Planning and Feedback Session

The purpose of this session was to gather information about significant topics which Eastern Illinois University needs to address in our planning process.

**Group: 3**  
School of Business Faculty/Staff  
**Date:** April 11, 2011  
**Tool:** Focus Group Discussion

**What about EIU’s history & traditions should be remembered & preserved?**
- Teaching elements/legacy from school of education
- Castle
- Physical infrastructure (first impressions)
- College feel
- Small town/connected feel with town
- Relatively safe
- Residential campus
- Full “university” experience
- University IS the town (no competing interests for city resources)
- Relationship that faculty/staff have with students
- Policies are student centered
- Have the tools to succeed
- Are inclusive rather than exclusive (can cause difficulties with boosting lower students up)

**What can be done to improve academic quality & Scholarship across campus?**
- Give everyone some scholarship
- Flexibility in discharging poor professors (poor needs to be definable)
- Recruit quality faculty
- Improve process of faculty maintenance
- Reexamine discipline-based accreditations

**What should we change at EIU that would enable us to become a great institution?**
- Look critically at enrollment and admissions process
- Information does not flow about admission and recruiting process to administration/staff
- Become more selective to target quality students over quantity
  - Although St. Louis U became more selective and nearly killed its MBA program
- Market the institution as a GOOD institution
- Identify why EIU is lagging in growth of students and funding
- Identify successful strategies for similar institutions
- Link architectural elements together (castle/gothic architecture)
- Spend the money to beatify campus to recruit students
What emerging issues need to be addressed if EIU is to thrive in the future?

- Transfer students / commuters from out of town are having difficulties incorporating into University life due to limited time spent on campus
- Transfer students need to be indoctrinated into University life following transferring
- Opportunity costs of recruiting lower qualified students
- Alumni support of endowment and donor base
- Enhance sustainability
- Bring sustainability into the curriculum
- Potential Student demographics (many 18 year olds coming up?)
- Shifting demographics
- Latinos are under-represented in higher education

What can we do to make EIU a first choice institution?

- Connect with alumni
- Establish a strong donor base