

Results
Strategic Planning Implementation
Annual Workplan Results Fiscal Year 2010

Northeastern Illinois University's Strategic Plan includes Six Strategic Goals with broad Action Steps for each. As we implement the Plan, we annually select specific activities under each Goal for our University-wide focus. We chose the activities described below for FY2010. In addition to these items, other activities have been implemented across all units of our campuses. Activities are numbered to correspond to Action Steps within the Goals in the Strategic Plan.

Student Success

- 1.1.1 Develop a new design and campaign for undergraduate and graduate recruitment marketing materials.

The offices of marketing and enrollment services worked together to create a new design and all new content for the enrollment packet of publications for recruitment in Summer 09.

The Graduate College recruitment marketing materials are in the process of being evaluated and redesigned. The College of Business and Management MBA and MSA programs will have new materials and a campaign beginning Summer 2010.

All undergraduate recruitment publications were redeveloped in content and design to make them consistent with institutional theme "Learn in the City, Lead in the World." The new look supported a single unifying marketing theme in events such as Open House, Campus Preview Day and Information Sessions.

The Graduate College developed the NEIU Graduate College Welcome and Information Center to provide students and prospective students with a one-stop shop for questions and information.

- 1.3.1 Reorganize retention efforts and establish an Undergraduate Retention Intervention Team, which includes faculty members from each of the academic colleges and student life. The team will develop, implement, and refine strategies to address the needs of at-risk students, progression rates, and time-to-degree outcomes. The team will also identify key performance indicators associated with these issues.

Undergraduate Retention Intervention Team established, including members from all colleges and student life. Team initiatives included:

- a. Noel Levitz Retention Management Team/College Student Inventory was piloted during fall semester. Academic advisers trained on how to interpret results and work with high-risk students.*
- b. Key performance indicators for declared majors, sophomore to junior retention rates and degree completion were completed.*
- c. A second year student survey was administered in late spring to determine reasons why students continued or not.*

- d. Work teams formed to 1) explore ways to strengthen connections between career and academic advising; 2) identify ways to improve sophomore to junior progression. Creation of Second Year Experience proposed; 3) implemented Noel Levitz Connections/NOW program to strengthen customer service; just under 90 employees completed customer service training.*
- e. In order to help student choose majors and career paths, the Team asked the HRD Department to redevelop its course "Career and Life Planning", to be taught in Spring 2011.*

- 1.3.2 Develop a plan and schedule for University surveys which will provide useful information and direct/suggest activities for improvement. Begin with the College Student Inventory survey Fall 2009.

A plan and schedule for University surveys has been established, including the NSSE, The Noel Levitz Student Satisfaction Inventory, the Noel Levitz College Student Inventory, The IBHE Alumni Survey, the HERI Faculty Survey and the Sophomore Retention Intervention Survey. The surveys are housed in Institutional Research, and will be made available to the University community through NEIUport in Summer 2010.

- 1.3.3 Improve the placement of NEIU websites in search results for major search engines (Google, Yahoo1, Bing, etc.).

Contracted with an external company to develop an online search campaign. The campaign has been active for over six months.

- 1.4.1 Create a task force to review and coordinate the various advisement systems that operate at the University in order to strengthen intentional advising.

Task force rescheduled to FY 2011. Advisor/Trac software purchased, to pilot in Summer 2010.

- 1.5.1 Strengthen programs to engage family members of undergraduates into the University community in order to support student retention and success.

Family based events held at El Centro: Family Orientation; FAFSA completion sessions.

Family programming committee established in Student Life to expand and market programs to families.

Expanded family day program held in May, co-sponsored by Student Life, El Centro and Senator Iris Martinez.

Academic Excellence and Innovation

- 2.1.1 Build on the work of the summer work group, by completing the Statement of Objectives for the Baccalaureate Degree; establish a second work group and initiate discussion to develop a Statement of Objectives for the Masters Degree.

Statement of Objectives for the Baccalaureate Degree completed. The second work group will be established in FY2011.

- 2.2.1 Establish a task force to develop proposals for new initiatives in General Education, based on the Statement of Objectives for the Baccalaureate Degree at NEIU, on best practices elsewhere, and on work force needs.

Task Force on General Education established in Spring, including sixty members across colleges and student support programs. Task Force organized into four work groups and a steering committee. Schedule developed for Task Force to complete initial review in FY 2011. Five members participated in AACU Institute on General Education in June.

- 2.3.1 Establish task forces to consider development of new curricula and programs in areas of high work force needs at all degree levels.

Committee on Doctoral Education conducted survey and review on questions of advanced degrees.

- 2.3.2 Study why students repeat developmental math courses multiple times and develop interventions to increase their rates of success.

New course proposals developed to provide options for teaching Intermediate Algebra. Proposals developed for math boot-camp in summer for those in Math Dev 090.

- 2.4.1 Enhance the coordination and delivery of career development services to NEIU students and alumni.

Career counselor position reassigned from Counseling Office to Career Services. New position focuses on work with Advising Office, FYE and colleges. Purchased and implemented use of MyPlan, an on-line assessment tool to help students determine career options. Outside consultant conducted a comprehensive review of Career Services operations, with goal of developing more integrated system of career planning and advisement.

- 2.6.1 Bring support services at CCICS and El Centro in line with those at the Bryn Mawr Campus.

University Technology Services staff assigned to and located at CCICS; added parking at El Centro; Human Resources is strengthening support at CCICS, El Centro and CTC through Great Service Matters, benefit fairs, training, payroll, classification, testing, and application processing; Police hired an additional security guard at El Centro; Student Union implemented a netbook checkout program at CCICS and El Centro.

Designed, built and opened a new Library Resource Center at El Centro. New online tools developed to enhance access to information of particular interest to El Centro community.

- 2.8.1 Establish a task force to develop policy and best practice guidelines for on-line courses and to expand the number of on-line courses.

Task force established by Faculty Council in February 2010. Members developing proposals on online course quality, faculty preparation, student readiness, and online course evaluations, to be submitted to Faculty Council in Fall.

The Center for Teaching and Learning established a four-week online training course for faculty interested in online teaching skills. Over sixty faculty successfully completed the course and more classes are scheduled.

The number of online courses taught at NEIU has increased from 11 in FY2009 to 32 in FY2010.

- 2.8.2 Complete Audio/Visual installation in identified classrooms in LWH, El Centro, CCICS and other University buildings.

University Technology Services completed Audio/Visual installations in all classrooms in LWH, El Centro, and PE, and the majority in Fine Arts. CCICS, the remainder of Fine Arts (the Studio Rooms), and the Science Building will be completed in summer 2010.

Urban Leadership

- 3.2.1 Further develop community service programs at El Centro with initial focus on noncredit ESL instruction.

Enhanced community education programs to include several bilingual programs in the areas of education, health, housing and technology. Community members also enrolled in two sections of ESL. El Centro offered several computer literacy workshops. Participants came from the Avondale, Hermosa, Humboldt Park, and Logan Square communities.

The College of Education and ASPIRA created the Future Educators of ASPIRA Association (FEAA) to attract and support future teachers at El Centro.

- 3.2.2 Bring support services at CTC to service levels in line with those at the Bryn Mawr campus.

HR worked with CTC in several areas, dealing with student exemption and training CTC staff in payroll, classification, benefits, and testing.

- 3.3.1 Seek funding for summer research grants on urban issues with initial focus on immigration.

Funding provided for five faculty summer research projects dealing with immigration.

- 3.4.1 Continue efforts to develop curricula that are designed to support Latino communities and students.

The College of Education offered two graduate level cohorts at El Centro (Reading and School Leadership). Both cohorts are linked to ASPIRA and support the advancement of ASPIRA faculty and staff.

- 3.4.2 Build a Faculty Media Expert Program specifically for the ethnic media with a focus on the Latino community.

Spanish-speaking faculty across disciplines have been identified and contacted regarding media interview opportunities.

Ethnic media coverage was expanded to include Polish and Iranian media.

- 3.5.1 Create a Spanish language translation function on the NEIU website.

The initial stages of the overall university website redevelopment project were begun. The translation function will happen later in the project.

The Marketing office began working with the College of Business and Management on a micro site for their graduate programs. This micro site web project includes a Spanish translation component.

Exemplary Faculty and Staff

- 4.1.1 Develop and publish a University employee handbook.

Topics identified and table of contents completed; development/updates/revisions to content are continuing.

- 4.2.1 Begin a set of studies that identifies the median salary for selected comparison groups for all pay classifications at the University.

Human Resources began updating the ranges for Civil Service employees to properly group the employees and help with salary comparisons. Work will start to develop similar employee groupings for A & P titles. To be completed in 2012.

- 4.2.3 Create a step-by-step checklist that informs hiring departments of processes for hiring employees.

Hiring checklist and hiring packets have been distributed. Hiring policies need to be finalized. Through Great Service Matters conducted a session on University hiring processes and rolled-out the new forms.

- 4.3.1 Develop and present the second year of Great Service Matters.

4.3.1.1 Organize a professional development conference appropriate for all employees .

4.3.1.2 Develop and implement periodic workshops covering specific functional areas (e.g. Procurement Workshop).

4.3.1.3 Provide to an initial group of faculty and staff the “Connections Now” on- line training to learn ways to improve our service to students.

The Great Service Matters initiative has presented two major university-wide conferences and several sessions. Workshops provided employees with professional development regarding teamwork, conflict resolution, campus safety, workplace interaction and communication, EEOC topics, and administrative processes. ConnectionsNow workshops and online workshops provided additional training.

- 4.3.2 Implement a new program to provide, on a loaner basis, University teaching

instructors with appropriate technology to be able to fully use the technology enhanced classrooms.

Program developed and 225 notebooks are on loan.

- 4.4.1 Implement a schedule that assures that each new employee has appropriate technology and technological support, and appropriate work space on his/her first day of work.

Step-by-step checklist for new hires drafted by HR plus a "how to prepare for a new hire" pamphlet. Completed by HR and UTS reviewed for updates. Rolled-out at GSM. New Hire checklist states to contact Facilities on space preparation.

- 4.4.2 Implement a program of employee choice for pay distribution of either payroll direct deposit, the mailing of checks to individuals who choose not to participate in direct deposit, or direct pay to debit card.

Program completed with Self-service on line.

- 4.5.1 Start developing an employee incentive plan that rewards employees who attain professional development or training goals.

Not completed; likely to be a FY2012 project.

Enhanced University Operations

- 5.1.1 Complete the revision and compilation of University operating policies and procedures.

Committee established, meets bi-weekly to review and amend policies and procedures for publication. (On-going)

- 5.1.2 Create a webmaster's group to select a system to standardize the overall web design.

A webmaster's group to lead the NEIU website redevelopment project has been selected. The group is in the process of creating a Request for Proposal for a new website content management system, design and content.

- 5.1.4 Develop a plan for combining services from the current Information Center and Box Office.

Program statement and preliminary drawings are in progress.

- 5.1.5 Complete the "Use of Facilities" manual.

Manual being drafted.

- 5.1.6 Complete the launch and implementation of R-25 for events.

The launch and implementation of the R-25 has been completed.

- 5.2.1 Explore options for adding a residential life component.

Residential Life component moved to FY2011 workplan.

- 5.3.1 Develop a plan for a multi-cultural center based on program needs developed by the University.

Plans announced for the establishment of the Pedroso Center for Diversity and Intercultural Affairs, to be housed in the B Building. Programming is completed; construction bidding will commence in late Fall 2010.

- 5.3.2 Develop a model for a “one-stop shop” for student services at NEIU.

On hold due to work on enrollment transfer center that will redesign enrollment services areas.

- 5.4.1 Complete a Technology Strategic Plan and prioritize IT projects across the University.

University Technology Services developed an initial planning process in spring 2010. Planning will continue into FY2011.

- 5.5.1 Complete a space inventory to assess all areas and identify areas in need of repair and/or renovation; establish a list, in priority order, of those spaces identified.

Establishing priority list for refurbishing.

- 5.5.2 Begin planning and design for the Education Building.

On hold pending release of state capital funding.

- 5.6.1 Develop an inventory of NEIU’s sustainable initiatives as well as a sustainability theme to be incorporated into NEIU’s identity.

On hold; focusing on energy audit and implementing energy conservation measures.

- 5.6.2 Implement a fuel efficiency vehicle program that replaces University gas-operated vehicles with hybrid or alternative fuel vehicles.

Two hybrid police cars in service; electric vehicle for facilities management in service; motor pool will review initiative when current fleet is replaced.

- 5.7.1 Complete the installation of the second campus emergency notification system for mass electronic notifications (text, e-mail, voice mail).

The N Alert mass notification system was implemented January 2010. The public relations office, police department and university computing department worked together to launch the system. Marketing campaign was initiated during Spring 2010 to increase student and employee participation.

- 5.7.2 Become fully compliant with the Illinois Campus Safety and Enhancement Act of 2008.

- a. *Developing and implementing an All-Hazards Emergency Plan in progress.*
- b. *Developing a Campus Threat Assessment Team completed.*
- c. *Developing and implementing a violence prevention plan completed.*
- d. *Establishing a Violence Prevention Committee completed.*
- e. *Conducting at least one readiness exercise per year. Several drills conducted in FY2010. The balance will be done in FY2011.*

Fiscal Strength

- 6.2.1 Enhance the Government Relations- Alumni Legislative Advocacy programs through the development of a database.

Institutional Advancement has begun to update the alumni database to include district and legislative information.

- 6.2.2 Recruit eleven members for an Alumni Association Board and launch the NEIU Alumni Membership Program.

Launched Alumni Membership Program. By the end of the fiscal year the Alumni Association had 294 paid members of which 12 are at the Golden Eagle \$350 level and 220 are at the Blue & Gold \$30 level for a total \$12,360.

Began interviews and recruitment of Alumni Association Board members. Have interviewed five prospective board members and invited two. Acceptance is pending.

- 6.2.3 Develop proposals to increase external support for University emergency Preparedness.

The University endorsed this year the National Incident Management System (NIMS) protocols, making NEIU eligible for numerous grant opportunities. University Police received one grant for police safety equipment and applied for a Community Oriented Policing Services (COPS) grant.

- 6.2.4 Negotiate the performance contract for an investment grade energy audit and seek proposals for external support for University energy conservation and sustainability efforts.

Audit completed.

- 6.3.1 Develop business processes and procedures to operationalize extended learning programs, including revenue collection, use of facilities and payment of expenses.

Estimated completion date FY2011.

- 6.4.1 Recruit three new Foundation Board members.

Recruited three new Foundation Board members.

- 6.4.2 Develop a network of Presidential Scholar alumni.

Database established; first event held in December 2009.

- 6.5.1 Add \$500,000 to the endowment.

More than \$500,000 was raised for the endowment.

- 6.6.1 Ascertain and record corresponding gift amounts for each deferred gift designated by all 1867 Founders Society members.

This task was begun and is ongoing. Thus far, 22 members' portfolios have been reviewed. The remainder will be done in FY2011.

- 6.6.2 Secure three lead gifts and twenty-five major donors to the College of Business and Management campaign.

Recruited eleven major donors to the COBM campaign. Two lead gift solicitations were made; acceptance pending.