The purpose of this discussion session was to gather information relating to what Eastern Illinois University needs to address in our planning process.

1. What would make EIU first choice for students, faculty, and staff?
   a. What is wrong with being #2!? Maybe we can’t be #1 for perhaps obvious reasons of geography, resources, and focus. But, once we’re “discovered” we create a lifelong affiliation with those who come here.
   b. We have a lot to offer: small school feel, a sense of “family”, passionate sense of belonging.
   c. We love President Perry and the values that he embodies.

2. What is the one thing we need to change at EIU that would enable us to be a great institution?
   a. Unit B faculty feel subordinated and often “marginalized”. They do not feel that they are fully appreciated, and have full membership in the faculty ranks. There is a sense of apartheid.
   b. We should expand the use of and access to, technology for students. For example, other universities are partnering with companies (e.g., Apple) to provide discounts on laptops to incoming freshmen.
   c. We need to invest in faculty development in 21st century teaching.

3. What about our history and traditions do we need to remember and preserve as we plan for the future?
   a. A shared history and relationships are the hallmarks of the university: these are memorialized and manifested by: memorial bricks on the quad; the clock tower; the Panther; the look and feel of Booth Library;
   b. Be careful about class sizes. Recognize that no one size fits all.
   c. Notice the personal attention aspects of the student-teacher relationships. Students know who the department chair is!
   d. It must be working, since we have more than a 60% return rate on alumni surveys.

4. What are 2 emerging issues that you can anticipate that we will have to deal with effectively if we are going to thrive in the future? (e.g., role of technology in the classroom, retirements, tenure, demographics, online education)
   a. We need to become more proactive in the on-line education arena. We are missing opportunities for growth, satisfying student needs, and enhancing faculty compensation.
   b. We should consider college-level management of continuing education and on-line education.

5. What is the most vital core value that EIU should preserve?
   a. Quality: EIU is a quality place to come to.
   b. Many good programs.
   c. Maintain our leadership in education and professional studies.
   d. Maintain our distinction as a “private school experience for a public school price”.

6. What questions do you have for us to take back to the Strategic Planning Committee?
   a. What is the impetus to put more forms, information, on the web site? For example, there is a lot of paper used in advising, practicum supervision, etc., that could be completed through on-line portals. There may be an initial investment in developing portals but in the long run it would save on paper, mileage for supervisors, etc. **Maybe part of the strategic plan should be to move to a more paperless campus.**