



Renew Moline Director Mathis. We have a full schedule today and are addressing the issues. We have funding but have another set of challenges. The budget is the first step. We are not out of the woods and have to be as conservative and fiscally responsible as we have been in the past. We still need to be mindful. President Thomas also thanked Facilitator Jane Pierson for her service and knowledge of Western, as well as his Leadership Team and members of the Office of the President.

Facilitator Jane Pierson welcomed the Board and gave an overview of the agenda for the day.

The Year in Review:

Accomplishments:

- Level Freshman Enrollment

- Engineering program grew at the QC Campus

- Started Mechanical Engineering

- Increase in online classes that have been offered this year and apparent enthusiasm to offer more as there are market opportunities

- Acknowledge the role that Western played in lobbying in Springfield

- Remaining affordable while still providing a high level of education for our students

- Following our mission

- reaching out to new students and new funding outside of the state level and outside of the traditional way of doing things

- Focus on our strengths (i.e. Signature Programs and Centennial Honors College)

- Strategic Plan Supplement

Challenges:

- Lack of budget

- Convincing donors to make donations to Western

- Convincing parents and students to attend Western

- To increase focus on enrollment and to do that, in part, by increasing the number of involved individuals throughout the University community in recruiting

- Adjusting to changes taking place in higher education in the next 5-20 years.

- Issues cannot be resolved in a year

- Defunding of higher education on a national level (exacerbated in Illinois) and it is happening everywhere

- Continuing to think outside the box

The President gave a PowerPoint presentation. His presentation focused on the FY17 accomplishments and FY18 goals. The presentation included a preview of a video by the President that will be released to the public in the next week. We continue national advancement in spite of the budget impasse: The Strategic Plan Supp He gave an overview of rankings that Western has achieved. The University will continue planning for increased excellence.

The President outlined his vision and goals as articulated in the Presidential Initiatives for last year. He highlighted specific accomplishments in each area. He also played a few short videos under some of the areas. The President also covered the goals for the coming year.

Vice President Ron Williams and Director of Admissions Seth Miner gave a PowerPoint presentation about enrollment, recruitment, and retention. The presentation included information on the following: new freshman enrollment at Illinois public universities from fall 2012-2016; total Illinois public university freshmen enrollment 2012-2016; Illinois public universities market share change 2012-2016; WIU

freshmen enrollment 2004-2016; Illinois public universities freshmen applications as of April 2017; Illinois public universities freshmen admits as of April 2017; WIU transfers 2004-2016; Illinois public universities transfer applications as of April 2017; Illinois public universities transfer admits as of April 2017. Miner discussed the challenges and barriers, which include state funding, increased competition, and cost of attendance, and what initiatives WIU is undertaking to meet those challenges. The Board discussed the different challenges and what WIU is doing. The Board also discussed ideas for what WIU might be able to look at doing moving forward.

Vice President Bierman gave a PowerPoint presentation. The information presented included a history of appropriations, cash flow, costs, and other information pertinent to finances, budget, and cash flow. There was also a review of legislative changes.

Vice President Bainter gave a PowerPoint presentation regarding marketing, discussing different marketing initiatives and things that are happening in WIU marketing. He provided examples of video and print, and took ideas and answered questions from the Board. He also gave the Board information the Director of Marketing search. The Board had further discussion with VP Bainter and Assistant Vice President Darcie Shinberger about marketing and outreach.

There was a break for lunch.

The meeting continued with conversations with the Vice Presidents.

Vice President Bainter discussed issues and expectations in his area with the Board. He said they have had a very good year. VP Bainter talked about why he believes that was the case. He talked about the transition of the development officers to reporting under his area. He also talked about needs in his areas with the Board, including staffing needs. There will be new and higher goals in the development area for next year. There are a few planned gifts that are also being developed. VP Bainter explained how the issues at the state level with the budget impasse and crisis of confidence have impacted giving to Western, including providing a historical look at donor support. VP Bainter talked about the Foundation Board and commended its efforts. He answered questions from the Board. There was also discussion of looking ahead to the next capital campaign.

Vice President Ron Williams discussed issues and expectations in his area. Two issues are enrollment, which was discussed this morning, and student cost. He explained these issues further and gave the Board an outline of next steps in working on the cost issue. VP Williams highlighted the goals within his division. He answered questions from the Board about Student Services. There was also discussion about the implosion of Higgins Hall on July 1.

Interim Provost Kathy Neumann discussed issues and expectations in her area. It was a busy year in Academic Affairs, including a general ed review, teacher ed review, review of terms (what it means to be and program reviews. Faculty and staff outreach has increased. She mentioned that freshmen retention numbers are up, which is good news. There is a Deans/Directors Retreat coming up soon, and Interim Provost Neumann informed the Board as to topics she will discuss at that upcoming Retreat. She gave an overview of things that will be taking place this coming year in her area. She also answered questions about various topics in Academic Affairs from the Trustees.



