve Nelson, Chairperson                      Bill Griffin  
Blake Antonides                                      Mike Houston  
Carolyn Ehlert                                         Bill Epperly

From: Joe Rives, Vice President, Quad Cities, Planning and Technology

Date: September 29, 2008

Re: September 2008 Strategic Plan Update

As you know, the Western Illinois University campus community updated the University's Strategic Plan during academic year 2007-2008. The resultant *Higher Values in Higher Education 2008-2018* was endorsed by all campus governance groups on both campuses and approved for implementation by the Western Illinois University Board of Trustees in June 2008.

A complete summary of priorities and plans for each of the six goals in *Higher Values in Higher Education 2008-2018* for academic year 2008-2009 will be presented at your October 2008 Board meeting. The following is a sampling from that summary demonstrating how students, faculty, staff, and alumni from the two campuses of Western Illinois University are working together to successfully advance the vision, mission, values, goals and priorities of *Higher Values in Higher Education*.

**Focused Recruitment and Retention:**

- Western Illinois University will seek Illinois Board of Higher Education approval to offer new undergraduate degree programs in Engineering and Nursing in fall 2008.
- The annual *Enrollment Benchmarking Report* summarizing undergraduate and graduate student recruitment plans for the Macomb and Quad Cities campuses will be presented at your October 2008 Board meeting.
- The President and Vice Presidents will continue to promote, as the University's highest priority, faculty and staff salaries that meet and exceed the mean of peer institutions.
- Comprehensive Campaign efforts will continue to aggressively pursue external funds for student scholarships, faculty support, capital, and information and technologies.

**Enrich Academic Excellence**

- The campus community will engage in self-study for re-accreditation from the Higher Learning Commission-North Central Association of Colleges and Schools.
- Faculty and staff will:
  - Support discipline-based accreditations from the Accreditation Board for Engineering and Technology; Association to Advance Collegiate Schools of Business; Council on Accreditation for Recreation, Park Resources, and Leisure Services; Council on Social Work Education;

- National Association of School Psychologists; National Association of Schools of Theatre; and National Council for the Accreditation of Teacher Education. Additionally, fall 2008 includes site visitations for Art and Communication Sciences and Disorders.
- Continue with the academic program review process to ensure academic quality and viability. A calendar of programs to be reviewed is available at [www.wiu.edu/provost/calendar/aprschd.php](http://www.wiu.edu/provost/calendar/aprschd.php).
- Western Illinois University's participation in the Illinois (service learning) Campus Compact will be expanded to include students from the Quad Cities Campus.
- University Technology and Quad Cities Technology Support Services will continue with the Electronic Classroom Upgrade program and the Computer Upgrade Program in Academic Affairs.

### **Provide Educational Opportunities**

- Western Illinois University-Quad Cities will complete negotiations with the Rock Island Arsenal and Black Hawk College to serve as the Quad Cities host site for college credit examinations and student recruitment.
- The departments of Biology and Chemistry will pursue approval of integrated BS and MS degree programs for their respective areas, and the College of Fine Arts and Communication is exploring integrated BA/MA program feasibility.
- The College of Business and Technology will study and test weekend courses and alternative scheduling for delivery of the Master's in Business Administration on the Quad Cities Campus.
- The Vice Presidents of Academic Affairs and Student Services will form an institutional task force to study issues related to student retention.
- Student Services will evaluate student concerns via MAP-Works "Making Achievement Possible" survey results.

### **Support Personal Growth**

- The Campus Sustainability Committee will be drafting a sustainability plan for review by the President and President's Cabinet.
- The University Theme Committee will continue to sponsor programs and events in conjunction with the First Year Experience.
- Student Services will develop a strategy to address student financial habits and planning skills.
- University Policy will continue to support use of release time, tuition waivers, and other University benefits for faculty and staff to advance their educational pursuits.
- The Center for Innovation in Teaching and Research will offer a variety of workshops and programs focusing on pedagogy and instructional design.
- Human Resources will establish a Training and Development Advisory Committee with Civil Service employees from various departments to give feedback on training needs and issues such as course topics, training methods, optimal times and locations for training sessions, and potential speakers.
- The Western Well Committee will develop a comprehensive, organized program of health and wellness activities.

### **Promote Social Responsibility**

- The Center for International Studies and the academic colleges will continue to support expansion of international student recruitment; opportunities for study abroad; and student, faculty, and staff exchange programs with colleges and universities internationally.

- Student Services will offer student opportunity through programs such as Learning to Lead, service trip to Crete, Alternative Spring Break, University Housing and Dining Services, Western's All Volunteer Effort service opportunities, Adopt-a-Street, Greek Life philanthropies, and fundraising events.
- The Alumni Council is developing a strategic plan that will link the Alumni Association's goals with the University's *Strategic Plan*.
- University staff will continue to serve on committees associated with economic development in our host communities. This includes working with Renew Moline and with Macomb committees on University Street and Adams Street development.
- Administrative Services will conduct at least one emergency preparedness exercise (e.g., table top, mid-scale, or full-scale drill) on an annual basis. First responders and other agencies will be invited to join the test scenario.

### **Demonstrate Accountability**

- Annual planning and accomplishment presentations that are scheduled for spring 2009 will continue to document how areas that report to the president and the vice presidents are advancing the University's goals and priorities.
- The Western Illinois University Board of Trustees, through annual *Operating and Capital Recommendations* and *All-Funds Budgets*, will continue to review requests for and the allocation of new state resources to ensure that they are aligned with the University's *Strategic Plan*.
- The Vice President for Quad Cities, Planning, and Technology will continue to provide monthly, quarterly, and annual strategic planning updates to the Western Illinois University Board of Trustees, campus, and external communities

If you have any questions about or feedback regarding the continued successful implementation of *Higher Values in Higher Education*, please contact me. There is also information about the University's strategic planning, master planning, accreditation planning, and technology planning on the new University Planning Website that is available at [www.wiu.edu/UniversityPlanning](http://www.wiu.edu/UniversityPlanning).

cc:      President Goldfarb              CSEC President Lavin              Alumni Council Chair Hoffman  
          Provost Thomas                  COAP President Meixner            Associate Provosts Dallinger and Hawkinson  
          Vice President Hendricks      Faculty Council Chair Bailey      Assistant Vice President Williams  
          Vice President Johnson        Faculty Senate Chair Devolder     Planning, Budget, and IR Staff  
          Vice President Thompson     SGA Presidents Dulski and Garrison President's Office Support Staff