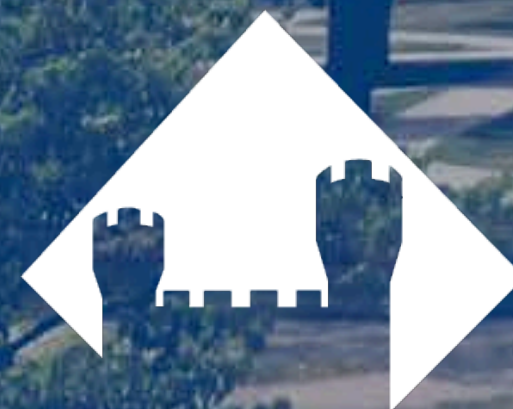


PLAN 2028

SPRING UPDATE: MARCH 26, 2024



EASTERN ILLINOIS UNIVERSITY



PLAN 2028

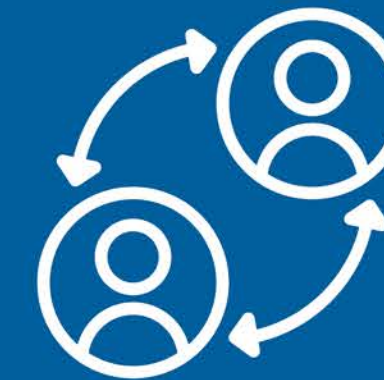
EASTERN ILLINOIS UNIVERSITY'S
2023-2028 STRATEGIC PLAN



OVERVIEW



ACHIEVE:
ACHIEVE SUCCESS
FOR ALL LEARNERS



ENGAGE:
ENGAGE THE
COMMUNITY,
REGION, STATE
& WORLD



CREATE:
CREATE A
21ST CENTURY
CAMPUS &
CULTURE



RESOURCE:
ENCOURAGE
INNOVATION,
DIVERSIFY
REVENUE & GROW
ENROLLMENTS

TIMELINE

**MARCH 2022 -
JUNE 2023**

CREATION OF
STRATEGIC PLAN

**JULY 2023 -
JUNE 2024**

IDENTIFY KPI AND
TRACK DATA

BEGIN
IMPLEMENTING
CHANGES

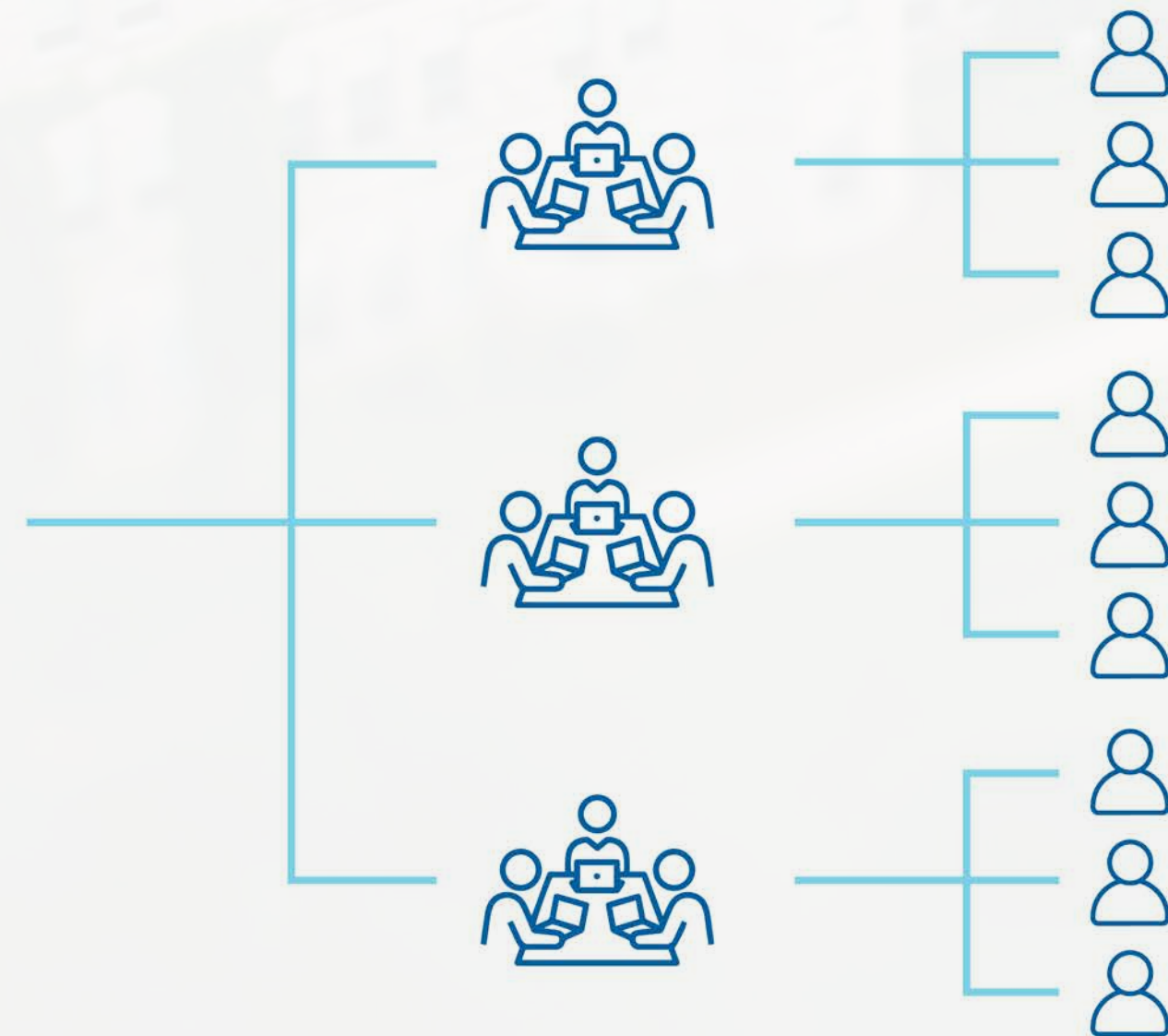
**JULY 2024 -
JUNE 2025**

TRACK DATA AND
GAUGE SUCCESS OF
NEW INITIATIVES

ORGANIZATION



THEME CHAMPIONS

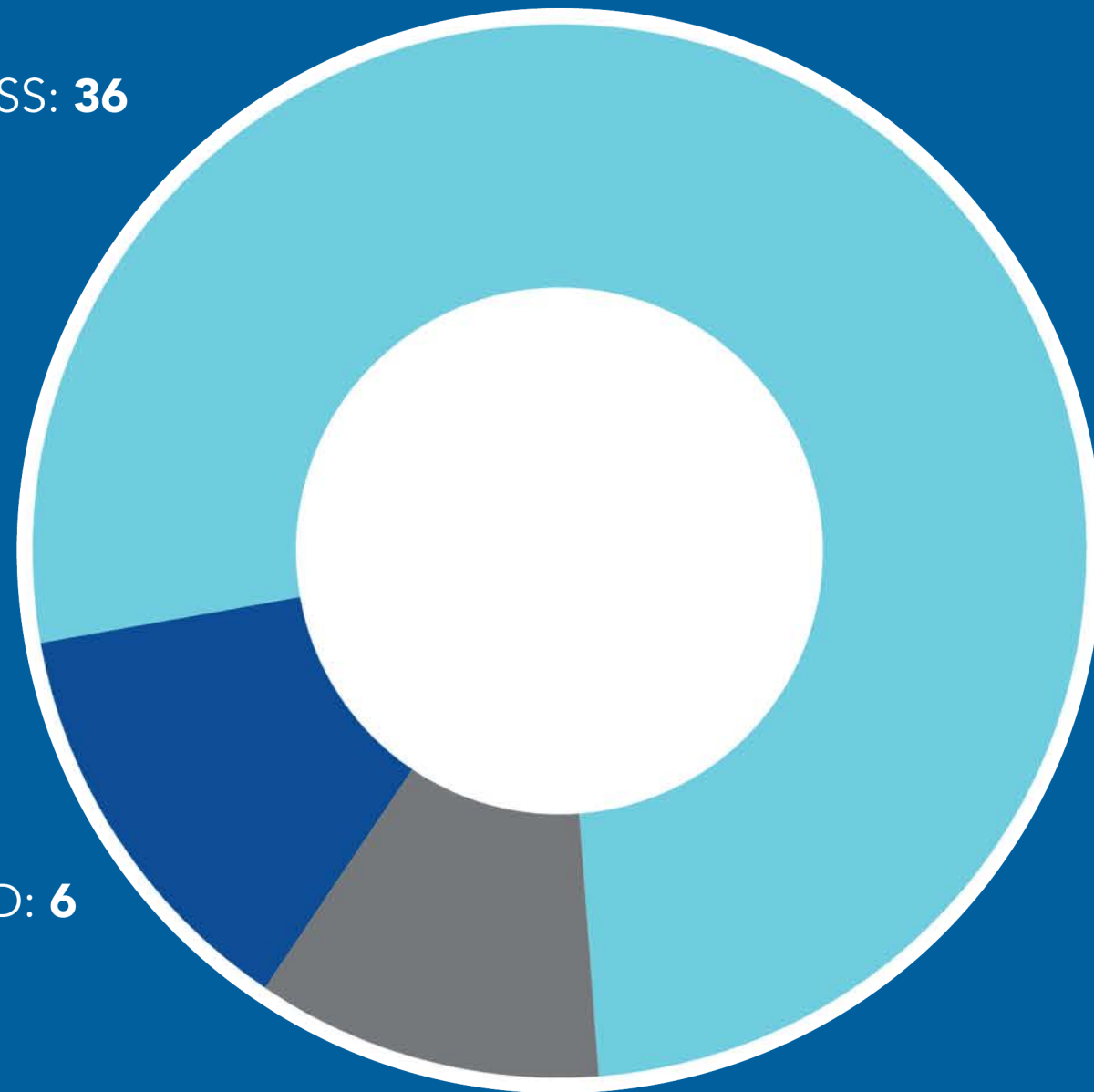


- Each theme has Champions
- Champions work with campus to setup KPIs and report results
- 50+ individuals collaborating on reporting results

HOW ARE WE DOING?

GO.EIU.EDU/PLAN2028TASKS

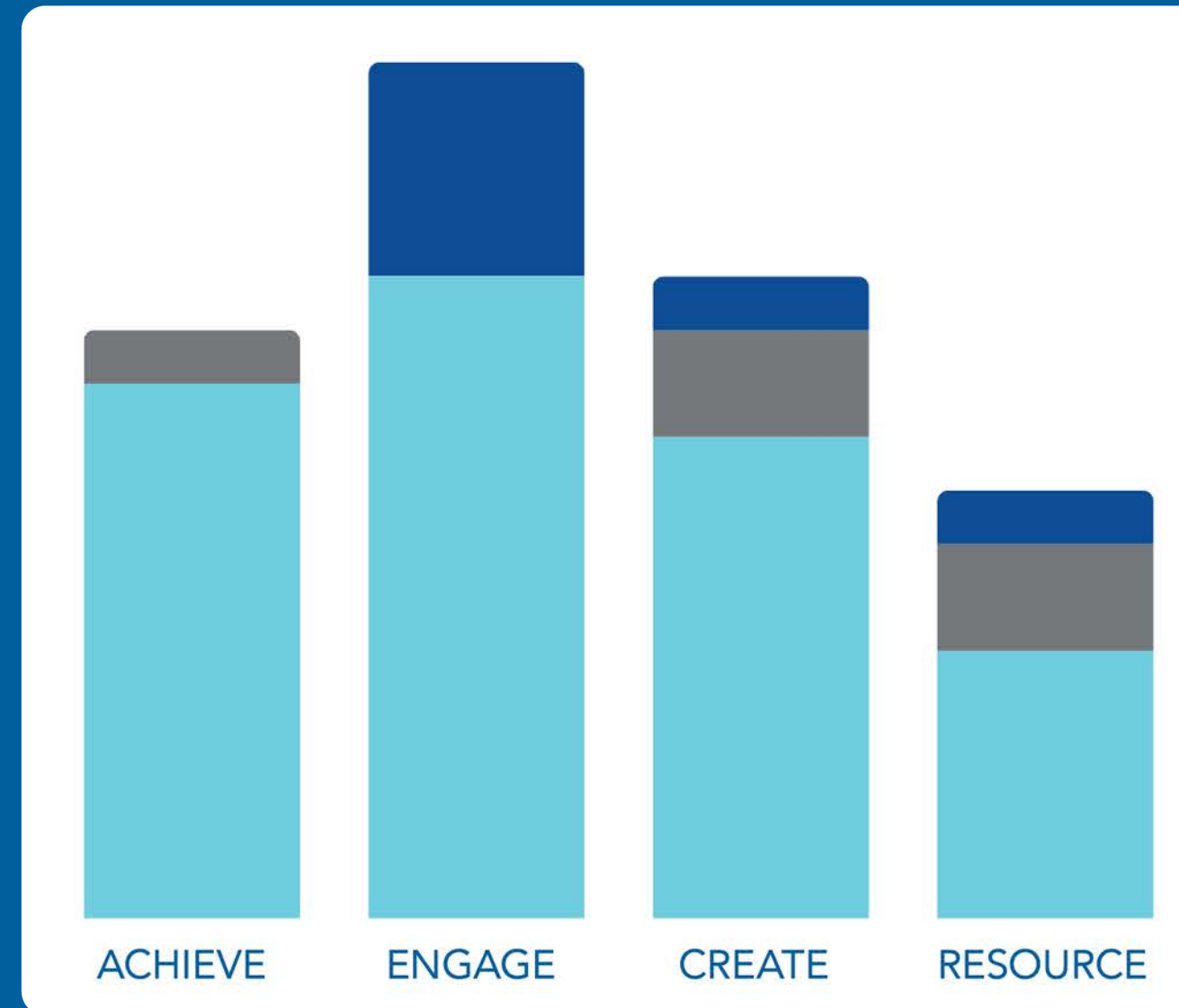
IN PROGRESS: 36



NOT STARTED: 6

COMPLETED: 5

ACTIVITY THEMES



ACHIEVE

ENGAGE

CREATE

RESOURCE

As of today, we have 87% of our activities marked as "in progress" in Planner. In terms of benchmarking our metrics, we break down as follows:

36 OF 42 HAVE BENCHMARKS

5 GOALS HAVE BEEN MET



THEME ONE: ACHIEVE

ACHIEVE SUCCESS FOR ALL LEARNERS



THEME ONE: ACHIEVE

ACHIEVE SUCCESS FOR ALL LEARNERS



1.22 ELIMINATE STRUCTURAL OUTCOMES GAPS FOR ALL LEARNERS

COMMITTEE ON RETENTION EFFORTS (CORE)

ACADEMIC SUPPORT CHILD CARE JOB READINESS EQUITY GAPS
UNDERREPRESENTED POPULATIONS COURSE DWF RATES

THEME ONE: ACHIEVE

ACHIEVE SUCCESS FOR ALL LEARNERS



1.22 ELIMINATE STRUCTURAL OUTCOMES GAPS FOR ALL LEARNERS

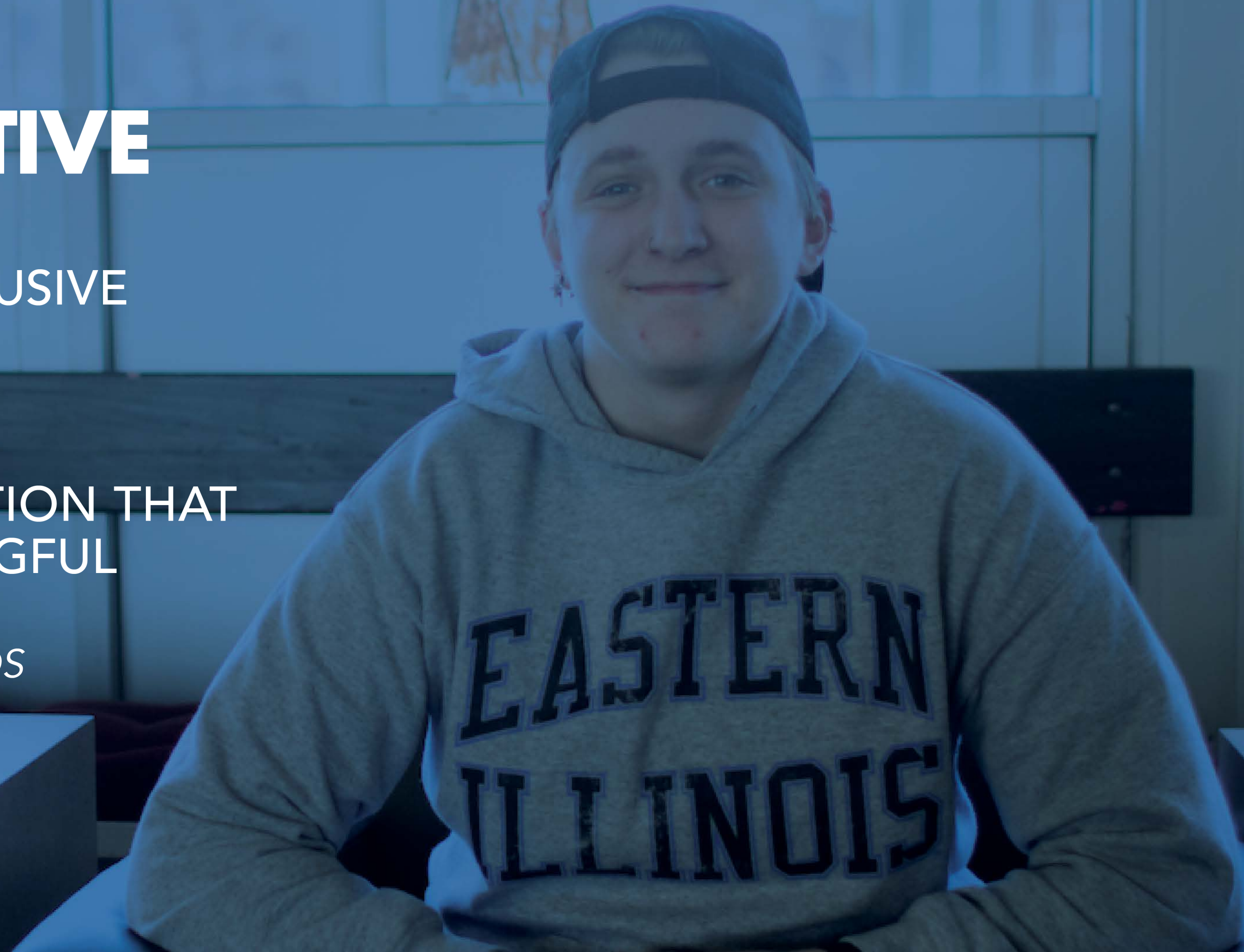
DWF INITIATIVE

INCENTIVIZES INCLUSIVE
COURSE DESIGN

INTERNAL GRANTS

REWARDS INNOVATION THAT
LEADS TO MEANINGFUL
CHANGE

DEPARTMENTAL AWARDS



THEME ONE: ACHIEVE

ACHIEVE SUCCESS FOR ALL LEARNERS



1.23 EXPAND STUDENT SERVICES FOCUSED ON ACADEMIC SUCCESS

EXPANDED TUTORING: TUTORS
FOR HIGH DWF COURSES WITHOUT
DEPARTMENTAL TUTORING

KNACK

GREGG TECHNOLOGY CENTER

BRIDGE PROGRAM



THEME ONE: ACHIEVE

ACHIEVE SUCCESS FOR ALL LEARNERS



1.32 INCREASE STUDENT ACCESS TO MENTAL HEALTH & WELLNESS RESOURCES

STEPPED CARE MODEL

- Students are able to get their first appointment within two weeks
- Decreased waitlist
- Decrease student crisis

INCREASE OF NUMBER OF THERAPY GROUPS OFFERED

- 12 groups have been offered to students with 10 running

TOGETHERALL PEER SUPPORT PLATFORM

QUESTION, PERSUADE & REFER SUICIDE PREVENTION GATEKEEPER 1 HOUR ONLINE TRAINING

MENTAL HEALTH FIRST AID TRAINING

MENTAL HEALTH WEBSITE

- eiu.edu/mentalhealth/index.php

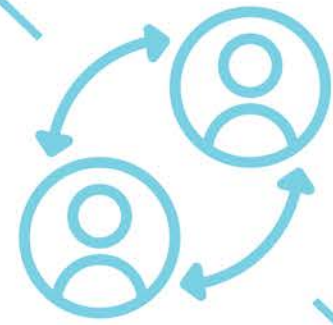
THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



2.21 BENCHMARKING EIU'S COMMUNITY CONTRIBUTIONS

ECONOMIC IMPACT STUDY

\$372M

TOTAL ECONOMIC
OUTPUT ANNUALLY

\$54M

ANNUAL PUBLIC REVENUE RECEIVED
FROM PARTNER AGENCIES

4500+

LOCAL &
REGIONAL JOBS

115,000

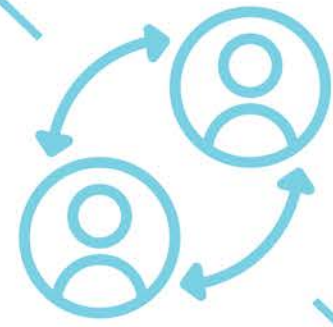
ANNUAL VISITORS

NEARLY
\$9M

IN TOURISM
EXPENDITURES

THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



2.13 FOCUS ON MEETING K-12 TEACHER & TEACHER/LEADER NEED

RESEARCH & PRACTICAL EXPERIENCE

CAPSTONE SEMESTER

- Internship or student teaching
- Ensures EIU graduates are prepared for professional careers **from day one.**

PROGRAM DEVELOPMENT & DELIVERY

Alternative methods:

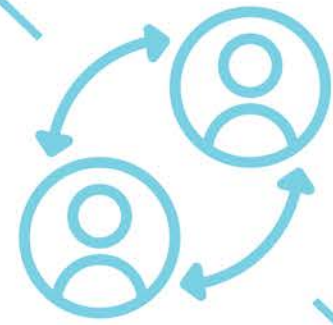
- Off-campus cohorts
- Online
- Hybrid
- 2+2 and 3+1 agreements
- Flexible scheduling

COLLABORATIVE PARTNERSHIPS

- Community colleges
- Employers
- School districts
- Professional organizations
- Study abroad
- Study away

THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



2.23 CREATE PROGRAMS TO MEET THE NEEDS OF THE REGION & STATE

NEW & IN-DEVELOPMENT PROGRAMS

STARTING FALL 2024:

MA IN TEACHING

SPECIAL EDUCATION

BA IN APPLIED ARTS & SCIENCES

LUMPKIN COLLEGE OF BUSINESS & TECHNOLOGY

BA IN APPLIED ARTS & SCIENCES

EMERGENCY MANAGEMENT

BOT CONSIDERATION:

BA IN APPLIED ARTS & SCIENCES

CYBERSECURITY

BA IN APPLIED ARTS & SCIENCES

HEALTH PRACTICE

BS IN SCIENCE

COMPUTER ENGINEERING

MA IN TEACHING

ELEMENTARY EDUCATION

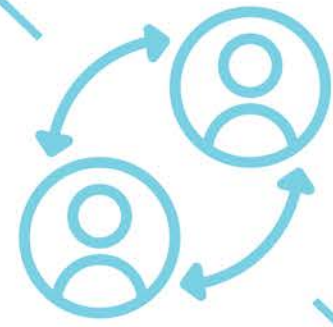
PARTNERSHIPS:

PROVOST & DEANS AND DEPARTMENT CHAIRS

ACADEMIC AFFAIRS & IBHE

THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



2.42 ENHANCE INTERNATIONAL ENROLLMENTS

FALL 2023



**15% INCREASE IN
INTERNATIONAL
ENROLLMENT**

**INTERNATIONAL STUDENTS
ENROLLED:
880**

**TOTAL INTERNATIONAL
COUNTRIES REPRESENTED:
60**

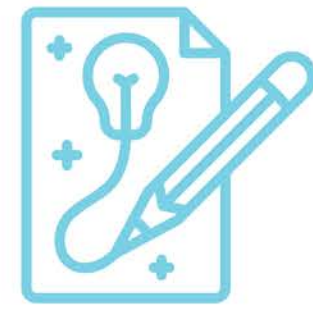
THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.11 INVEST IN NEW OFFICE & PROGRAMMING LED BY THE SENIOR DIVERSITY OFFICER



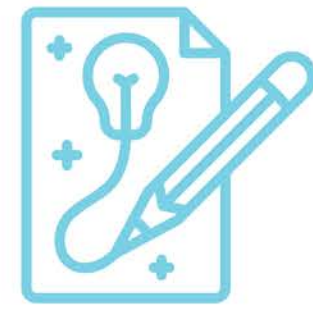
JOHN BLUE

INAUGURAL EXECUTIVE DIRECTOR
& SENIOR DIVERSITY AND
INCLUSION OFFICER

JOINED EIU IN
JANUARY 2024

THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.13 CONTINUE COMMITMENT TO THE QUALITY INITIATIVE TO DIVERSIFY FACULTY & STAFF

HIGHER LEARNING COMMISSION AFFIRMED QUALITY INITIATIVE TO DIVERSIFY FACULTY & STAFF

FACULTY & STAFF BECOMING MORE DIVERSE



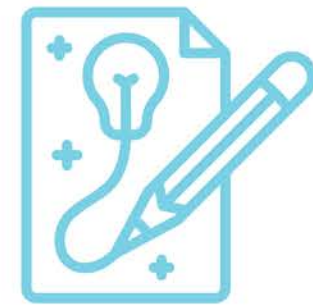
71% OF NEW FACULTY
ARE PERSONS OF COLOR



39% OF A&P STAFF
ARE PERSONS OF COLOR

THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.21 ADVANCE INTERNAL RESEARCH & CREATIVITY PROGRAMS

FDIC PROFESSIONAL
DEVELOPMENT GRANTS

\$20,000

TO UNIT A & UNIT B FACULTY

INVESTMENT IN

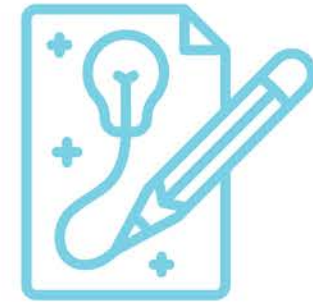
EARLY CAREER

GRANTS

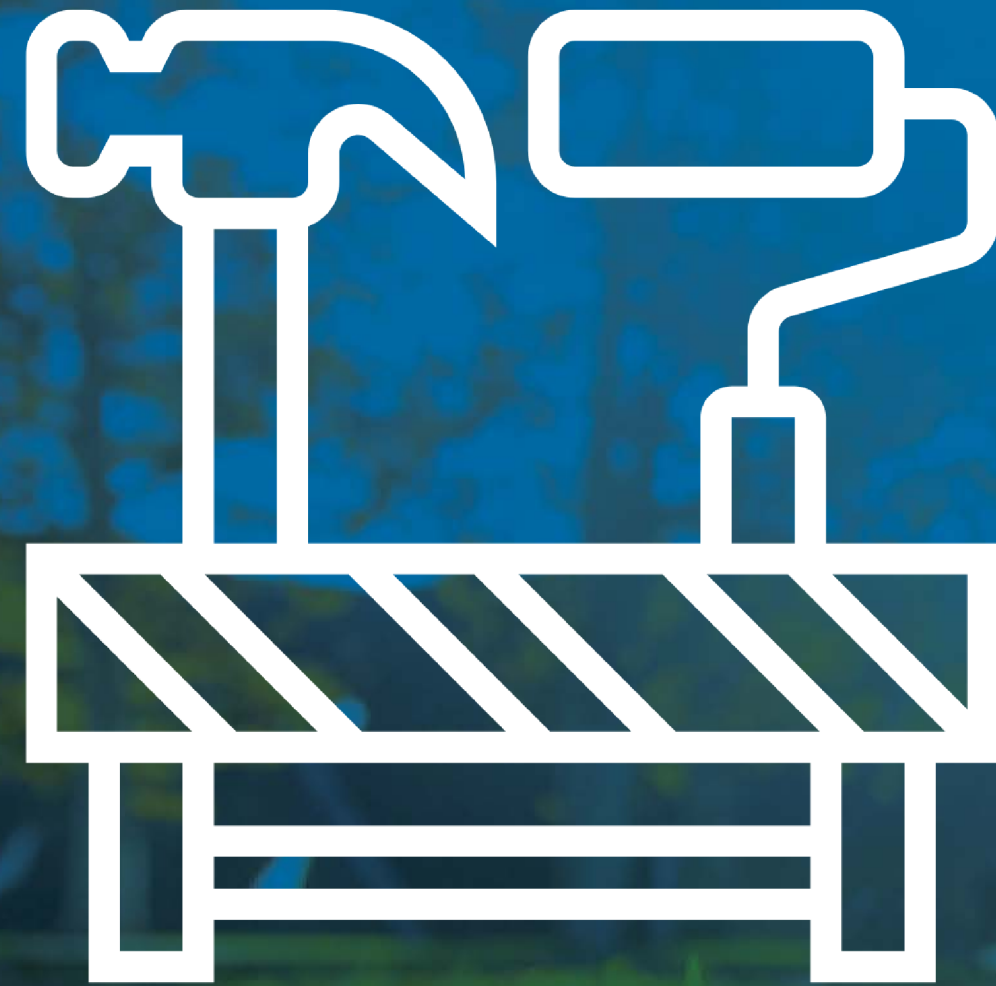


THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.41 UPDATE OUR CAMPUS MASTER PLAN



NOT A TRADITIONAL MASTER PLAN

5-10 YEAR PLAN WITH REALISTIC CAPITAL BUDGET

ASSESSING FACILITY CONDITIONS FOR ALL MAJOR UNITS

CURRENTLY IN CONTRACT NEGOTIATIONS WITH PROFESSIONAL SERVICES FIRM

THEME FOUR: RESOURCE

ENCOURAGE INNOVATION, DIVERSIFY
REVENUE, & GROW ENROLLMENTS



THEME FOUR: RESOURCE

ENCOURAGE INNOVATION, DIVERSIFY REVENUE, & GROW ENROLLMENTS



4.21 COMPREHENSIVE FUNDRAISING CAMPAIGN



TODAY. TOMORROW. TOGETHER.

THE CAMPAIGN FOR EASTERN ILLINOIS UNIVERSITY



BRIDGE THE GAP

TRANSFORMING LIVES BY PROVIDING STUDENTS WITH AN AFFORDABLE & ACCESSIBLE EDUCATION



EIU IMPACT & INNOVATION

INVESTING IN UNRESTRICTED FUNDING TO FUEL INNOVATION AND PROVIDE ESSENTIAL SUPPORT TO THE EIU COMMUNITY



STUDENT SUCCESS & EXPERIENCE

SUPPORTING THE PEOPLE, PLACES, TECHNOLOGIES AND SPACES THAT ARE CRITICAL FOR ACADEMIC EXCELLENCE & STUDENT EXPERIENCE



PANTHER PERFORMANCE

SECURING AN EXCEPTIONAL FUTURE FOR PANTHER TEAMS, ATHLETIC FACILITIES & STUDENT-ATHLETES

THEME FOUR: RESOURCE

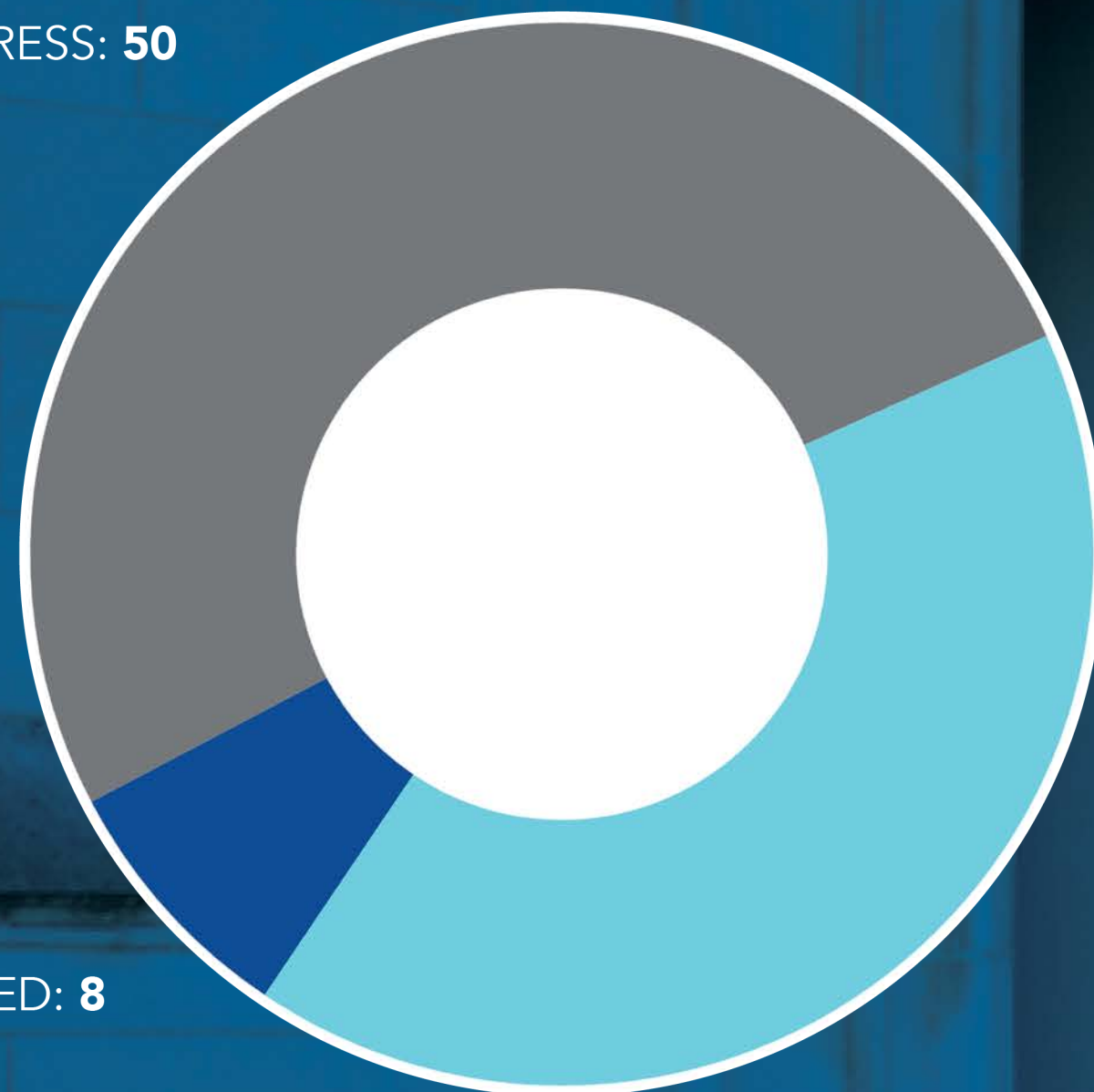
ENCOURAGE INNOVATION, DIVERSIFY REVENUE, & GROW ENROLLMENTS



4.31 STRATEGIC ENROLLMENT MANAGEMENT PLAN

STRATEGIC ENROLLMENT PLAN

IN PROGRESS: 50



COMPLETED: 42

NOT STARTED: 8

CATEGORIES FOR 23-24

ENROLLMENT / RECRUITMENT: 63

BRAND / AWARENESS: 8

STUDENT SUCCESS: 25

TECHNOLOGY & EFFICIENCY: 4

THEME FOUR: RESOURCE

ENCOURAGE INNOVATION, DIVERSIFY REVENUE, & GROW ENROLLMENTS

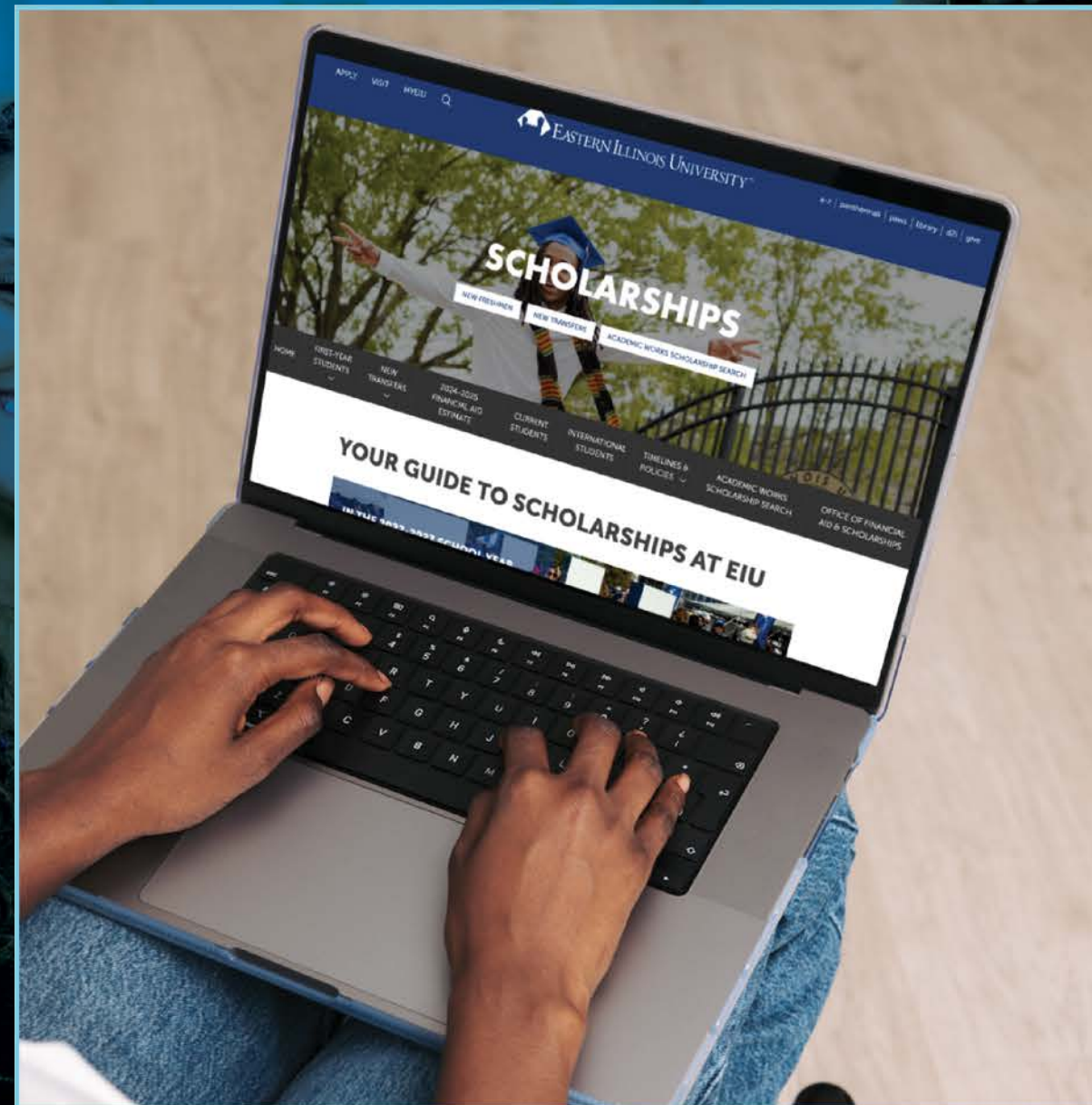


4.32 STRATEGIC STUDENT SUCCESS INITIATIVES

STRATEGIC PRIORITY PLAN 26

Carve out Panther Promise funds to pilot a program to provide new financial aid to reach a student population that is unlikely to receive the same type of aid at other institutions. Create an award that resonates with the identity of the student and encourages belonging and involvement on our campus.

NEW SCHOLARSHIPS WEBSITE & COST ESTIMATE TOOLS



DEGREE COMPLETION COORDINATOR



KENIA GONZALEZ

THEME FOUR: RESOURCE

ENCOURAGE INNOVATION, DIVERSIFY REVENUE, & GROW ENROLLMENTS



4.33 STRATEGIC PARTNERSHIPS & COMPLETION INITIATIVES

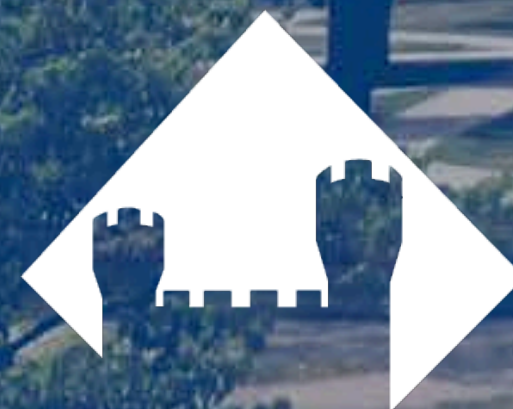
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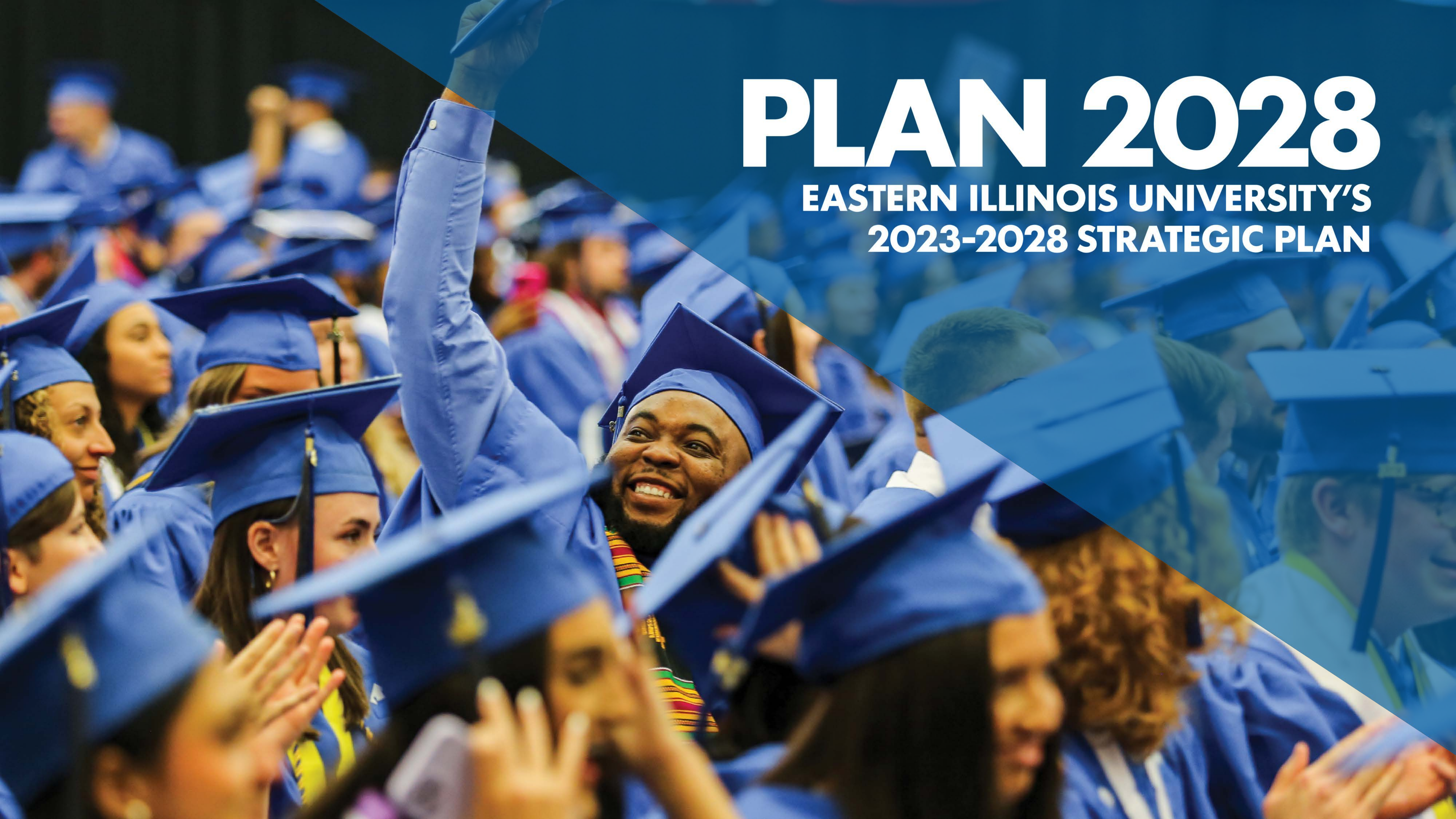
 Sarah Bush
Lincoln

QUESTIONS?

EIU.EDU/STRATEGICPLAN



EASTERN ILLINOIS UNIVERSITY



PLAN 2028

EASTERN ILLINOIS UNIVERSITY'S
2023-2028 STRATEGIC PLAN