Planning and Feedback Session

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

<table>
<thead>
<tr>
<th>Group:</th>
<th>Date:</th>
<th>Tool:</th>
</tr>
</thead>
<tbody>
<tr>
<td>General: Parents, Employees, Students</td>
<td>April-May, 2011</td>
<td>Online Survey</td>
</tr>
</tbody>
</table>

Responses were copied directly from the online survey submissions and unedited.

From EIU Employees – Faculty

What would make EIU first choice for students, faculty, and staff?

I think we need to rid ourselves of the "small-mindedness" this University and Community tend to have at times. "That's not the way it's done here" and "we can't do that here" need to be eliminated. There is a defeated attitude at EIU at times. Obviously, it's not everyone. There are too many people who want to get paid to do nothing and act like they are doing you a favor if they do their job. They cop an attitude when they have to do something. I think EIU is a great school and I wish everyone who went to school here and works here, had that same attitude!

Reputation for high academic standards, consistency in having students earn grades based on mastery not just effort, attractive physical environment. Specifically for faculty -- support of administrators, reasonable expectations for balancing teaching, research and service responsibilities, more positive and cooperative faculty interactions at the department level.

Differs for many. For faculty--more pay, research support, and academic structure (i.e., if you want to hire top people, need to offer them something other institutions don't, such as research centers, labs, etc). For students--better knowledge of EIU. And I mean that in a broad sense. EIU needs to establish its brand more powerfully by promoting what its faculty does.

Absurd question.

I think EIU demonstrates many great working relationships in and between units. I think this process is a good way to continue to empower the campus community.

Students - relatively low cost, emphasis on quality teaching environment, adequate preparation for professional careers. Faculty - support for research and creative activities, relatively small class sizes, effective technological support, competitive pay scale.

We want to make sure that the quality of both students and faculty is excellent and foster the best possible conditions for student learning and achievement, as well as faculty development.

salary would be my choice as an incentive for faculty and staff. State of the art technology would be my choice as a potential student.
From EIU Employees – Faculty

What is the one thing we need to change at EIU that would enable us to be a great institution?

The apathy surrounding the University by the students and people who work here is sad. There is a lack of enthusiasm toward athletic events, the celebration, first night, etc. There seems to be a lack of pride in our university. We get 500 or less fans to Division I basketball games? We can't get a majority of our students to home football games? If 2000 come to the games, it's a lot. There aren't that many. Why wouldn't they come to these events? Apathy... It is sad. This could be such a great atmosphere and a lot of fun. I think the athletic fee is too low. The students don't value their (free) tickets because they aren't worth anything. TOO MANY CLASSES ARE BEING OFFERED LATER IN THE DAY! AFTERNOON CLASSES ARE TO PREVALENT! It's not right or fair to students who need to work or play sports!

Higher faculty morale (one ex. is low participation in faculty senate elections both in terms of faculty running for positions as well as the voting process itself)

Beyond the obvious answer of MONEY. Weak departments need to be forced to up their standards for promotion and tenure. The strong departments are excellent--the weak departments are pathetic and that disparity makes it hard for a university to enhance its reputation.

Absurd question.

Become a leader in going green! Be willing to make the investment. Lake Lake is way ahead of us.

Hold students to higher expectations throughout their time at EIU.

More resources and better equipment for faculty and students: in the library, in the classroom, in the lab, and so on.

Our colleges and departments need to be closely examined in the area of the leadership. So many administrators appear to be "top-down" managers, and this is definitely not in keeping with our profession. Weed out the poor leadership, all the way up to provost and president. I am in the college of education, and our dean and chair of ec/ele/mle are horribly ineffective to the point that faculty are being driven away.
From EIU Employees – Faculty

What about our history and traditions do we need to remember and preserve as we plan for the future?

There have been a lot of great individuals who have gone to school here. There are some athletic traditions, but not many. What is special? The tailgate area for football used to be special. A lot of former students mention that. What other traditions are there other than the bars? Mom's, Marty's, Panther Paw, Ike's. The greek tugs, etc. That's the tradition and it's sad. That should not be the lasting memory of this great institution.

legacy as a teacher education institution

Little--this institution is too accustomed to preserving its traditions, even when they clearly inhibit excellence. To much of the staff does not understand their role in supporting faculty and in fact use "tradition" to inhibit faculty "because that's how we do it." The Disabilities Services program needs completely overhauled.

A small state university

Campus lake at Lantz. I have heard and read far too many complaints and concerns about this change from alumni, students, faculty etc. The new campus plan tucks a small pond away in the corner. It looks as if we are loosing a great deal of green space!

A continued focus (and maybe a return) to the basics, focusing on quality education and effective research and not being distracted by trending programs that make little difference in the long term.

While we try to maintain high standards, we should also balance that with EIU's traditional accessibility to a broad range of students.

This is an area that is a concern for those of us who have not been at EIU forever. We are from all over the country, and have taught in many other places. This makes EIU traditions not as appealing to us. In our department, most faculty members are EIU graduates, perpetrating a rather "incestuous" teaching ideal, and leaving a few of us out in the cold, and perceived as outsiders.
From EIU Employees – Faculty

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)

Students at other schools are provided with laptops or I pads and things like that. I think we need to CATCH up and keep up with the always emerging technology on college campuses. The student's writing is terrible because of texting. They write like they talk. Retirement is scary! What will happen to my retirement if this state stays on the path it’s on? I have finance charges for doctor and dentist visits because the state cannot afford to pay my bill! Tuition exchange is one of the reasons I chose to enter this field. Will my children get a discount to attend college or will that disappear?

Issue 1: having enough faculty to staff the courses we currently have, much less keep up with any potential growth...faculty are spread too thin in trying to fulfill all expectations

Issue 2: students coming into our institution with fewer/less academic basic skills/preparation than what we are expecting...more remediation is being required at the department level to get students prepared for courses in the major area...adds additional pressures to departments who are already stretched

Revamp the Publicity Department so they can learn how to sell EIU's strongest asset--its faculty. The Publicity Department is terrible at this.

Long term funding for "non-profitable" disciplines.

Declining state revenue.

Substandard students that are accepted in order to cope with issue number one

Low pay and loss of benefits for faculty and staff. I know many retirees may be facing declining revenues from the money purchase formula which will cost someone. I know for myself I may choose to work longer which may be far more costly to the state or university than if I retired. This becomes an issue when we are trying to attract professors from other states or outside of the area.

Students entering EIU lacking the skill level (reading, writing, etc.) and study habits to succeed.

Balance between incorporating technology (including online learning) with effective learning and thinking skills.

Obviously, the budget affects everything else. We should find ways to recruit high quality faculty and develop current faculty, both through their own research and through their ability to do good work for the students. Whatever stark realities we face with the budget, we must keep that goal in mind.

Technology: our labs are not kept updated in terms of hardware and software; they are also not kept dust free. This is especially true in the college of education.

Retirements in the next 5 years could desimate the faculty, especially in view of the fact that some departments cannot attract the best and brightest candidates.

Tenure: the process for tenure, retention and promotion is poor at best.
From EIU Employees – Faculty

What is the most vital core value that EIU should preserve?

Keeping the student first. Hire people who truly believe that and won't forget they have a job BECAUSE of the students, NOT the other way around!!!!!

education empowers and humans should embrace lifelong learning as a habit

Too silly of question to bother answering.

Commitment to scholarship

Small class sizes and Full professors teaching most classes! Team spirit!

Low cost, quality education.

No single goal is productive. What we need is a combination of quality, collaborative ventures among different departments and sections, and good student-faculty interaction (in the classroom, through mentoring, etc.).

The value of teaching as priority.

What questions or other observations do you have for the Strategic Planning Steering Committee?

What can you do to ease my concerns about retirement? Tuition exchange for my children? Will my bills be covered at the doctor/dentist? What can we do to end the apathy on this campus toward our sports teams and other activities?

How are you going to address the current disparities in programs across campus? As new needs develop, how will that factor into the implementation of program initiatives? How can you help departments attract qualified candidates for open faculty positions? The signs in some of the bus windows that say ""bar crawl"" are an embarrassment to the institution.

There is a tremendous disparity between the quality of academic departments, and it will take strong leadership from the administration to bring some departments up to par.

Stop EIU becoming a low cost, community college finishing school.

This may not be the proper place for input, but many people in the community and campus wide have mentioned that they would like to see a web site with all of the activities going on on the campus. We have to look too many different places for information and we could benefit from a centralized list for all events. For example, One speakers event I found out about from a faculty member. The event was at Doudna and I searched 6 different sites before I found the speaker listed on the English department website. We have many fine events that are not well attended and I wonder what we can do to increase attendance. Many events are advertised the day of the event in the paper. If one does not read the paper until later in the afternoon the event may be finished. We could definitely increase community awareness with lighted signage with upcoming events. I know they are expensive but the high school has one and so does Gateway liquors! :) I would like to hear what other people think about increasing attendance for programs, concerts, and athletic events. It does seem that Doudnas advertisement booklet was a great tool as I believe many of their events were well attended and or sold out! Keep up the good work and keep us posted on how the process is going. I know the two leaders will do a great job!

Keep up the good work!!
From EIU Employees – Civil Service

What would make EIU first choice for students, faculty, and staff?

As students attend classes and pursue majors, it is important that they develop a strong work ethic. It can be somewhat disheartening to see student workers do homework on their federal work study time, in essence get paid for studying. Since the real world expects work to be performed, we are not helping students by allowing them to be paid for not working. It is no small thing to dampen civil service morale further, given these tight budget times. We have job descriptions and evaluations to abide by, so should they. When there is no work to be done, they should clock out.

Quality faculty, interesting majors that offer employment out of college and competitive pricing in comparison to the other state universities.

Cutting edge technology. Technology for scheduling appointments, (including appointments between students and faculty) registering for classes, viewing grades and delivering classroom information.

I think a lot of things we already offer make us first choice like personal attention, ability to participate in hands-on experiences and a beautiful campus in a safe community. Out of all of those, I think what could continue to be improved upon and developed is opportunities for hands-on experiences. I was a journalism student and chose EIU because of the opportunities to work alongside professors and professionals at WEIU and the Daily Eastern News. I think opportunities like those could be looked at and integrated into the academic culture even more in the future. Many of the students in today's generation are hands-on so developing in that area can only help make EIU more of a first choice facility.

What is the one thing we need to change at EIU that would enable us to be a great institution?

Stop the flow of "entitlement" thinking that seems to pervade the student body more and more each year. Don't be afraid of what the parents will think if we actually ask students to comply with course requirements. Be aware of quality reduction (of degrees granted) if retention is the only issue that matters. Have a backbone. Stand for quality. Consider a dress code--tired of seeing body parts instead of persons. Will graduates be allowed to go to work dressed inappropriately?

Offer more on-line courses to be competitive (Example: my daughter is an EIU alum and she is an Instructional Designer of on-line courses for Devry and said that more & more people are leaning toward on-line classes so that they can hold on to a full-time job and still work on their degree to further their education.)

Improve customer service. That's a small sentence for a really big job. Improving customer service would include: Developing an Employee Multi-source feedback evaluation to identify areas for improvement on a continuous basis. Eliminate the method classes are rolled out in small numbers. Adequate class seats should be available during registration to eliminate the need for students to make multiple visits to PAWS. Catch up with new technology to allow students easier access in making appointments, registering for classes and viewing grades.

Housing. The bathroom sharing of Taylor, Thomas, Lawson, etc. Halls is a thing of the past and something that will turn many students off. I know it did me when I came here. Most other state schools offer housing more like Stevenson Tower where you have suite-mates. I think more kids would stay on campus longer and get the more complete experience if they could be offered better housing choices. I understand this is a big capital undertaking, but one that still needs to be considered for the future nonetheless.
From EIU Employees – Civil Service

What about our history and traditions do we need to remember and preserve as we plan for the future?

We started as a teachers college. Our name stood for quality education. With current 'dispositions' language and ratings being used at the expense of actual performance, we are letting students graduate who are not fully prepared to be teachers.

Our high retention rate of students and the recognition of outstanding success in our alumni

EIU has been reknown for graduating top level educators, a tradition that should continue.

The personal touch. I think many students and parents love EIU so much because of the personal attention and "at-home" feeling they get here. We need to remember this is something a lot of larger institutions just can't offer and we need to capitalize on that.

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)

technology, ways to deal with possible crashes in future.
retirement funds sustained for those who have put in long years and money (this has morale impact on workers)
Tenure - some faculty become too comfortable in their positions once they become tenured and their attitudes change in the quality of their teaching.
On-line course availability - EIU needs to offer on-line classes to keep enrollment up and be competitive with Univ. of Phoenix and Devry Univ., which would allow many students to save money on commuting as well as those who would like to hold on to a job and continue their education on-line.

Retention and technology.

I think state funding is what is challenging us the most right now and we have to remember that even though it would be easier to admit more students and/or raise tuition rates that we are still the small institution so many of come to love because of size. I think if tuition hikes are necessary, that's fine, but we should keep the cap on enrollment so the personal feeling of EIU remains.
I think another emerging issue is going to be again, the housing problem. We have to figure out a way to offer more modern housing to students. Not only will it keep them on campus longer, it will attract potential students.

What is the most vital core value that EIU should preserve?

quality education including reading, writing and mathematics

EIU is a university that has that small campus feel, which is what the students really appreciate, while still being a mid-size university.

EIU should continue promoting diversity.

Tell the truth and don't be afraid. We've heard that over and over and it's in the masthead for the Daily Eastern News, but it really does hold a lot of meaning. This institution offers so much personal attention and relationships and encourages students to tell the truth, be honest and do what's right. I think that's definitely something that should always be taught and preserved in order to continue helping our students grow and become productive citizens.
From EIU Employees – Civil Service

What questions or other observations do you have for the Strategic Planning Steering Committee?

I have become disheartened over the years at the above mentioned trends. I used to be proud that I worked for EIU. There have been negative changes I have had no control over. Thank you for allowing me to state my opinions.

n/a

I believe EIU should develop organized study groups such as those used at Harvard. Study group for Education Majors / Business Majors / Pre-Med Majors / PLS and Econ. Harvard University spring 2011 Study Groups

“Study groups present a tremendous opportunity for students to learn informally from leading public servants, political practitioners, journalists, academics, and more. Organized as semester-long, non-for-credit weekly seminars, study groups are hosted by the Institute's Fellows and other distinguished group leaders. Study group topics range from local to global issues, and are offered in a variety of formats, including project-based working groups, skill-building workshops, and traditional Q&A-based discussion groups. No prior experience with, or knowledge of, the topic is necessary. Participation in discussion is encouraged, as is weekly attendance, but neither is mandatory. Consistent with the Institute's mission, study groups are designed specifically to involve undergraduates, but they are open to all Harvard students, faculty, and staff, as well as the general public.” Retrieved from: http://www.iop.harvard.edu/Programs/Fellows-Study-Groups/Spring-2011-Study-Groups

In addition to the educational value study groups may also foster a sense of belonging and boost retention.
From an EIU Employee – Administrative and Professional

What would make EIU first choice for students, faculty, and staff?

Improve our reputation by monitoring our admission criteria, focusing on campus/community safety, and improving community morale.

What is the one thing we need to change at EIU that would enable us to be a great institution?

We need to figure out who we want to be and do that one thing. We were always a teaching school. We should be known for having the best _____, _____, and _____. (whatever those blanks may be)

What about our history and traditions do we need to remember and preserve as we plan for the future?

This campus community has been appealing to parents and students because it has been clean, safe, and friendly.

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)

The "underpreparedness" of incoming students. They need types of supports that we have not been used to providing. They are not independent, they do not think as a community, and their parents need a transition period in order to assist these young people in getting acclimated.

Young people demand technology. Anyone doing straight lecture with no technology is dead in the water. Students will not learn this way because their brains are now hardwired to get it fast and in vivid color.

What is the most vital core value that EIU should preserve?

The fact that we are a small rural community where students are genuinely cared about.

What questions or other observations do you have for the Strategic Planning Steering Committee?

What about incentives? Indiana State has a laptop incentive program. Every incoming student gets a free laptop. It costs very little and is most likely covered in tuition, but it draws young people in.
From EIU Students – Undergraduate

What would make EIU first choice for students, faculty, and staff?

A combination of high emphasis in education and affordability.

Students- Price, location, surrounding area

What is the one thing we need to change at EIU that would enable us to be a great institution?

More stress on text book usage! I have had numerous classes in which the text is not emphasized, which is a waste of money. Professors should be recommended to only choose texts if they will be used - if they will not use a textbook they should not assign one. In college, it is not enough for professors to say, "Read chapter 2." They need to say, "Read chapter 2, you WILL have a quiz over it tomorrow." This keeps students in check. Only a few of my professors here have done this, and it increased my learning immensely.

Major improvements could be made in the Math department.

I think EIU is a great institution.

What about our history and traditions do we need to remember and preserve as we plan for the future?

Academics are more important than athletics in an educational institution - always.

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)

Role of technology- a lot of teachers need to be informed of up-to-date technology and know how to use email, that is the easiest way that they can communicate with their students.

Online education- EIU needs to offer more online classes, especially during the summer, so that more of it's student can attend classes. Many of EIU’s students are parents or have to work a lot to afford coming here, so if EIU offers more online classes then more students would be able to get an education.

-Smoking on campus
-Technology campus-wide

What is the most vital core value that EIU should preserve?

<no responses>

What questions or other observations do you have for the Strategic Planning Steering Committee?

<no responses>
From EIU Students – Graduate

What would make EIU first choice for students, faculty, and staff?

Well rounded faculty, coursework and the latest technology. Much of the faculty is the stuck in the way they do things and they keep doing the same thing time in and time again as far as teaching methods, curriculum, and student interaction. This stagnant growth starts from the top down and needs to be revamped to be more competitive and give EIU an edge when it comes to providing top tier education. If you want to create the best institution you need to get the best teachers, technology, students and facilities. I realize all of these things cannot come at once but if that is the long term vision then priorities and actions need to be moving in the right direction.

Better service, facilities and infrastructure, and student, faculty, and staff diversity
Offer more scholarships and campus job opportunities

Credibility. My experience has been that the classes are too easy, and while I know the University needs to make money, I feel certain students, including many International students who cannot write a proper paper are given a free pass, and therefore dilute the classrooms and grading curve.
Cost. EIU continues to be a low cost option for Illinois residents and surrounding states.
Activities. Students coming from larger cities find Charleston boring. We need to develop a plan to keep students engaged and interested.

Continued small class size and individualized attention to each student, coupled with affordable cost.

I'm an incoming graduate student and small class size and being able to have such a close working relationship with faculty members is an outstanding benefit to students.

The curriculum is strong.

A lounge for the Clinical Psychology students would be very nice. Somewhere small would be sufficient. To have a place to work on projects and papers with the other members of the program would be ideal.
From EIU Students – Graduate

What is the one thing we need to change at EIU that would enable us to be a great institution?

#1 - redo the whole webct program and it's interaction. It's old outdated and the faculty needs to be better versed in the tools that a program like this can/could offer.

#2 - councilors/faculty needs to take a more vested interest in students. I don't know how many times I've met with a counselor and they look at your students records and go here take this, this and that. Why not ask me what my passion/desire/future that I want for myself is and then go from there. Too many faculty/administrators get stuck in their old ways and will not adapt or move forward.

Better learning facilities and student diversity (especially international students recruitment)

Advanced degrees. I would like to see more in the way of engineering, technical and medical offerings.

Begin offering Ph.D.'s in some areas.

I think there is an opening in this part of Illinois for EIU to take the role of the premier regionally focused institution in the area. The University of Illinois at Urbana sees itself as a global entity, and even when it focuses on the state it is Chicago centric. Just because the University of Illinois is in Urbana doesn't mean that it actually serves people in the surrounding area. I doesn't for the most part and this area tends to be underserved. EIU could take on a role here similar to that of NIU and SIU.

Better communication between departments and with students (especially with the financial aid office). My cohort and I have had numerous difficulties and errors occur because of financial aid. Several of us did not receive our loan money until well into the semester. Concerning the graduate school, the process for applying for graduation was not always clear. For example, some of us were encouraged to apply for Spring graduation if we were unsure as to if we would be done in Spring or Summer. However, my classmates and I were informed later that applying for Spring will result in being ineligible for summer loans and assistantship tuition waivers.

My greatest source of frustration at EIU was the financial aid department. 3 out of my 4 semesters at EIU my financial aid was significantly late. There is a general lack of communication between financial aid office and the students. When I went in to the office to ask questions, I was met with vague answers and lacking information. It would be a great improvement to make the financial aid process more transparent to the student. The more information the student can get the better.

What about our history and traditions do we need to remember and preserve as we plan for the future?

Yes of course but you need to write your own history not look back and constantly bask in what was, prepare and implement what is, and that's moving forward.

Active promotion of diversity in the campus

The ability to work with the city of Charleston and permanent residents. Working together can only make each entity stronger. I strongly encourage the clean up days, recycling programs extended to the city...etc.

The history of being a first class teacher preparation school.

EIU students benefit from the smaller school atmosphere.

Just remember that the students come first.
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)

#1 - I know this is the long shot of long shots, but get rid of the tenure system. My own mother is a college professor at Indiana State and she is tenured and I still don't agree with it. There are too many teachers at EIU that are not well rounded enough (culturally, real world experience, sociable etc.) and this makes it very hard on students because they cannot relate or connect with a teacher.

#2 - The cost of tuition will be the next large hurdle. With the economy still in a recession and the taxes increases in Illinois jobs and employment is hampering students to afford the cost of school.

Renovate buildings and improve classrooms in Coleman, Klehm, McAfee, and Life Science

Power conservation. I like the new power plant and its potential. I would also like to see the school of technology work on sustainable wind power generation that may also help keep energy costs manageable.

I like the idea of online education, but my experiences have been that these classes are too easy, and care should be exercised when setting up these courses.

Certainly the role of technology, in particular as it applies to older students returning to school. I know, from personal experience, that they are often expected to have skills they have not even heard of.

Online education is already having a significant impact in higher education and it will certainly grow.

Demographic change in all its forms.

Better communication between the departments and improve the financial aid process for EIU (e.g., what forms to fill out for what issue, etc.).

If forms for financial aid can be computerized, I foresee many potential problems (and issues I personally experienced) being avoided.

Communication within the departments needs to be improved as well.

What is the most vital core value that EIU should preserve?

A valued education without the high dollar price.

Many people want to go to U of I and I bet if you asked 10 students if they could go to U of I despite the money and slightly higher requirements almost all of them would say they prefer U of I over EIU money/requirements aside. This means Eastern needs to step up directly and offer something they cannot and that is more student/faculty interaction and one on one mentoring. Students today, like myself, want real world experience and knowledge not constant theory and armchair experiences.

Expect greatness and promote diversity

Innovation and involvement. EIU needs to remain innovative and proactive rather than reactive. Emerging technologies should be embraced and studied. Students need to be more engaged in their studies and only involvement can this happen.

It's insistence on quality, affordable education.

Maintain a student centered approach to higher education.

Unsure of which value. Just as before, make sure that the students come first and their needs are met.

Communication with the students.
From EIU Students – Graduate

What questions or other observations do you have for the Strategic Planning Steering Committee?

Where does EIU see themselves in 5, 10, 15, 20, 40, and 50 years from now in terms of student size, programs offered, facilities and finances (tuition, budgets, etc.)?

How will EIU keep up with emerging technologies in education and more importantly the workforce and bring those concepts into the classroom?

What new programs/curriculum does EIU plan on introducing within the next 5-10 years (Any Ph.D programs)?

How does EIU plan on increasing the connectivity of students to the university (in the classroom setting, EIU website, EIU mobile website, mobile WebCT like programs, teacher/student communication, public relations, etc.)?

I encourage the use of the students (undergrad and graduate) in the school of technology to develop and test renewable energy technologies (wind, solar) as well as implement them on a small scale in hopes that a large scale project could be leveraged.

What changes do you foresee in higher education in the next five, ten, or twenty years?

I think there is a lot of opportunity to partner with community colleges and local communities to provide graduate level programs to educators and to members of the business community. For example, a locally based MBA in an area such as financial planning might be of interest.

Also, an evening part time MBA program based at Danville Area Community College could be very attractive to Indiana residents if they can have in state tuition rates.

I cannot stress better communication enough. Although I am satisfied with the quality of my education, my cohort and I have had so many issues within the past two years concerning financial aid and the graduate school that we are just exhausted with the university and ready to leave. Having so many issues really has ruined my time here.
From an EIU Alumnus

What would make EIU first choice for students, faculty, and staff?
Affordable, quality education from a well known state University.

What is the one thing we need to change at EIU that would enable us to be a great institution?
More regional coverage of all the good things that are happening at EIU.
Increasing the number of employers that know about EIU to increase job opportunities
More virtual presence for EIU alumni to connect easily with their classmates and the University.

What about our history and traditions do we need to remember and preserve as we plan for the future?

Build Structure

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)
1. Increasing number of transfer students to EIU from Community Colleges (i.e. making sure these students have a good student life experience for their 2+ years at EIU)
2. Decreasing funds from state and federal money for student financial aid

What is the most vital core value that EIU should preserve?
Affordable, quality education.

What questions or other observations do you have for the Strategic Planning Steering Committee?
Continue to have focus groups with alumni to share with you their student experience and why they recommend EIU to others because of their experience at the University.
From Community Members

What would make EIU first choice for students, faculty, and staff?

Ability to participate in undergraduate research
Safe campus
cheap education
small class size

In this economy I don’t think the question of first choice should be framed by quality people (Staff, Faculty or Student). In my opinion EIU must showcase its value. This should be done carefully not to brand us as a “cheap school” but as a school where you achieve the same effects with equal results compared to a larger well known university. Honestly as online degree mills close and online schooling becomes even better received and popular in the business and academic community raising tuition to have cooler widgets or sexier Faculty/Staff should not be a priority.

Cost, quality, and a welcoming and diverse culture for all students, faculty, staff and community partners, that included American Indian faculty and staff.

What is the one thing we need to change at EIU that would enable us to be a great institution?

Quit trying to compete with local businesses. An empty corridor into the community will harm EIU more than subpar services in the union will help. I have lived and done business in 4 university towns in Illinois, EIU is by far the most contemptuous towards the local community. In the future, it will be hard for EIU to get support from the community, if they keep going out of their way to burn bridges.

Leave Charleston…Ha! Obviously joking, really… name a few places where young people like to spend their free time? Food; AppleBee, Chilli’s, Bennigans, Chipolte, Logans, Shopping, Walmart is not a mall, the mall in Mattoon needs help….attractive activities that make Charleston a great place to get a degree is a must. I feel Eastern does a great job meeting the needs of Students but we and our city are tied at the hip. The University should respectfully lean on the City a little more to improve the quality of life here. Do you really think kids don’t look off campus when talking to their parents about where they want to spend the next four/five years of their lives.

Do not lose the welcoming, helpful culture…the idea that everyone is EIU, not just the faculty and staff.
Also, remember the number of students who are low income. Tuition must remain close to the PELL and State grant levels. Also, expand repayment programs. I have had students who owed $100 and could not pay it and could not register, when they had $18,000 in financial aid waiting for them and you if they could only pay the $100. AIAI had to start a student loan program. If not, the 15 students we have graduated in the past 5 year would not have graduated. Also, the damaged book fines are causing some of this problem. If one or two pages is wrinkled in a book. It is called water damage and the student must buy the book. That book is still useful, why not just fine the student, but not, for the whole cost of the book. Also, we need more on-line courses. I could recruit 100 on-line students, if you had more classes.
**From Community Members**

**What about our history and traditions do we need to remember and preserve as we plan for the future?**

Small class sizes.
teacher education
students come here because EIU is the cheapest state school, not for the strength of academic programs.

Not qualified, I have only been here a few years myself and don’t have the necessary perspective.

That we are all EIU. I have put my time, blood, sweat, tears and money into recruiting, retaining and graduating EIU students. In the past five years, we have spent over $500,000 in money and staff and volunteer hours working with BGS students at our site. I may be wrong, but I think EIU is losing that caring culture. Perhaps it is the stress of the economy, but the faculty and staff are showing signs of stress and that stress is trickling down into how they treat the students and that is effecting the culture in a negative way. When an EIU staff or faculty member makes a mistake, they need to admit it, fix it, say they are sorry and continue on. This did not happen for us this year and it made it very hard to communicate. In fact there was very little communication at all. It was like flying a plane blind folded. I cannot believe we made it through.

**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)**

Union problems
funding issues

1. I feel some instructors are dated in the presentations that they have students prepare. I cannot think of any captains of industry since the mid 70’s that prepare presentations on press board and felt paper. My Son is 9 (third grade), he has already been exposed to PowerPoint in elementary school. I realize this is a poor generalization but it really bothers me watching these kids prepare irrelevant products and tote them around campus.

2. Throw away the books, kindles (less than 150$) and notebooks for everyone, I know we built a great book depository but the overall cost savings of buying digital copyrights for download, versus maintaining books that get dated, resold, ruined. It’s a no brainer, and can help curriculum turn on a dime with less cost.

On-line learning, more courses.

Demographics in terms of diversity. To recruit, retain, and graduate students they must see themselves reflected in the employees of the university. There are no American Indian teachers or staff at Eastern to my knowledge. When I have asked if our Dean, Dr. Hill or myself, be allowed to teach a course in our discipline it is always a problem. We have doctorate degrees and we have several times been sent adjuncts with just master's degrees, who frankly did not even show up to class or were unable to teach, because they had personal problems. Our students need role models. There must be some way that one American Indian adjunct could teach a year, without us feeling that we are begging. This has been humiliating. I just want to say that most of the faculty we have had have been excellent. They have been caring, brilliant, and hard working. It has only been a few that were lacking.

**What is the most vital core value that EIU should preserve?**

Civic and Community engagement, allow students to apply classroom fundamentals in controlled environments in the community is a great way ahead.

We are all EIU.
From Community Members

What questions or other observations do you have for the Strategic Planning Steering Committee?

None

With regards to transportation - Dial-A-Ride is a public transportation provider for Coles County. We would be very interested in scheduling a brief meeting to explain the inexpensive & safe services that we could offer your students and faculty. Please contact Dee Braden at 217-639-5150 or Susan Starwalt at 217-549-1646.

Please find a way to incorporate the BGS off-campus programs into campus life and curriculum and planning. BGS is a wonderful and much needed program, but we need information sent to us about campus policies, procedures, changes, etc. It would add a rich dynamic to the curriculum if there was an American Indian Studies minor, such as the African American Studies minor. No one was ever able to tell me how to do this. Hundreds of colleges and universities across the country and in Canada have American Indian programs. We would like to help EIU build one as well. If a student wouldn't have shown me this survey, I would not have even known about it. Thank you for the wonderful work all of you do. May it continue for a very long time. We love and respect EIU and are proud to be a small part of what you do!
From an Anonymous Demographic

What questions or other observations do you have for the Strategic Planning Steering Committee?

EIU needs to work with local government to create incentives to create local businesses that appeal to incoming students. Charleston lacks many of the appealing features that "college towns" usually have like restaurants that offer food from different ethnicities or that have an interesting concept. Or other interesting shopping and cultural establishments. What often draws students to a university is what the town surrounded it has to offer in addition to what is inside the school itself. The local community and EIU share a symbiotic relationship that needs to be explored further. EIU needs to engage local government to make Charleston an inviting town for students choosing a university, whether it's through tax incentives or loosening regulations to make it easier to open a restaurant, or a food truck or an interesting store or a music venue, etc.. Hopefully this will eventually, over time, increase the number of students arriving in Charleston and boost the local economy and increase sales taxes the city will collect. By truly helping Charleston become more of a "college town", it will be a win-win situation for everyone.