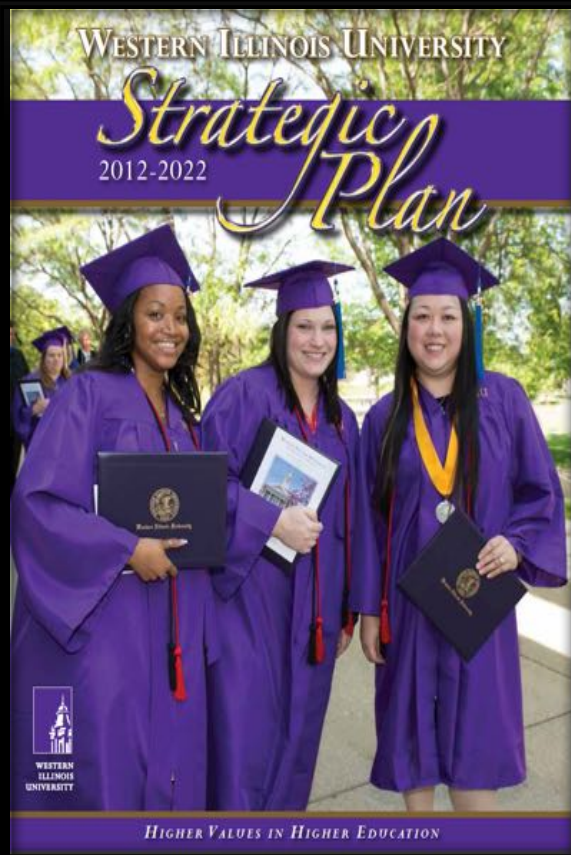


**FY17 ACCOMPLISHMENTS AND FY18 GOALS**  
**JACK THOMAS, PH.D.**

---

Western Illinois University Board of Trustees Retreat  
July 13, 2017

# WE HAVE A STRONG VISION FOR A LEADING COMPREHENSIVE UNIVERSITY

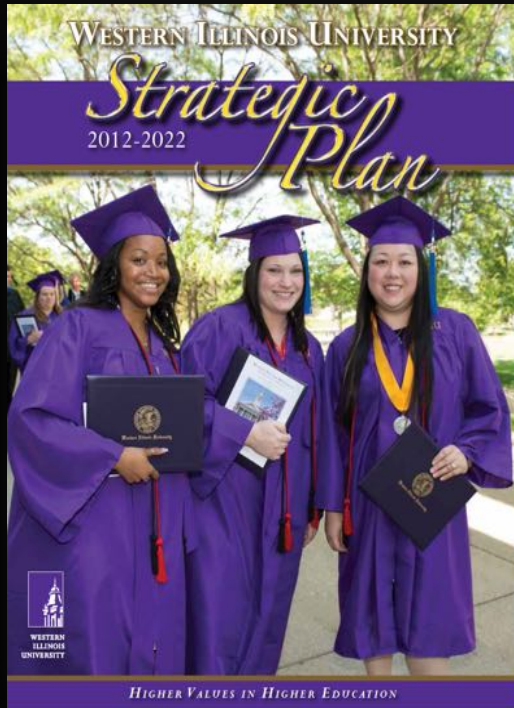


- Providing national leadership in quality, opportunity, and affordability
- Serving a diverse student population in the Midwest

WE ARE GUIDED BY OUR VISION

<https://www.youtube.com/watch?v=O81Lu8Ple7w&t=2s>

# WE CONTINUE NATIONAL ADVANCEMENT DESPITE THE TWO YEAR BUDGET IMPASSE





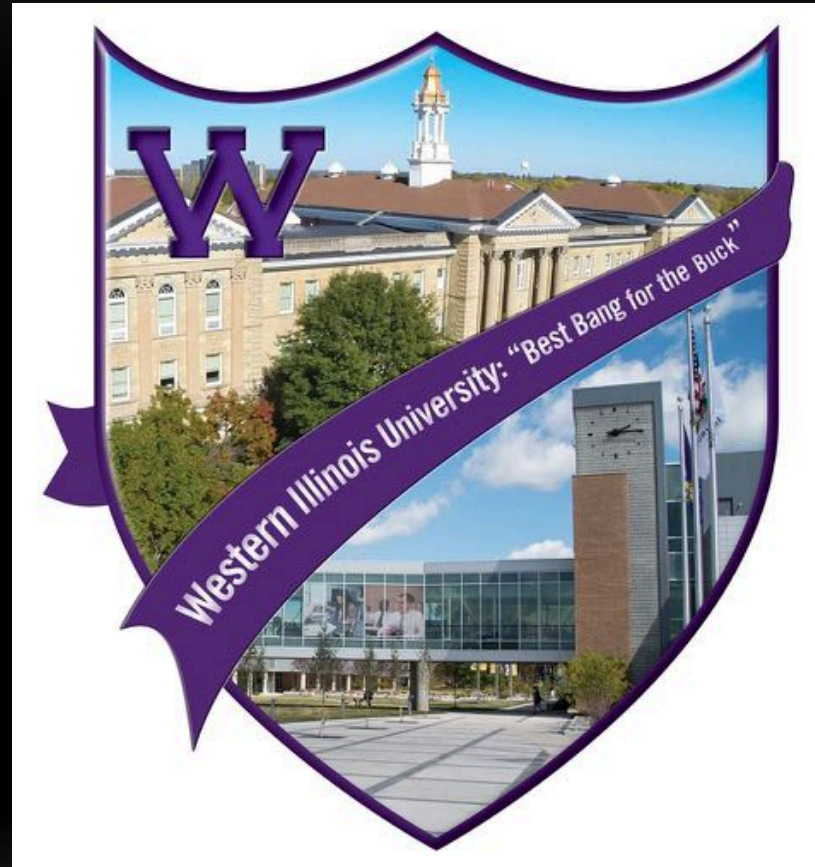
- Named WIU a 2016 Best Midwestern Regional University
- Named the School of Nursing as a 2016 Best Online RN to BSN Degree Program



# 13 CONSECUTIVE YEARS



# 4 CONSECUTIVE YEARS



## 8 CONSECUTIVE YEARS

- And achieving gold status this year





## 8 CONSECUTIVE YEARS

- Western ranked 13th (up from 15th in the 2016 rankings), and is the *only* Illinois public four-year university in the top 50



## 2 CONSECUTIVE YEARS

- Western Illinois University ranked *second in the nation* among institutions that offer a master's degree in physics as its highest degree.

AIP | American Institute of Physics



# 12 CONSECUTIVE YEARS

- Top Midwestern University, ranking 9<sup>th</sup> in a 12-state radius for public universities



- The student-produced television newscast, "Live at Four," was named the top newscast in the nation during the 77th annual Intercollegiate Broadcasting System's (IBS) awards Saturday, March 4 in New York, NY



# WE WILL PLAN FOR INCREASED EXCELLENCE

- In academic year 2017-2018, we will update Higher Values in Higher Education
- This will present the new 10-year vision for the University that will guide us through HLC accreditation that starts in academic year 2019-2020



# WE WILL PLAN FOR INCREASED EXCELLENCE

- We will begin again with annual Strategic Plan Supplements in academic year 2018-2019



# WIU'S VISION AND THE PRESIDENT'S GOALS

- Providing national leadership in quality, opportunity, and affordability, and
- Serving a diverse student population in the Midwest
  1. Academic Programs
  2. Enrollment Management
  3. Budget
  4. Alumni Relations and Development
  5. Facilities

# WIU'S VISION AND THE PRESIDENT'S GOALS

- Providing national leadership in quality, opportunity, and affordability, and
  - Serving a diverse student population in the Midwest
    - 6. Governmental Relations
    - 7. Campus Collaboration
    - 8. Professional Development
    - 9. Committees
-



FISCAL YEAR 2017 GOALS AND  
ACCOMPLISHMENTS

# GOAL 1: ACADEMIC PROGRAMS

- A. Distinguish WIU from other universities
  - B. Review General Education
  - C. Strategic review of academic programs
  - D. Review Teacher Education
  - E. Increase student participation and outcomes in Centennial Honors College
  - F. Investigate opportunities for new graduate programs
  - G. Identify courses and programs for irregularly scheduled formats (weekend, online, hybrid)
-

# 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

- New Degree in Spring 2017
  - B.S. in Mechanical Engineering



# 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

## New Degrees: Fall 2017

- B.S. in Cyber Security
- M.S. Ed. In Educational Studies
- Integrated Five Year Baccalaureate/Master's Degree in History



## 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

- New partnership with John Marshall Law School



# 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

- Maintained no tuition increases for the second consecutive year



# 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

- Piloted the President's Executive Institute
  - Worked with 70 companies in 5 Illinois communities and St. Louis
  - Raised over \$1.0 million
  - Recruited 53 students who received corporate tuition waivers
  - Enrolled 3 cohorts in 13 sections of sponsored credit courses



# 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

- Opened the Small Business Development and International Trade Center in the Quad Cities as part President's Executive Institute
  - Resulting from a \$300,000 Illinois Department of Commerce and Economic Opportunity grant





# 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

- Received \$100,000 from Bob and Belinda Ontiveros as part of President's Executive Institute



# 1A: DISTINGUISH WIU FROM OTHER UNIVERSITIES

- WIU is selected as *one of nine* US and Canadian preferred higher education providers for undergraduate and graduate students from the Bahamas



Kim Hurtault-Osborne, executive secretary for Integral Development and Mikhail Bullard, second secretary, Embassy of the Commonwealth of The Bahamas in Washington D.C.

## 1B: REVIEW GENERAL EDUCATION

- General Education Review Committee and Council for General Education met bi-weekly since October 2016
- A new Committee Chair was elected in May 2017
- The Committee will complete its work in this academic year

# 1C: COMPLETE ACADEMIC PROGRAM REVIEWS

- 17 academic program reviews were completed during Academic Year 2017-2018
  - Art
  - Broadcasting
  - Chemistry
  - Fire Protection Services



# 1C: COMPLETE ACADEMIC PROGRAM REVIEWS

- 17 academic program reviews were completed during academic year 2017-2018
  - Forensic Chemistry
  - Journalism
  - Musical Theatre
  - Physics
  - Public Health



# 1C: COMPLETE ACADEMIC PROGRAM REVIEWS

- 17 academic program reviews were completed during academic year 2017-2018
  - Social Work
  - Supply Chain Management (PBC)
  - Theatre
  - Center for Applied Criminal Justice



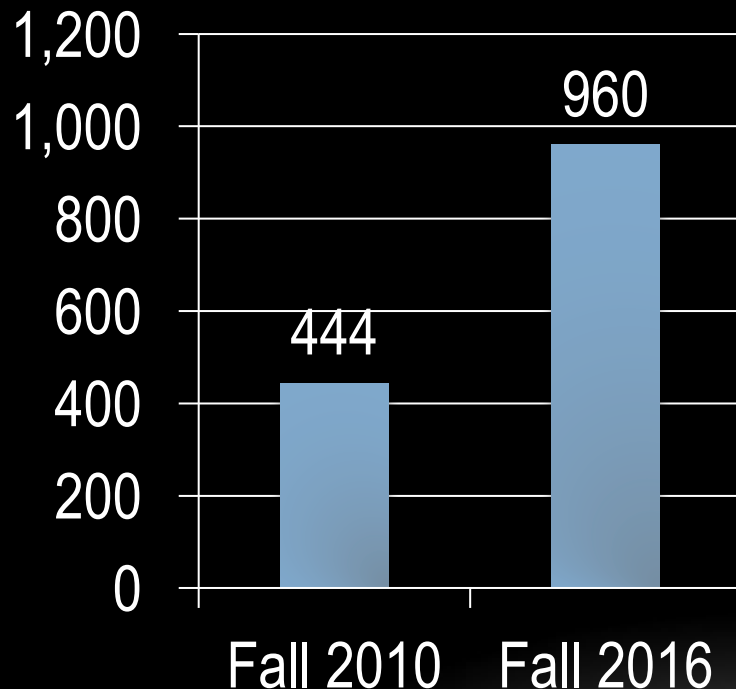
# 1D: REVIEW TEACHER EDUCATION

- Report due August 9 will address:
  - Institutional and state entry requirements
  - Marketing and recruitment
  - P-12 Partnerships
  - Teacher shortage and labor market data

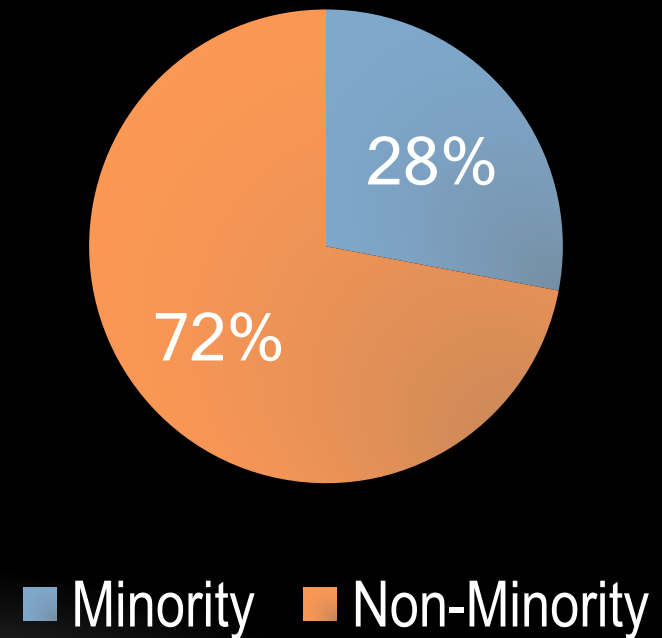


# 1E: INCREASE HONORS COLLEGE PARTICIPATION

## Enrollment



## Racial/Ethnic Designation





# 1F: INVESTIGATE NEW GRADUATE PROGRAMS

- Fall 2016
  - Applied Statistics and Decision Analytics (Macomb)
  - Community and Economic Development (Quad Cities/Hybrid)



# 1F: INVESTIGATE NEW GRADUATE PROGRAMS

- Fall 2017
  - Business Analytics (Quad Cities/PBC)
  - Applied Statistics and Decision Analytics (Quad Cities)
- Doctorate in Nursing Practice Feasibility Study under review



# 1G: IRREGULARLY SCHEDULED FORMATS

- Fall 2017
  - Online Anthropology baccalaureate degree
  - “First in Illinois...One the few in the nation”

The logo for 'INSIDE HIGHER ED' is displayed within an orange rectangular box. The word 'INSIDE' is written in a large, bold, white, sans-serif font on the top line. The words 'HIGHER ED' are written in a smaller, white, sans-serif font on the bottom line.

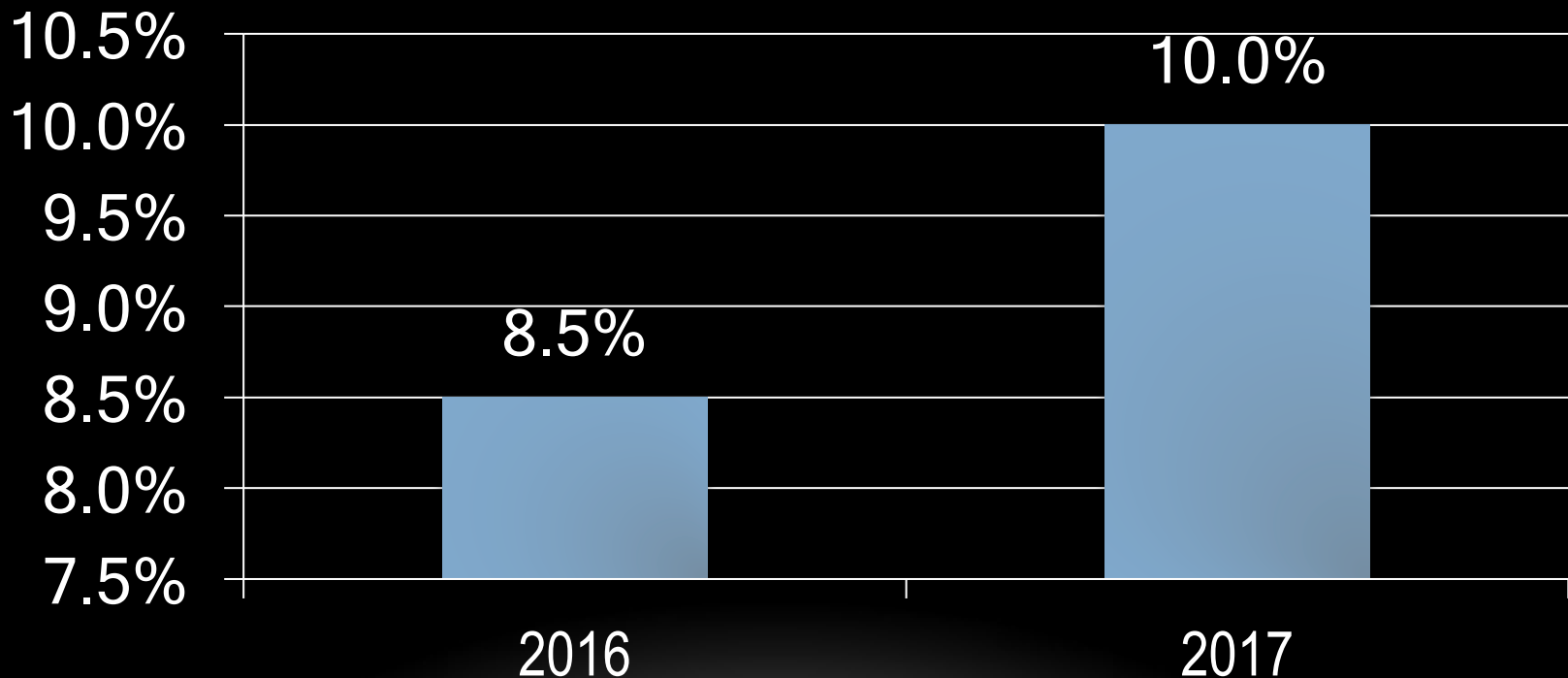
# 1G: IRREGULARLY SCHEDULED FORMATS

- Academic Affairs is working to expand the University's online course and program offerings



# 1G: IRREGULARLY SCHEDULED FORMATS

Percent of Online/Hybrid Course Offerings



## GOAL 2: ENROLLMENT MANAGEMENT

- A. Continue to enhance marketing
- B. Expand regional recruitment efforts
- C. Engage the President in recruitment activities
- D. Increase dual enrollment partnerships
- E. Continue to build the President's Executive Institute

## GOAL 2: ENROLLMENT MANAGEMENT

- F. Diversify the campuses
  - G. Expand the number of international agreements
  - H. Increase international student recruitment
  - I. Continue strategic enrollment planning
  - J. Improve first year retention rates
-

## 2A: ENHANCE MARKETING



- Increased contacts inquiries
- Expanded social media presence
- Engaged in digital marketing and geo-fencing
- Created New Success stories



## 2A: ENHANCE MARKETING

<https://www.youtube.com/watch?v=oU1dgLIW4Y>

## 2A: ENHANCE MARKETING

<https://www.youtube.com/watch?v=xa1gvlcxcgE>

## 2B: EXPAND REGIONAL RECRUITMENT



- Engaged high school counselors at special events (Rivermen Hockey, Homecoming)
- Started a Come Back to Western campaign in the BGS program

## 2B: EXPAND REGIONAL RECRUITMENT



- Initiated plans to attract:
  - Out of State students
  - Employers
  - Military students
  - Online students

## 2C: ENGAGE THE PRESIDENT IN RECRUITMENT

- Standing Meetings
  - Enrollment Management Team and Provost
  - Vice President for Student Services and Admissions Director



## 2C: ENGAGE THE PRESIDENT IN RECRUITMENT

- Attended
  - 3 Discover Westerns
  - 3 Welcome Receptions
  - On campus visits and tours



## 2C: ENGAGE THE PRESIDENT IN RECRUITMENT

- Attended Educational Summits in 7 Illinois communities and St. Louis



## 2C: ENGAGE THE PRESIDENT IN RECRUITMENT

- Participated in impromptu recruitment sessions on campus



Corliss High School Students



## 2C: ENGAGE THE PRESIDENT IN RECRUITMENT

- Participated in the #Youarewelcomehere video

<https://www.youtube.com/watch?v=SPVqkQcfooc>

## 2D: INCREASE DUAL ENROLLMENT

- Continued to offer on-campus courses to high school seniors
- Prepared to pilot WIU courses at a High School (Cambridge)



## 2D: INCREASE DUAL ENROLLMENT

- Remained abreast of the status of 29 partnership meetings with community colleges



## 2E: BUILD THE PRESIDENT'S EXECUTIVE INSTITUTE

- Engaged
  - 118 participants in 9 Community and Economic Development Summits across 4 communities
  - 144 participants in 19 Education Summits across 8 communities



## 2E: BUILD THE PRESIDENT'S EXECUTIVE INSTITUTE

- Launched
  - Alumni Summits scheduled for 9 communities across Illinois during summer 2017
  - PEI Website ([www.wiu.edu/PEI](http://www.wiu.edu/PEI))



## 2F: DIVERSIFY THE CAMPUSES

- Andrea Mickle, president of Minority Access, presents Western Illinois University with a diversity award for Commitment to Diversity at the recent Minority Access National Role Models Conference.



## 2G: EXPAND INTERNATIONAL AGREEMENTS

Hosted

- American Association of State College and University representatives to build upon Western's international agreements



## 2G: EXPAND INTERNATIONAL AGREEMENTS

Visited in Washington D.C. with Embassy Dignitaries from 7 countries and 1 organization





## 2G: EXPAND INTERNATIONAL AGREEMENTS

Visited in Washington D.C. with Embassy Dignitaries from 7 countries and 1 organization

- Denmark
- Mexico
- Nigeria
- Philippines
- Panama
- Thailand
- Vietnam
- Organization of American States

## 2G: EXPAND INTERNATIONAL AGREEMENTS

Signed or renewed 6 international agreements:

- Shanghai Donghai Vocational and Technical College (China)
- Konan Women's University (Japan)
- Organization of American States (Bahamas)

## 2G: EXPAND INTERNATIONAL AGREEMENTS

Signed or renewed 6 international agreements:

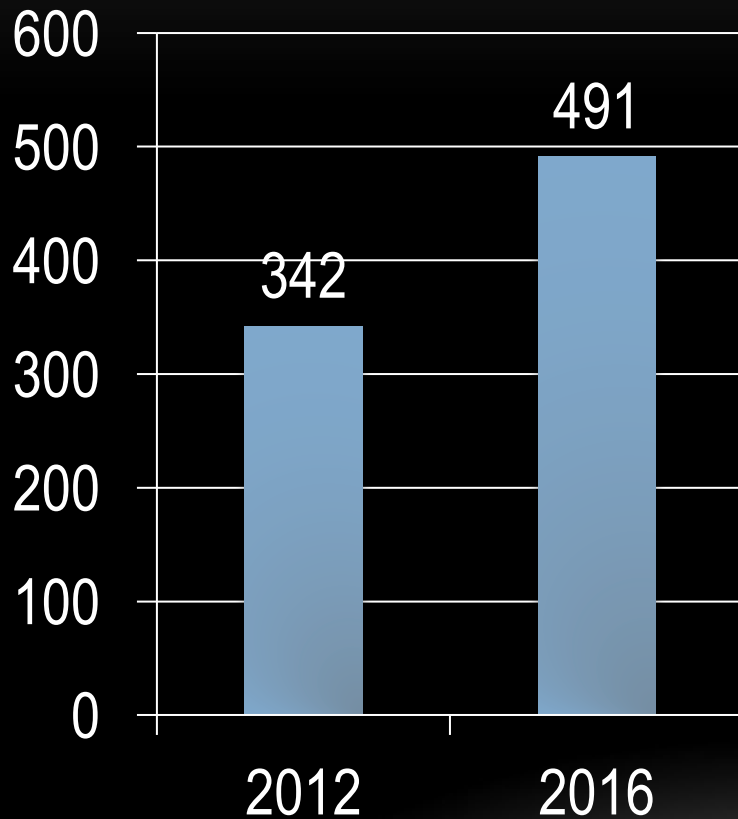
- Colegio de Espana and Universitat Jaume I (Spain)
- Earth University (Costa Rica)
- Massey University (New Zealand)

## 2H: INCREASE INTERNATIONAL ENROLLMENT

- Partnered with 37 Recruitment Agents
- Supported Faculty Ambassadors program
  - China, Korea, Myanmar, Turkey
- Supported staff participation in:
  - United Arab Emirates, South Korea, and China

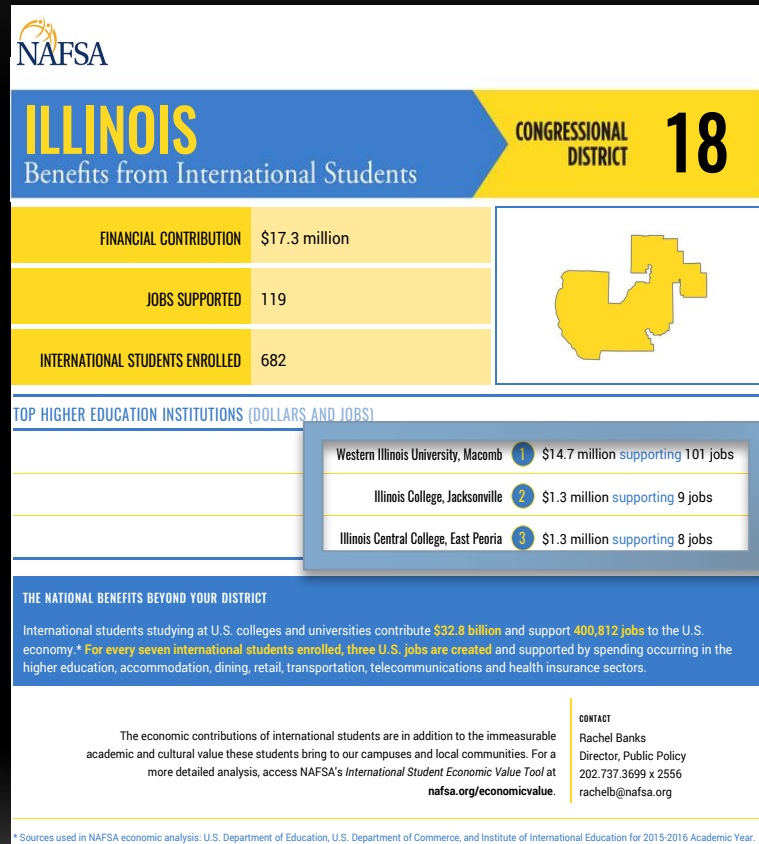


## 2H: INCREASE INTERNATIONAL ENROLLMENT



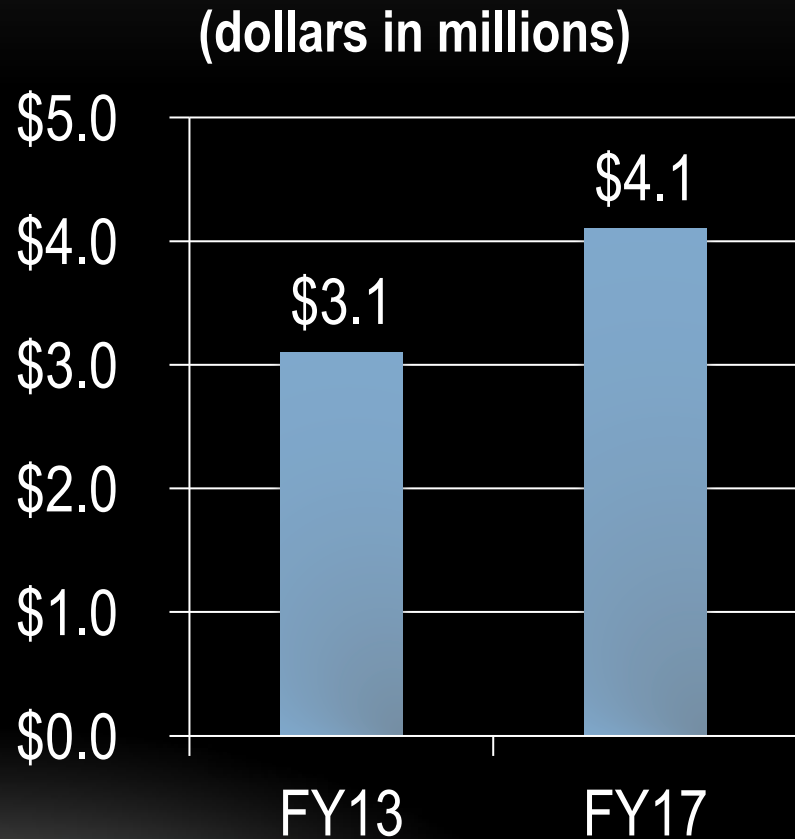
# 2H: INCREASE INTERNATIONAL ENROLLMENT

- “For every seven international students enrolled, three US jobs are created”
- WIU international enrollment equates to \$14.7 million in student spending and 101 new jobs



## 2H: INCREASE INTERNATIONAL ENROLLMENT

- A 32% increase in tuition and fee revenue collected on international student accounts between FY13 and FY17



## 2I: STRATEGIC ENROLLMENT PLANNING

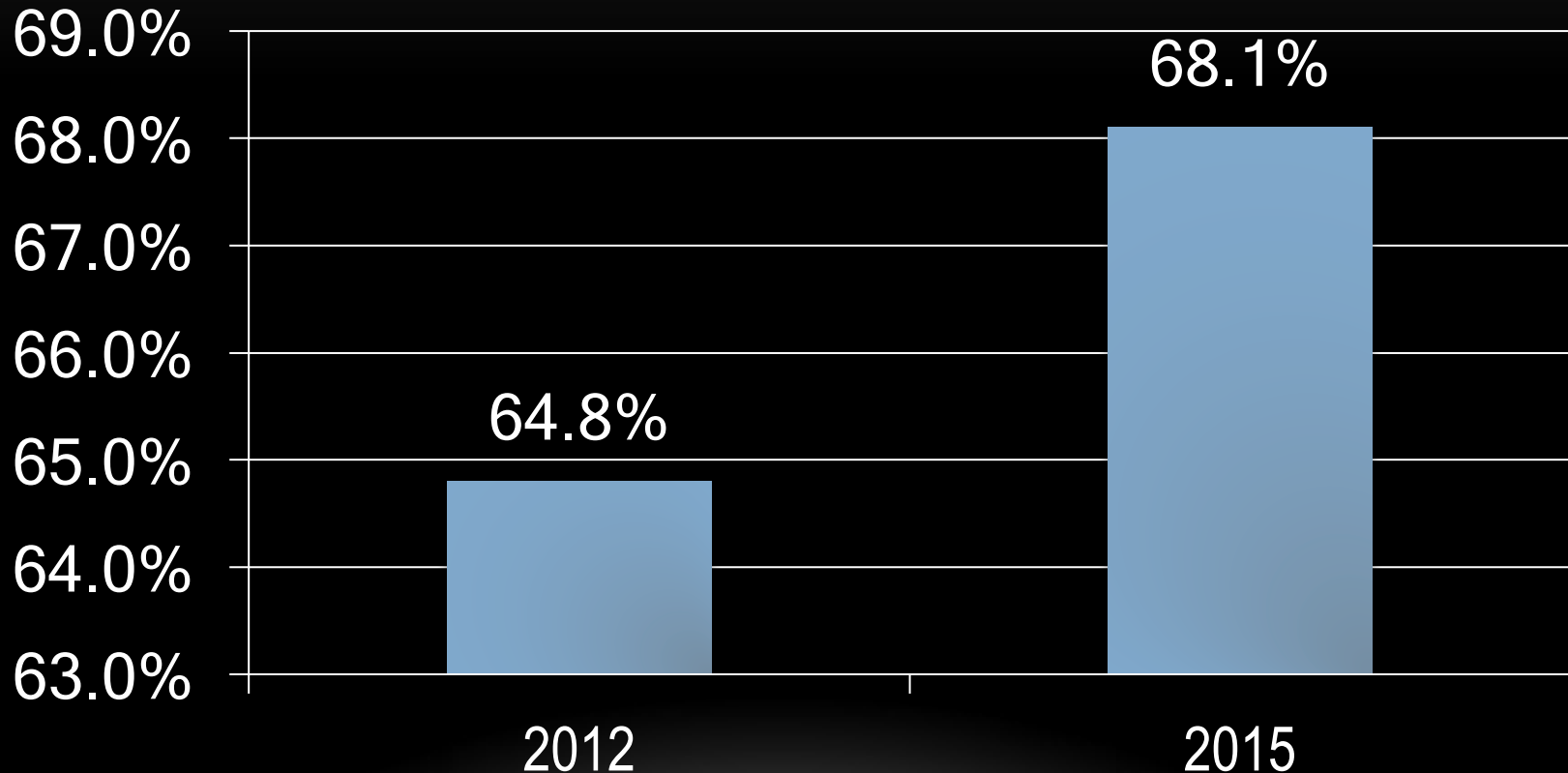
### Changes for AY 2018-2019 Recruitment

- Streamline acceptance process
- Purchase ACT records for sophomores-seniors
- Engage in targeted out-of-state recruitment





## 2J: IMPROVE FIRST YEAR RETENTION



## 2J: IMPROVE FIRST YEAR RETENTION

- Students learn about our expectations in recruitment materials and Discover Western



## 2J: IMPROVE FIRST YEAR RETENTION

- Students also learn our expectations at New Student Convocation



## 2J: IMPROVE FIRST YEAR RETENTION

- Actions based on Intercollegiate Athletics





# LEATHERNECK ATHLETICS

SPRING 2017 SEMESTER | ACADEMIC ACHIEVEMENT

**3.16** STUDENT-ATHLETE  
TERM GPA  
(2ND HIGHEST OF ALL TIME)

**3.69** WOMEN'S SPORT WITH THE  
HIGHEST TEAM GPA | WOMEN'S GOLF



**3.12** MEN'S SPORT WITH THE  
HIGHEST TEAM GPA | MEN'S GOLF



**3.09**



HIGHEST TERM FOOTBALL GPA ON RECORD

15/17 TEAMS ABOVE A 3.00 TERM GPA



**14** OF LAST **17** SEMESTERS TERM  
GPA OF 3.0 OR BETTER

**68%** NUMBER OF STUDENT-ATHLETES  
ABOVE A 3.0 (NEW RECORD)

#TRADITIONorTOUGH

## 2J: IMPROVE FIRST YEAR RETENTION

- Actions based on Intercollegiate Athletics
  - Intrusive Advising and Support
  - Learning Communities
  - Peer Mentoring
  - Living Communities

**TRADITION<sub>OF</sub>  
TOUGH**



## 2J: IMPROVE FIRST YEAR RETENTION

- Leatherneck Success Centers located in
  - Bayliss-Henninger
  - Multicultural Center
  - Tanner

**TRADITION<sub>OF</sub>  
TOUGH**



## 2J: IMPROVE FIRST YEAR RETENTION RATES

- Building Connections Mentoring Program
- Freshman Mentee  
Fabian Harris

**TRADITION<sub>OF</sub>  
TOUGH**





## 2J: IMPROVE FIRST YEAR RETENTION RATES

- Three New Living Learning Communities
  - Bio Life
  - Community of Liberal Arts and Science Students
  - Women in Science



## 2J: IMPROVE FIRST YEAR RETENTION RATES

- Completed third year of participation in the Higher Learning Commission's Persistence and Completion Academy
  - Macomb (Student Success Model)
  - Quad Cities (Learning Assistance and Math Tutors)
  - Distance Learning (Respondus Lock Down Browser)

**TRADITION<sub>OF</sub>  
TOUGH**



## GOAL 3: BUDGET

- “After more than 700 days of the state's ongoing budget impasse, we appreciate that a bill was passed that provides funding for public higher education”

## GOAL 3: BUDGET

Lead the University through continuing budget challenges

- Continued furlough program
- Provided necessary justification to IBHE to receive \$8.4 million in emergency funding
- Reinstated a 90-day pay program to vendors
- Negotiated with P-Card providers to manage credit limits



## GOAL 3: BUDGET

Lead the University through continuing budget challenges

- Managed cash flow needs and met payroll obligations
- Continued to advance in national rankings of quality, opportunity, and affordability *despite* being in the second year of the historic and unprecedented budget impasse
- Filling of all vacant positions requires presidential approval



## GOAL 4: ALUMNI AND DEVELOPMENT

- A. Continue to restructure the Development area
  - B. Increase external giving
  - C. Increase scholarship funding
  - D. Cultivate new and existing donors
  - E. Host alumni events nationwide
-

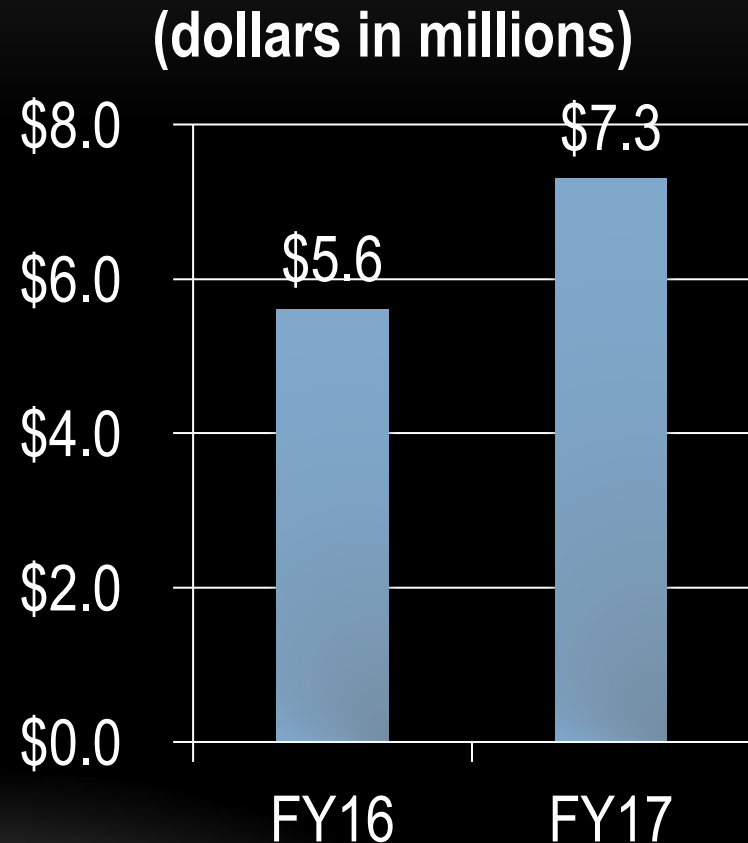
## 4A: RESTRUCTURE THE DEVELOPMENT AREA

- All College Development Officers now report to the Vice President for Advancement and Public Service
- Becky Paulsen now works full-time with VP Bainter with a dotted line to the President on business relations and outreach



## 4B: INCREASE EXTERNAL GIVING

- A 30% one year increase in annual fundraising





## 4C: INCREASE SCHOLARSHIP FUNDING

- A 31% increase in the last four years



## 4D: CULTIVATE NEW AND EXISTING DONORS

- 149 funding proposals submitted
  - 133 were funded
  - Representing a 89% acceptance rate
- Development made:
  - 800 donor contacts
  - 334 personal visits



## 4E: HOST ALUMNI EVENTS NATIONWIDE

- Alumni Programs hosted 78 programs with 3,000 individuals participating
- The President attended 31 of these events in 4 states and Washington D.C.



# 4E: HOST ALUMNI EVENTS NATIONWIDE



Washington, D.C.



Dallas, TX



Springfield, IL



Orlando, FL

# GOAL 5: ACHIEVE MASTER PLAN GOALS AND PRIORITIES



Macomb Master Plan



Quad Cities Master Plan

# ADVOCATED FOR THE RELEASE OF CAPITAL FUNDING



# ADVOCATED FOR THE RELEASE OF CAPITAL FUNDING



# SUBMITTED SCIENCE BUILDING AND RENOVATIONS AS A PRIORITY





# OPENED PHASE III OF THE GREEN HOUSE



# RECEIVED \$161,000 FROM THE ROY J. CARVER FOUNDATION



# CREATED THE CARVER CAD CLASSROOM



# RECEIVED STATE OF IOWA APPROVAL FOR HOSTING MUSEUM STUDIES IN IOWA



**Iowa College Aid**  
Iowa College Student Aid Commission

**PROVIDED FACILITIES SUPPORTING WIU'S FIRST PH.D.  
PROGRAM (ENVIRONMENTAL SCIENCE )**



# UPDATED STIPES 331 E-CLASSROOM



# REPLACED SEATING IN WESTERN HALL



# REPLACED SEATING IN WESTERN HALL





# INSTALLED HISTORICAL MARKERS



- Lake Ruth
- Sherman Hall
- Wetzel Plaza
- Former Grote Hall
- Alumni House
- Simpkins Hall

# ADDED SIX ROCKY ON PARADE STATUES IN MACOMB



# ADDED THE FIRST ROCKY ON PARADE IN THE QUAD CITIES



# PREPARED AND NOW COMPLETED HIGGINS DECOMMISSIONING



## GOAL 6: GOVERNMENTAL RELATIONS

- A. Place WIU at the forefront of the statewide agenda for public higher education
  - B. Host annual Legislative Reception in Springfield
  - C. Visit Legislators
  - D. Provide testimony on budget and other issues affecting higher education
-

# 6A: PLACE WIU AT THE FOREFRONT OF THE STATEWIDE AGENDA FOR HIGHER EDUCATION



## 6A: PLACE WIU AT THE FOREFRONT OF THE STATEWIDE AGENDA FOR HIGHER EDUCATION

- Begins with strong partnerships in our host communities and regions



# 6A: PLACE WIU AT THE FOREFRONT OF THE STATEWIDE AGENDA FOR HIGHER EDUCATION

- Senator Pat McGuire, chair of the Senate Higher Education Committee, and Representative Norine Hammond join WIU at Founders Day: 9/23/17





# 6A: PLACE WIU AT THE FOREFRONT OF THE STATEWIDE AGENDA FOR HIGHER EDUCATION

- Western 101: January 30, 2017



# 6A: PLACE WIU AT THE FOREFRONT OF THE STATEWIDE AGENDA FOR HIGHER EDUCATION

- Speaking before the Illinois Coalition to Invest in Higher Education Rally in the Capitol Rotunda in Springfield: February 5, 2017



# 6A: PLACE WIU AT THE FOREFRONT OF THE STATEWIDE AGENDA FOR HIGHER EDUCATION



Macomb Legislative Day: April 5, 2017

# 6A: PLACE WIU AT THE FOREFRONT OF THE STATEWIDE AGENDA FOR HIGHER EDUCATION

- Only Illinois President on the Illinois Board of Higher Education



# 6B: HOST ANNUAL LEGISLATIVE RECEPTION IN SPRINGFIELD (4/5/17)



## 6C: ENGAGE WITH LEGISLATORS AND GOVERNMENTAL OFFICIALS

- Hosted Tom Cross, chair of the Illinois Board of Higher Education, and Lauren Burdette, managing director of post-Secondary policy for the Office of the Illinois Secretary of Education: 11/3/16



## 6C: ENGAGE WITH LEGISLATORS AND GOVERNMENTAL OFFICIALS



Representative Carol Ammons of Champaign

### Meetings in Springfield:

- 12/2/16
- 1/30/17
- 2/8/17
- 2/24/17
- 4/5/17
- 4/25/17
- 5/28/17

## 6C: ENGAGE WITH LEGISLATORS AND GOVERNMENTAL OFFICIALS

- Hosted US Senator Tammy Duckworth in Macomb: 2/24/17





# 6D: PROVIDE TESTIMONY ON BUDGET AND OTHER ISSUES AFFECTING HIGHER EDUCATION



- 3/7/17
- 4/6/17
- 4/25/17
- 5/28/17
- 6/29/17



## 6D: PROVIDE TESTIMONY ON BUDGET AND OTHER ISSUES AFFECTING HIGHER EDUCATION



- Joined Governor Rauner and Lieutenant Governor Sanguinetti at IIRA's 28th Annual Rural Community Economic Development Conference in Springfield

## 6D: PROVIDE TESTIMONY ON BUDGET AND OTHER ISSUES AFFECTING HIGHER EDUCATION



- Appointed to the NCAA Division I Presidential Forum
- Chair, NCAA Accelerating Academic Success Program
- Board of Trustees Member, AASCU

## 6D: PROVIDE TESTIMONY ON BUDGET AND OTHER ISSUES AFFECTING HIGHER EDUCATION

- Led "The President's Panel" with leaders from
  - North Carolina State University
  - South Carolina State University
  - Shaw University
  - Alamance Community College
  - Saint Augustine University



American Association of Blacks in  
Higher Education Conference

## GOAL 7: CAMPUS COLLABORATION

- A. Continue to provide the University community with timely communications with regard to budget and other university priorities
- B. Use multiple formats for presidential communication and collaboration

## 7B: USE MULTIPLE COMMUNICATION FORMATS



- 204 speeches delivered during FY17
  - 57 to student/family groups
  - 32 to faculty/staff groups
  - 115 to external groups

# 7B: USE MULTIPLE COMMUNICATION FORMATS



- 76 Media Interviews



## 7B: USE MULTIPLE COMMUNICATION FORMATS

Interviews with 12 local media sources

- Courier
- KHQA
- KWQC
- McDonough Voice
- Moline Dispatch
- News 3
- Quad City Times
- WGEM
- WIU-M
- WQAD
- WQPT
- WVIK



## 7B: USE MULTIPLE COMMUNICATION FORMATS

Interviews with 7 state media sources

- Bloomington Pantagraph
- Champaign Public Radio
- Chicago Tribune
- Decatur Herald & Review
- Illinois Channel
- Peoria Public Radio
- Reboot Illinois

## 7B: USE MULTIPLE COMMUNICATION FORMATS

Interviews with 3 national media sources

- Associated Press
- Bloomberg News
- Chronicle of Higher Education

## 7B: USE MULTIPLE COMMUNICATION FORMATS

The President's Website includes:


- 13 letters
- 8 achieved lectures, speeches, and testimonies
- 5 video messages

# 7B: USE MULTIPLE COMMUNICATION FORMATS

## The President's Blog

Western Illinois University: Where Great Things Happen

Home President Jack Thomas Lectures and Addresses About WIU




DECEMBER 8, 2016

### A Commitment to Diversity

Like many higher education institutions in the early 20th century, Western had very few minority students. However, three years after the first day of classes on the new Western Illinois State Normal School campus, six Filipino students arrived in 1905 and became the first international/minority students to graduate in 1908. The first full-time African American college student at Western was Hazel Lewis of Quincy, who arrived during her junior year in 1917. The first African American graduate was Leola Burnett, also of Quincy, who received her diploma in 1923 at the age of 36. She later taught for 30 years in her hometown.\*

Ninety-three years after Ms. Burnett's graduation from Western Illinois State Normal School, the Western Illinois University of today has evolved into a progressive institution comprised of students, faculty and staff from a myriad of diverse backgrounds. We owe a debt of gratitude for those who paved the way to ensure that diversity would persist and thrive at Western.

Since 2006, Western has increased its total minority enrollment by 20.3 percent. Western's current minority enrollment, which is 32.5 percent of the total student enrollment, is 3,309. Furthermore, the University continues to graduate a larger percentage of students from underrepresented, first-



Diversity is an essential part of Western's Strategic Plan and academic

Search

Archives

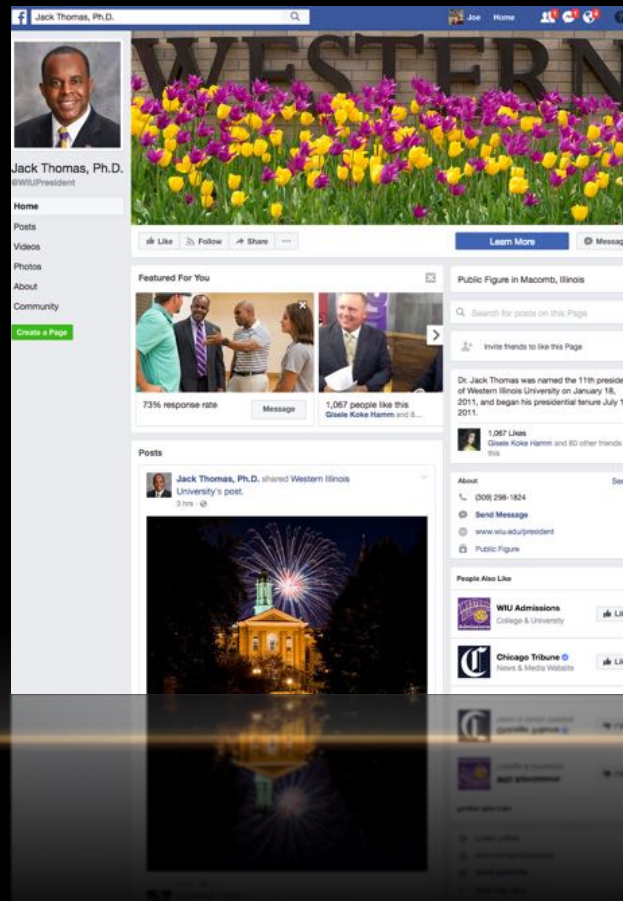
- December 2016
- November 2016
- October 2016
- September 2016
- September 2015
- August 2015
- May 2015
- April 2015
- January 2015
- December 2014

Meta

- Register
- Log In

# 7B: USE MULTIPLE COMMUNICATION FORMATS

## President's Face Book Page



# 7B: USE MULTIPLE COMMUNICATION FORMATS

## President's Twitter Account



## 7B: USE MULTIPLE COMMUNICATION FORMATS

- Press Conferences
  - Establishing Mechanical Engineering
  - \$100,000 gift from Bob and Belinda Ontiveros
  - 2017-2018 Strategic Plan Supplement President's Executive Institute
    - Streamed with over 2,500 views



## 7B: USE MULTIPLE COMMUNICATION FORMATS

- Meetings with the President:
  - Governance Groups
  - Residence Hall Complexes
  - Colleges and Libraries
  - Student, Faculty, and Staff Roundtables
  - President's Advisory Group
  - President's National Advisory Group



Meeting with Tanner Hall Residents: 10/12/16



## 7B: USE MULTIPLE COMMUNICATION FORMATS

<https://www.youtube.com/watch?v=DExZzf9YUN4>

## GOAL 8: PROFESSIONAL DEVELOPMENT

- A. Continue to support Faculty Travel Awards
- B. Retention of faculty and staff
- C. Enhance technology for faculty and staff

## **8A: SUPPORT FACULTY TRAVEL AWARDS**

- Suspended due to statewide budget impasse

## 8B: FACULTY AND STAFF RETENTION

- 65 probationary faculty portfolios reviewed
- 39 faculty promotions and/or tenure decisions
- 36 sabbaticals awarded

## 8C: ENHANCE TECHNOLOGY

- Google migration complete
  - Allowing for more extension collaboration between students, faculty, and staff
- Faculty can text students without sharing phone numbers
- 134 technology workshops were offered during FY17

## GOAL 9: COMMITTEES

- A. Academic Task Force
  - B. Student Cost Task Force
  - C. Social Responsibility/Planning Task Force
  - D. Military Task Force
-

## 9A: ACADEMIC TASK FORCE



- Met five times during academic year 2017-18 to discuss:
  - Strategic Reinvestments
  - Student Retention
  - Moving from Admit to Accepted
  - Efficiency
  - Transfer Student Issues

## 9B: STUDENT COST TASK FORCE



- Benchmarking freshman and transfer scholarship practices and values at competitor institutions
- Analyzing ways to lower student costs



## 9C: SOCIAL RESPONSIBILITY TASK FORCE



- Created the 2017-2018 Strategic Plan Supplement
  - Endorsed by all governance groups on both campuses
  - Unanimously approved by the Western Illinois University Board of Trustees

## 9D: MILITARY TASK FORCE



- Increased WIU's recruiting presence at military installations
- Preparing best practice recommendations on ways to increase the recruitment and retention of military personnel and their dependents

# FISCAL YEAR 2018 GOALS

# REPOSITION WIU FOR THE FUTURE

1. Strategic Planning
  2. Academic Programs
  3. Enrollment Management
  4. Budget
  5. Alumni Relations and Development
-

# REPOSITION WIU FOR THE FUTURE

6. Facilities and Technology
  7. Governmental Relations
  8. Campus Collaboration
  9. Professional Development
  10. Committees
-

# GOAL 1: STRATEGIC PLANNING

- A. Implement Priorities and Reinvestment Plan
  - B. Continue support of the President's Executive Institute to stabilize enrollment, support community and economic development, and engage external organizations
  - C. Create Higher Values in Higher Education 2017-2027
-

## GOAL 2: ACADEMIC PROGRAMS

- A. Distinguish WIU from other universities
  - B. Continue General Education review
  - C. Continue Teacher Education Review
  - D. Continue strategic review of academic programs
  - E. Continue to enhance and elevate Centennial Honors College
  - F. Reinvest in high demand and potential for growth areas
  - G. Continue to increase online, hybrid, and alternative delivery formats
-

## GOAL 3: ENROLLMENT MANAGEMENT

- A. Continue to enhance marketing, including increased advertising
  - B. Expand student recruitment efforts
  - C. Engage the President in recruitment activities
  - D. Increase dual enrollment opportunities
  - E. Diversify the campuses
-



## GOAL 3: ENROLLMENT MANAGEMENT

- F. Expand the number of international agreements
- G. Increase international student recruitment
- H. Continue strategic enrollment planning
- I. Improve first-year retention rates

## GOAL 4: BUDGET

- A. Lead the University through continuing budget challenges

## GOAL 5: ALUMNI RELATIONS AND DEVELOPMENT

- A. Continue to restructure the development area
  - B. Increase external giving
  - C. Increase scholarship funding
  - D. Cultivate new and existing donors
  - E. Host alumni events nationwide
  - F. Prepare for a Capital Campaign
-

## GOAL 5: FACILITIES AND TECHNOLOGY

- A. Achieve *Master Plan* goals and priorities
- B. Achieve *IT Strategic Plan* goals and priorities

## GOAL 7: GOVERNMENTAL RELATIONS

- A. Place WIU at the forefront of the statewide agenda for higher education
  - B. Host annual legislative reception in Springfield
  - C. Engage individually with legislators and governmental officials in regards to the needs and priorities of Western Illinois University
  - D. Provide testimony on budget and other issues affecting higher education
  - E. Create and maintain relationships with embassies and foreign countries
-

## GOAL 8: COLLABORATION

- A. Continue to provide the University with timely communications with regard to budget and other high priorities
  - B. Use multiple formats for presidential communication and collaboration
-

## GOAL 9: PROFESSIONAL DEVELOPMENT

- A. Continue to support Faculty Travel Awards if funds are available
- B. Retention of faculty and staff
- C. Enhance technology for faculty and staff

## GOAL 10: COMMITTEES

- A. Academic Excellence Task Force
  - B. Educational Opportunity/Student Cost Task Force
  - C. Social Responsibility/Planning Task Force
  - D. Military Task Force
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