

EIU STRATEGIC PLAN 2023

EIU STRATEGIC PLANNING
TOWN HALLS | MARCH 2023

MISSION STATEMENT

Eastern Illinois University is a public comprehensive university that offers superior, accessible undergraduate and graduate education. Students learn the methods and results of free and rigorous inquiry in the arts, humanities, sciences, and professions, guided by a faculty known for its excellence in teaching, research, creative activity, and service. The University community is committed to diversity and inclusion and fosters opportunities for student-faculty scholarship and applied learning experiences within a student-centered campus culture. Throughout their education, students refine their abilities to reason and to communicate clearly so as to become responsible citizens and leaders.

VISION STATEMENT

Eastern Illinois University will be a premier comprehensive university, global in its reach and impact, where personal connections with faculty and staff support students' academic success.



ACHIEVE: ACHIEVE SUCCESS FOR ALL LEARNERS

Achieve priorities align and invest in policies, practices & resources that ensure every learner thrives.

1.1 INVEST IN ACADEMIC EXCELLENCE & HIGH IMPACT PRACTICES

1.11 INCREASE STUDENT TEACHING, LEARNING & RESEARCH EXPERIENCES

Increase opportunities for and involvement in high-impact academic experiences

Increase total student applications for external scholarship programs

1.12 INCREASE & ENHANCE INTERNSHIPS & RELATED CAREER LEARNING OPPORTUNITIES

Establish, implement, and assess an internship advisor network with a goal of all departments with internships participating to share data and best practices

Assess and increase student participation in events, classroom visits, and one-on-one meetings with Career Services, beginning with baseline data collection



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1.2 SUPPORT ALL LEARNERS

1.21 EXPAND AFFINITY-BASED HOUSING LIVING & LEARNING COMMUNITIES, HUBS, & ACTIVE LEARNING

Grow affinity-based living & learning communities

Create new active learning spaces (i.e., remodel, technology, and furniture)

1.22 ELIMINATE STRUCTURAL OUTCOMES GAPS FOR ALL LEARNERS

Increase EIU's position against IBHE benchmarks for graduation and retention for all students

1.23 EXPAND STUDENT SERVICES FOCUSED ON ACADEMIC SUCCESS

Increase student engagement with academic support services



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1.3 SUPPORT STUDENT FINANCIAL & PERSONAL WELL-BEING

1.31 EXPAND FINANCIAL SUPPORT TO STUDENTS

Initiate a donor campaign focusing on closing the need gap and emergency short term financial assistance program for Pell-eligible students

1.32 ASSIST IN MEETING STUDENTS' BASIC NEEDS

Support and enhance faculty/staff training around student mental health resources

Increase student access to mental health and wellness resources



ENGAGE: ENGAGE THE COMMUNITY, REGION STATE & WORLD

Engage priorities build bridges between stakeholders and expand the everyday world our of students, staff & community

2.1 CULTIVATE COMMUNITY PARTNERSHIPS TO SUPPORT ACADEMIC PROGRAMS

2.11 FOCUS ON COMMUNITY- BASED TEACHING, LEARNING, RESEARCH & VOLUNTEERISM

Increase percentage of students participating in civic engagement & volunteerism projects compared to AY 2023/24

Audit all EIU programs for community-based teaching, learning and research experiences to develop a plan to expand curricular integration across campus

2.12 INVEST IN COMMUNITY- FACING ACADEMIC PROGRAMS & DELIVERY MODELS

Increase the total number of Academy of Lifelong Learning and School of Extended Learning participants

2.13 CONTINUE TO FOCUS ON MEETING K-12 TEACHER AND TEACHER/LEADER NEEDS

Increase and diversify the pipeline for K-12 teachers and leaders with EIU graduates by recruiting and graduating more students and students of color



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2.2 ENGAGE THE REGION & STATE

2.21 WORK WITH COMMUNITY PARTNERS TO BENCHMARK EIU'S CONTRIBUTION TO THE COMMUNITY

Initiate an economic impact study of the University.

2.22 CREATE A VOLUNTEERISM PROGRAM FOR ALL EMPLOYEES TO SUPPORT COLES COUNTY & LOCAL REGION

Increase EIU employee participation and leadership roles on non-profit or volunteer boards across the county and state

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

Regularly survey external and internal stakeholders to identify new program needs

Consult with IBHE to determine programmatic connections to Thriving Illinois Strategic plan

2.24 INCREASE OPPORTUNITIES FOR STAKEHOLDER ENGAGEMENT ACROSS ALL AREAS OF THE UNIVERSITY

Increase attendance at community-facing events & on-campus activities



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2.3 ENGAGE ALUMNI

2.31 ELEVATE ALUMNI PROGRAMMING & VOLUNTEER OPPORTUNITIES

Increase Alumni Association membership

Increase and diversify the number of alumni on advisory boards and mentoring programs across campus

Increase alumni participation at Alumni Association events



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2.4 ENGAGE THE WORLD

2.41 EXPAND FACULTY-LED INTERNATIONAL EXPERIENCES

Increase number of faculty-led international teaching and research experiences abroad

2.42 ENHANCE INTERNATIONAL ENROLLMENTS

Enhance international enrollments



CREATE: CREATE A 21ST CENTURY CAMPUS & CULTURE

Achieve priorities evidence a sustained commitment to all employees and students by cultivating a culture of belonging, resourcing scholarly activities, and creating a culture of care for all

3.1 CULTIVATE A CAMPUS CLIMATE THAT PRIORITIZES BELONGING & VALUES DIVERSITY

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

Expand DEI related programming & training for students and faculty including RISE & EIUnity conferences

3.12 INSTITUTIONALIZE CLIMATE SURVEY

Continue benchmarking the campus climate

3.13 CONTINUE COMMITMENT TO THE QUALITY INITIATIVE TO DIVERSITY FACULTY & STAFF FOR STUDENT SUCCESS

Increase diversity of employees across all employee groups



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3.2 INVEST IN RESEARCH & CREATIVE ACTIVITIES

3.21 ADVANCE INTERNAL RESEARCH & CREATIVITY PROGRAMS

Incentivize faculty & staff to develop new proposals

Cultivate interest in the National Endowment for the Humanities and National Endowment for the Arts to support creative efforts and related scholarship

3.22 ENHANCE RESEARCH COMPETITIVENESS

Deepen commitment to competitive extramural research and program grants

3.23 SUSTAIN COMMITMENT TO DIVERSIFYING THE FACULTY INITIATIVE

Prioritize participation in the DFI Fellowship program

3.24 SUPPORT FACULTY FELLOWSHIP PARTICIPATION

Make efforts to sustain or increase the number of national fellowship applications by faculty



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3.2 INVEST IN EMPLOYEE WELLNESS & WELLBEING

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Implement new training and workshops with increasing annual participation

Launch employee fitness and wellness programming



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3.1 CREATING A 21ST CENTURY CAMPUS INFRASTRUCTURE

3.41 UPDATE OUR CAMPUS MASTER PLAN

Update our campus-wide facilities and capital plan by Fall 2024

3.42 FOCUS ON ENVIRONMENTAL SUSTAINABILITY

Ensure compliance with state and federal regulations

3.43 INVEST IN IT INFRASTRUCTURE

Create an IT plan that identifies resources necessary to support a sustainable refresh cycle for classrooms, labs and all employees



RESOURCE: ENCOURAGE INNOVATION, DIVERSIFY REVENUE & GROW ENROLLMENTS

Resource priorities focus on data driven approaches toward overall institutional sustainability (enrollment & finances), staffing, and enhanced business practices.

4.1 INNOVATION DRIVEN BUDGETS & PRACTICES

4.11 DEVELOP STRATEGIC BUDGETING PRACTICES THAT FOCUS ON ACHIEVING & SUSTAINING FINANCIAL STABILITY

Develop strategic budgeting practices aligning with the US Department of Education Composite Financial Index

4.12 REVIEW HR POLICIES, STAFFING, AND COMPENSATION FRAMEWORKS TO ENHANCE COMPETITIVENESS AND ENSURE EQUITY

Review and benchmark, and if appropriate revise and update compensation plans and salary ranges for all non-negotiated and civil service employee categories

Develop staffing plans using benchmark/peer/environmental/NCES data



RESOURCE: ENCOURAGE INNOVATION, DIVERSIFY REVENUE & GROW ENROLLMENTS

Resource priorities focus on data driven approaches toward overall institutional sustainability (enrollment & finances), staffing, and enhanced business practices.

4.2 DIVERSIFY REVENUE

4.21 COMPREHENSIVE FUNDRAISING CAMPAIGN

Create a comprehensive campaign plan and launch timeline that aligns with and supports initiatives and priorities of the strategic plan and institutional mission

4.22 INCREASE EXTRAMURAL FUNDING

Increase total grants and contracts



RESOURCE: ENCOURAGE INNOVATION, DIVERSIFY REVENUE & GROW ENROLLMENTS

Resource priorities focus on data driven approaches toward overall institutional sustainability (enrollment & finances), staffing, and enhanced business practices.

4.3 ENROLLMENT MANAGEMENT

4.31 STRATEGIC ENROLLMENT MANAGEMENT PLAN

Continue to meet annual enrollment goals of the Strategic Enrollment Management plan

4.32 STRATEGIC STUDENT SUCCESS INITIATIVES

Integrate retention goals into the enrollment management plan and prioritize retention as a core element of enrollment goals to counter admissions "birth dearth"

IMPLEMENTATION CHAIRS



ACHIEVE

Lucy Ade
Bradley Tolppanen
Danny Gourley Fischer



ENGAGE

Jeremy Alexander
Josh Reinhart



CREATE

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Michael Gillespie



RESOURCE

Angela Campbell
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Josh Norman



ANY QUESTIONS?
