

To: Members of the Western Illinois University Board of Trustees
Bill Epperly, Vice Chair Bill Griffin
Jesse Andrews Mike Houston
Lyneir Cole

From: Joe Rives, Vice President, Quad Cities, Planning and Technology

Date: December 7, 2011

Re: November 2011 Strategic Plan Update

This month's *Strategic Plan Update* provides first draft of the revised vision, mission, and value descriptions for *Higher Values in Higher Education 2012-2022*. The Higher Values in Higher Education Review/Update Team prepared the suggestions below. Items underlined are suggested additions and items with strikethrough are suggested deletions. Each item also contains "Notes" explaining the suggested change(s). We look forward to integrating your feedback.

Vision

Western Illinois University will be the leader in educational quality, opportunity, and affordability among regional public universities. Note: The Review Team suggests adding a comparative referent at the end of the Vision.

Current Mission

~~By enacting our values and supporting the synergy between instruction, research, creativity and service, Western Illinois University prepares a socially responsible, diverse student, faculty, and staff, population to lead in the global society.~~ Notes: The Review Team recommends replacing the mission statement. The use of synergy is too cliché, and after the first clause, the mission is too generic. It could apply to any institution.

Revised Mission

Western Illinois University empowers students, faculty, and staff to lead dynamic and diverse communities. We provide student-centered undergraduate and graduate programs characterized by innovative teaching, research, and service, grounded in regional and global perspectives. We engage our students in educational opportunities guided by a professional and diverse faculty and staff in collaboration with alumni and community partners.

Values

Academic Excellence: Central to our history ~~and tradition~~ is the commitment to teaching, to the individual learner, and to active involvement in the teaching-learning process. Western Illinois University's highly qualified; and diverse faculty promotes critical thinking, engaged learning, research, and creativity in a challenging, supportive learning community. We are committed to an academic environment that encourages lifelong development as learners, scholars, teachers, and mentors. Notes: History and tradition are redundant terms, and the other is a suggested grammatical change.

Educational Opportunity: Western Illinois University values educational opportunity and welcomes those who show promise and a willingness to work toward achieving shared educational goals. We are committed to providing accessible, high quality educational programs and financial support for our students. Notes: No changes suggested.

Personal Growth: Western Illinois University values the development of the whole person. We are committed to providing opportunities for personal growth in an environment that supports the development of wellness, ethical decision making, and personal responsibility in the global community. ~~With personal growth comes an environment and interpersonal dynamics that celebrate diversity, support internationalization of the curriculum, and encourage plurality of thought and perspective.~~ Notes: The commitment to diversity is stated in social responsibility. By adding the University's role in the global community, the elements of the last sentence are included elsewhere and it is suggested that the last sentence can be eliminated.

Social Responsibility: Western Illinois University is committed to equity, social justice, and diversity and will maintain the highest standards of integrity in our work with others. We create an environment that fosters and promotes civic engagement. We ~~will~~ serve as a resource for and stimulus to ~~economic~~⁶; educational, cultural, environmental, community and economic development in our region and well beyond it. Notes: Sentence added to encompass faculty and staff actions in promoting civic engagement, which is consistent with our new Carnegie classification. The removal of will is for verb consistency, and educational is suggested to be placed in front of economic development.

The membership of the Higher Values in Higher Education Review/Update Team (see Table 1 attached) looks forward to receiving feedback from you and the campus community. We will meet January 20, 2012 to review feedback received and prepare to send a first draft of the updated plan to the campus community for review and feedback. Similar to other university planning activities, we will use the second semester to engage in iterative drafts, culminating with a document that has been endorsed by all campus governance groups in Macomb and the Quad Cities before presenting to you for final approval.

If you have any questions about the materials and process presented in this month's *Strategic Plan Update*, and/or if you have feedback regarding the continued successful implementation of *Higher Values in Higher Education*, please contact me.

cc:	President Thomas	CSEC Pres. Rupert	Associate Provost Neumann
	Provost Hawkinson	COAP President Grimm	Associate Provost Parsons
	Vice President Bainter	Faculty Council Chair Rowson	Assistant Vice President Williams
	Vice President Biller	Faculty Senate Chair Rock	Planning, Budget, and IR Staff
	Vice President DeWees	SGA Chairs Copi and Rosenow	President's Office Support Staff

Table 1
Higher Values in Higher Education 2008-2018 Review/Update Team

Nancy Parsons, Co-Chair	Associate Provost
Joe Rives, Co-Chair	Vice President, Quad Cities, Planning & Technology
Jeff Anderson	City Planner, City of Moline
Ed Basch	Community Development Coordinator, City of Macomb
Dana Biernbaum	Assistant Vice President, Administrative Services
Gary Biller	Vice President, Student Services
Andy Borst	Director, Admissions
Chris Brown	Administrative Aide, WIU-QC
Felix Chu	Interim Associate Dean, University Libraries
Ann Comerford	Director, University Union
Tucker Copi	Macomb Student Government Association President
Kassie Daly	Assistant Director, Quad Cities Admissions
Gloria Delany-Barmann	Professor, Educational and Interdisciplinary Studies
John Drea	Associate Dean, College of Business and Technology
Jennifer Grimm	Academic Advisor, Communication/COAP President
Rick Hardy	Director, Honors
Renee Higgins	Dean of Transfer, Spoon River College
Robert Hironimus-Wendt	Associate Professor, Sociology and Anthropology
Rhonda Kline	Director, Institutional Research and Planning
David Lane	Associate Professor, Psychology
Nancy Laverdiere	Web Specialist, University Libraries
Kerry Lemaster	Administrative Assistant, President's Office
Kathy Malcomb	Director, Planning and Institutional Effectiveness, Black Hawk College
Sue Martinelli-Fernandez	Dean, College of Arts and Sciences
Kimberley McClure	Professor, Psychology/Graduate Council Chair
Kristi Mindrup	Assistant Vice President, WIU-QC and Planning
Dennis Moon	At-Large Alderman, City of Macomb
Josh Moon	Senior Associate Athletics Director
Julie Murphy	Director Foundation Communications/Donor Stewardship
Amy Patrick Mossman	Associate Professor, English and Journalism
Lorette Oden	Professor, Health Sciences
Boris Petracovici	Associate Professor, Mathematics
Steve Rock	Professor, Economics and Chair/Faculty Senate
Chad Rosenow	President Quad Cities Student Government Association
Bill Rupert	Deputy Director, Human Resources/Civil Service Employees Council President
Jim Schmidt	Associate Dean, College of Arts and Sciences
Carol Scott	Secretary, Alumni Council
Darcie Shinberger	Director, University Relations
Emeric Solymosy	Professor, Management and Marketing/Quad Cities Faculty Council Chair
Amy Spelman	Director, Alumni Programs
Tammy Werner	Assistant Professor, Sociology and Anthropology
Janet Wigglesworth	Chairperson, Kinesiology/Chairs Council Representative
Charles Wright	Chair, Art