



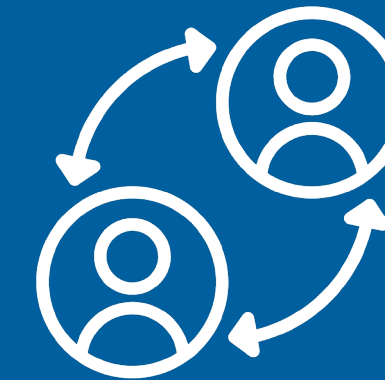
PLAN 2028

EASTERN ILLINOIS UNIVERSITY'S
2023-2028 STRATEGIC PLAN

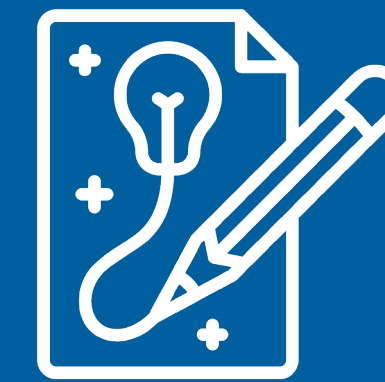
OVERVIEW



ACHIEVE:
ACHIEVE SUCCESS
FOR ALL LEARNERS



ENGAGE:
ENGAGE THE
COMMUNITY,
REGION, STATE
& WORLD



CREATE:
CREATE A
21ST CENTURY
CAMPUS &
CULTURE



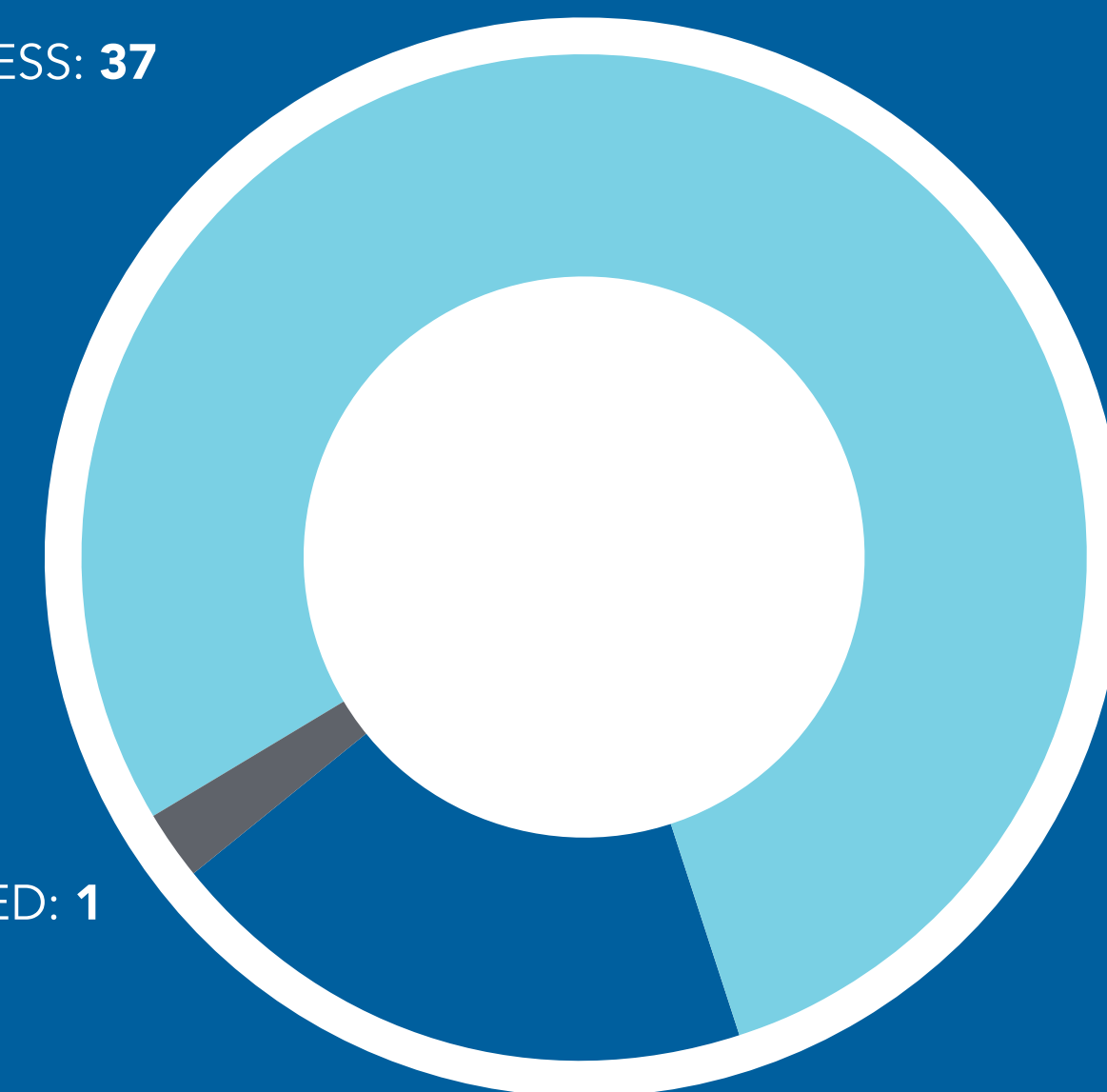
RESOURCE:
ENCOURAGE
INNOVATION,
DIVERSIFY
REVENUE & GROW
ENROLLMENTS

HOW ARE WE DOING?

[GO.EIU.EDU/PLAN2028TASKS](https://go.eiu.edu/PLAN2028TASKS)

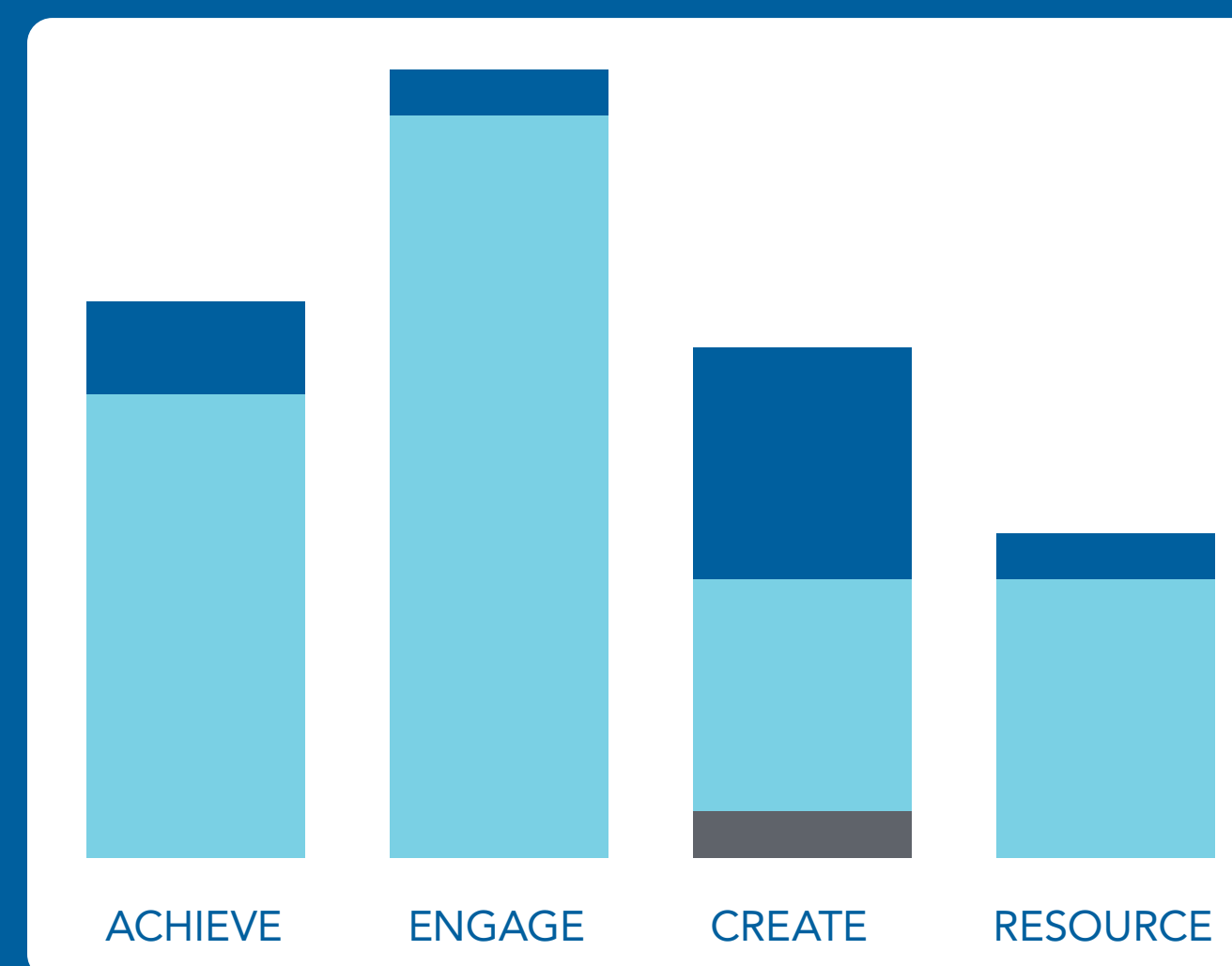
IN PROGRESS: 37

NOT STARTED: 1



COMPLETED: 9

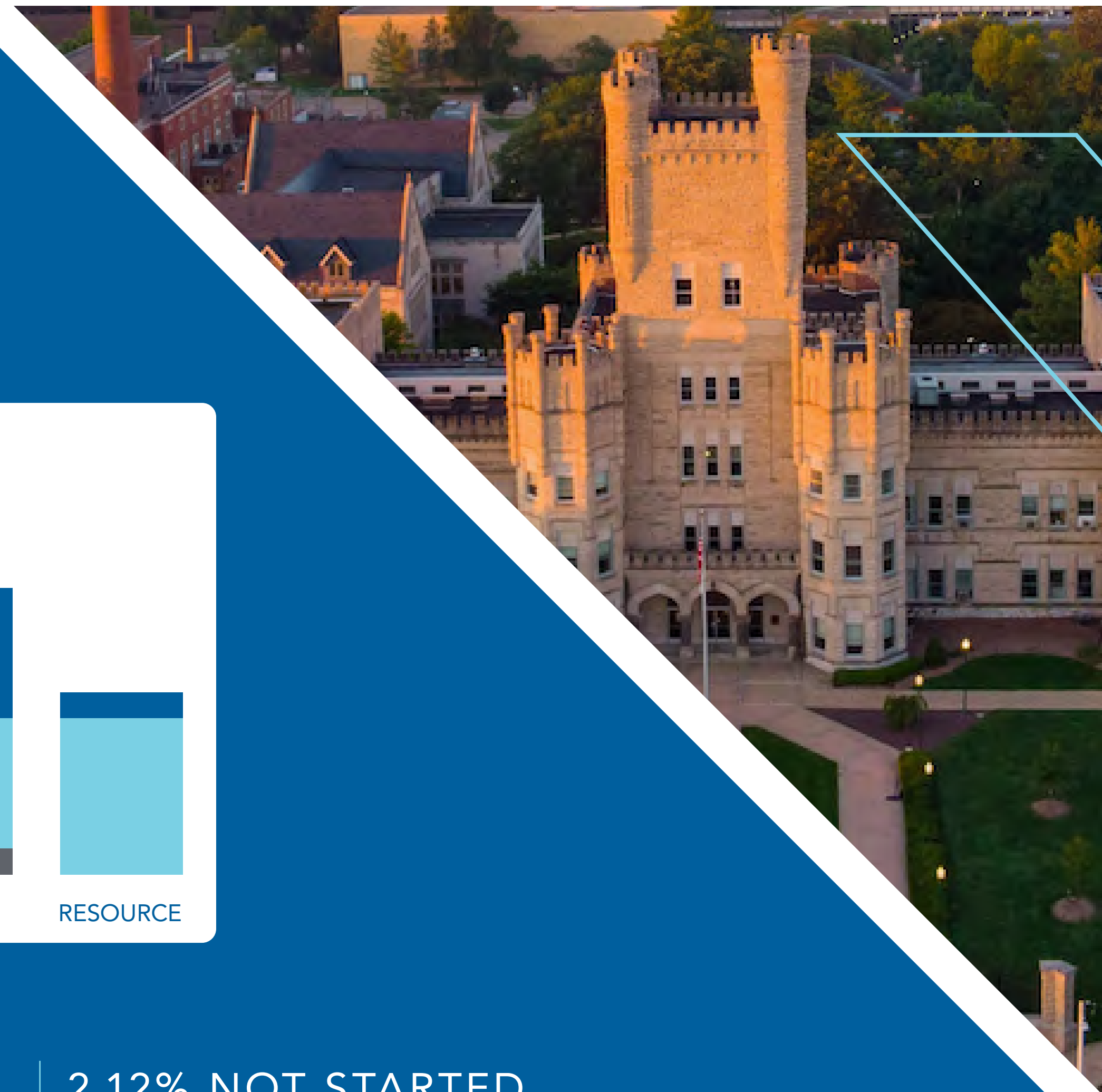
ACTIVITY THEMES



78.72% IN PROGRESS

19.14% COMPLETED

2.12% NOT STARTED



THEME ONE: ACHIEVE

ACHIEVE SUCCESS FOR ALL LEARNERS



THEME ONE: ACHIEVE
ACHIEVE SUCCESS FOR ALL LEARNERS



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



StarRez

FAMILY HUB



THEME ONE: ACHIEVE
ACHIEVE SUCCESS FOR ALL LEARNERS



**1.22 ELIMINATE STRUCTURAL
OUTCOMES GAPS FOR ALL LEARNERS**

DWF INITIATIVE

PILOT COURSES

6/8

LOWERED DWF RATE

**3 COURSES
LOWERED RATE**

7.5%

OR MORE

**ACROSS ALL
SECTIONS**

60%

**REDUCED DWF
RATES OVERALL**

**OF THOSE
SECTIONS**

74.3%

**HAD THEIR DWF
RATE REDUCED BY
7.50 PERCENTAGE
POINTS OR GREATER**

THEME ONE: ACHIEVE

ACHIEVE SUCCESS FOR ALL LEARNERS



1.23 EXPAND STUDENT SERVICES FOCUSED ON ACADEMIC SUCCESS

Redesigned **ACADEMIC ALERT SYSTEM** & level of engagement with students

EXPANDED ACADEMIC COACHING in the Academic Support Center

Addition of **ACCESSIBLE TESTING STATIONS** in the Testing & Accommodation Center

REDESIGNS Underway

EIU 1111

EIU 2919

Gateway Program

STRONG M.A.N. LLC established

STRONG S.H.E. MENTORING group established

REVAMPED TUTORING AND ACCOUNTABILITY programs for student athletes



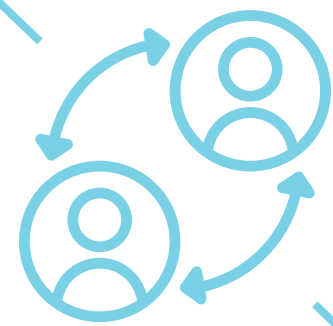
THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



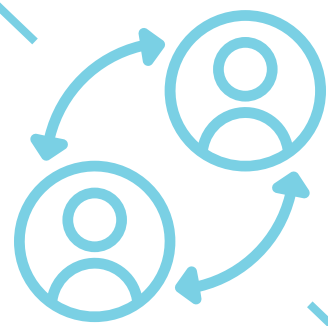
2.12 INVEST IN COMMUNITY-FACING ACADEMIC PROGRAMS & DELIVERY MODELS

OFF-CAMPUS DEGREE
COMPLETION PROGRAM

TWO MASTER'S OF ARTS IN
TEACHING PROGRAMS ADDED

THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



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

**\$40,000 OF
ADAPTIVE AND
ASSISTIVE
TECHNOLOGY
ADDED TO ITC**



**TUITION VOUCHERS
FOR TEACHERS
SUPERVISING
PRACTICUM &
STUDENT TEACHERS**



**GRADUATE DEGREES
IN EDUCATIONAL
LEADERSHIP FOR
TEACHER LEADERS,
PRINCIPAL
ENDORSEMENT**

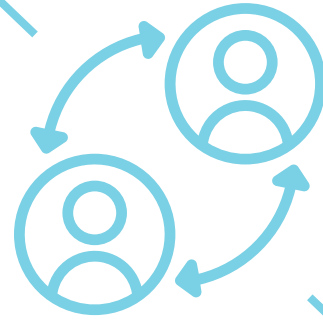


**ONLINE GRADUATE
PROGRAMS IN
SPECIAL EDUCATION
AND CURRICULUM
& INSTRUCTION**



THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



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

THREE NEW ACADEMIC PROGRAMS

BACHELOR OF SCIENCE IN COMPUTER ENGINEERING

BACHELOR OF SOCIAL WORK

BACHELOR OF APPLIED ARTS & SCIENCES IN CYBERSECURITY

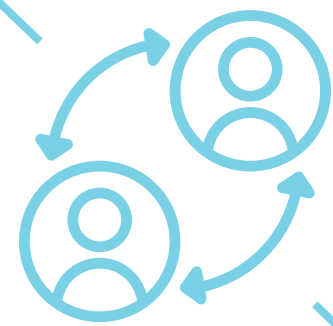
PROGRAMS FOR RETURNING LEARNERS

DEGREE COMPLETION (IDS)

MATS

THEME TWO: ENGAGE

ENGAGE THE COMMUNITY, REGION, STATE & WORLD



2.31 ELEVATE ALUMNI PROGRAMMING & VOLUNTEER OPPORTUNITIES

BUILDING ALUMNI
ENGAGEMENT
OPPORTUNITIES

LAUNCH NEW
ALUMNI & DONOR
DATABASE

BENCHMARKING
PROJECT TO
BEGIN IN MAY

COMPREHENSIVE
DATA ANALYSIS
OF ALUMNI
POPULATION

NEW DIRECTOR
OF ALUMNI &
CONSTITUENT
ENGAGEMENT

ALUMNI EVENT
APRIL 25 AT
WARREN JAMES
WINERY

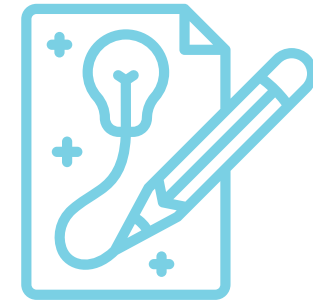
THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.11 INVEST IN NEW OFFICE & PROGRAMMING LED BY EXECUTIVE DIRECTOR OF BAE

**THE VILLAGE
PROJECT**

**TVP SUMMER
IMMERSION
PROGRAM**

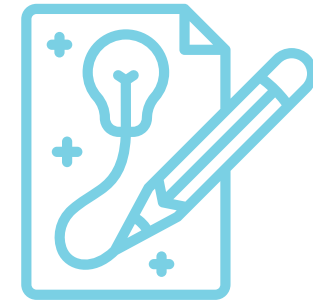
**RELAUNCH/
REBRAND OF
MENTORING
GROUPS**

**STRONG
M.A.N. LIVING
LEARNING
COMMUNITY**

NEW STAFF

THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.13 INSTITUTIONAL CLIMATE SURVEY



FINAL REPORT

RELEASED IN APRIL
AFTER BOT MEETING



INITIAL FINDINGS

COMPARED TO 2022,
STUDENT SATISFACTION
& FACULTY/STAFF
BELONGING INCREASED

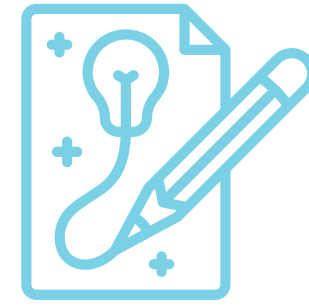


NEXT STEPS

FINDINGS ASSIST
IN COMPLETING
DIVERSITY & EQUITY
PLAN REVISIONS,
REQUIRED BY IBHE

THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.31 INVEST IN EMPLOYEE WELLNESS & WELLBEING

ADULT FITNESS

**33% OF ADULT FITNESS MEMBERS
ARE CURRENT EIU EMPLOYEES**

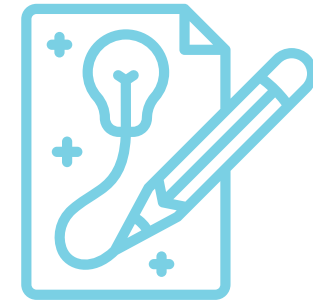
**40 NEW FACULTY/STAFF MEMBERS
JOINED ADULT FITNESS SINCE SEPT. 2023**

**63 FACULTY/STAFF SRC MEMBERSHIPS
SOLD IN SPRING 2025**

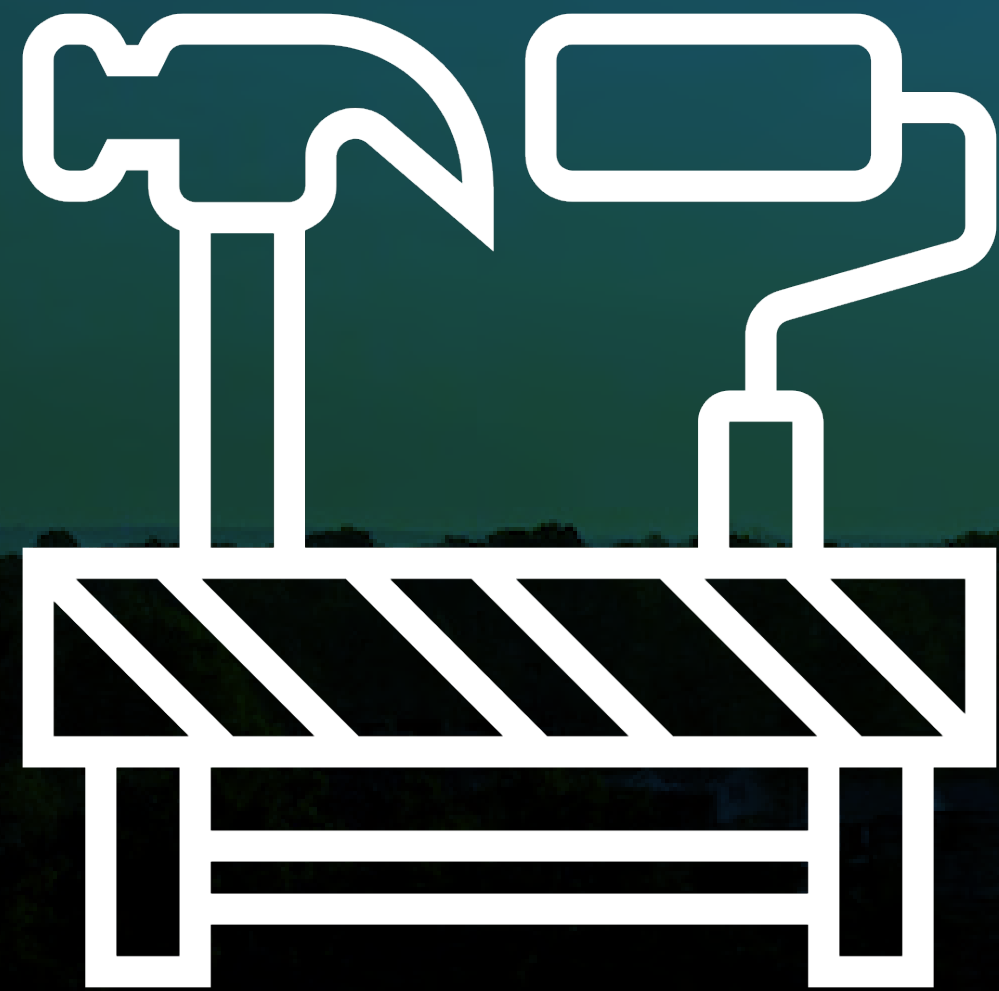


THEME THREE: CREATE

CREATE A 21ST CENTURY CAMPUS & CULTURE



3.41 UPDATE OUR CAMPUS MASTER PLAN



FINAL REPORT

- RELEASED IN FEBRUARY
- GO.EIU.EDU/FRP

HIGHLIGHTS

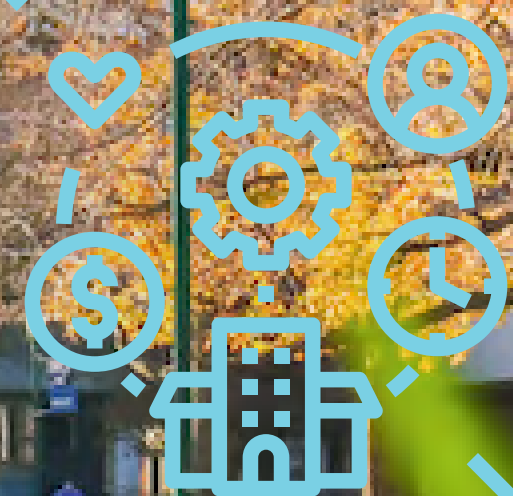
- EXCESS SQUARE FOOTAGE
- FURTHER STUDIES NEEDED

NEXT STEPS

- OFFICE SPACE/COMPUTER LAB GROUP
- SPACE COMMITTEE

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

PLANNING PHASE

SILENT PHASE: FALL '26
PUBLIC PHASE: FALL '28



ANNUAL GIVING STRATEGY

TESTING NEW FUNDS
FOR GIVING DAY



GIVING DAY ENGAGEMENT

FACULTY STAFF EVENT
STUDENT EVENT



STAFFING CHANGES

LAUREN BENNETT
HAYLEE BRICKEE
BRENDA BROWN
AMBER MAY



THEME FOUR: RESOURCE

ENCOURAGE INNOVATION, DIVERSIFY
REVENUE, & GROW ENROLLMENTS



4.31 STRATEGIC ENROLLMENT MANAGEMENT PLAN

24-25 STRATEGIC ENROLLMENT PLAN

116

ACTION PLANS

45

COMPLETED

51

IN PROGRESS

20

NOT
STARTED

HIGHLIGHTS:

THREE NEW SCHOLARSHIP PROGRAMS

FINANCIAL AID LEVERAGING
PILOT IMPLEMENTATION

REGIONAL DIRECT ADMISSIONS PROGRAM

PROSPECTING & DIRECT MAIL STRATEGY

DAILY CUSTOMIZED VISITS

25-26 STRATEGIC ENROLLMENT PLAN UNDERWAY

THEME FOUR: RESOURCE

ENCOURAGE INNOVATION, DIVERSIFY
REVENUE, & GROW ENROLLMENTS



4.32 STRATEGIC STUDENT SUCCESS INITIATIVES



THEME FOUR: RESOURCE

ENCOURAGE INNOVATION, DIVERSIFY
REVENUE, & GROW ENROLLMENTS



4.33 STRATEGIC PARTNERSHIPS & COMPLETION INITIATIVES

ARTICULATION AGREEMENTS

- OFFICE OF THE REGISTRAR LEADING DEVELOPMENT OF ARTICULATION AGREEMENTS
- 26 CURRENTLY IN DEVELOPMENT, 2 WITH LEGAL COUNSEL FOR REVIEW

CORPORATE PARTNERSHIPS

- LOCAL AND NATIONAL PARTNERS ADDED
- 15TH PARTNERSHIP IN DEVELOPMENT
- MOST RECENT PARTNER: HORIZON HEALTH

PURS
YOU
PASSIO



PLAN 2028

EASTERN ILLINOIS UNIVERSITY'S
2023-2028 STRATEGIC PLAN



[GO.EIU.EDU/PLAN2028](https://go.eiu.edu/plan2028)