

Western Illinois University - Quad Cities
Strategic Initiatives and Actions
2021-2028

Foundation

Western Illinois University was founded in 1899 as a teacher-training school, and over the years, expanded into a comprehensive university with a variety of academic and extracurricular options.

students, 2) enrich academic excellence, 3) provide educational opportunity, 4) support personal growth, 5) promote social responsibility, and 6) demonstrate accountability.

WIU Quad Cities Campus Strategic Initiatives demonstrate responsiveness to State of Illinois and the Quad Cities region in providing citizens with skill and competence to contribute to a sustainable economy and community, to close equity gaps for those who have been traditionally underserved by the higher education system, and to improve access by managing the cost of college.

Strategic Initiatives and Actions

Strategic Initiative 1 - Foster personal growth through engaging and meaningful college experiences centered on experiential learning, wellness, and success on campus and throughout the Quad Cities region.

Actions:

- 1) Ensure a welcoming campus environment for students, faculty, staff, and visiting community members that promotes inclusion and cultivates social justice.
 - a) Recruit and retain students, faculty, and staff that reflect the diversity of our community and both represent and contribute a variety of perspectives that shape the classroom and workplace. [President, Academic Affairs, Enrollment Management, Finance and Administration, Admissions, Human Resources, Equal Opportunity and Access, Diversity and Inclusion, All hiring departments/supervisors.]
 - b) Create interdisciplinary educational opportunities for diversity, equity, inclusiveness, and social justice themed dialogue, presentations, and forums in collaboration with community partners. [Academic Affairs, Enrollment Management, Retention, Student Success, Quad Cities, Faculty Council, Faculty Senate.]
 - c) Collaborate with community partners to host interdisciplinary dialogues, presentations, and forums that engage issues of diversity, equity, inclusiveness, and social justice. [Quad Cities, Career Development and Workforce Preparation, Student

c)

Aid, Quad Cities Manufacturing Lab, WQPT, Illinois Institute for Rural Affairs/Small Business Development Center.]

- 8) Promote the value and uniqueness of community-focused student experiences whereby students learn and develop as individuals on campus while contributing to the quality of Quad Cities area cities, towns, and neighborhoods through internships, experiential learning, leadership development, applied projects, and volunteerism. [Enrollment Management, Admissions, Marketing, Academic Affairs, Quad Cities, Student Services.]

Strategic Initiative 2 - Position WIU Quad Cities as a public regional comprehensive university that serves the area as a hub of transdisciplinary innovation focused on academic excellence and social responsibility, including three strategic domains: Innovation and Science; Health, Education, and Public Service; and Enterprise and Commerce.

Actions:

- 1) Identify an appropriate portfolio of program offerings for the Quad Cities campus honoring our mission as a public regional comprehensive university while developing three strategic domains.
 - a) Integrate findings from the Illinois Board of Higher Education Quad Cities Higher Education Needs Assessment. [President, Provost, Academic Affairs, Finance and Administration, Enrollment Management, Student Success, Quad Cities, Deans, Advancement.]
 - b) Clarify and strengthen the Quad Cities role as a public regional comprehensive university. [Provost, Academic Affairs, Deans, Directors/Chairs, Faculty, Finance and Administration, Quad Cities.]
 - c) Add new academic programs and courses that uniquely align with the three strategic domains, while reviewing possibilities for existing programs and courses to build further connections to these domains. [Provost, Academic Affairs, Deans, Directors/Chairs, Faculty, Finance and Administration, Enrollment Management, Quad Cities.]
 - d) Determine the right mix of on-campus and online programs and courses by studying current and potential student demand. [Provost, Academic Affairs, Deans, Directors/Chairs, Faculty, Finance and Administration, Enrollment Management, Quad Cities.]
 - e) Leverage the advantages associated with the WIU Quad Cities location on the Mississippi River in an effort to address environmental and climate opportunities and challenges. [Academic Affairs, Deans, Directors/Chairs, Faculty, Illinois Institute for Rural Affairs, Quad Cities.]
 - f) Support academic programs with a curricular and research focus on environmental science and innovation. [Academic Affairs, Deans, Directors/Chairs, Faculty.]
 - g) Provide forums and knowledge resources for Quad Cities area communities facing increasingly frequent and costly flooding and other symptoms of an increasingly

- 4) Cultivate reciprocal relationships with local K-12, preschool, and community college faculty, staff, and students that produce extracurricular and cocurricular learning opportunities and bridge institutional types and fields of study.
 - a) Expand academic pathways via early exposure opportunities for K-12, preschool, and community college students such as summer camps, on-campus events, and engaging presentations in local schools. [Academic Affairs, Quad Cities, Deans, Advancement, Admissions, WQPT, Student Success]
 - b) Serve local K-12, preschool, and community college teachers and other educational leaders by promoting access to university resources such as databases and other library and literacy resources. [University Libraries, University Marketing, WQPT.]
 - c) Invest in university public lectures and special event planning that will attract K-12, preschool, and community college students and teachers. [Academic Affairs, Quad Cities, Admissions, Student Success, University Marketing, Deans, Quad Cities Graduate Center, WQPT.]
 - d) Leverage the resources of WIU-affiliated WQPT and other local media outlets to extend early childhood educational outreach. [Academic Affairs, Quad Cities, WQPT, College of Education and Human Services.]

Strategic Initiative 3 - Emphasize educational opportunity by promoting high-demand and accessible undergraduate majors, graduate programs, and professional development opportunities.

Actions:

- 1) Develop an enrollment and recruitment plan inclusive of strategies to recruit students with both traditional and post-traditional academic pathways. Increase academics-focused recruitment and outreach initiatives. [Enrollment Management, Academic Affairs, Quad Cities, Student Services, Admissions, Financial Aid.]
- 2) Set enrollment targets for individual academic programs delivered on the Quad Cities campus. Examine historical enrollment data and resource allocation, market analysis, and diversity trends to set goals for recruiting, retention, and completion rates. Develop a decision process to respond to opportunities or deficiencies. [President, Provost, Academic Affairs, Enrollment Management, Finance and Administration, Admissions, Deans, Directors/Chairs, Faculty.]
- 3) Support traditional disciplinary program development while incentivizing innovative new and existing transdisciplinary collaborations.
 - a) Conduct regular market analyses and surveys using quantitative and qualitative methods, and collect input from area community college staff to identify opportunities to revise existing and add new high-demand 4-year degrees and graduate programs. [Enrollment Management, Academic Affairs, Quad Cities, Deans.]
 - b) Establish accountability and progress reporting through annual departmental reports on Quad Cities-based programmatic accomplishments, community and transdisciplinary contributions and collaborations, future goals, and needs for

WIU Quad Cities Strategic Planning Committee

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