

WESTERN ILLINOIS UNIVERSITY
June 2026
Division of Student Success Report

Summary

The Division of Student Success ended the academic year with continued focus on engagement and future planning. The following information highlights the team's accomplishments and focuses since March 2026.

Access and Support

Leatherneck Athletics

- A review of the 2023 Athletic Strategic Plan: Many Teams, One Goal: Student Success, began in the Spring as the department reviews its five pillars: Supporting Scholar-Athlete Achievement & Experience, Connecting with Campus, Engaging our Community, Attaining Sustainable Success, and Telling the Story.
- Sprinturf at Hanson Field
Replacing the 15-year-old artificial turf at Hanson Field has been a multi-year priority for the athletic department. Funds for this project were raised via the football program. The University will play its first home game on the field on Thursday, August 27, with football practice scheduled to begin July 28.
- The Ohio Valley Conference held its Spring Meetings May 27 – 29, 2026, in Cool Springs, TN. At the Hall of Fame and Awards Banquet, a highlight was the announcement of the Steve Hamilton Award, with Addi Brownfield from Western Illinois University selected as the female recipient.
- Leatherneck Athletics has awarded student-athletes in women's basketball, men's basketball, and football Alston Awards for academic achievement, along with community service and athletic participation for the Fall and Spring semesters. Undergraduates earning Alston Awards for the Spring semester will not see those funds until the Fall '26 Semester.
- For the Spring semester, the Leathernecks posted an overall department GPA of 3.26. The women's basketball team posted a 3.85 GPA, while the men's soccer team's 3.27 GPA led all men's teams. Fifty-seven student-athletes had a 4.0 GPA for the fall semester, 188 posted a 3.60 GPA or higher, and 246 finished with a 3.00 GPA or higher.

Marketing and Communications

- Working toward a brand refresh, starting with a new campaign: Opportunity Happens Here
- Overall Paid Digital Performance Stats with Carnegie for the 25-26 academic year
 - 962 inquiries
 - 961 applications created
 - 641 applications submitted
- New YouTube Project: Carnegie audited the institution's YouTube channel and provided optimization feedback to help to build brand awareness and attract prospective students organically through video content in both Google and YouTube search results. Selected videos were also identified for further optimization, with accompanying blog posts optimized for AI searches. Full implementation of the blogs and YouTube optimization will be finished in the summer of 2026.
- In-House Academic Program Meta Campaigns: This year, more academic programs reached out to University Marketing and Communications for assistance with small in-house digital marketing campaigns on Meta. Most academic areas were promoting their online offerings, using a mix of graduate and transfer-student messaging in the campaign content. Our team also collaborated with Undergraduate Admissions for a couple of campaigns after a donor came forward wanting to invest in digital advertising.

- With modest campaign investments ranging from \$500 to \$1,500, WIU's Meta campaigns generated nearly 788,000 impressions and 787 leads.
 - Technology programs performed exceptionally well, generating 309 leads across Cybersecurity, Information Systems, and Computer Science.
 - History BA delivered the strongest combination of scale and efficiency, producing the highest lead volume (121 leads) while generating 60,910 impressions.
 - Museum Studies MA was the most efficient lead campaign, generating 108 leads and delivering 82,801 impressions.
 - The two Discover Western awareness campaigns generated nearly 380,000 impressions, 4,406 link clicks, and 3,591 landing page views, effectively driving top-of-funnel engagement and website traffic.

Office of Public Safety (OPS)

- Sgt Robert Looney and Sgt Jacob Ellis graduated from Northwestern's School of Police Staff and Command on April 10th. Brandon Finch and Christian Holdeman graduated from the Police Training Institute at U of I UC on April 23. Chief Watts was the keynote speaker for the Graduation Ceremony
- Captain Curt Bilbrey retired on April 30th, and Sgt Jacob Ellis was promoted to Captain effective June 1st.
- OPS has partnered with the LEJA CSI camp, the Illinois Police Explorers camp, and the DeTal center in using the VirTra firearms simulator for their programs.
- OPS finished its second year sponsoring a Kindergarten class at Lincoln School by donating and reading a book quarterly.

Student Belonging and Community Relations (SBCR)

- The Student Belonging and Retention Committee has identified 3 to 4 initiatives to implement in Fall 2026. The committee will continue to refine the initiatives during the summer of 2026.
- The team made approximately 1,169 contacts with students from March 2026 to May 2026. Outreach lists were generated from different sources, including Care Referrals (Maxient), EdSights, and the Registrar's Office. Students were contacted by phone calls, text messages, and/or emails.

Undergraduate Admissions

- WIU will be welcoming our new Director of International Student Recruitment, Mr. Eric Frye. Fry has worked in international higher education since 2006, when he was director of student affairs for a new U.S. medical school in Qatar. He has also served as managing director for Ole Miss International at the University of Mississippi and as executive director for INTO Marshall and INTO QUB with Marshall University and Queen's University Belfast in Northern Ireland. He has traveled extensively to recruit students in areas such as Europe, Turkey, Kazakhstan, China, South East Asia, the Middle East and North Africa (MENA) and South America.
- WIU is also pleased to announce the appointment of Angela Douglas as Immigration Specialist. Angela has served the university for several years as an international processor, but with this new position, Angela will serve as the university's Primary Designated School Official (PDSO). Her work will engage with new and current students as they coordinate the processes required for student visas.
- The Office of Admissions continues to make strides in advancing our service and outreach to students with military affiliations. The development of several strategic initiatives are moving forward that include planned visits to regional military installations, outreach to JROTC programs across the Midwest, as well as new communication campaigns to students with military backgrounds seeking enrollment.
- The Office of Admissions has confirmed dates for several large-scale on-campus recruitment events for the 2026-2027 academic year. Additional dates will be added for some program-specific and off-campus events in the coming weeks.

New Student and Family Programs (NSFP)

- Alpha Alpha Alpha, First Generation Honor Society, inducted 45 undergraduates and 25 faculty/staff on Sunday, April 19, 2026
- Tau Sigma, Transfer Student Honor Society, inducted seven new members on Sunday, April 19, 2026
- New Student & Family Programs hosted a successful Family & Friends Weekend April 17-19, 2026. Highlights included make-and-take crafts and a caricature artist (50 students and their families attended); Family & Friends Bingo (which packed the Heritage Room) and various Macomb business specials throughout the weekend.
- Three students from the first Hope Chicago cohort graduated in May 2026. All three are attending graduate school. One earned semester honors and one served as a RA on campus but all three had about a 3.2 GPA.

Quad Cities Student Success

- Hosted a WIU-QC Student Scholarship Fair to promote WIU and community-based scholarships from local employers, foundations, and nonprofit organizations.
- Programmed events and activities for fall 2026 to launch the Purple and Gold points program on the WIU-QC campus.
- Integrated Leatherneck Link to WIU-QC campus departments and student organizations.
- Established an agreement with the Two Rivers YMCA that provides WIU-QC campus-based students with a monthly membership to enhance the delivery of health and wellness resources.

Connection and Engagement

Golf Course

- 2,881 complimentary student green fees this fiscal year to date (an increase of nearly 400 from last year).
- We have already hosted 5 events this Spring, and are looking forward to almost 30 more throughout the Summer and Fall.
- Summer Leagues and Youth Camps/Clinics are all scheduled, and available registration is ongoing.
- Discounts for Alumni, Faculty/Staff, Senior Citizens, and Veterans are all available for daily play.

Live Mascot Program

- Celebrated with Admissions and welcomed local students coming to WIU this fall by visiting their schools on April 24th.
- Live Mascot Owners from across the nation will meet June 22 and 23 at the University of Tennessee in Knoxville, TN to discuss a variety of mascot-related topics.

Multicultural Center (MCC)

- The Women's Center had a successful Women's History Month, hosting events such as: Women's Empowerment Brunch (40+ attendees), The Vagina Monologues (30+ attendees), Pajama Party (40+ attendees), Take Back the Night March and Rally (115+ attendees), and Speaker Event in collaboration with HR (60 attendees)
- The Gwendolyn Brooks Cultural Center collaborated with the Black Alumni Council to host the following events for GBCC Family Reunion Weekend, April 10-11: the NAACP Fish Fry (50+ attendees) and the BSA Cookout (75+ attendees).
- Casa Latina hosted the 11th Annual Calle Murray on April 25th (130+ attendees) featuring a live band and DJ, student org performances, mechanical bull, and other activities.
- The LGBT*QA Resource Center hosted the 3rd Annual Pride Fest on May 2 (100+ attendees) featuring a live Drag Show and DJ, free tote bag screen printing with the WIU Art Dept, a student vendor fair, and other activities.
- The MCC hosted the 4th Annual Multicultural Graduation Celebration on May 14 to celebrate students graduating in the spring, summer, and fall of 2026 (over 150 attendees). Graduating

students had the opportunity to select one of the following identity stoles: Kente, Pride, Serape, or Multicultural.

Office of Student Engagement (OSE)

- Purple & Gold Points Program ended the year strong (As of 5/27)
 - Total Points Earned: 1,028,275
 - Total Students (this includes QC campus) who have earned points: 2,265
 - Top Scoring Student Earned: 12,050 Points
- Leatherneck Link Data (As of 5/21)
 - 1385 Events in Leatherneck Link (averages out to 43 events per week)
 - 2830 students have checked in 27,855 times
 - Compared to 2024-2025, which had 2859 students, checked in 17090 times (62.99% increase in check-ins)
- University Union Board (UUB) and Bureau of Cultural Affairs (BCA) hosted comedian Asif Ali on May 6th, with over 200 tickets being claimed by students and sold to
- Fraternity and Sorority Life (FSL) continues to strive toward academic excellence: 109 FSL members achieved a GPA between 3.5 and 4.0 in Spring 2026, with 28 students earning a 4.0. The highest-achieving chapter attained a notable 3.522 GPA for the term (Zeta Phi Beta Sorority, Inc.).
- Annual Student Organization and Student Leadership Awards were held on Monday, April 29th. [HERE](#) is a list of all of the winners.

University Housing and Dining Services (UHDS)

- Solidified purchases of full-size bed frames and mattresses for the new Super Single rooms, and will begin installation on June 1.
- Partnered with IHC and Sodexo to facilitate an Ice Cream Eating Contest at the Union Block Party, and IHC facilitated a Tie-Dye T-Shirt table there.
- 4 students and 1 advisor attended NACURH at Texas A&M University.
- Hired a new Assistant Director of Marketing and Administration and a new Complex Director.
- Successfully completed the Western Leader process and hired fall and summer student staff (RAs, DAs, SRAs, Facilities Assistants).

Digital Rec

- 76 events hosted between Fall 2025 and Spring 2026 - Events supported organizations including FSL, BSA, Resident Assistants, RPTA field work groups, and other student organizations
- Community-focused events launched during the Spring 2026 semester - Community events averaged approximately 20 non-student attendees per event.
- 24 students participated in varsity esports teams.

Building Services

- After 31 years of service to WIU, Tammy Sinnet, Building Services Supervisor, will retire on August 31st. Thank you to Tammy for her dedication to WIU.
- Received funding from CDB for the Goldfarb Center for the Performing Arts to purchase maintenance equipment.
- 75 employees were 100% in compliance with OSHA Bloodborne Pathogens and HazCom trainings before May 18, 2026.
- With graduation a week later than usual, Building Services managed a quick 4-day turnaround to clean Olson Hall for the 1st camp's move-in on May 21st.
- Currently, there are crews working in Thompson and Corbin, as well as a BSW in each academic building to prepare for the Fall 2026 semester.

University Union

- Renovation work continues in the basement of the University Union as we update the Student Organization Center and the Office of Student Engagement. Final completion is slated for mid-July.
- Joe Roselieb, AVPSS, was awarded the COAP Employee of the Month for April.

- The Annual Campus Block Party was hosted on May 6th, with over 325 students checked in.
 - The following groups held to sponsor: Foundation, COAP, COEHS, Athletics, CBT, CAS, Provost Office, Campus Vending, OSE, MCC, & IHC
- In partnership with SIU, WIU is again hosting courses for the Motorcycle Rider Program (Central Region). There are currently 8 Sat/Sun course weekends scheduled between mid-April and August.
- On the weekend of May 2-3, in partnership with the Canton YMCA's tumbling program, WIU held the United States Trampoline and Tumbling Association (USTA) state tournament. Over the course of 2 days, approximately 3,000 visitors came to Macomb/campus for the program. Filling numerous local hotels, buzzing around to see our Rocky dog statues and our local restaurants & businesses.
- The CASE program for Illinois agriculture teachers is bringing 14 teachers to campus. This is the first time this has been offered for just Illinois ag teachers, and WIU is the host thanks to the efforts of Dusti Ingles. (May 30-June 5).
- The University Union Hotel welcomed nearly 1,900 guests this year.

Health and Wellness

The Health and Wellness team received \$445,000 from the Mental Health Early Action on Campus (MHEAC) grant in September. The team has worked hard to use the funds in ways that support our students, faculty, and staff. The MHEAC grant has funded a variety of initiatives, including speaker events, peer support programs, bystander intervention training, hardware and software resources, professional development opportunities, and graduate assistant contracts.

Beu Health Center

- Beu provided care for 917 students from March to May.
- Beu staff partnered with Athletics to complete 48 returning athlete physicals at Western Hall on May 6th.
- Lisa Hart, Health Information Technician, retired April 30th after 24 years of welcoming students to Beu. Thank you to Lisa for her dedication to WIU.
- Beu Health Center has welcomed new team members, Tracy Iversen, Director of Health Services, and Sabrina Beck, Medical Assistant.

Campus Recreation

- The Student Recreation Center saw 75,808 patron entries from 5/20/25-5/20/26 (averaging 207.7 entries per day)
- Intramural Sports saw 232 participants from 49 teams across our 8 primary leagues and tournaments during the 2025-26 school year. Campus Rec held 17 events that brought in 339 attendees during the 2025-26 school year, including three-point contests, fitness and nutrition seminars, a bench press competition, and more.
- The Rec Center facility spaces were booked 774 times by 83 different non-Rec organizations during the 2025-26 school year and hosted numerous outside groups for large bookings this semester, including Lincoln School's 2nd-grade Field Trip, Havana High School's After Prom, and a four-day ACDA Dance Workshop.
- Campus Recreation currently has two full-time staff positions open (Facility Operations Coordinator and Campus Recreation Coordinator), with the goal of filling them this summer.

Student Development and Success Center (SDSC)

- The SDSC was recognized for Excellence in Veteran Advocacy at the annual Veteran Resource Center Leadership awards ceremony on May 15th, in recognition of its long-standing exceptional support for military-affiliated students and the VRC.
- The team handled 447 cases from the first week of March to the second week of May: 391 care reports, 26 new accommodation requests, 24 retention cases, and 6 FYI cases.
- The SDSC began COVE: Campus Outreach for Vital Essentials, which allows students who need essential items such as toiletries and laundry items access to a necessities pantry

Student Rights and Responsibilities (SRR)

- Efforts in educating students about the Code of Student Conduct have been successful this year, with a decrease in overall conduct cases. 554 total cases were processed over the 2025-2026 academic year, between University Housing and Dining Services and Student Rights and Responsibilities, marking a 53% decrease in cases overall (2024-2025 total cases processed: 952)
- Education on increased sanctions and efforts using a progressive model of sanctioning have reduced the number of repeat offenders processed through the conduct process. During the 2024-2025 academic year, 127 students were repeat offenders; during the 2025-2026 academic year, that number decreased to 60, a 72% decrease from the previous year.

University Counseling Center (UCC)

- Shout-out to Kelly Chen and KC Jones, who have been our graduate assistants for the academic year. Both will be moving on to their internships in a clinical mental health setting. Both have been instrumental in providing skills sessions to students, coordinating Kinder Mondays, and maintaining all of our social media/marketing initiatives.
- Wellness Wednesdays continued to be well attended, with an average of 35 students at each therapy dog wellness event and 57 students participating in the creation of calming jars.
- The UCC had 20 new intakes from April 1 to May 12 and saw 10 students in crisis.
- The GAs provided 15 1:1 skills sessions and presented a relaxation skills/stress management workshop

Veterans Resource Center (VRC)

- The Veterans Resource Center recently hosted its annual Veteran Leadership Awards Ceremony, where we honored new inductees into the SALUTE Veterans National Honor Society, recognized recipients of the Fallen Soldiers Scholarship, and celebrated student, faculty, staff and alumni winners of our Veteran Support Awards for their dedication to military-affiliated students and the veteran community.
- The VRC is currently planning several summer outreach initiatives. These efforts are focused on strengthening partnerships, increasing awareness of educational benefits and resources, and expanding access for current and prospective military-affiliated students.