

EIU STRATEGIC PLAN 2023

EIU STRATEGIC PLANNING
FALL TOWN HALLS | OCTOBER 2022

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.

PURPOSE OF THE STRATEGIC PLAN



Support and advance
the Mission and Vision
of the University



Provide a framework
for defining,
implementing,
and benchmarking
initiatives



Inform budget
processes



Guide decision
making

PURPOSE OF THE STRATEGIC PLAN

- Provides a framework for defining, implementing, benchmarking, & assessing initiatives
- Continuous Improvement
- Informs the budget and decision-making process for meeting near term (1-3 years) and longer term (5-7 year) goals

ADLI

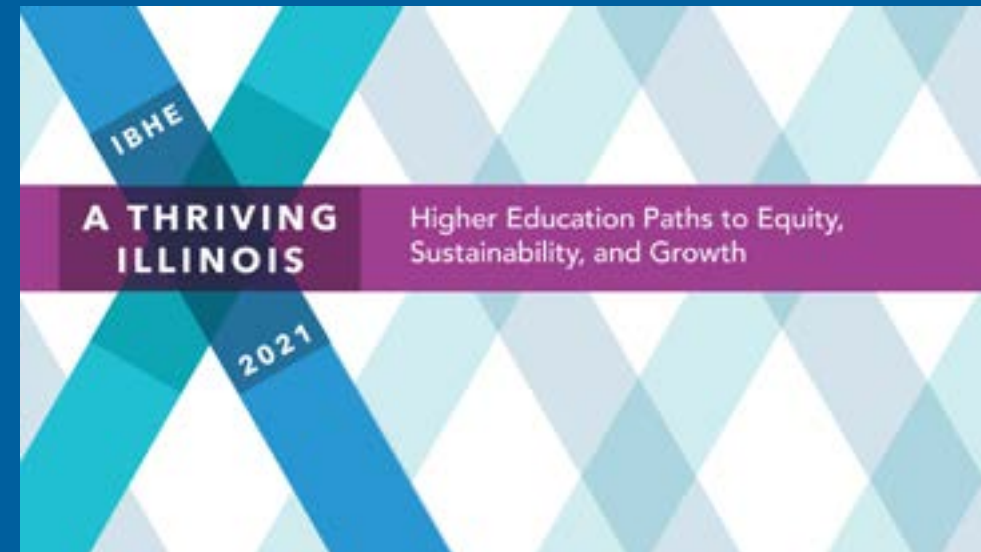
The **Approach, Deployment, Learning,** and Integration Process Towards Continuous Improvement

WHY NOW?



Higher Learning Commission (HLC)

- 2024-2025 Reaffirmation



IBHE Strategic Plan - A Thriving Illinois

- Addressing equity issues
- Creating an inclusive economy

WHY NOW?

- Prepare for demographic cliff and related market challenges
- Create a campus where all students thrive and feel like they belong
- Delayed by COVID-19

INCREASING STUDENT DIVERSITY

The graduating classes reported last year and projected for future years are increasingly diverse. These figures indicate, by percentage, the demographics of each year's class.

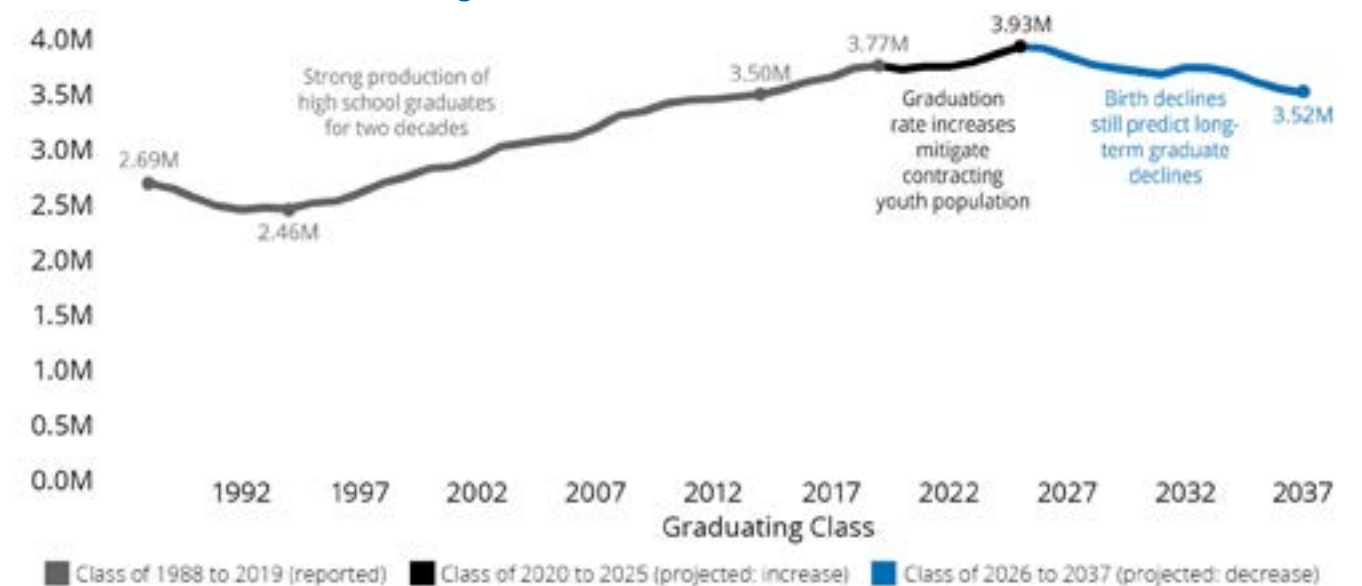


A LOOMING DECLINE

The number of high-school graduates per year has been increasing, but the rate of growth is projected to slow, after which the number is expected to decline.



Slowing Growth in Number of U.S. High School Graduates, then Decline (U.S. Total High School Graduates)



INFORMS & SUPPORTS

- **HLC Reaffirmation**
- **HLC Quality Initiative**
 - Diversifying EIU faculty and staff for student success
- **Design & Development of a Comprehensive Fundraising Campaign**
 - Sharpens priorities and identifies needs
- **Strategic Enrollment Management Plan**
- **Capital & Facilities Plan**
 - Academic buildings, administrative offices, housing/dining, student recreation, athletics, and critical infrastructure



EXTERNAL STAKEHOLDER SURVEY

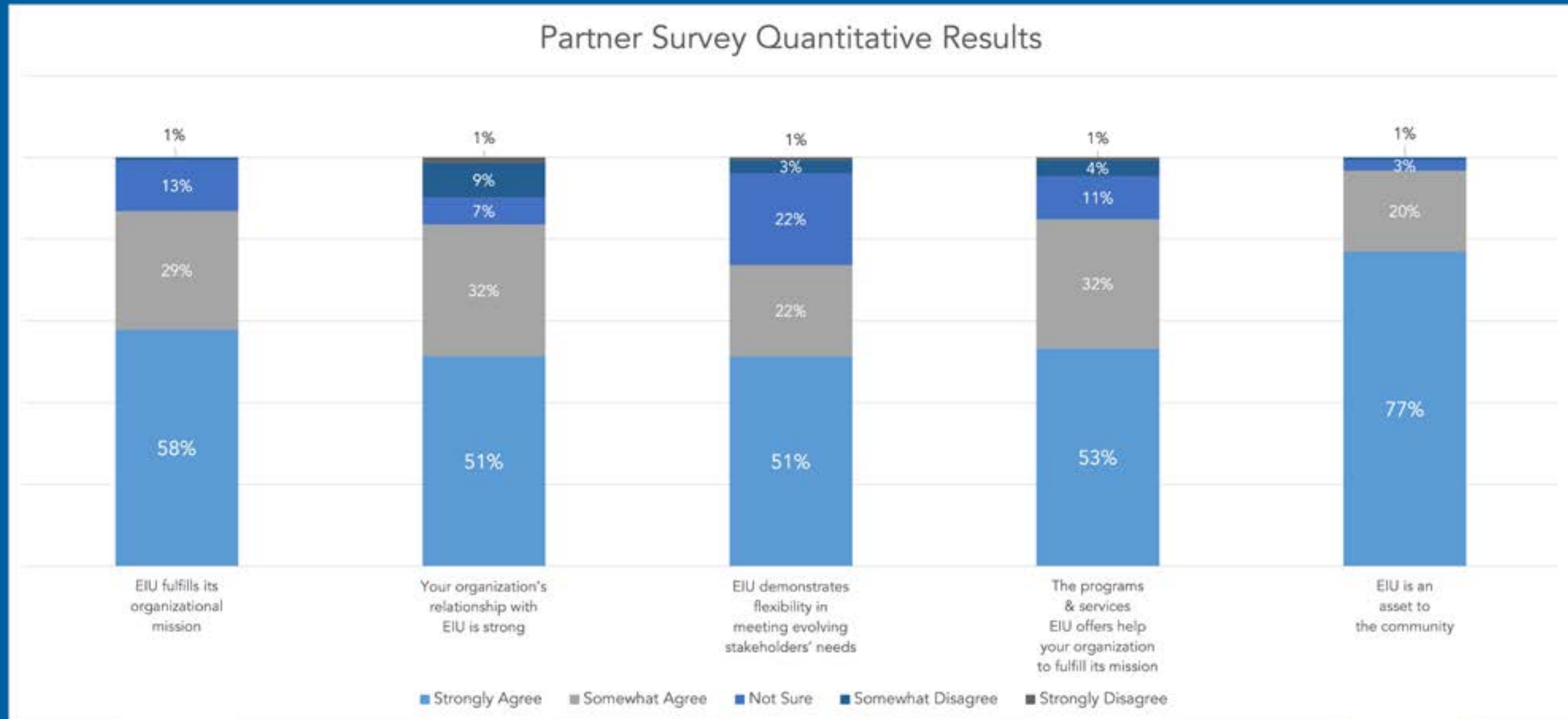
WHO ARE EIU'S STAKEHOLDERS?

- 153 Participants
- Select off-campus constituencies



EXTERNAL STAKEHOLDER SURVEY

HIGH-LEVEL FEEDBACK



INTERNAL EIU COMMUNITY SURVEY

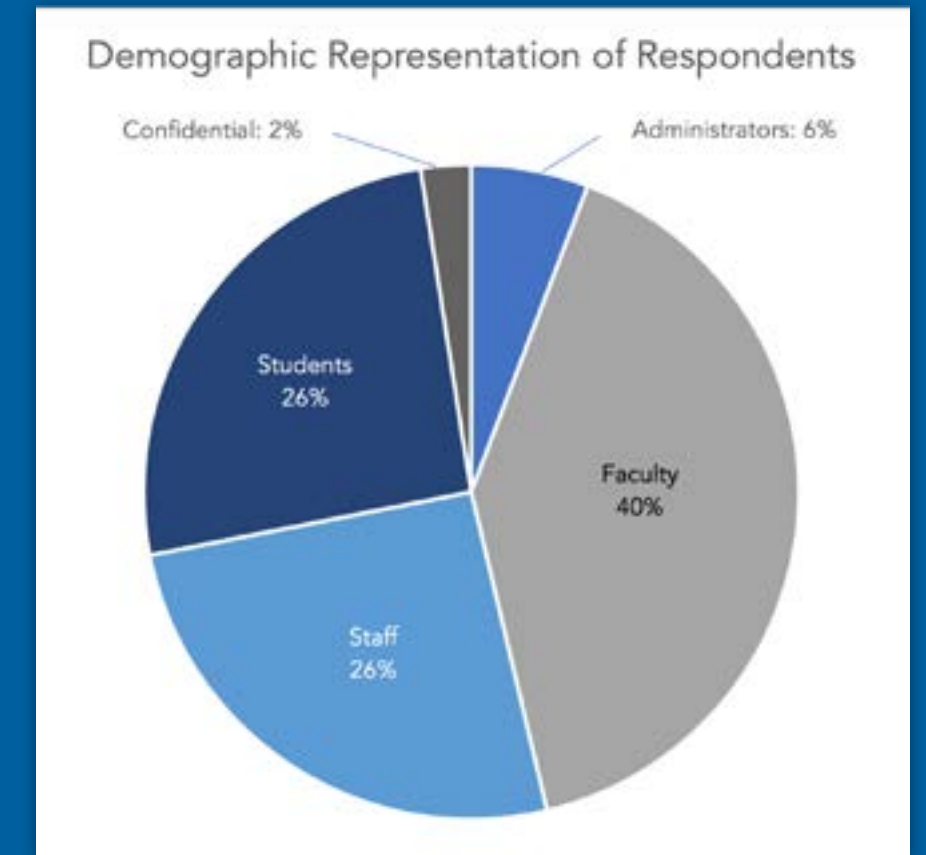
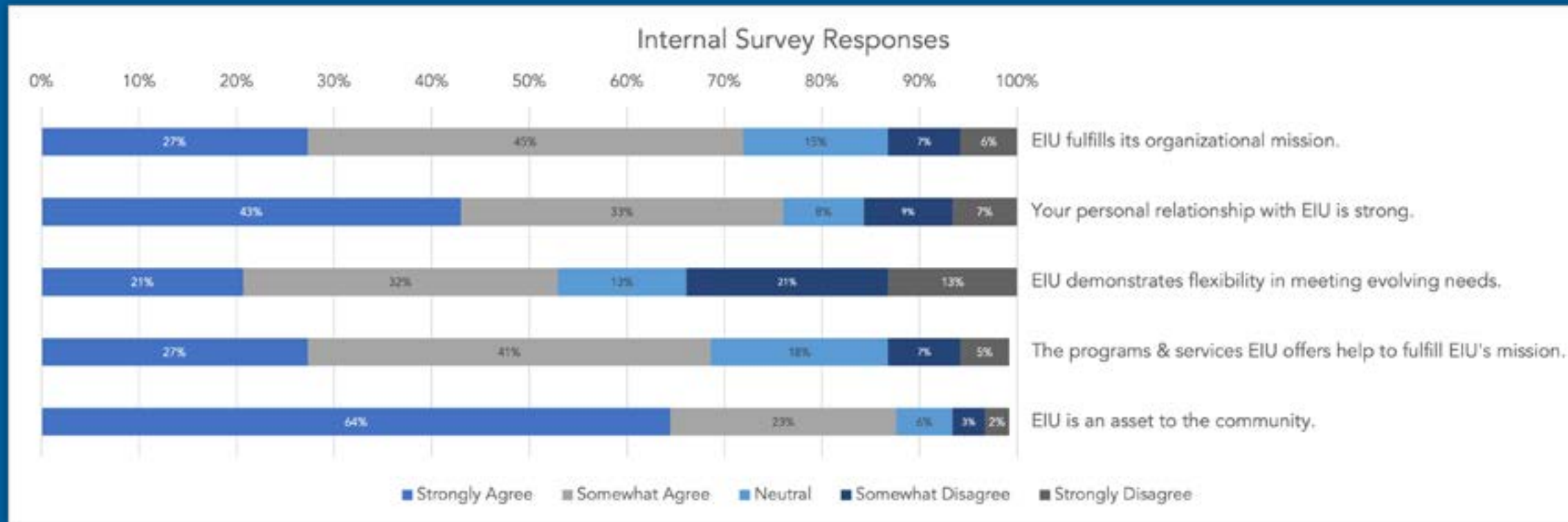
WHO ARE EIU'S STAKEHOLDERS?

- 121 Participants
- Faculty, staff, administration and students



INTERNAL EIU COMMUNITY SURVEY

HIGH-LEVEL FEEDBACK



UNIFYING SURVEY THEMES

SUCCESS

SUCCESS FOR
ALL LEARNERS

CREATE

CREATE A 21ST CENTURY
CAMPUS & CULTURE

ENGAGE

ENGAGE THE COMMUNITY,
STATE & WORLD

RESOURCES

FINANCIAL
SUSTAINABILITY,
ENCOURAGE
ENTREPRENEURSHIP &
DIVERSIFIED REVENUE



NEXT STEPS



Develop Strategic Initiatives



Collect Qualitative Data & Listen



Identify Benchmarks & Mission-Driven KPIs

HOW CAN YOU GET INVOLVED?

EIU.EDU/STRATEGICPLAN