

**DIVISION OF STUDENT SERVICES**  
**FY15 Planning and Accomplishments**  
**Western Illinois University**

**Current Year**  
**Fiscal Year 2015**

**I. Accomplishments and Productivity for FY15**

A. Give a brief review of the division's goals and objectives for FY15.

1. Meet or exceed Admissions Goals for 2013-2014
2. Continue to assist with campus retention efforts
3. Explore options for creating a summer bridge program
4. Continue coordination of enrollment management group
5. Support the transition in orientation and retention
6. Re-open a renovated Thompson Hall lobby
7. Work on cost containment of the board plan
8. Begin discussions on plausibility for financing Phase 2 of the Union renovation and determine if there is funding for design of Phase 2
9. Continue athletic facility improvements and renovations and implement fundraising campaigns
10. Seek additional support for student financial aid programs
11. Implement and review new student employment process
12. Continue work with alcohol and other drug related issues on- and off-campus
13. Enhance divisional technology when possible as funding is made available
14. Continue process of document management system for Financial Aid
15. Continue to support and expand late night programming
16. Review student health insurance program as it relates to the Affordable Care Act
17. Manage potential staff reductions to maintain optimal services for students

B. List the most important divisional accomplishments for FY15 and document how these accomplishments support the goals and objectives of the University, including specific Strategic Plan accomplishments.

1. Meet or exceed Admissions Goals for 2013-2014
  - Goal: to achieve optimum controlled enrollment*
  - Goal: support new and enhanced student recruitment efforts*
  - Goal: to respond to students at all service points*
  - While we received a record, 10,671 new freshman applications, for the fall 2014 semester, numbers were down. Total enrollment for fall 2014 is 11,458, down 2.1 percent (249 students) from fall 2013. New freshmen enrollment is 1,605, down 47 students from fall 2013. Fall 2014 enrollment at the Western-Macomb campus is 9,935 compared to 10,205 last fall. The number of new transfer students totals 1,213 (1,243, fall 2013), while new graduate student enrollment is 571, compared to 573 in 2013.
  - The average ACT score (20.9) for incoming freshmen at Western continues to exceed the state average (which is 20.7), and the average grade point average of incoming students increased to 3.15 (3.11, fall 2013).
  - Enhanced overall campus physical diversity from 29% in fall 2013 to 34% in fall 2014. Statewide diversity is 39%.
2. Continue to assist with campus retention efforts
  - Goal: to provide support services to encourage student success and increase retention and graduation rates*
  - Goal: support new and enhanced student recruitment efforts*
  - Goal: to respond to students at all service points*
  - Increased Fall to Fall Retention from 63.3% in 2013 to 72.1% in 2014.
  - WIU was the only public university in the nation to be recognized for Excellence in Retention

- award for increasing retention 9% in one year.
  - A Leatherneck Success Team was coordinated to provide “Study Tables” in the first year halls, Union and Library to give students a place to study and homework assistance if needed.
  - Meeting with a Building Connections mentor resulted in a 10% difference in fall to spring retention.
  - Student Services representatives serve on the FYE review committee and 48 Student Services Representatives taught UNIV 100.
  - Numerous offices within the division were involved in presenting content material for UNIV100.
  - Grant funds were targeted to assist in the retention effort. Funds averaging \$1,000 were used to help needy students with a C average or better register for the spring term.
  - During summer school Financial Aid packaging, institutional grant funds were used to enhance enrollment by awarding \$500 grants to Pell-eligible students who had maximized the Pell grant yearly amount during the fall and spring terms.
3. Explore options for creating a summer bridge program.
- Goal: to provide support services to encourage student success and increase retention and graduation rates*
  - Goal: support new and enhanced student recruitment efforts*
  - Goal: to respond to students at all service points*
  - Still exploring options and funding alternatives for a bridge program.
4. Continue coordination of enrollment management group
- Goal: to provide support services to encourage student success and increase retention and graduation rates*
  - Goal: support new and enhanced student recruitment efforts*
  - Discussed strategies to assist student retention and make processes more user friendly.
  - Met once a month in a larger group with Registrar, Distance Learning, Graduate Studies, and Office of the Provost and Academic Vice President.
  - Determined the need for a paper award letter for student financial aid. The letter includes direct and indirect costs, grant and scholarship aid, self-help aid, and a section on out-of-pocket costs and how to pay for the out-of-pocket costs.
5. Support the transition in orientation and retention
- Goal: to provide support services to encourage student success and increase retention and graduation rates*
  - Goal: support new and enhanced student recruitment efforts*
  - Goal: to respond to student concerns with a culture of responsiveness at all service points*
  - Goal: to achieve optimum enrollment*
  - Re-designed Summer Orientation and Registration based on learning outcomes approved by Associate Deans and adjusted the schedule to remove barriers for first generation students.
6. Re-open a renovated Thompson Hall lobby
- Goal: to provide safe, accessible, responsive campus environments that meet the needs of university constituencies*
  - Completed in August 2014.
7. Work on cost containment of the board plan
- Goal: to provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability*
  - A dining service analysis was done by staff, alongside an Inter-Hall Council, that put together a cost reduction strategy for food service operations based on the needs and wants of students.
  - As a result of the study, Bayliss-Henninger Dining Center is now open for dinner only, Sunday – Thursday.
  - Dinner hours were reduced by one hour across campus (with the exception of one dining center).
  - Reduced the number of hours convenience stores across campus were open.

- During this restructure, UHDS maintained a high quality of food, service, options and flexibility for students which they indicated were their high priorities.
8. Begin discussions on plausibility for financing Phase 2 of the Union renovation and determine if there is funding for design of Phase 2
    - Goal: to expand and improve facilities to meet the needs of university constituencies*
    - A fee increase has been proposed to start building up reserve to move towards Phase 2 of the Union renovation. Phase 2 would address the basement and northeast entrance.
    - Celebrated the completion of Phase 1 in August and at Homecoming celebration.
    - Though Phase 1 was determined complete, there were issues with the terrace which will be taken off-line to replace during spring/summer of 2015.
    - Creating a plan to update rooms in the Union Hotel in phases.
  9. Continue athletic facility improvements and renovations and implement fundraising campaigns
    - Goal: to expand and improve facilities to meet the needs of university constituencies*
    - Replaced and installed new wooden court in Western Hall (naming gift money).
    - Installed new permanent Daktronics scoreboard at Hanson Field, including a custom sculpture by Assistant Art Professor Duke Oursler.
    - Resurfaced tennis courts (purple/gray), with assistance from the Department of Kinesiology, Campus Recreation, and donors.
    - Installed new touchscreen Hall of Fame display in Western Hall.
    - Installed Neoti portable video board(s) at Hanson Field and Western Hall.
    - Installed Polar Pool ColdTub in football locker room.
    - Leatherneck Club membership is currently at 650 households with a goal of 800 households by June 30, 2015.
    - Established four new endowed scholarships (Calhoun, VanBrooker, Westen, Ufkes).
  10. Seek additional support for student financial aid programs
    - Goal: to provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability*
    - Increased grant funding for students, allowing attendance, continued attendance and/or reduction in loan volume.
    - Due to MAP Grant reductions, Financial Aid conducted a successful campaign to increase the number of early FAFSA applications, resulting in a 25% increase in applications by March 1.
  11. Implement and review new student employment process
    - Goal: to provide statewide and national leadership in reducing levels of student indebtedness and increasing cost predictability and affordability*
    - Developed a program for needy new freshman allowing them to attend through earnings from an on-campus job.
    - For the 14-15 academic year, 101 new freshmen received a \$2,500 job to assist them in paying their college expenses. This program is currently being assessed.
  12. Continue work with alcohol and other drug related issues on- and off-campus
    - Goal: to support learning inside and outside the classroom and initiatives designed to increase student success*
    - AOD Resource Center provided 711.75 hours of clinical intervention to 254 students for Initial Assessments, Student Judicial Assessments, Treatment, Early Intervention, DUI Services and Comprehensive Evaluations.
    - Beu Health Center facilitated 54 educational events (Safe Tailgating, Root Beer Olympics, Club Wetzel, Class presentations, etc.) reaching 2385 participants through AOD Prevention and Peer Educators.
    - Completed the WIU Biennial Assessment for 2012-2014 in accordance Drug-Free Schools and Communities Act Amendments of 1989 (Fall, 2015).

13. Enhance divisional technology when possible as funding is made available  
*Goal: to deliver a strong, user-centered information technology infrastructure*
- Partnering with University Technology and Facilities Management, all residence halls on campus are now equipped with wireless access as of August 2014.
  - Working to implement “Laundry View”, for the fall 2015, a resource where students will be able to receive updates and see machine availability through an online interface.
  - Completed the conversion of analog cable to digital format. This updated format now allows the broadcast of 90 channels (a 40+ channel upgrade), and delivers better picture and sound.
  - Converted web pages to the new responsive design that was launched at the beginning of August.
  - Undergraduate Admissions application was overhauled to have the same responsive design aspects as all the rest of the University web pages.
  - Changed the way the majors and minors are displayed to prospective students so there is less confusion on what is available at each campus. Added an automatic waiver for students from specific counties or high schools so they do not have to pay the application fee.
  - Conference Services room reservation site was changed.
  - Redesigned the Disability Resource Center website.
  - Working to update the Talent Grant application/website.
  - Created a reservation system for the Golf Course.
  - Created an online form for Multicultural Center Events.
  - Completing a card access system in Grote Hall.
14. Continue process of document management system for Financial Aid  
*Goal: to respond to student concerns with a culture of responsiveness at all service points*  
*Goal: to achieve optimum enrollment*
- The financial aid office is now into its fourth full year using the University’s imaging system.
  - For the 14-15 academic year all documents were received in imaging files.
  - Paper files will not be created for new students and no new paper will be added to files for continuing students.
  - Imaging over 15,000 applications annually, which translates into over 100,000 pages.
  - Archiving continuing student documents so that a year from now there should be no paper files.
15. Continue to support and expand late night programming  
*Goal: to provide safe, accessible, responsive campus environments that meet the needs of university constituencies*  
*Goal: to support learning inside and outside the classroom and initiatives designed to increase student success*
- Late Night Programming occurs with collaboration across the division and this year included Rocky After Dark events, outdoor movies, Sandburg Theatre movies, Homecoming, Comedy Showcases, Game Night, Bingo night, dance/disco/club events, Coffeehouse music and poetry events, Edutainment-based speakers, and intentional program collaborations. Events are scheduled to begin at a later time and are featured in spaces throughout campus.
  - Inter-Hall Council programs had record participation in events such as Club Wetzel, Graffiti Dance Party, Karaoke Night, and Finals Study Break to name a few.
  - AOD Resource Center collaborated with other University Departments to offer late night programming and increase the opportunity for alcohol and other drug education. AOD Prevention collaborated with Campus Recreation on a new activity “Super Smash Legends of the Rec” February 27, 2015, which may develop into a new late night program.
16. Review student health insurance program as it relates to the Affordable Care Act  
*Goal: To respond to student concerns with a culture of responsiveness at all service points*
- Completed the Phase-out of the self-insured student health insurance program.
  - Implemented the new Student Insurance Plan.

- Educated students and parents on the new program.
- Negotiated renewal insurance premiums for FY16.

17. Manage potential staff reductions to maintain optimal services for students

*Goal: to respond to student concerns with a culture of responsiveness at all service points*

*Goal: to support learning inside and outside the classroom and initiatives designed to increase student success*

C. Indicate measures of productivity by which the unit's successes can be illustrated.

- **Undergraduate Admissions**
  - Opened and staffed the St. Louis Metro office.
  - The overall goal of the recruitment strategy is to increase the size, diversity, and academic quality of new freshman and transfer students attending Western Illinois University.

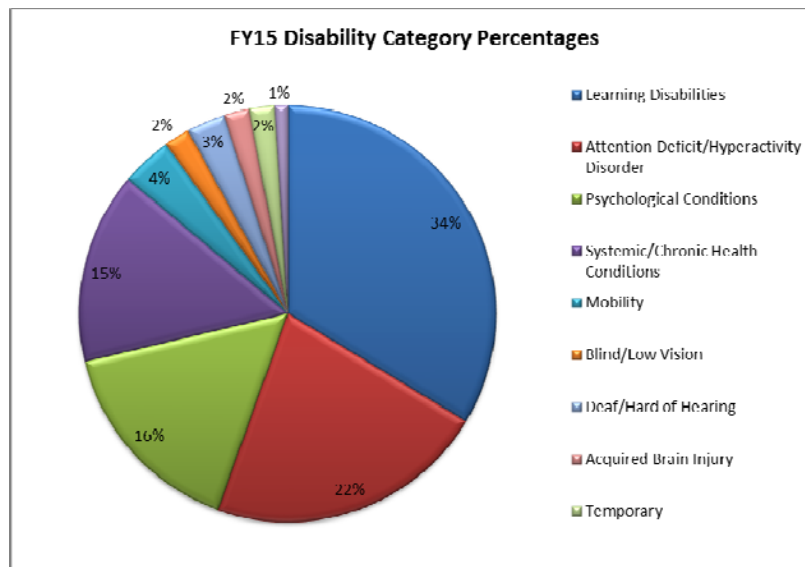
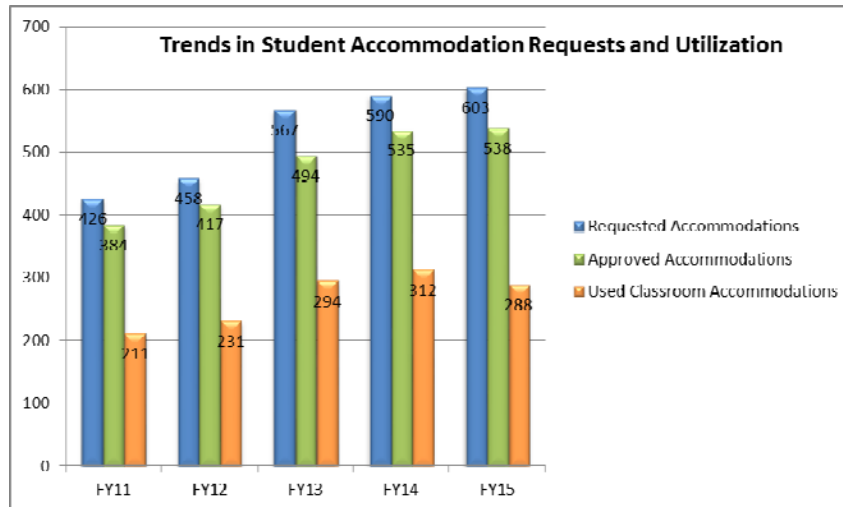
New Freshmen	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014
Applications	8,395	9,731	10,326	10,554	10,671
Accepted	5,420	6,384	6,481	6,260	7,431
Enrolled	1,758	1,955	1,754	1,652	1,605
Accept %	64.6%	65.6%	62.8%	59.3%	69.6%
Yield %	32.4%	30.6%	27.1%	26.4%	21.6%
FL-FL retention	71.4%	67.7%	63.3%	72.1%	TBD

New Transfers	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014
Applications	2,792	2,971	3,011	2,774	2,646
Accepted	2,081	2,106	2,186	1,946	2,439
Enrolled	1,344	1,301	1,328	1,243	1,213
Accept %	74.5%	70.9%	72.6%	70.2%	92.2%
Yield %	64.6%	61.8%	60.8%	63.9%	49.7%
FL-FL retention	81.6%	80.9%	80.3%	80.6%	TBD

- **Beu Health Center**
  - Phase 2 of the construction project is set to begin with painting on the second floor of Beu Health Center starting 3/23/2015. Remodeling office suites in the basement and giving the Laboratory a makeover that will incorporate universal design as well as improve efficiency in work flow and patient traffic. The remodel and painting is scheduled to be complete by the beginning of the fall semester.
  - Provided full-time support staff for the CMATH Center for Military and Academic Transition and Health clinic which ensured the sustainability of this important service to rural veterans in the Macomb area and on campus. The clinic serves approximately 5-10 veterans per week.
  - Partnered with Athletics to streamline the procedure for Student Athlete Physicals.
  - Health Education launched a Get Yourself Tested (GYT) initiative. GYT is a national awareness campaign to encourage youth to get tested for Sexually Transmitted Illnesses (STP's).
  - Provided 11,660 appointment visits which included:
    - 3,202 injections
    - 7,441 laboratory tests
    - 12,027 prescriptions (up from 7,738 in FY14)
    - 711.75 hours of AOD counseling.

- Prevention and Health Education provided 54 AOD Prevention presentations/activities and 56 Health Education events.
- *Student Health 101* (online magazine) had 12,090 visits representing 9,912 unique contacts.
- **Bookstore**
  - Integrated new employees into a new staffing pattern reflecting current needs.
  - Preparing for integration of new operating software system.
  - Increased total book sales.
  - Successfully assimilated new staff.
  - Book rental sales increased from 15,000 to 400,000.
  - Preparing for the universal (price averaging) book rental program in fall 2016.
- **Campus Recreation**
  - RECSHare! – A collaborative effort with the University of Iowa to invite a few universities in the region to come together and share and learn from one another. WIU had 24 students and three professional staff attend this one day event at University of Iowa.
  - Emergency Response Team (ERT) — a student group who represents each area and meet regularly to discuss safety ideas, emergency preparedness, and schedule emergency drills.
  - Student Leadership Team (SLT) — Student leaders from each area of CR shadow each other and work in teams to develop new ideas to present to the SRC leadership for improvements.
  - Hosted an event at the annual NIRSA conference for 40 WIU alumni.
  - Hung “Success Banners” featuring inspiring individuals who have been associated with Campus Recreation.
  - Helped establish the Adam Fox Foundation for a student employee who passed last summer to assist those who cannot afford a personal trainer.
  - Had 259,775 swipes into the building in 2014 compared to 259,488 in 2013.
  - This past year we increased participation by 41 students and three trips. (93 students on 8 trips in 2013, to 134 on 11 trips in 2014.)
  - Had five additional Rec Events and 771 additional participants, a 22% increase in total participation.
  - 584 students participate in 35 sport clubs.
  - Increase in freshmen participating in Intramurals:
    - Spring 2013/Fall 2013      1024 Participants (20% of overall participation)
    - Spring 2014/Fall 2014      1782 Participants (37% of overall participation)
- **Career Development Center**
  - Established Leatherneck Link on-line recruiting system to ease the job search process for students and alumni and allow employers to post jobs.
  - Initiated Delta Epsilon Iota, a national Honor Society involved in career development. Students from this organization have served as “peer mentors”, meeting with students individually on career related topics; resumes, interviewing, job searching, etc.
  - Social Media continued to be a way to market:
    - Twitter Followers: 1,272 (up from 1,081)
    - Facebook Friends: 545 (up from 474)
    - Pinterest Followers: 328 (up from 269)
    - LinkedIn: 79 (up from 56)
    - Instagram Followers: 411 (new)
    - Blogger: 4 (new)
  - “Four-Year Career Plan” was implemented into the U100 textbook.
  - Established the Career Development Advisory Board.
  - Total jobs posted to Leatherneck Link – 192
  - Total number of Registered Employers – 2,893
  - Total number of on-campus recruiter interviews (in the office) 58
  - Fall Career Fair – 343 students (down from 475)

- LEJA Career Fair – 565 students (up from 545)
- Spring Career Fair – 335 students (down from 375)
- Pre-Employment Preparation Classes – 8 classes /163 students
- Individual appointments with staff – 2,791 (down from 2,812)
- Walk-In Students 76
  
- **Casa Latina**
  - Working to establish a Casa Latina Alumni Advisory Board.
  - The Brotherhood Conference was implemented this past year with participation of over 30 students in collaboration with the Center for Masculinities and Men’s Development to bring in key-note speaker, Dr. David Perez from the University of Miami-Ohio.
  - Latinas In Pursuit of Success became a recognized student organization to increase the retention of Latina students with various programming including (Wise Latina Book Series and Luncheon, Rock the LIPS for International Women’s Day, plus the launch of their monthly newsletter “The Monthly Kiss”)
  - With the Deferred Action for Childhood Arrivals policy (DACA), students have shown interest in researching and providing information regarding undocumented students in higher education. Students have formed USAC (Undocumented Students & Allies Coalition) as a way to encourage this increasing population.
  - Beginning discussions with the Honors College to better serve underrepresented students in academic success.
  - Hosted the first L.E.A.D. (Leadership Exploration and Development) retreat for their student leaders to explore various leadership and development theories to complement their leadership and academic goals.
  - Partnered with Admissions in hosting Latino Day for prospective students.
  
- **Disability Resource Center**
  - Saw an increase of students with disabilities seeking resources in FY15 to 603 and has increased 85% since 2010.
  - Despite growing numbers, the DRC staff worked hard to maintain quality services that attract and retain students.
  - Last year, the DRC focused on improving coordination of note taking assistance. Exam services experienced an increase.
  - Added a physical access section to the website as a resource for the entire campus community, future students and visitors.
  - Served 240 instructors representing 61 departments and implemented the first annual DRC faculty appreciation luncheon.
  - Invited by Dr. Sheryl Burgstahler, a leading expert in Universal Design, to publish a chapter about the Faculty and Staff Partnerships for Accessible Solutions (FASPAS) program in the book, *Universal Design in Higher Education: From Principles to Practice* thus contributing to the professional discourse on Universal Design.
  - Developed a plan to migrate to electronic faculty notification.



- **Financial Aid**
  - Financial aid leveraging.
    - Enroll the desired number of students.
    - Enroll students with the desired characteristics.
    - Control our discount rate and financial aid expenditures.
    - Achieve a targeted net revenue goal.
  - The total of federal, state, institutional, and other aid equaled \$151,825,339.
  - The first Award Letters were added to STARS on January 23, 2014 and by the end of February, over 3,000 award letters were added to STARS. Over 4,000 award letters were produced, within the first 2 weeks of processing in for 15-16.
  - Developed a color brochure for prospective students that includes FAFSA application facts and helpful hints, guidance on paying for college, types and sources of financial aid, many important tips and reminders, and contact information.
  - A new budgeting program and screen was developed for 14-15 to assist in producing the required Federal Shopping Sheet.
  - Enhanced the financial aid management and literacy project. Each semester a series of 4 sessions are presented to assist students with financial literacy. A website has been developed with helpful tools and have partnered with USA Funds to present courses from “How do I apply for Financial Aid” to “How do I manage my debt.”



- A new default calculation is using a 3 year cohort instead of a 2 year cohort. As of February, the default rate has been reduced to 5.6%, down from FY10 when the default rate was 10.8%. One of the significant efforts to reduce the default rate has been the coordination of an advisor who has the responsibility to manage the project and to develop effective communication methods to assist delinquent and defaulted borrowers get back on track and repaying their loans.
- **Go West**
  - Acquired and implemented a new camera system.
  - Engineering for 12 new bus shelters is underway. (2 on campus and 10 in the city)
  - Acquired grant funding for rolling stock.
  - Carried an estimated 1.85M riders to date.
- **Gwendolyn Brooks Cultural Center**
  - Through collective and collaborative programming efforts the Center and its student organizations have assisted African American students.
  - Welcome Roundup is in its 9<sup>th</sup> year and continues to attract new freshman and transfer students with the goal empowering them with tools to assist in their successful matriculation.
  - Hosted the Martin Luther King Remembrance that featured a panel discussion.
  - Hosted the 6th Annual Black Student Summit, giving them an opportunity to dialogue about the unique challenges that underrepresented groups face at WIU.
  - Sent nine students and an advisor to the Annual Big 12 Conference on black student government in Stillwater, Oklahoma.
- **Intercollegiate Athletics**
  - 415 student-athletes in 20 sport programs.
  - Awarded \$3,850,000 in athletics scholarships. 314 student-athletes (76% overall) receive some portion of an athletics scholarships.
  - 3.00 Department Semester GPA; University Semester GPA was 2.96.
  - 7% Student-athletes with 4.00 GPA. (last year 5%)
  - 48 student-athletes earned Academic All-Conference Honors (Summit League and MVFC).
  - Ashley Luke (Women's Basketball) became the first-ever Western Illinois student-athlete to win the Capital One Academic All-America of the Year award. She is the top student-athlete in all of Division I women's basketball. Her First Team Academic All-America award accounts for the 12th time in Department history a student-athlete was named First Team.
  - Luke also becomes the first female student-athlete in Summit League history to receive the Academic All-America of the Year award. Luke was a Third Team Academic All-America selection in 2014.
  - Ashley Luke and Chip Holtschlag (Football) were named Capital One / CoSIDA Academic All-District.
  - Ann Miller (Volleyball), Charlie Bales (Men's Soccer) and Sammy Marshall (Softball) were named to the Senior CLASS Finalist list (1 of 30 selected nationally in each respective sport).
  - The men's soccer team shared the Summit League regular season championship.
  - Student-athletes performed 2007 hours of community service.
  - Student-athletes raised \$10,327 for local/regional charities.
  - Student-athletes raised \$ 4,971 for Dance Marathon.
- **Office of Student Activities**
  - Camp Leatherneck had 161 incoming students participate.
  - Alternative Spring Break raised \$8,000 to support 12 students going to Memphis, TN to volunteer with various philanthropies in the community.
  - Greek expansion is ongoing with Theta Chi Fraternity and Alpha Sigma Alpha Sorority chartering.
  - For the fourth consecutive fall semester, the spring and fall 2014 the All-Fraternity and All-Sorority grade point averages were all above the All-Men, All-Women, and All-University grade point average.

- Student Government Association drafted and passed legislation that creates a Student Bill of Rights. This document includes rights for students that are related to academic procedures, non-discrimination policies, and student input on important campus issues.
  - Dance Marathon broke its goal of \$40,000 by raising \$53,000 for Children's Miracle Network Hospitals of Greater St. Louis with over 470 people attending.
  - Brought singer Rick Springfield to Family Day as a major concert and provided free food for all students and families. Approximately 3500 attended.
  - Saw large success with Cinema programming in the UUB structure as event-based programming showcasing an outdoor venue during each semester and incorporating food, prizes, costume contests, and games to enhance the program. A large part of the success was showing pre-released movies before they were available to rent on video or on-demand.
  - Hosted the annual Best Week Ever, incorporating a large concert and known speaker to the week bookended by some smaller events. Chase Rice concert held in the Grand Ballroom sold out 1,000 tickets prior to show and RJ Mitte from TV show Breaking Bad had over 450 people in attendance.
  - Purplepost.wiu.edu continues to be an integral part of campus. As of March 10, 2015 there are 283 (increased from 253 last year) Registered Student Organizations, 25 University Offices with live pages, and 2,914 (increased from 2,770) involved users. In the 2014-2015 academic year 185 events have been submitted for the virtual bulletin board on PurplePost's homepage.
- **Student Development Office**
    - Assists students who are facing personal, medical, emotional, and psychological situations that are interfering with the student's ability to be successful in the classroom. Working with other campus departments and community agencies, SDO often makes referrals to help students regain control of their well-being, enabling them to get back on track academically.
    - Offered academic assistance to 1,598 students helping them with their academic goals and developing positive relationships with faculty, staff, and peers by aiding in the interpretation of their academic concerns and difficulties, providing referrals when appropriate.
    - Offered support and acted as crisis intervention contact and liaison for 2,301 students, some of which included student deaths, family member deaths, and absence contacts.
    - Assisted students contemplating withdrawal from the University to explore options, alternatives, and consequences before making a decision to withdraw.
    - Offered opportunities for 43 students appealing for total late withdrawal/late drops after the official drop date due to extenuating circumstances.
    - Implement aspects of IVPI into the SDO Office. Through University 100 courses, all incoming first year students take an on-line prevention education program that addresses different forms of interpersonal violence followed by a class presentation that introduces bystander education.
    - LGBTQA Resource Center offered orientation program for new students, increased programming initiatives, conducted Safe Space Training, created a lounge for students, hosted study nights, and engaged in dialogue across campus.
    - The Veterans' Resource Center provided early outreach services to 475 veterans.
    - Successfully collaborated with the Office of Equal Opportunity and Access and the Office of Human Resources to host the inaugural Veterans Employment Networking Conference.
    - Recruited, hired, trained and supervised Veterans Administration College Work Study student employees and Social Work.
    - Five veterans participated in State of Illinois Leadership Conference in Springfield.
  - **Student Judicial Programs**
    - Reviewed best practices both in Code of Student Conduct wording and process refinement.
    - Conducted 926 judicial board hearings for the students violating the Code of Student Conduct.
    - Continue recruitment of representatives to serve on the University Judicial Board.
  - **Student Legal Services**

- Handled a variety of student legal issues from city ordinance violations to landlord/tenant issues.
- Worked to help students and parents understand legal issues for students.
- **Student Publications**
  - Produced 86 issues of the *Western Courier* newspaper, which is published three-days per week during the school year.
  - Promoted The *Western Courier's* presence on social media, particularly via Facebook.
- **Student Success and Parent Programs**
  - Hosted Dads' Weekend in the fall with 182 dads in attendance.
  - Hosted Moms' Weekend in the spring with 336 moms in attendance.
  - Sends two parent newsletters per year.
  - Hosted 10 parent socials and 20 parent programs for Summer Orientation Programs.
  - Awarded 4 named scholarships through the Parent Family Association.
- **University Counseling Center**
  - Basic Statistics to date (July 1, 2013 to March 6, 2015):
    - 656 students who received counseling services.
    - 2,845 individual sessions provided.
    - 333 group counseling contact hours.
    - 31 students sought assessment services for ADHD & LD.
  - Became a member of the Center for Collegiate Mental Health (CCMH). It is a multi-disciplinary, member-driven, research center focused on providing accurate and up-to-date information about the mental health of today's college students.
  - Offered Suicide Intervention Training Programs to WIU Employees.
  - Completed the process of transitioning to a completely paperless system.
  - Implemented iPads for electronic check-in stations.
  - Sought out ways to connect with and offer support services, in addition to providing direct counseling services, to students who are identified as high need for counseling services.
  - Offered a weekly study skills seminar in an effort to increase retention rates.
  - All students in crisis were seen the day they presented, and students who were not experiencing an emergency were offered counseling services one to four business days from the time of their first contact. The wait for an initial counseling session within the Macomb community is two to four weeks.
  - In the fall and spring semesters, a UCC staff counselor taught CN241 - Career and Personal Development. Students who take this class are exposed to methods of learning about careers, job hunting strategies, and effective ways of presenting themselves.
- **University Housing and Dining Services**
  - UHDS and Facilities Management continue to work on the Wetzel Park Project. During the summer of 2014, a seating area and walk-way were installed on the northeast corner of the property, along with added greenery.
  - Completed the first phase of the UHDS Seal Hall Courtyard Project.
  - Worked with LRP Recycling to remove and recycle 350 mattresses or 22,010lbs from going into the landfill.
  - Bayliss-Henninger and Tanner Halls, continued to support the FYE program by hosting an event every Tuesday night for the first 6 weeks of the fall semester on topics such as time management, relationships, money management, and career development to name a few.
  - University Housing continues to house over 4,000 students a year.
  - It operates on an auxiliary budget of \$41M (includes dining services.)
  - Started Pathways Living-Learning Community for first year students who have undeclared majors.
  - Reworked the curriculum for the Transfer Year Experience floor in Thompson Hall.
  - Continued to be active partners in the community by putting on Mud Volleyball, which

raised over \$6,000 for the Macomb Fire Department and Big Pink Volleyball with Campus Rec, which raised over \$10,000. Held annual Safe Trick-or-Treat for local children. Haunted Housing raised \$3,000 for local food bank. St. Baldrick's in Tanner raised over \$7,000.

- Launched a new program for students requesting break housing.
- More than 8,328 people attended 46 camps/conferences and various University events between March 1, 2014 and March 1st, 2015. The highlights in Conference Services this year were the successful hosting of Christ in Youth – MOVE in July and successfully booking to occupancy for each of Western's special weekends.
- Sodexo operates three residence hall dining centers, the Union dining operation, catering, and five convenience stores.
- Sodexo created a concept to avoid allergens called "Simple Serving."
- Worked closely with University Relations and Admissions to develop a consistent design and message for recruitment materials.
  
- **University Scholarship Activities**
  - Disbursed nearly \$1.6 million in competitive, academic scholarships to more than 1,500 students.
  - Created an online freshman scholarship application.
  - Created, tested, and implemented a web-based scholarship disbursement application to improve efficiency, accuracy, and report access.
  - Created phase 2 of short-term loan online process and trained Financial Aid staff.
  - Designed the Scholarship Office Pentaho report template.
  - Reviewed over 300 Foundation scholarships to account for donor documentation, and updated criteria to the existing template.
  
- **University Union**
  - Purchased and integrated a new scheduling system.
  - Evaluated staffing to provide optimal service.
  - Created a plan to update Union Hotel rooms.
  - Improved the Student Employee Training program. Students were trained on customer service, emergency management, and professional expectations.
  - New chairs for the larger meeting rooms have been selected and will be purchased.
  - Approximately 52,935 students attended 1,351 student events.
  - Approximately 126,352 people attended events.
  - During the fall 2014 semester alone, student organizations sponsored 967 meetings and events with 38,179 students in attendance.
  
- **Women's Center**
  - Sponsored several inaugural events this year:
    - A benefit production of Eve Ensler's "A Memory, A Monologue, A Rant, and A Prayer" was held in February to raise awareness and funds to stop gender-based interpersonal violence
    - An International Women's Day Celebration Luncheon.
    - \$tart \$mart Wage Workshop was held for graduating female undergraduate and graduate students.
  - Provided programs and resources including:
    - REAL Women: Women as Researchers, Educators, Activists and Leaders.
    - Women's Art Exhibit.
    - Take Back the Night.
    - National Girls and Women in Sports Day Celebration.
    - Equal Pay Day.
    - Sponsored a McDonough County Girls Softball League Team.

D. Describe how the division used any of the following categories of funds to enhance accomplishments and productivity:

1. Western Illinois Foundation funds
  - The majority of scholarship funds awarded (79%) through the Scholarship Office were donor-funded Foundation dollars.
  - Beu Health Center assisted 66 students in financial need with essential medical transportation, health, dental, and vision services.
2. Funds available due to vacant positions or dollars saved through hiring of new personnel at whatever level those funds reside: N/A
3. Grants, contracts or local funds
  - Local funds were used to support minority and transfer scholarships, summer scholarships, and encumbered students.
4. Internal Reallocations: N/A
5. Other fund sources
  - The Substance Abuse Prevention Education Fund were used for programming efforts.
  - The Council on Student Activity Funds (CSAF) awarded 57 registered student organizations a total of \$1,270,962.

**II. Budget Enhancement Outcomes for FY15 - N/A**

**Budget Year  
Fiscal Year 2016**

**III. Major Objectives and Productivity Measures for FY16**

- A. List the most important goals and objectives the division will pursue in FY16, and how these actions will be measured/assessed.
  1. Meet or exceed Admissions Goals for 2014-2015
  2. Continue to assist with campus retention efforts
  3. Explore options for creating a summer bridge program
  4. Continue coordination of enrollment management group
  5. Work on cost containment of the board plan
  6. Begin discussions on plausibility for financing Phase 2 of the Union renovation and determine if there is funding for design of Phase 2
  7. Continue athletic facility improvements and renovations and implement fundraising campaigns
  8. Continue work with alcohol and other drug related issues on- and off-campus
  9. Enhance divisional technology when possible as funding is made available
  10. Continue process of document management system for Financial Aid
  11. Continue to support and expand late night programming
  12. Review student health insurance program as it relates to the Affordable Care Act
  13. Manage potential staff reductions to maintain optimal services for students
  14. Review the student judicial hearing process
  15. Explore academic support programs for our diverse population
- B. Of the objectives identified above, please indicate which are directly related to Strategic Plan action items.
  - All of the Division's objectives are related to the University's Strategic Plan
- C. For Strategic Plan action items noted above, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
  - All items are expected to be completed in the short- to mid-term

#### **IV. Technology Goals and Objectives**

- A. List the most important technological goals and objectives the division will pursue in FY16, and how these will be measured/assessed.
  - Continue to use social media outlets for growth and development.
  - Continue the process of making Financial Aid a mostly paperless environment.
  - Continue to add offices to the content management system.
  - Begin to create mobile marketing sites for offices.
  - Continue to look at enhancement of web-based forms.
  
- B. Describe how these objectives build upon goals in divisional and/or institutional strategic plans.
  - Achieving optimum enrollment (allowing more options to students in the admissions process).
  - Creating a student body of high-achieving and diverse students making it easier for international and students with disabilities to access the university electronically.
  - Increasing retention and graduation rates.
  - Responding to student concerns with a culture of responsiveness at all service points.
  - Fostering a superior staff.
  
- C. For each technology item, indicate whether you intend to have the action completed in the short-term (next 12 months), mid-term (2-4 years), or long term (5+ years).
  - All items are expected to be completed in the short- to mid-term

