

WESTERN ILLINOIS UNIVERSITY

June 2025

Division of Student Success Report

Summary

Since March 2025, the Division of Student Success has continued to evolve, welcomed Leatherneck Athletics, focused on current student success, and expanded its focus on recruiting future Leathernecks. The following information highlights some of the accomplishments and focuses of the team since March 2025.

Access and Support

Marketing and Communications

- Digital marketing paid campaigns generated more than 15 million impressions for the year with 116K clicks, resulting in 2,989 total conversions. Of those conversions, 1,019 were application submissions, which is up 6% year over year. Clarity web interaction users were up 336% year over year, with 113K users. This resulted in 1,826 users creating an application file, 809 of which 809 were applied. 810 users registered for an event/campus visit, and 982 submitted an RFI form.
- The Communication and Marketing and Undergraduate Admissions were honored with multiple Educational Advertising Awards and Collegiate Advertising Awards across numerous categories for work produced this past year. The work combines the efforts of University Marketing and Undergraduate Admissions, with support from the Photography Design and Production office and University Television. It is important to note that many schools entering these awards submit work that was outsourced by a firm. At WIU, we don't outsource—we collaborate across departments to create compelling, strategic content.
 - Educational Advertising Awards
 - Gold Award - Publication/External: "WIU Hits Different"
 - Bronze Award - Digital Video Ad-L
 - less than 2 min: "Your Potential Unleashed"
 - Bronze Award - TikTok Content: "Turn Around: WIU is Here"
 - Merit Award - Integrated Marketing Campaign: "Your Potential Unleashed" WIU Marketing Campaign
 - Merit Award - Student Viewbook
 - Collegiate Advertising Awards:
 - Silver Award - Direct Mail - Series: "Local Student Postcard Series"
 - Silver Award - Social Media Marketing - Series: "Just Hired"
 - Bronze Award - Billboard Design - Series: "Your Potential Unleashed"

New Student and Family Programs (NSFP)

- WIU's partnership with College Compact continues to find success supporting students from Chicago Public Schools through the CPS Persistence Program. 70 students participated in the spring. 49% improved their GPA in spring compared to the fall semester. 23% earned GPAs of 3.0 or above. 4 earned Semester Honors/Dean's List.
- Our Leatherneck Success Leaders, who serve as peer support for incoming students, had a great 24-25 academic year. 36% had semester honors in Spring 25. 90% earned GPA 3.0 or greater with 63% earning GPAs of 3.5 or above.
- The New Student and Family Programs team hosted a successful spring Family and Friends Weekend April 11th through the 13th. The weekend involved families to engage both on and off-campus and enjoy time with their loved ones.

Office of Public Safety (OPS)

- OPS has been working with the Psychology Department, supporting their endeavors pertaining to the COPS DeTal grant, with two officers signing up to participate in "Train the Trainer" training

to be conducted later. OPS has also been assisting a Graduate student within the Psychology Department with her thesis study on the effects of how an officer's pre-set mindset upon arrival to an incident can impact the interaction and disposition of the incident.

- OPS is in the third year of conducting rapid-response style training with the Macomb Police Department. Cross-department training is vital as both departments rely on each other during critical incident response.
- OPS officers are becoming certified through ILETSB to be instructors for not only our department but also our Mobile Training Unit.

RockyBot / EdSights

- Over the past year, RockyBot has received over 24,000 text messages from students. Rocky can respond to questions 24 hours a day, 7 days a week, and also does proactive outreach to touch base with students on their experience.
- 95% of students remain opted-in to receive Rocky's outreach and messages, with 62% of undergraduate students actively engaged.

Undergraduate Admissions

- Undergraduate Admissions hosted high school counselor events at the Quad Cities campus, in Springfield, and on the Macomb campus to inform counselors about WIU Counselors and provide informal time to engage with various WIU staff.
- Undergraduate Admissions has more than 3,700 fall 2025 students engaging with a community developed with an outside partner, ZeeMee, with April 2025 being our highest engagement ever on ZeeMee. There were more than 24,000 views of social posts in April.
- Undergraduate Admissions and University Marketing collaborated to create a new transfer student website, using Search Engine Optimization to drive more search traffic to the site.
- Undergraduate Admissions completed new transfer agreements with Harper College and Elgin Community College for the LEJA program.

Veterans Resource Center (VRC)

- This Spring, the Veteran Resource Center (VRC) actively engaged and supported veteran students and their families, resulting in a slight increase in overall enrollment and retention compared to the Fall semester.
- Following the mid-semester registrar's request and report, the VRC reached out to 90 students not registered for Fall 25, and over 40 subsequently registered. To improve retention, the VRC also contacted students flagged by the Spring Early Warning report who were failing courses, and reached out to over 70 students who had previously withdrawn, stopped attending, or graduated.
- In support of Heritage months, the VRC collaborated with the University Union Board, Office of Student Engagement, and the Women's Center to host a Women's History Month BINGO night for over 70 students.
- The VRC also hosted its annual Veterans Leadership Awards Ceremony on May 9th, recognizing Fallen Soldiers' Scholarship Recipients, SALUTE National Honor Society Inductees, and SALUTE Graduates. Trustee Derek Wise was the featured guest speaker. Awards were presented to distinguished veteran students, staff, faculty, a veteran spouse, and veteran alumni. During which 18 faculty and staff increased their Military Friendly Credentialing Program level.

Connection and Engagement

Multicultural Center (MCC)

- The Women's Center had a successful Women's History Month, hosting events such as:
 - Walk a Mile in Her Shoes on March 1st had approx. 30 attendees
 - Guest Speaker: Dr. Ada Cheng on March 5th had approximately. 20 attendees
 - Mardi Gras Mixer on March 26th had over 40 attendees.
 - Women in Military Panel on March 27th had approximately. 20 attendees.
- The Gwendolyn Brooks Cultural Center collaborated with the Black Alumni Council to host the following events for GBCC Family Reunion Weekend, April 18-20.

- The NAACP Fish Fry on April 18 had over 75 attendees
 - The BSA BBQ on April 19 had over 75 attendees
- The LGBT*QA Resource Center hosted the 2nd Annual Pride Fest on April 26th.
 - over 75 attendees
 - Featured a live Drag Show and DJ, free tote bag screen printing with the WIU Art Dept, a student vendor fair, inflatables, and free food.
- Casa Latina hosted the 9th Annual Calle Murray on May 3rd:
 - Over 120 attendees
 - Featured performances by a WIU alum's band, Tradicion Latin Dance Team, and Multicultural Greek Council organizations, as well as a live DJ, mechanical bull, dunk tank, obstacle course, free food, and yard games.
- The Multicultural Center hosted the 3rd Annual Multicultural Graduation Celebration on May 8th to celebrate students graduating in the spring, summer, and fall of 2025.
 - Approx. 130 graduating students participated.
 - Approx. 50 guests attended (including faculty, staff, non-graduating students, families & friends)
 - Students had the opportunity to select one of the following identity stoles, with the number of students selecting each option included: Kente (74), Pride (5), Serape (19), or Multicultural (58).
 - The Multicultural Stole was a new option this year that was custom-designed by the MCC marketing GA. This option allows for more inclusivity of students who identify beyond the other 3 groups or who identify with multiple groups.

University Union

- The Bookstore is working in collaboration with WIU-QC to update and expand operations at the QC location.
- The bookstore is happy to announce the unveiling of a new Cutter and Buck collection in the store.
- We are excited to begin the design phase of a remodel of the Office of Student Engagement (OSE) and Student Organization Center (SOC) in the lowest level of the University Union. It is anticipated that construction will begin late summer and conclude early fall semester.
- Just finished up the 2025 spring semester for LIFE. Hosted 44 courses that drew in 630 registrations and generated \$5,385 in revenue.
- Four Outreach summer camps are being held this summer. Three are filled. High school art camp has nearly doubled its enrollment from last year, from 12 to 21. Once all registration fees have been paid for, these programs will generate \$34,050 in revenue.
- Seven Sponsored Credit Courses have taken place over the spring and summer semesters. Generating \$46,412.20 in revenue. These courses have created or continued partnerships with the following entities;
 - Moline-Coal Valley USD #40
 - Rock Island-Milan SD #41
 - Lifeguard
 - Beardstown CUSD #15
 - Sangamon County Soil and Water Conservation District (brand new program this spring)
- In the months of January through June, the Union will host 2,092 events in its rooms available for reserving. Serving 57,335 visitors to the Union.

Student Rights and Responsibilities (SRR)

- Efforts surrounding educating students about the Code of Student Conduct has been successful this year with a decrease in overall conduct cases. 949 cases were processed over the past year, marking a 30% decrease overall.

University Housing and Dining Services (UHDS)

- Sent 7 students and two advisors to the National Affiliate of College and University Residence Halls (NACURH) national conference at Illinois State University in May. At this conference, students and advisors will attend educational sessions that will help them develop leadership skills to bring back to their respective organizations.
- Honored WIU students who passed during the semester by IHC hosting the Memorial Tree Planting. Families of both students returned and were hosted with a reception after.
- Partnered with Goodwill during closing for the 2nd year. Students are able to donate goods in large boxes as they depart rather than throwing items away. Goodwill drops off and picks up the boxes. Forty-eight boxes were collected, which was six more boxes than last year. This reduces labor for WIU staff and reduces overall waste.
- Had over 1300 meal points donated to our Swipe Out Hunger program.

Office of Student Engagement (OSE)

- 1,429 events registered in Leatherneck Link for FY25. 665 of the 1,429 happened in the spring semester. 17,089 total times students checked into events in FY25. 6,501 of the 17,089 happened in the spring semester. 2,859 Unique attendees checked into events
- 243 portals in Leatherneck Link. 203 are student organizations. 40 are office, departments, and/or academic areas (schools).
- Volunteer Link saw 541 students use the system and 5,191 hours volunteered. This equates to \$27,712.64 saved by the agencies by hosting student volunteers. 44 agencies are using the system.
- National Volunteer Week was held April 21 - 25 and roughly 150 students participated in various events both on campus and in the Macomb community
- For Fraternity and Sorority Life (FSL) there were a total of 383 events in 2024-2025.
 - 150 Recruitment, 25 Educational, 82 Philanthropy, Community Service, Fundraiser, 99 non-alcoholic Socials
- GPA Items for FSL
 - All FSL Student GPA (3.109) was higher than the All Student GPA (3.035)
 - All Fraternity GPA (3.066) was higher than the All Male GPA (2.956)
 - All Sorority GPA (3.167) was higher than the All Female GPA (3.092)
 - All FSL Freshman GPA (2.908) was higher than the All Freshman GPA (2.472)
- Philanthropy Dollars and Service
 - Over \$123,000 donated to local and national charitable organizations
 - Volunteer/Community Service Hours
 - Over 9,500 Hours completed by all FSL members

Golf Course

- We have had 2,401 complimentary student rounds this fiscal year to date.
- We have successfully hosted 5 out of our 30 planned events so far this season.
- Completed the replacing of 2 wooden bridges on the back 9, on holes #10 and #18.
- Faculty/Staff, Senior Citizen, Veteran and Alumni discounts are all available now for daily play.

Digital Rec

- eSports notes: Our Varsity Overwatch 2 Team brought home their first divisional title in the Fall semester. (https://www.wiu.edu/news/newsrelease.php?release_id=20337)
- STARS agreements completed (different users): 361
- Frequent users (anyone who is coming twice a week or more): 151
- Average Daytime usage 10AM - 5PM: 9 People
- Average early evening usage 6PM - 7PM: 17 People
- Average evening usage 8PM to close: 24 People
- Busiest evenings of the week: Tuesday
- Average Unique entries per day: 56

Live Mascot Program

- Successfully raised \$6,740 for the live Mascot Program during this year's Western Challenge. A majority of this year's proceeds will be going towards the purchase of a new portable building that will be used to centralize all of the live mascot program materials (i.e. golf cart, doghouse, etc) across campus.

Health and Wellness

Beu Health Center

- Beu Health Center served 2,955 students in the spring semester.
- Beu has several positions open due to retirements, including a Pharmacist and an RN.
- The Health Center welcomed the University Counseling Center to the second floor in May.
- Beu Health Center is updating its electronic health records system to connect to I-CARE (Illinois Comprehensive Automated Immunization Registry Exchange), streamlining student immunization entry and compliance with the College Student Immunization Act.

Student Development and Success Center (SDSC)

- The SDSC has opened the Oasis Room, a place for students to relax and recenter. The room features a 4K massage chair, light therapy lamp, kinetic wall art, tatami mat, two zen gardens, and sound and lighting options. The Oasis Room is enabled through cooperation with the University Counseling Center and Mental Health Early Action on Campus Grant.
- The SDSC managed 275 care cases, 21 new accommodation requests, 7 withdrawal requests, and 8 late withdrawal requests since March 20th, 2025.
- Our student team ended the semester with high spirits and grades to match. The average GPA from the 7 Graduate Assistants for the Spring semester is 3.961. Of these students, one will return next year, 5 have graduated and are moving toward their professional careers, and one is using earned military benefits to support his last year in the graduate program financially. The undergraduate team of 4 students and one disability resources peer mentor averaged an impressive 3.758 amongst the 5, with 4 of them earning semester honors.

Campus Recreation

- Campus Recreation had 90,071 patron swipe-ins this academic year, with \$80,000 in membership/pass sales and 11 rentals.
- Intramural Sports Participation: 646 students participated across six leagues and three tournaments
- An updated security camera system has been installed. This system will allow the Rec Center and OPS staff to closely monitor the facility. With more camera locations and improved camera and monitor technology, this system will provide more comprehensive visibility and security throughout the facility.
- The Rec Center is queued up to host numerous activities for camps and programs from around the University, including UCA/Varsity Cheer Camp, Central Illinois Stage Combat Workshop, several Admissions camps and group visits, and many more.
- The Rec Center has agreed to host the ADFPF Powerlifting National Championships on Saturday, August 9. Lifters will be competing to qualify for the World Championships in Paris, France.

University Counseling Center (UCC)

- The University Counseling Center, with funds from the Mental Health Early Action on Campus (MHEAC) grant, hosted Dr. Greg Lambeth in early May. Dr. Lambeth presented a three-part series including "Core Concepts in Threat Assessment and the Relevance to Clinical Practice."
- As of May 14th, the University Counseling Center has relocated to the second floor of Beu Health Center. Students, faculty, and staff are welcome to join the UCC for an open house on August 26th from 2 to 4 pm.
- The Mental Health First Aid Team, supported by the MHEAC grant, has provided 15 trainings and certified 165 campus and community participants.