

Western Illinois University
Quad Cities Strategic Initiatives Update
Executive Summary
2021-2022

From New Student Orientation to the celebration of graduation, the Quad Cities campus of Western Illinois University fosters personal growth through engaging and meaningful experiences for students. This report illustrates accomplishments, progress, and sustained commitment to campus and virtual programming, opportunities to celebrate diversity and inclusiveness, and efforts to align campus spaces, people, and programs to the interests and needs of a diverse student population.

Partnerships are at the center of Quad Cities campus initiatives. Western Illinois University collaborates with Quad Cities area community leaders, higher education and K-12 schools, the not-for-profit sector, and several other organizations to connect WIU to the needs of our region's workforce, generate awareness of WIU programs, and strengthen school to college to career pathways for traditional students, and transfer and re-career opportunities for post-traditional students. Western's academic programs and faculty make a positive impact on students and the community we serve.

During the past year, the Quad Cities campus significantly increased attention to partnership development and promoting Western Illinois University within the region. A team of outreach-focused professionals from development, marketing, admissions, student services, and corporate relations focused on new and renewed fundraising activities, promoted WIU brand awareness, and developed and deployed strategic messaging campaigns aimed to increase awareness of Western Illinois University's two campuses and online experience.

Western's campus in Moline, Illinois demonstrates a symbiotic and strategic connection between Western Illinois University, the Quad Cities region, and beyond. This report highlights progress during the first year of Quad Cities Strategic Plan implementation, and areas of opportunity associated with a two-campus University as WIU. The Quad Cities Strategic Initiatives plan provides a roadmap to promote academic excellence, educational opportunity, personal growth, and social responsibility; and positions Western Illinois University as the only public regional comprehensive institution in West Central Illinois dedicated to student success, to addressing workforce needs of our region, and to enhancing the quality of life in the region and beyond.

Submitted by:
Kristi Mindrup
Vice President, Quad Cities Campus Operations

Western Illinois University
 Quad Cities Strategic Initiatives Update
 Progress Report
 2021-2022

<i>Strategic Initiative 1 - Foster personal growth through engaging and meaningful college experiences centered on experiential learning, wellness, and success on campus and throughout the Quad Cities region.</i>	
Action Item 1	Ensure a welcoming campus environment for students, faculty, staff, and visiting community members that promotes inclusion and cultivates social justice.
Action Item 1a	Recruit and retain students, faculty, and staff that reflect the diversity of our community and both represent and contribute a variety of perspectives that shape the classroom and workplace.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Quad Cities Student Services enhanced the online version of New Student Orientation for undergraduates and high school dual enrollment students, with positive student response and nearly 90% attendance rate.</p> <p>Student services kicked off the semester with “Welcome Week” with social opportunities, activities including Trivia Night, Sidewalk Chalk, T-shirt Tie-Dye, Video Game Night, and QC Family Entertainment night. An updated format New Student Welcome included the opportunity to meet and hear updates from President Huang, shake paws with our WIU mascot Ray, and cool off with the Kona Ice frozen slushie truck. The first concert was held on campus as part of the WIU Quad Cities Homecoming Dance in September.</p> <p>In response to a request by the Quad Cities Student Government, the WIU Quad Cities Fitness Center is now complete and equipped, establishing a wellness focused corridor on campus for current students, amenities that assist with student recruitment, and that offer space for mindfulness programming that was part of “Blueprint for Success” an on-campus conference for 25 Moline High School students participating in the MHS/WIU Grow Your Own Initiative. The wellness corridor also includes the Counseling and College Student Personnel Department, the Robert Young Clinic, the WIU QC Food Pantry, the Student Veterans Center, and the on-campus lactation room available to students and employees.</p> <p>The Quad Cities facilities and grounds team led by Steve Whan organized the We Care event, this year focused on campus aesthetics through mulch application throughout the campus gardens. The team performs ongoing work to ensure a beautiful and accessible campus through projects like new carpet installation, window cleanings, and ongoing attention to operational</p>

	<p>fixtures and mechanicals throughout campus buildings. Penny Wickert of the grounds team also provided a hands on learning opportunity for area girl scouts to explore the types of plant species present on the Quad Cities campus.</p> <p>During the COVID pandemic, faculty and staff indicated a decreased sense of connectedness on campus and with their departments. There is some expressed concern for related morale decline. As the Quad Cities campus and entire university adapt and return to campus, plans are in place to increase social engagement among faculty and staff on the Quad Cities campus through activities on campus and volunteerism in the community. Faculty and staff retention should also be examined within the context of the impact of the “great resignation”.</p>
Action Item 1b	<p>Create interdisciplinary educational opportunities for diversity, equity, inclusiveness, and social justice themed dialogue, presentations, and forums in collaboration with community partners.</p>
<p><input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled</p>	<p>The Social Justice Summit was held virtually on June 16. The program included 200 participants, and eighteen speakers who led conversations surrounding diversity, equity, and inclusion (DEI) in higher education, elementary education, sport management, and museums. The event was a partnership between the College of Education and Human Services, WQPT, and the Quad Cities Graduate Center.</p> <p>Quad Cities Student Services partners with Family Resources, as well as the Office of Equal Opportunities and Access to promote services and support for individuals who experience domestic violence and benefit from advocacy.</p> <p>Through Handshake, DEI focused workshops on careers sponsored by national organizations. Increased numbers of students who participated through targeted email communication.</p> <p>WQPT supported and augmented programming of the Friends of MLK Juneteenth Celebration by presenting a locally produced broadcast to extend the Juneteenth Celebration. The program showcased local cultural performances centered on music, poetry, and dance. The event serves to deepen community understanding of systemic issues of oppression, inequality, and racism. WQPT also partnered with the Martin Luther King Interpretive Center and TMBC at the Lincoln Center in Davenport, Iowa.</p>
Action Item 1c	<p>Collaborate with community partners to host interdisciplinary dialogues, presentations, and forums that engage issues of diversity, equity, inclusiveness, and social justice.</p>
<p><input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing</p>	<p>WIU and the QC Best Committee provided opportunities for diverse students to explore career pathways.</p>

<input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>WQPT and Student Services partnered with Augustana College, St. Ambrose University to promote black churches in the community through on- and off-air programming and presentations.</p> <p>Representatives from WIU Quad Cities and WQPT participated in the United Way Diversity Equity and Inclusion Leadership Institute and the Women Lead Change Conference, as well as a Chamber of Commerce round table around the topic of Immigration and creating an inclusive and welcoming Quad Cities community.</p>
Action Item 2	Increase access and social mobility for traditionally underrepresented minority communities.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Western Illinois University is a member of the Quad Cities Minority Partnership, a not-for-profit organization committed to developing and delivering culturally responsive programming opportunities for area minority youth to realize their potential. Curtis Williams represents WIU as the Membership and Math and Science Chair</p>
Action Item 2a	Create meaningful partnerships with Quad Cities organizations that serve diverse populations to generate awareness, build mentor connections, offer hands-on learning opportunities, and activate WIU alumni.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>The Quad Cities campus allocated space on campus for Mercado on Fifth to host community clients as they serve as a resource for aspiring entrepreneurs. This arrangement builds upon collaborative synergy with Moline neighbors, and creates a conduit of campus access, awareness, and partnership opportunities between WIU and the Hispanic community.</p> <p>Western partners with Quad Citians Affirming Diversity (QCAD), and WIU QC staff serve as President and board members, to support and improve the visibility of the LGBTQIA students, faculty, staff, and the community by offering support groups on campus for Youth, Young Adults, and Older LGBTQIA individuals.</p> <p>QC Cultural Alliance continues to be dedicated to fostering a diverse, inclusive and accepting campus by recognizing contributions of Hispanics, African-Americans, and Women throughout history by the celebration of special months and weeks with visual displays and programming, including Hispanic History Month, Black History Month, and Women’s History Month.</p> <p>Quad Cities Disability Resources explored new resources to scan textbooks and documents to various file formats for students, invested in text to speak software, and assumed responsibility for ADA testing accommodations.</p>

	<p>Collaboration between local colleges to provide leadership and college preparation opportunities for over 160 Black high school students at a Leadership Conference.</p> <p>WQPT promoted DEI initiatives through on-air programming and community events such as the Martin Luther King Center family fun day, Mercado on 5th, annual NAMI walk and the Lincoln Center block party.</p> <p>Students participated in the Bi-state Transitions Conference for 83 students with disabilities. The conference is a collaboration between WIU, Black Hawk College, area school districts, and United Township High School technical programs, to provide a day-long workshop that provides information about pathways and preparation for college and career.</p>
Action Item 2b	Implement WIU retention and enrollment plan strategies to promote access and retain students from diverse backgrounds.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Quad Cities staff represent the campus on the University Retention Initiative Team. Quad Cities-relevant and QC-specific initiatives are highlighted within University retention documents. Vice Presidents for Quad Cities and Enrollment Management meet bi-weekly to address Quad Cities enrollment opportunities and challenges.
Action Item 2c	Build synergetic cultural bridges among students, faculty, and staff with a wide range of U.S. and international backgrounds through curriculum, programming, extracurricular activities, and related community partnerships.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Quad Cities Student Services, in partnership with Global Studies, hosted social events for international students, and provided information about community and campus resources to students during the fall and spring semesters. Virtual workshops were also held by student services and career services focused on international student interests.</p> <p>Career Development and Global Studies formed a partnership to staff a graduate assistant and provide international student support for students on the Quad Cities campus.</p>
Action Item 3	Expand and strengthen the Learning Assistant model and embedded tutoring (on campus and online) in order to foster Quad Cities students mastery of academic skills and concepts in mathematics, sciences, and writing.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Entering its fifth year, the Learning Assistant program led by Dr. Jim Rabchuk and Dr. Susie Brooks, provides academic support and mentorship experiences for students taking physics and calculus courses within the Engineering program. The program continues to impact student success by increasing course grades by one-half to a full letter grade, and overall

	<p>freshman retention improved from 65 to 90%. The LA model will expand this fall within Engineering, introducing student learning assistants into sophomore level courses including ENGR 251 and 211. Student learning assistants enroll in pedagogy courses to prepare for their experience. The courses are offered both fall and spring semesters on the Quad Cities campus as part of the program.</p> <p>The U.S. Bank Writing Center on the Quad Cities campus provides student writing consultants to assist with academic or professional writing at every stage of the process. Student consultants are offered pedagogy training, and offer tutoring and arrange for faculty-led workshops in a variety of formats. Recently, the English Department collected input from the Quad Cities-based Leadership Team to ensure the Writing Center continues to serve the unique needs of QC-based students, and will expand and promote services to the Quad Cities community.</p>
Action Item 4	Develop and open an on-campus, fully-licensed, multidisciplinary, multilingual preschool center serving WIU students and the community.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>The Bilingual Early Learning Center demonstrates Western’s commitment to respond to the urgent needs of our community, while creating educational opportunities for WIU students. The Early Learning Center is an example of fully committing in depth to a high impact, high profile initiative. Driven by faculty expertise and proven practices, this new early learning center creates a safe and welcoming space to provide a solid learning foundation for young children and offers a much-needed service to working parents.</p> <p>At the time of this report, WIU is working with a developer to plan site renovations and lease parameters and a collaborative planning team has been formed to cover all aspects of planning, purchasing, legal, and the operationalization of the space. Early childhood professor Dr. Lindsay Meeker is spearheading the initiative, with the support of the interim Provost Clow, and the College of Education and Human Services including Eric Sheffield, Katrina Daytner and Bo Young Lee.</p>
Action Item 5	Focus co-curricular and extracurricular student experiences on internships, field experiences, on-campus employment and activities that foster career development, workforce preparation, and citizenship.
Action Item 5a	Through partnerships with area employers, increase the number and type of internships, field experiences, and other applied learning experiences.

<p> <input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled </p>	<p>The Society of Accountancy participated in the VITA tax program, a Quad Cities campus and Accountancy program community service that spans decades.</p> <p>The early learning lab provides a real-world, hands-on learning environment for Western Illinois University early childhood education students to positively impact child development and learning while they gain valuable experience that will prepare them for life after graduation.</p> <p>Quad Cities, the WIU GIS Center, Engineering and Technology, and Career Development and Workforce Preparation are collaborating with an engineering firm and local municipalities to provide planning expertise and also create internships for students to assist cities with project management and waterline mapping in response to State of Illinois Public Act related to lead pipe service line replacement.</p> <p>Twenty-one Museum Studies students volunteered as mentors for the Association of Midwest Museums Conference, and several students attended the Iowa Museum Association’s virtual conference. Twenty hours of conference and workshop experience are required for MST students to provide hands-on experiences.</p> <p>Internships are heavily promoted in academic disciplines often not perceived as having a direct career connection. English department faculty continue to promote and create internship experiences for students in English, liberal arts and sciences, and other academic programs.</p> <p>WQPT continues to offer internship opportunities for Western Illinois University students, including a summer intern for accounting and a fall intern from the English department.</p> <p>Career Development co-hosted a QC career fair with Augustana, SAU, SCC thus increasing the number of area employers that students have access to for internships.</p> <p>WIU interns from both Quad Cities and Macomb campuses are placed at numerous QC area employers including John Deere, Shive Hattery, IMEG, Quad Cities Manufacturing Lab, and many more.</p>
<p>Action Item 5b</p>	<p>Establish a career center with programs and services available to students from matriculation to post-graduation.</p>
<p> <input checked="" type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled </p>	<p>Career Preparation and Employer Engagement Center, led by Audrey Adamson, established a foundation to build a pipeline of career experiences in partnership with K-12, area employers, WIU, and alumni, while continuing to provide students access to employers throughout the region and beyond. The</p>

	<p>Center coordinates Career Fairs, and meets individually with students to review resumes, conduct mock interviews, and much more.</p> <p>Career Development increased virtual, just in time resources to access interview preparation, micro-internships, virtual skill building, and career videos.</p>
Action Item 5c	<p>Infuse career development, networking, and career readiness through collaborations with academic colleges, admissions, and academic advising.</p>
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Career Development and Workforce Preparation connected with Quad Cities area colleges and universities to host the 4th joint QC Colleges Career Fair, with over 90 employers and 146 students in attendance. The Career Development office is also connected to the community through the networking of Audrey Adamson, who serves on the United Way - QC Best Steering Committee and the Quad Cities Chamber of Commerce workforce development committees.</p> <p>Career Development created career readiness materials for advisors to share with students, and created a career readiness workshop available for faculty and staff interested in learning more. The office also collaborates with academic disciplines to create career awareness opportunities, especially for those disciplines traditionally (and inaccurately) perceived as not having a direct career pathway.</p> <p>The Department of English faculty-led program “Get Lit” offers panels with alumni to highlight careers in English and Liberal Arts and Sciences. Various student organizations also engaged in career focused activity, including the Supply Chain Management Night of Networking, and events held by the Quad Cities chapter of Society of Human Resource Managers and Society of Accountancy.</p>
Action Item 5d	<p>Offer leadership opportunities on campus for students to gain relevant experience to develop their career portfolio.</p>
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Quad Cities students participated on several university search committees and provided student representation on various university governance groups.</p> <p>Student employment hiring was streamlined to create equitable access to positions. In partnership with the Student Employment Office in Macomb, Student Services improved training opportunities for student employment.</p> <p>The Learning Assistant Program provides students with valuable experience in leadership, team building, and collaboration. Two students who participated in the LA program have been named WIU Student Employees of the Year during the past two years.</p>

	Student Services enhanced the Quad Cities student employment experience connecting student employment experiences to students' career interests and goals and portfolio development. One example includes a fall semester student employee majoring in marketing who developed Student Services social media and promotional activities.
Action Item 5e	Leverage networking resources and opportunities for student engagement through partnerships with Illinois Institute for Rural Affairs, Small Business Development Center, and external professional organizations.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Under the direction of Dr. Chris Merrett, along with Assistant Director Ann Friedrichs, the Quad Cities office of the Illinois Small Business Development Center (SBDC) has:</p> <ul style="list-style-type: none"> • Retained 196 jobs in the Illinois Quad Cities • 6.6 million in debt and non-debt financing • 339 clients advised • 150 self-identified as minorities • 2,108 client hours advised <p>This past year nationally:</p> <ul style="list-style-type: none"> • 51 percent of businesses were started by women nationwide • 28 percent of businesses were started by minorities • Illinois is ranked seventh in the nation for business startup activity <p>The Small Business Development Center received \$400,000 in federal funding for small business creation and retention efforts, and minority owned business outreach. Maria Ramos was hired and serves as a Small Business Advisor, adding bilingual Spanish outreach to SBDC outreach and engagement.</p>
Action Item 5f	Prepare students for both immediate employment and future successful advancement and credentialing needed for employment.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Academic Affairs initiated a Program Innovation Committee to develop strategies around credentialing and micro-credentials. Colleges and departments address credentialing through curricular focus on student preparation for advancement and credentials.
Action Item 6	Emphasize student success and retention by implementing action items recommended in the WIU Retention Initiative Plan, including strategies to address student access to academic advising, support services, engaging campus spaces, and access to mental health resources.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated	Members of Quad Cities staff participate in the University Retention Committee. Updates on Quad Cities-specific initiatives are outlined in that plan.

<input type="checkbox"/> Not started <input type="checkbox"/> Canceled	
Action Item 7	Engage in partnerships with community organizations that provide engaging on-campus and community-based services, activities, and social opportunities for students.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Multiple University areas actively engaged in key critical partnerships for collaboration, planning, student opportunities, and volunteerism – Renew Moline, Quad City Manufacturing Lab, Nahant Marsh, Quad Cities Conservation Alliance, Robert Young Center, Figge Art Museum, TBK Sports Complex, Rock Island Regional Office of Education, Scott County Area Education Agency, John Deere, St. Ambrose University, Quad Cities Chamber of Commerce, Quad Cities Hispanic Chamber of Commerce, Mercado on Fifth, Quad Cities Graduate Center, Tyson Foods, TaxSlayer Center, area high schools, colleges, and universities, and more.</p> <p>Student Services assisted with arrangements for Early Voting and General Election during fall and spring elections in partnership with the Rock Island County Clerk Office.</p> <p>Various food truck and catering vendors joined the WIU Quad Cities weekly food service rotation. Students, faculty, staff, and community members enjoy access to on campus food during the afternoon, and can take their meals to campus picnic tables, Ben Butterworth riverfront, or back to the office on or off campus. WIU QC is pleased to offer this both to our on campus and neighboring business and residents.</p>
Action Item 8	Promote the value and uniqueness of community-focused student experiences whereby students learn and develop as individuals on campus while contributing to the quality of Quad Cities area cities, towns, and neighborhoods through internships, experiential learning, leadership development, applied projects, and volunteerism.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	City of Moline Mayor Sangeetha Rayapati held a press event to announce Western Illinois University’s intent to establish the Quad Cities-based Spanish Bilingual Early Learning and Family Empowerment Lab Site. The press event was picked up by local and regional media, with follow up features and interviews by WQPT The Cities, WVIK radio and an interview with WIU Alum Marcia Lense on KWQC. The event, the building’s prominent location in downtown Moline, and the significant demand for childcare in the region create the ideal opportunity to serve community needs and raise the profile of Western Illinois University and our students within the Quad Cities area and beyond.

	The coverage of this initiative serves as a catalyst to re-energize excitement about the impact of Western Illinois University in the community, and opens the gateway for ongoing interest with this and future developments that make a positive impact on students and the Quad Cities region.
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<i>Strategic Initiative 2 - Position WIU-Quad Cities as the Quad Cities' only public regional comprehensive university that serves the area as a hub of transdisciplinary innovation focused on academic excellence and social responsibility, including three strategic domains: Innovation and Science; Health, Education, and Public Service; and Enterprise and Commerce.</i>	
Action Item 1	Identify an appropriate portfolio of program offerings for the Quad Cities campus honoring our mission as a public regional comprehensive university while developing three strategic domains.
<input checked="" type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	This Quad Cities strategic initiatives plan, completed in September 2021, identified three Strategic Focus Areas including 1) Innovation and Science, 2) Health, Education, and Public Service, and 3) Enterprise and Commerce. Subsequent study will benefit understanding of those programs that will meet current workforce needs and align with student interests.
Action Item 1a	Integrate findings from the Illinois Board of Higher Education Quad Cities Higher Education Needs Assessment.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input checked="" type="checkbox"/> Not started <input type="checkbox"/> Canceled	The IBHE Quad Cities higher education needs assessment has not started.
Action Item 1b	Cultivate existing and new programs to fulfill our mission as the Quad Cities' only public regional comprehensive university.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Graduate programs in Sport Management and Applied Statistics and Decision Analytics, and undergraduate programs in Business Analytics, Finance, and Emergency Management were added to the Quad Cities campus portfolio of on-campus or online offerings.
Action Item 1c	Add new academic programs and courses that uniquely align with the three strategic domains, while reviewing possibilities for existing programs and courses to build further connections to these domains.

<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Programs listed above that were made available to Quad Cities area students during the past year all align within the strategic areas of focus and thus, workforce needs of the Quad Cities region.</p> <p>Sport Management and Graduate Admissions, in partnership with the Quad Cities Graduate Center, formed and maintain partnerships with Augustana College, TBK Sports Arena, Visit Quad Cities, and other entities to create opportunities for students in sport management, sport marketing, and assistant coaching. These partnerships and internship opportunities have generated renewed interest in WIU Sport Management, which will roll out as a new Quad-Cities based graduate program in the Fall 2022.</p>
Action Item 1d	Determine the right mix of on-campus and online programs and courses by studying current and potential student demand.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Colleges and departments are reviewing the right mix of offerings to both meet student demand and balance available resources. A working group for Online Programming has been established by Academic Affairs to address program and course formats that align with student needs.
Action Item 1e	Leverage the advantages associated with the WIU Quad Cities location on the Mississippi River in an effort to address environmental and climate opportunities and challenges.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Dr. Anshu Singh, one of the first Environmental Sciences Ph.D. graduates, was selected as the 2022 QC Engineers and Scientists Council Senior Scientist of the Year. Dr. Singh is the Chief of Environmental Science at Riverside Global, a new company headquartered in Hampton, IL.</p> <p>WIU's Institute for Environmental Studies co-hosted the First Quad Cities Water Technology Demonstration Day at the Quad Cities Conservation Alliance's Wetland Complex in East Moline, IL.</p>
Action Item 1f	Support academic programs with a curricular and research focus on environmental science and innovation.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	The Academic Club of Engineering (ACE) and the Student Honors Association of the Quad Cities hosted the I-74 Mississippi Bridge Project Presentation. The Presentation was delivered by Mr. George Ryan, I-74 Corridor Manager for Wood Environment and Infrastructure Solutions. The presentation focused on planning, construction, and engineering of the I-74 bridge with attention to how challenges were overcome throughout the project. Dr. Jim Rabchuk and Curtis Williams assisted with coordinating the event that was attended on-campus and virtually by students, faculty, staff, and community members.

	<p>Dr. Greg Rasmussen presented on the conservation efforts to protect African Painted Dogs on April 27th. Sponsored by the SHA and by Niabi Zoo.</p> <p>The Quad Cities Manufacturing Lab (QCML) and WIU received \$2.25M for year 6 (2021-2022) of a ballistic protection research program with Army Research Lab. Dr. Eric J. Faierson is the Principal Investigator for QCML/WIU on the program. QCML/WIU partner with University of North Texas (Principal Investigator: Dr. Rajiv Mishra), University of Illinois, and Iowa State in this year of the program. Faculty from University of Illinois and Iowa State University will bring enhanced computational materials and computational structural modeling capabilities to the program. Funding included in this year of the program allowed QCML to acquire a larger capacity Spark Plasma Sintering system, which enhances the fabrication of larger armor ceramic panels and enables more extensive ballistic tests to be conducted on new materials developed in this program. The program also provides funding for new staff, as well as undergraduate and graduate students, who will be incorporated into the program to gain hands-on experience in advanced materials, manufacturing, and modeling for ballistic protection.</p> <p>Environmental Sciences doctoral students and graduate students in Biological Sciences presented their research work at the 2021 Upper Mississippi River Conference. Topics ranged from improvements in the management of agricultural tile drain water to the characterization of metals-laden sediment at a lake located in the Mississippi River floodplain.</p>
Action Item 1g	Provide forums and knowledge resources for Quad Cities area communities facing increasingly frequent and costly flooding and other symptoms of an increasingly pressing climate emergency.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	The Environmental Science Team serves as a regular resource to the community and media seeking expertise on Mississippi River flood trends and impact.
Action Item 1h	Team with environmentally focused nonprofit organizations, governmental entities, and other educational institutions to contribute to the health of our local watershed.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Environmental Sciences teams with the Moline Conservation Club to install solar powered, 4-G controlled water sensor systems that monitor water levels and microclimate at various sites in West Central Illinois.

Action Item 2	Enable initiatives by which WIU emerges as a major contributor to scientific research, public health promotion, and community service initiatives.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>As highlighted earlier, the Quad Cities Manufacturing Lab (QCML) and WIU received \$2.25M for year 6 (2021-2022) of a ballistic protection research program with Army Research Lab. Funding included in this year of the program allowed QCML to acquire a larger capacity Spark Plasma Sintering system, which enhances the fabrication of larger armor ceramic panels and enables more extensive ballistic tests to be conducted on new materials developed in this program.</p> <p>Environmental Science activities with remote water level and micro climate telemetry received a \$1,600 grant from the Mark Schwiebert Fund in support of river research, teaching, and outreach.</p>
Action Item 2a	Establish WIU Quad Cities as a regional hub of transdisciplinary innovation within the Illinois Innovation Network.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Dr. Chris Merrett serves as the WIU representative to the Illinois Innovation Network, and serves on the IIN Executive Committee, IIN Council, Research Working Committee, and the Education and Workforce Development Committee. Jennifer von Kaenel serves on the Corporate Engagement Working Committee, Sean Park serves on the Entrepreneurship Working Committee, and Jeanette Malafa serves on the Advocacy and Policy Working Committee. Dr. Merrett collaborates on development on the IIN hub concept and related funding.</p>
Action Item 2b	Support individual faculty and collaborative research/scholarly activity directed toward making an impact in the three strategic focus areas.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Faculty collaboration is supported and communicated through colleges and departments.</p>
Action Item 2c	Partner with public health departments, hospitals, law enforcement, and other related organizations to build the region’s preparedness to address community health concerns and to promote healthy lifestyles.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>As the local provider of the PBS Wireless Alert and Response Network (WARN) system, WQPT is a designated provider of emergency communications sustainment and restoration support. PBS WARN reaches cellular carriers over-the-air if a cybersecurity incident or internet disruption to a carrier facility breaks the primary connection to FEMA. The WQPT communication facilities are necessary to ensure first responders, emergency</p>

	<p>responders, public messaging, and 911 communications are always functional during a period of emergency.</p> <p>WIU collaborated with the Rock Island Health Department to promote awareness of available vaccines and offered another location for vaccine and testing services.</p> <p>WIU Quad Cities hosts numerous blood drives throughout the year in partnership with the Mississippi Valley Regional Blood Center.</p>
Action Item 3	Support economic and cultural development through active partnerships and programming with locally and regionally committed businesses and corporations, nonprofit and governmental entities, health and educational systems, and related organizations.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	The Small Business Development Center Led by Ann Friedrichs, works with small businesses to create a more vibrant small business community in the Quad Cities region. The center works with small businesses on feasibility studies, business plans, acquiring funding, and international growth opportunities. The SBDC is currently partnering with Mercado on Fifth on minority empowerment initiatives, with the City of Moline on the Childcare Workforce Infrastructure Program, and with SCORE on the organization's Black Women Owned Pitch Competition. The SBDC also connects the community to WIU, demonstrated through collaborations that utilize the Quad Cities Engineering and Technology Maker Space and facilitating connections to local vendors to provide on-campus food options for students or to enhance events. The SBDC also continues to advise businesses as they adapt to COVID, supply chain issues, and layered issues with family, immigration, taxes, and access to capital.
Action Item 3a	Re-introduce the Executive Outreach Center to provide direct interface between business, organizations, and WIU faculty and staff expertise and research.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input checked="" type="checkbox"/> Not started <input type="checkbox"/> Canceled	Initial discussions highlight organizational, staffing, and operational issues to be addressed before considering further development.
Action Item 3b	Maintain a committee with membership representative of community stakeholders to share ideas, trends, and connections to promote awareness of university initiatives.
<input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing	The Quad Cities Planning Advisory Committee is comprised of community leaders, alumni, and partners who provide insight, expertise, and a network of

<input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>connections to WIU. The committee meets quarterly, and connects WIU to business, county board, QC Hispanic Chamber of Commerce, the QC Chamber of Commerce, insurance industry, banking, school districts, tourism, the military, labor organizations, engineering firms, city and economic development planners, and more.</p>
<p>Action Item 3c</p>	<p>Support and cross-brand initiatives that extend education, entertainment, and cultural programming to promote cultural diversity and quality of life in the Quad Cities region and beyond.</p>
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Partnerships are an important element of outreach activity. Curtis Williams represents WIU in partnership with St. Ambrose University, Eastern Iowa Community Colleges, and Black Hawk Colleges on the Veterans Legacy Project to commemorate our nation's Veterans through the sharing of their unique stories, and specifically, those veterans interred at the Rock Island National Cemetery. Featured veterans include individuals from culturally and linguistically diverse backgrounds, who served across various time periods and conflicts, including the Civil War, World War I, World War II, the Korean conflict, the Vietnam War, and Post 9/11. Educational tools will be distributed to upper elementary and middle school classrooms throughout the Quad Cities region in Iowa and Illinois, including a curriculum kit with cards featuring veterans.</p> <p>WQPT contributed to Western's public service to the region with new locally produced programming, within-WIU partnerships and messaging that promotes the programs and people of WIU, and outreach activities, including distribution of 1,600 books to Title 1 classroom students throughout the Quad Cities.</p> <p>WQPT also engaged in award winning efforts for educational programming and outreach, promoted diversity equity and inclusion through partnerships for social justice programming, and co-brands with the University in all communication and broadcast messaging. There is renewed opportunity for innovation in educational outreach, cross-branding, and expanded reach to provide cultural and entertainment television for the West Central and Eastern Iowa region.</p> <p>The Museum Studies program sent 21 graduate students to serve as monitors for the virtual Association of Midwest Museums Conference, and sent several students to attend the Iowa Museum Association's virtual conference. Even during COVID, Museum Studies students contribute to the field and in doing so, raise the profile of WIU on the regional and national stage.</p>
<p>Action Item 3d</p>	<p>Establish an office for strategic partnerships and innovation to lead and collaborate on University and Quad Cities campus initiatives with the Illinois Innovation Network, Illinois Institute for Rural Affairs, Small Business Development Center, and other emerging and future opportunities.</p>

<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input checked="" type="checkbox"/> Not started <input type="checkbox"/> Canceled	To be explored with Academic Affairs.
Action Item 3e	Utilize the expertise of the WIU Illinois Institute for Rural Affairs to participate in, demonstrate, and report program impact and contribution to economic development.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Dr. Chris Merrett’s leadership with the Illinois Institute for Rural Affairs and the Small Business Development Center led to the announcement of a \$400,000 grant to expand services to support small business and minority business outreach. Congresswoman Cheri Bustos held a press event on campus to announce the award.
Action Item 4	Cultivate reciprocal relationships with local K-12, preschool, and community college faculty, staff, and students that produce extracurricular and cocurricular learning opportunities and bridge institutional types and fields of study.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Quad Cities initiated new connections between Sauk Valley Community College and the College of Business and Technology and Health Sciences Department; and between Des Moines Area Community College and the College of Business and Technology and Law Enforcement and Justice Administration. During each meeting, departments/schools met their respective counterparts and shared program information, and made note of opportunities for collaboration on recruitment/career fairs and pathway development.
Action Item 4a	Expand academic pathways via early exposure opportunities for K-12, preschool, and community college students such as summer camps, on-campus events, and engaging presentations in local schools.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>The Quad Cities Admissions team hosted information events on campus for over 20 area high schools throughout the year. Students visited campus together as a group from each high school, and engaged in hands on experiences, met faculty, and learned more about programs and services available on both the Macomb and Quad Cities campuses.</p> <p>Summer camp activities will resume Summer 2023.</p>
Action Item 4b	Serve local K-12, preschool, and community college teachers and other educational leaders by promoting access to university resources such as databases and other library and literacy resources.

<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>The WIU Quad Cities Library is open to the public. The Jeff Liebowitz Special Collection is a signature resource, and provides educators with 1,000 books, videos, posters, photo aids, kits, and curriculum items available to educators and suitable for upper-elementary, middle, and high school age students.</p>
<p>Action Item 4c</p>	<p>Invest in university public lectures and special event planning that will attract K-12, preschool, and community college students and teachers.</p>
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Summer educational programming offered by WQPT’s education outreach efforts will connect to Quad Cities area school children attending summer programs in 27 area libraries.</p> <p>WQPT’s new Education Coordinator Melissa Gravert is partially funded through WIU so that she can also provide general information about WIU programs while engaging with area schools. Melissa is also a Western alum.</p>
<p>Action Item 4d</p>	<p>Leverage the resources of WIU-affiliated WQPT and other local media outlets to extend early childhood educational outreach.</p>
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Under the direction of new permanent Director/General Manager, Dawn Schmitt, WQPT engaged in departmental strategic planning that is notably inclusive of WIU staff and faculty involvement and input. Institutional priorities are now built in to plan content, and will drive WQPT’s mission, vision, and action items within. The WQPT plan also fits within the WIU Quad Cities Strategic Plan, with attention to the ways the entire University might leverage public television resources for educational outreach, entertainment, and cultural programming.</p> <p>WQPT produces local documentaries and shares creative efforts of local and regional producers and viewers, including programs like <i>The Cities with Jim Mertens</i>, <i>Becoming Harriet Beecher Stowe</i>, <i>Out & About</i>, <i>Snap Shots</i>, <i>Cartons in the Kitchen</i>, <i>Whitney Reynolds Show</i>, <i>Chicago Tonight</i>, <i>State and Water</i>, <i>the Illinois River</i>, <i>Illinois Adventure</i>, <i>The Eagles of Decorah</i>, <i>The 3 Esthers</i>, and several others.</p> <p>WQPT continues to receive recognition and awards for programming. WQPT is a 2021 Bronze Telly Winner for Carton's in the Kitchen-Lettuce in the Television General-Children's division, second place for the short documentary “Snapshots: Steeplejack” from the Iowa Broadcast News Association, and a Communicator “Awards of Excellence” in the Writing-Column/Editorial category for Director of Education Michael Carton’s article titled “Advice from Elmo”.</p>

Strategic Initiative 3 - Emphasize educational opportunity by promoting high-demand and accessible undergraduate majors, graduate programs, and professional development opportunities.

Action Item 1	Develop an enrollment and recruitment plan inclusive of strategies to recruit students with both traditional and post-traditional academic pathways. Increase academics-focused recruitment and outreach initiatives.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Discover Western events were held in person on the Quad Cities campus by the admissions team, connecting students to interactive presentations about the University, academic programs, and the application process. High School targeted events were offered on several Fridays throughout the fall semester, inviting high school students on campus from Rock Island, United Township, Orion, Geneseo, Riverdale, Bettendorf, and Davenport Central. These events will continue as the team aims to utilize the Quad Cities location to recruit students to both University locations.
Action Item 2	Set enrollment targets for individual academic programs delivered on the Quad Cities campus. Examine historical enrollment data and resource allocation, market analysis, and diversity trends to set goals for recruiting, retention, and completion rates. Develop a decision process to respond to opportunities or deficiencies.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input checked="" type="checkbox"/> Not started <input type="checkbox"/> Canceled	Explore collaborations with Academic Affairs and Enrollment Management.
Action Item 3	Support traditional disciplinary program development while incentivizing innovative new and existing transdisciplinary collaborations.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input checked="" type="checkbox"/> Not started <input type="checkbox"/> Canceled	Explore collaborations with Academic Affairs, Enrollment Management, and Finance.
Action Item 3a	Conduct regular market analyses and surveys using quantitative and qualitative methods, and collect input from area community college staff to identify opportunities to revise existing and add new high-demand 4-year degrees and graduate programs.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing	Explore collaborations with Academic Affairs and Enrollment Management.

<input type="checkbox"/> Initiated <input checked="" type="checkbox"/> Not started <input type="checkbox"/> Canceled	
Action Item 3b	Establish accountability and progress reporting through annual departmental reports on Quad Cities-based programmatic accomplishments, community and transdisciplinary contributions and collaborations, future goals, and needs for investment.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	The Quad Cities campus is integrated throughout the institutional strategic plan. Colleges and departments indicate Quad Cities-specific initiatives on their annual planning documents. The process will benefit from a comprehensive “big picture” review and prioritization of Quad Cities-based initiatives from Academic Affairs within the context of strategic planning and resource allocation.
Action Item 3c	Investigate and recognize transdisciplinary and indirect contributions to enrollment targets.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input checked="" type="checkbox"/> Not started <input type="checkbox"/> Canceled	Exploration of transdisciplinary resource allocation and curriculum is within the purview of the College and departments.
Action Item 3d	Strengthen the brand of existing minors and supplement with new minors and micro credentials that effectively connect students to new and developing areas of expertise, and demonstrate that experience with employers and graduate programs.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	<p>Existing minors are promoted on the Quad Cities website with supplemental videos and testimonials. New minors are promoted via press releases, social media, and on the web.</p> <p>As stated earlier, Academic Affairs initiated a Program Innovation Committee to develop strategies around credentialing and micro-credentials.</p>
Action Item 4	Deliver programmatic offerings using course formats, alternative schedules, and pedagogy that maintains agility and aligns with population shifts and demographic changes.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Schools and departments determine course offerings, sequence, and format for Quad Cities-based programs. Schedules are often offered in traditional 16-week semesters, and formats vary between on-campus and online. The University workgroup on online programming is exploring the relationship between online programs and the Quad Cities campus, and the potential to

	conduct a market analysis related to programmatic and course format and their potential to increase student access and market reach.
Action Item 4a	Following State of Illinois approval, develop, support, and expand current and new programs that address the local and state teacher and professional educational staff shortage.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	The Master of Arts in Teaching and the renewed emphasis in Early Childhood Education are strategically designed to offer accessible curriculum for a broader audience of current professionals interested in the field of teaching. The College of Education and Human Services maintains and explores new partnerships including the Grow Your Own initiative with Moline High School to inspire area high school students to pursue education as an academic and career path.
Action Item 5	Develop and strengthen curricula and programs that support broadly applicable skills that are widely sought by employers, such as critical thinking, communication and interpersonal skills, textual analysis, public speaking, and writing.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Curriculum and learning outcomes are measured through course and departmental assessment efforts.
Action Item 6	Further develop and strengthen curricula and programs that support professional certifications, endorsements, and on-demand educational opportunities that serve regional needs.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Curriculum and related opportunities are determined by faculty and departments. As stated earlier, Academic Affairs initiated a Program Innovation Committee to develop strategies around on-demand opportunities.
Action Item 7	Expand the Transfer Admission Guarantee to enable seamless and meaningful educational pathways in partnership with area high schools and community colleges, and explore similar transfer opportunities with other 4-year colleges and universities.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Initiated <input type="checkbox"/> Not started	Scholarships are now available to students who participate in the Transfer Admission Guarantee (TAG) and admissions counselors have increased intentional outreach efforts. Enrollment Management continues to develop TAG pathways.

<input type="checkbox"/> Canceled	
Action Item 8	Expand 4-year degree pathways that complement technical and specialized degrees.
<input type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	To be further explored by Academic Affairs and Enrollment Management.
Action Item 9	Demonstrate and promote the value and benefits of WIU academic programs, research, and student experiences via a coordinated media strategy, outreach, and alumni relations.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Jennifer von Kaenel joined the WIU team in November as Director of Development and Corporate Relations, and shortly after established a new channel of information flow between WIU friends, partners, and community members. By invitation campus tours feature faculty, staff, and student presentations and performances, and use varied formats of storytelling, data sharing, personal testimonies, lab tours, and photographs to inspire personal connections to the mission, vision, and impactful work that happens at WIU. Programs featured so far include Accountancy, Engineering, the Small Business Development Center, Learning Assistant Program, Environmental Science, Museum Studies, English, the Writing Center, and Music performed livestreamed from the COFAC Recital Hall. More are planned for the coming months.
Action Item 9a	Maintain a marketing and public relations specialist based in Moline and focused on promoting WIU to the Quad Cities region.
<input checked="" type="checkbox"/> Complete <input type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	Marketing Associate Lexi Yoggerst was hired and now provides Quad Cities-based leadership and coordination for WIU marketing, promotion, social media, and public relations activities in the Quad Cities area region. Lexi promotes the University and also Quad Cities-based programs, people and services to the Quad Cities audience.
Action Item 9b	Promote Western Illinois University’s Quad Cities location by developing an integrated marketing, recruitment, and career development plan that begins with discovery of WIU programs and continues through career placement.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started	The Quad Cities team has prioritized Action Item 9 “Demonstrate and promote the value and benefits of WIU academic programs, research, and student experiences via a coordinated media strategy, outreach, and alumni relations” because our ability to accomplish initiatives and goals in this plan

<p><input type="checkbox"/> Canceled</p>	<p>are contingent on having a team in place to promote new programs and opportunities as they are developed and announced.</p> <p>The Quad Cities campus formed a new team to engage in cross-functional collaborations across the university that tie to the Quad Cities community. With the hire of a director of development and a marketing associate based in the Quad Cities, we formed the Quad Cities outreach team. This group of QC-based representatives in development, marketing, career development, admissions, and WQPT will share resources, contacts, and creatively conceptualize the intersections of their areas that create meaningful opportunities to connect with students, area employers, corporate and non-profit partners, and other individuals or organizations.</p> <p>Campus Branding and Wayfinding - new graphics across campus to promote WIU pride and sense of place on campus. Rocky's Corner was established as the new WIU shop for gear, book delivery, and supplies located in Riverfront Hall.</p> <p>WQPT completed a signal improvement capital campaign and updated broadcast equipment resulting in a reach of 85,000 additional households occupied by 200,000 viewers. In addition to WQPT educational, cultural, and entertainment programming, WQPT also promotes WIU via interstitial programming, and special programming such as a welcome spot highlighting new WIU faculty that ran on-air. WQPT also aired new promotional spots provided by WIU marketing.</p> <p>As we approach the 10th year on the Riverfront Campus, quality of space and safety remain a priority as the WIU Facilities team ensures continuous maintenance and repair of campus spaces, including replacement of the electronic sign on the campus north lawn. The sign serves as Western's very own digital messaging billboard on the high traffic River Drive, and messages and images connect to the WIU marketing plan.</p> <p>WIU Quad Cities faculty and staff volunteers participate in summer festivals and traditions, in addition to sponsorships that feature the WIU logo and emphasize Western's presence in the Quad Cities. The WQPT logo is also promoted at various events, with often joint presence at Mercado on Fifth, PrideFest, the John Deere Classic, and more. This year, the race course for the 4th of July Firecracker Run will pass through the Riverfront campus.</p>
<p>Action Item 9c</p>	<p>Prioritize creating awareness of educational opportunities for students traditionally underrepresented in higher education.</p>
<p><input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started</p>	<p>To increase awareness of WIU opportunities and to inspire thoughts about attending college close to home, University Marketing positioned the WIU brand within diverse communities and neighborhoods throughout the Quad Cities area.</p>

<input type="checkbox"/> Canceled	Western Illinois University participates in programming offered by the Quad Cities Minority Partnership that inspires young people to consider higher education opportunities and pathways to careers in STEM and other fields.
Action Item 10	Establish a coordinating body with Colleges, Schools, and Departments that offer programs to engage in ongoing dialogue and planning.
<input type="checkbox"/> Complete <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Initiated <input type="checkbox"/> Not started <input type="checkbox"/> Canceled	The Quad Cities-based Leadership Team was established with membership that includes academic and student affairs administrators who serve as the lead for their area on the Quad Cities campus. The team meets bi-weekly to discuss opportunities, create avenues of communication between Macomb and Quad Cities, and to collaborate on actions within the Quad Cities Strategic Initiatives planning document.