

To: Members of the Western Illinois University Board of Trustees  
Roger Clawson, Chair      Bill Epperly  
Lyneir Cole                      Phil Hare  
Cathy Early                      Michael Quigley  
Carolyn Ehlert Fuller      Yvonne Savala

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

Date: October 28, 2015

Re: October 2015 Strategic Plan Update

This month's *Strategic Plan Update* discusses the status of corporate outreach visits with Quad Cities companies that offer tuition reimbursement programs to support *Higher Values in Higher Education's* enrollment, experiential education, and partnership goals. This month's *Update* also summarizes the results of meetings with high school and community college partners to further support institutional goals and priorities.

### **Corporate Meetings**

Paul Plagenz, Quad Cities Director of Development, and I use our corporate meetings as an opportunity to discuss recruitment of employees as students to Western Illinois University, new and expanded internship opportunities, interest in serving on the Quad Cities and Planning Advisory Committee, and future philanthropic partnerships, where appropriate.

The first meetings are general, serving as an opportunity to provide general updates about Western Illinois University and to assess interest in the items discussed above. As corporate doors are opened, Paul and I either follow up or send referrals to the appropriate dean. As promised to the Board, I am keeping a running log of meetings, referrals, and subsequent outcomes. Information from this log is summarized below. More specific details will be provided in the Quarterly Strategic Plan Update at the December 2015 Western Illinois University Board of Trustees meeting.

### **AT&T**

They agreed to provide an action plan for recruiting AT&T employees as students, asked for a November follow up meeting to discuss new company funding interests and student internship opportunities, and agreed to appoint a staff member to serve on the Quad Cities and Planning Advisory Committee.

### **Deere and Company**

They will be following up with me on company areas of interest for expanded Western Illinois University student internship opportunities, assurance that Western is included in its university relations (outreach) programs and communications, and the identification of a staff member who will serve on the Quad Cities and Planning Advisory Committee.

### **McGladrey**

After our initial meeting, Dr. Jim Patterson is leading efforts to recruit employees (including summer and winter undergraduate interns from other colleges and universities) into Western's MBA program. The company was very interested in the hybrid format of the MBA program.

### **Parr Instruments**

The School of Engineering is following up on internship and research opportunities, and will host a visit of Parr executives at the Quad Cities Manufacturing Laboratory. Dr. Jim Patterson is also exploring part-time student employment opportunities with a representative from Parr.

### **Royal Neighbors of America (RNA)**

Helena Lira is following up on sponsored credit opportunities. Audrey Adamson is doing the same for internships and career fairs. Paul Plagenz and Dr. Janna Deitz will be developing funding proposal for the Ready to Run program led by Dr. Deitz.

### **Next Meetings**

The next scheduled meetings are with representatives from CSC-Annawan, KJWW, Purina, Standard Forwarding, and Tyson Foods. The meetings occurring thus far offer promising possibilities for the two campuses of Western Illinois University, distance learning, and the advancement of strategic plan goals and priorities.

### **Education Meetings**

Curtis Williams, Associate Director of Quad Cities Student Services, and I have been conducting initial meetings with high school and community college partners. The focus of these meetings is the advancement of university enrollment and student persistence and completion goals. Displayed below are results from a sampling of these meetings. More specific details will be provided at your December 2015 Western Illinois University Board of Trustees meeting.

### **Eastern Iowa Community Colleges**

Dr. Jim Patterson is serving as the point person in the College of Business and Technology (CBT) as he and his CBT colleagues explore additional 2+2 transfer agreements. Drs. Adkins, Dooley, Kilmer, and Simonson are doing the same for the College of Education and Human Services.

### **Elgin Community College**

Dr. Rick Hardy, Curtis Williams, and I will be traveling to Elgin in November to finalize proposed Linkages, Reverse Transfer, and Honors Articulation Agreements with Elgin Community College.

### **Lincoln College**

I will be traveling to Normal, IL, in November for an initial meeting to propose Linkages, Reverse Transfer, and Honors Articulation Agreements with Western Illinois University.

### **Moline High School**

Curtis Williams is meeting with high school staff to develop strategies to increase student and parent awareness of dual enrollment opportunities at one-third of published tuition and fee rates for academically qualified high school seniors. Awareness building has to be careful not to be a high school visit. Admissions staff, per professional standards, has a limited number of recruitment visits that they can make. Our efforts cannot detract from the counselors' valuable number of finite visits. However, our efforts can (and will) build even more interest in Western Illinois University.

### **Rivermont Collegiate Academy**

The Headmaster agreed to designate a staff member to help us in the formation of a new Dual Enrollment Advisory Committee to best determine how to build student and parent awareness and interest in the University's dual enrollment program for academically qualified high school students.

### **Rock Island High School**

Curtis Williams is meeting with high school staff to develop strategies to increase student and parent awareness and interest in dual enrollment opportunities. They also agreed to appoint a staff member to serve on our newly forming Dual Enrollment Advisory Committee, and they are exploring sponsored credit interest within the District.

The next high school meetings will be with Assumption, Rock Island Aleman, and United Township High School. Updates from these and other meetings will be provided at your December meeting.

As the material presented in this month's *Strategic Plan Update* shows, there is strong interest in the two campuses of Western Illinois University and distance learning, as we continue to advance the mission, vision, values, goals, and priorities of the University. 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*.

cc: President Thomas	CSEC President Trusley	SGA President Moreno
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