GOALS AND ACTIONS FOR HIGHER VALUES IN HIGHER EDUCATION 2008-2018

Goal 1: Focused Recruitment and Retention
Western Illinois University is committed to becoming the destination of choice for students, faculty, and staff. We specifically seek those individuals who value academic excellence and are committed to successfully achieving their educational goals. Therefore, we will actively compete for and contribute to the ongoing development of our most valuable resource: the students, faculty, and staff of the University—and this includes resource allocation to support our strong academic programs, with educational and cocurricular opportunities that reinforce learning and socialization inside and outside of the classroom.

Therefore, strong fiscal commitments are necessary to achieve our ideals. Successful student recruitment will become increasingly competitive in the years ahead due to demographic and economic trends. Within Illinois, this includes a projected decrease in the number of high school graduates; the high percentage of interstate migration by college bound seniors; the continued relocation of business, industry, and families to other areas of the country; and continued concerns of college costs.

With focused recruitment and retention, supported by resources to support these efforts and controlled growth in our comprehensive educational environment, Western Illinois University will become the destination of choice for students, faculty, and staff.

Action 1. Achieve optimum controlled enrollment growth goals of 12,500 on the Macomb campus and 3,000 on the Quad Cities campus, both with high-achieving, motivated and diverse learners.

Current Priorities
a) Allocating new and reallocated resources to support:
(1) Academic programs and support services that attract students from the state, region, nation, and around the world to Western Illinois University [President, Vice Presidents, Western Illinois University Foundation, Deans, Department Chairs, Directors]

(2) Attention to the individual learner by maintaining student-to-faculty ratios at or below 17:1 and average class sizes of less than 25 [President, Vice Presidents, Deans, Department Chairs]

(3) Opportunities and resources, as documented in annual Underrepresented Groups Reports, for the enhanced participation and achievement of students from traditionally underrepresented groups in higher education and in academic disciplines [All academic departments and administrative units, registered student organizations, affinity groups, Alumni Association]

(4) Appropriate funding for broad-based programs (e.g., academics, student organizations, intercollegiate athletics) at levels that allow students to be successful [President, Vice Presidents, Intercollegiate Athletics, Western Athletic Club, Donors]
b) Promoting the University’s statewide, regional, and national leadership in affordability and cost predictability for undergraduate and graduate education [Admissions Office; Assistant Director of Undergraduate Admissions, Western Illinois University-Quad Cities; Director of University Marketing; Director of Marketing, Western Illinois University Quad Cities, Faculty and Staff, Alumni Association]

New Opportunities

c) Allocating additional resources to support new and enhanced student recruitment efforts [Academic Affairs, Student Services]

d) Enhancing the integrated marketing campaign to increase external awareness of Western Illinois University; the achievements of students, faculty, staff, and alumni; and program specific marketing [Division of Advancement and Public Services, Director of Quad Cities Marketing, Admissions, Academic Departments, University Libraries, Alumni Association, University Technology]

e) Increasing partnerships (e.g., alumni, Macomb and Quad Cities community members, high school and community college counselors, and with historically Black colleges and universities and Hispanic-serving institutions) to assist in student recruitment [Admissions Office, Graduate Programs, Alumni Association, Deans, Chairpersons, Academic Departments]

f) Enhancing community college partnerships (e.g., increased interactions with admissions counselors, implementation of the Course Articulation System, faculty participation on all Illinois Articulation Initiative panels) to support Western’s “transfer friendliness” and increased transfer student enrollment [President, Academic Affairs, Student Services, Executive Assistant to the President, School of Extended Studies, University Registrar, Administrative Computing, University Libraries]