

To: Members of the Western Illinois University Board of Trustees
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From: Joe Rives, Vice President, Quad Cities and Planning

Date: November 23, 2015

Re: November 2015 Strategic Plan Update

The University's Fiscal Year 2016 Performance Report will be presented at the December 2015 Western Illinois University Board of Trustees meeting. This Report will compare university performance on student input measures (e.g., average ACT scores, high school percentile ranks, etc.) and student output measures (e.g., retention and graduation rates) to peer institutions. These peer group comparisons inform planning and evaluate institutional effectiveness with regard to Strategic Plan implementation.

Equally important to institutional planning and evaluation efforts, are comparisons of student outcome measures, or results of the educational experience. Therefore, this month's *Strategic Plan Update* provides student outcome benchmark comparisons with fall 2015 data published in *Washington Monthly*, *the Economist*, and from the Brookings Institute.

These comparisons show that more students graduate from the University than are predicted on the basis of entering characteristics alone. Furthermore, Western Illinois University alumni earn higher median salaries than predicted independently by two external agencies.

Washington Monthly Rankings

The *Washington Monthly* forms a composite score and ranks each institution for their combined contributions to social mobility (recruiting and graduating low-income students), research (producing cutting-edge scholarship and PhDs) and service (encouraging students to give something back to their country).

Overall, Western Illinois University placed in the top seven percent of Midwestern colleges and universities in *Washington Monthly*, ranking 30th among 403 Midwestern colleges and universities. The University also placed in the top 32 of percent nationally, ranking 217th out of 673 master's degree granting institutions.

This data shows that Western Illinois University is following its vision in providing educational opportunity. The University serves the highest percentage of Pell Grant recipients in its peer group. Moreover, an effective educational process results in more students graduating than predicted on the basis of entering student characteristics alone. More specifically:

- For student input measures, Western Illinois University has the lowest ACT interquartile range (middle half of the ACT distribution), but is tied with William Paterson University in serving the highest percentage of Pell Grant recipients.

	ACT Interquartile <u>Range</u>		Percent of Students with Pell <u>Grants</u>
Truman State	25-30	Western Illinois	36.3%
Wisconsin-La Crosse	23-27	William Paterson	36.3%
James Madison	23-28	Eastern Illinois	35.3%
Appalachian State	23-28	Central Missouri	35.0%
Grand Valley State	21-26	Nebraska-Kearney	34.7%
Northern Iowa	21-25	Montclair State	34.0%
Wisconsin-Stevens Point	21-25	Grand Valley State	33.7%
Southern Illinois-Edwardsville	20-25	Southern Illinois-Edwardsville	32.7%
Nebraska-Kearney	20-25	Central Washington	32.7%
Wisconsin-Whitewater	20-25	Wisconsin-Stevens Point	32.3%
Eastern Illinois	19-23	Wisconsin-Whitewater	28.0%
Central Missouri	19-24	Northern Iowa	26.0%
Montclair State	19-23	Appalachian State	24.7%
William Paterson	19-26	Wisconsin-La Crosse	21.7%
Central Washington	18-24	Truman State	19.7%
Western Illinois	18-23	James Madison	13.3%

- For student output and outcome measures, Western has the fourth lowest graduation rate, but the fifth highest graduation rate performance (difference between the predicted and actual graduation rates). The University graduates more students than projected.
- Average six-year institutional graduation rates for first-time, full-time students from 2010 through 2012 are reported below. Because Western did not begin admitting first-time, full-time students to the Quad Cities until fall 2013, Western Illinois University-Quad Cities is excluded from analyses in this month's *Update*.

	Graduation <u>Rate (GR)</u>		GR <u>Performance</u>
James Madison	81.0%	James Madison	11.3%
Truman State	71.0%	Montclair State	9.8%
Wisconsin-La Crosse	69.3%	Eastern Illinois	8.6%
Northern Iowa	66.7%	Central Washington	8.1%
Appalachian State	65.7%	Western Illinois	5.7%
Grand Valley State	63.3%	Northern Iowa	5.0%
Montclair State	62.3%	Nebraska-Kearney	2.8%
Eastern Illinois	60.3%	Grand Valley State	1.4%
Wisconsin-Stevens Point	60.3%	Appalachian State	1.4%
Nebraska-Kearney	58.3%	Wisconsin-La Crosse	1.2%
Wisconsin-Whitewater	56.0%	Wisconsin-Stevens Point	1.1%
Western Illinois	55.0%	William Paterson	0.6%
Central Washington	55.0%	Central Missouri	-0.4%
Southern Illinois-Edwardsville	51.7%	Southern Illinois-Edwardsville	-2.5%
Central Missouri	49.3%	Wisconsin-Whitewater	-3.3%
William Paterson	47.7%	Truman State	-4.4%

Economist Rankings

The Economist rankings predict median salaries for graduates ten years after starting college. The sample is based on students who received financial aid during college. The multiple regression formula used in the analysis accounts for 85% of the variance in salaries. Results are compared to actual median earnings, yielding a difference or “value added” for attending a particular college or university.

Western ranked third out of the 11 Illinois public universities (Governors State University was not ranked). Overall, Western ranked 303rd on the list of 1,275 institutions, placing the University in the top 24 percent nationally. The University also ranked 6th in its highly competitive peer group.

	National <u>Rank</u>	Expected <u>Earnings</u>	Median <u>Earnings</u>	<u>Difference</u>
James Madison University	77	\$47,839	\$53,400	\$5,561
Central Washington University	124	\$40,333	\$44,900	\$4,567
Montclair State University	223	\$45,770	\$48,700	\$2,930
Eastern Illinois University	270	\$38,731	\$41,200	\$2,469
University of Wisconsin-Stevens Point	293	\$37,166	\$39,400	\$2,234
Western Illinois University	303	\$38,919	\$41,100	\$2,181
University of Wisconsin-La Crosse	363	\$42,375	\$44,100	\$1,725
University of Wisconsin-Whitewater	381	\$39,630	\$41,200	\$1,570
University of Nebraska at Kearney	454	\$37,697	\$38,800	\$1,103
University of Northern Iowa	474	\$40,703	\$41,700	\$997
William Paterson University of New Jersey	757	\$45,206	\$44,300	(\$906)
Truman State University	832	\$44,077	\$42,700	(\$1,377)
Grand Valley State University	871	\$40,752	\$39,100	(\$1,652)
University of Central Missouri	884	\$38,333	\$36,600	(\$1,733)
Southern Illinois University-Edwardsville	1,108	\$43,471	\$39,800	(\$3,671)
Appalachian State University	1,222	\$42,428	\$36,600	(\$5,828)

Brooking Institute Rankings

Using a different data source and methodology, the Brooking Institute released its “value added” rankings for predicting median ten year salaries of alumni who received financial aid and entered college in 2001. A positive value added, according to the Brookings Report, indicates that the college or university helped the student earn a higher salary because its methodology controls for student characteristics, institutional type, and location. Western ranks 6th in its peer group comparison, and the University’s value added rate of 6.3% is higher than 52% of the 1,666 institutions in this national sample.

	Predicted <u>Salary</u>	Actual <u>Salary</u>	<u>Difference</u>	<u>Value Added</u>	<u>Percentile Rank</u>
James Madison	\$45,829	\$56,201	\$10,372	20.4%	89
Central Washington	\$39,694	\$47,255	\$7,561	17.4%	84
Montclair State	\$45,812	\$51,254	\$5,442	11.2%	70
Southern Illinois-Edwardsville	\$38,553	\$41,887	\$3,334	8.3%	59
Nebraska-Kearney	\$37,710	\$40,835	\$3,125	8.0%	57
Western Illinois	\$40,608	\$43,256	\$2,648	6.3%	52
Eastern Illinois	\$40,775	\$43,361	\$2,586	6.2%	51
Wisconsin-La Crosse	\$44,524	\$46,413	\$1,889	4.2%	45
Northern Iowa	\$42,161	\$43,887	\$1,726	4.0%	44
Truman State	\$43,640	\$44,939	\$1,299	2.9%	41
Wisconsin-Whitewater	\$42,868	\$43,361	\$493	1.1%	35
William Paterson	\$46,152	\$46,623	\$471	1.0%	35
Wisconsin-Stevens Point	\$42,163	\$41,466	-\$697	-1.7%	26
Central Missouri	\$39,582	\$38,520	-\$1,062	-2.7%	23
Appalachian State	\$40,534	\$38,520	-\$2,014	-5.1%	18
Grand Valley State	\$43,539	\$41,151	-\$2,388	-5.6%	16

As the material presented in this month’s Strategic Plan Update shows, Western Illinois University’s academic excellence and educational opportunities produce higher than projected graduation rates and median alumni salaries. Please contact me if you have any questions about the materials presented in this month’s Update and/or feedback for the continued successful advancement of Higher Values in Higher Education.

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