

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

Due to Provost's Office: **May 24, 2023**

## **College of Business and Technology**

### **The Purpose of These Documents**

With this annual report, Deans and Chairpersons/Directors will align past and future work in their programs and in the colleges as a whole with wider planning in the Division of Academic Affairs, as well as with the University's larger Strategic Plan, *Higher Values in Higher Education, 2017-2027 (HVHE)*. Among other things, in the report Deans will describe what is unique about their College, document progress on enrollment, program development, and faculty development; document and develop recruitment and retention initiatives; and, finally, record and celebrate faculty, staff, and student successes and achievements.

In order to understand the context for these documents, please review the current version of the University's strategic planning document, as well as the supplemental planning documents on recruitment, retention, University distinctiveness, QC planning, and so on. All of these documents can be found at [http://www.wiu.edu/aasp/university\\_planning/](http://www.wiu.edu/aasp/university_planning/). Also, when reading the University's planning documents, please note the following vision, mission, and core values of the institution:

### **WIU Vision**

Western Illinois University will be the leader in educational quality, opportunity, and affordability among regional public universities.

### **WIU Mission**

Western Illinois University empowers students, faculty, and staff to lead dynamic and diverse communities. We provide student-centered undergraduate and graduate programs characterized by innovative teaching, research, and service, grounded in interdisciplinary, regional and global perspectives. We engage our students in educational opportunities guided by a professional and diverse faculty and staff in collaboration with alumni and community partners.

### **WIU Core Values**

#### ***Academic Excellence***

Central to our history and tradition is the commitment to teaching, to the individual learner, and to active involvement in the teaching-learning process. WIU's highly qualified, diverse faculty promotes critical thinking, engaged learning, research, and creativity in a challenging, supportive learning community. Western is committed to an academic environment that encourages lifelong development as learners, scholars, teachers, and mentors.

#### ***Educational Opportunity***

Western values educational opportunity and welcomes those who show promise and a willingness to work toward achieving shared educational goals. WIU is committed to providing accessible, high quality educational programs and financial support for our students.

#### ***Personal Growth***

Because Western values the development of the whole person, WIU is committed to providing opportunities for personal growth in an environment that supports the development of wellness, ethical decision making, and personal responsibility.

#### ***Social Responsibility***

Western is committed to equity, social justice, and diversity, and will maintain the highest standards of integrity in our work with others. WIU serves as a resource for and stimulus to economic, educational, cultural, environmental, and community development in our region and well beyond.

# Western Illinois University

## Academic Affairs, Annual Reporting Documents —Deans

### Academic Year 2021–2022

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## 1. What is unique and special about your College?

The College of Business and Technology is unique in its connections to industry and commerce via disciplines and fields of study that are relevant to in-demand careers and skill development. Within the university setting, our purpose of “Preparing tomorrow's business and technology leaders for professional careers and lifelong learning in a globalized economy” drives educational and student engagement activities.

## 2. Enrollment growth possibilities in your College

*Include in this description, where possible, market data, audience profiles, national trends, employment data, and other indicators of market potential.*

2020 National Employment Matrix title	2020 National Employment Matrix code	Employment, 2020	Employment, 2021-30	Employment change, 2020-30	Percent employment change, 2020-30	Median annual wage, 2020 <sup>(1)</sup>	Typical education needed for entry	Work experience in a related occupation
Chief executives	11-1011	292.5	275.7	-16.8	-5.7	\$185,950	Bachelor's degree	5 years or more
General and operations managers	11-1021	2,411.9	2,638.2	226.3	9.4	\$103,650	Bachelor's degree	5 years or more
Advertising and promotions managers	11-2011	23.2	25.6	2.4	10.3	\$133,460	Bachelor's degree	Less than 5 years
Marketing managers	11-2021	293.7	323.1	29.4	10.0	\$142,170	Bachelor's degree	5 years or more
Sales managers	11-2022	397.9	425.8	27.9	7.0	\$132,290	Bachelor's degree	Less than 5 years
Public relations and fundraising managers	11-2030	89.0	100.3	11.3	12.6	\$118,430	Bachelor's degree	5 years or more
Administrative services and facilities managers	11-3010	322.0	350.5	28.6	8.9	\$98,890	Bachelor's degree	Less than 5 years
Computer and information systems managers	11-3021	482.0	534.6	52.7	10.9	\$151,150	Bachelor's degree	5 years or more
Financial managers	11-3031	681.7	799.9	118.2	17.3	\$134,180	Bachelor's degree	5 years or more
Industrial production managers	11-3051	189.3	199.3	10.0	5.3	\$108,790	Bachelor's degree	5 years or more
Purchasing managers	11-3061	74.4	79.0	4.6	6.1	\$125,940	Bachelor's degree	5 years or more
Transportation, storage, and distribution managers	11-3071	137.6	149.0	11.4	8.3	\$96,390	High school diploma or equivalent	5 years or more
Compensation and benefits managers	11-3111	18.7	19.4	0.7	4.0	\$125,130	Bachelor's degree	5 years or more
Human resources managers	11-3121	161.7	176.5	14.8	9.2	\$121,220	Bachelor's degree	5 years or more
Training and development managers	11-3131	42.1	46.6	4.5	10.7	\$115,640	Bachelor's degree	5 years or more
Construction managers	11-3021	448.0	499.4	51.4	11.5	\$97,180	Bachelor's degree	None
Architectural and engineering managers	11-9041	197.8	205.9	8.1	4.1	\$149,530	Bachelor's degree	5 years or more
Social and community service managers	11-9151	174.2	200.7	26.4	15.2	\$69,600	Bachelor's degree	Less than 5 years
Personal service managers, all other; entertainment and recreation managers, except gambling, and managers, all other	11-9198	573.0	615.3	42.2	7.4	\$116,350	Bachelor's degree	Less than 5 years
Agents and business managers of artists, performers, and athletes	13-1011	18.7	27.3	8.6	46.3	\$75,420	Bachelor's degree	Less than 5 years
Buyers and purchasing agents	13-1020	439.0	415.4	-23.6	-5.4	\$66,690	Bachelor's degree	None
Compliance officers	13-1041	348.7	370.3	21.6	6.2	\$71,100	Bachelor's degree	None
Cost estimators	13-1051	199.4	200.6	1.2	0.6	\$66,610	Bachelor's degree	None
Human resources specialists	13-1071	674.8	745.1	70.2	10.4	\$63,490	Bachelor's degree	None
Labor relations specialists	13-1075	73.5	70.3	-3.2	-4.3	\$73,240	Bachelor's degree	Less than 5 years
Logisticians	13-1081	191.0	247.3	56.4	29.5	\$76,270	Bachelor's degree	None
Management analysts	13-1111	907.6	1,032.0	124.4	13.7	\$87,660	Bachelor's degree	Less than 5 years
Meeting, convention, and event planners	13-1121	125.9	148.0	22.1	17.5	\$51,560	Bachelor's degree	None
Fundraisers	13-1131	101.3	117.5	16.1	15.9	\$59,610	Bachelor's degree	None
Compensation, benefits, and job analysis specialists	13-1141	91.9	100.7	8.8	9.6	\$67,190	Bachelor's degree	Less than 5 years
Training and development specialists	13-1151	328.7	364.2	35.5	10.8	\$62,700	Bachelor's degree	None
Market research analysts and marketing specialists	13-1161	740.9	904.5	163.6	22.1	\$65,810	Bachelor's degree	None
Project management specialists and business operations specialists, all other	13-1198	1,777.3	1,876.5	99.2	5.6	\$77,420	Bachelor's degree	None
Accountants and auditors	13-2011	1,392.2	1,488.2	96.0	6.9	\$73,560	Bachelor's degree	None
Property appraisers and assessors	13-2020	78.7	82.1	3.4	4.4	\$68,650	Bachelor's degree	None
Budget analysts	13-2031	52.5	55.0	2.5	4.8	\$78,970	Bachelor's degree	None
Credit analysts	13-2041	73.0	68.8	-4.3	-5.8	\$74,970	Bachelor's degree	None
Personal financial advisors	13-2052	275.2	287.8	12.6	4.6	\$89,330	Bachelor's degree	None
Insurance underwriters	13-2061	119.4	117.2	-2.2	-1.8	\$71,740	Bachelor's degree	None
Financial examiners	13-2061	70.8	83.5	12.7	17.9	\$81,430	Bachelor's degree	None
Credit counselors	13-2071	33.8	36.9	3.0	9.0	\$46,170	Bachelor's degree	None
Loan officers	13-2072	322.1	326.4	4.3	1.3	\$63,960	Bachelor's degree	Less than 5 years
Tax examiners and collectors, and revenue agents	13-2081	56.9	54.8	-2.1	-3.7	\$55,640	Bachelor's degree	None
Financial and investment analysts, financial risk specialists, and financial specialists, all other	13-2098	492.1	523.4	31.3	6.4	\$83,660	Bachelor's degree	None
Computer systems analysts	15-1011	657.0	650.6	-6.4	-1.0	\$93,730	Bachelor's degree	None
Information security analysts	15-1212	141.2	189.3	47.1	33.3	\$103,590	Bachelor's degree	Less than 5 years
Computer and information research scientists	15-1221	33.0	40.2	7.2	21.9	\$126,830	Master's degree	None
Computer network support specialists	15-1231	189.8	204.0	14.2	7.5	\$65,450	Associate's degree	None
Computer user support specialists	15-1232	654.8	712.8	58.0	8.9	\$52,690	Some college, no degree	None
Computer network architects	15-1241	165.2	174.0	8.8	5.3	\$116,780	Bachelor's degree	5 years or more
Network and computer systems administrators	15-1244	350.3	369.1	18.8	5.4	\$84,810	Bachelor's degree	None
Database administrators and architects	15-1245	168.0	181.2	13.2	7.8	\$98,860	Bachelor's degree	None
Computer programmers	15-1251	185.7	167.3	-18.3	-9.9	\$89,190	Bachelor's degree	None
Software developers and software quality assurance analysts and testers	15-1256	1,847.9	2,257.4	409.5	22.2	\$110,140	Bachelor's degree	None
Web developers and digital interface designers	15-1257	199.4	224.9	25.5	12.8	\$77,200	Bachelor's degree	None
Computer occupations, all other	15-1299	442.2	483.0	40.7	9.2	\$92,870	Bachelor's degree	None
Operations research analysts	15-2031	104.1	129.7	25.6	24.6	\$86,200	Bachelor's degree	None
Statisticians	15-2041	42.0	56.9	14.9	35.4	\$92,270	Master's degree	None
Data scientists and mathematical science occupations, all other	15-2098	63.2	83.0	19.8	31.4	\$98,230	Bachelor's degree	None
Agricultural engineers	17-2021	1.5	1.5	0.1	4.5	\$84,410	Bachelor's degree	None
Civil engineers	17-2051	309.8	335.1	25.3	8.2	\$88,570	Bachelor's degree	None
Computer hardware engineers	17-2061	66.2	67.3	1.0	1.5	\$119,560	Bachelor's degree	None
Electrical engineers	17-2071	188.0	200.7	12.7	6.8	\$100,830	Bachelor's degree	None
Electronics engineers, except computer	17-2072	125.2	132.9	7.7	6.2	\$107,540	Bachelor's degree	None
Environmental engineers	17-2081	52.3	54.3	1.9	3.7	\$82,120	Bachelor's degree	None
Health and safety engineers, except mining safety engineers and inspectors	17-2111	24.1	25.6	1.5	6.1	\$94,240	Bachelor's degree	None
Industrial engineers	17-2112	292.0	332.0	40.0	13.7	\$88,950	Bachelor's degree	None
Materials engineers	17-2131	25.1	27.2	2.1	8.4	\$95,040	Bachelor's degree	None
Mechanical engineers	17-2141	299.9	320.1	20.9	7.0	\$94,160	Bachelor's degree	None
Economists	19-3011	18.6	21.0	2.4	13.1	\$108,350	Master's degree	None
Survey researchers	19-3022	12.7	13.2	0.5	4.3	\$59,870	Master's degree	None
Business teachers, postsecondary	25-1011	96.5	102.8	6.2	6.5	\$88,010	Doctoral or professional degree	None
Computer science teachers, postsecondary	25-1021	37.8	40.4	2.6	6.9	\$85,540	Doctoral or professional degree	None
Mathematical science teachers, postsecondary	25-1022	56.1	59.2	3.2	5.6	\$73,650	Doctoral or professional degree	None
Architecture teachers, postsecondary	25-1031	8.5	9.2	0.7	8.3	\$90,880	Doctoral or professional degree	None
Engineering teachers, postsecondary	25-1032	46.3	52.1	5.8	12.5	\$103,600	Doctoral or professional degree	None
Agricultural sciences teachers, postsecondary	25-1041	9.9	10.4	0.5	5.0	\$90,340	Doctoral or professional degree	None
Farm and home management educators	25-9021	9.3	9.2	-0.1	-1.2	\$51,550	Master's degree	None
Instructional coordinators	25-9031	190.4	208.9	18.4	9.7	\$66,970	Master's degree	5 years or more
Sales representatives, wholesale and manufacturing, technical and scientific products	41-4011	298.2	316.5	18.2	6.1	\$86,650	Bachelor's degree	None
Sales representatives, wholesale and manufacturing, except technical and scientific products	41-4012	1,327.5	1,386.8	59.4	4.5	\$62,070	High school diploma or equivalent	None
Real estate brokers	41-9021	109.9	114.8	4.9	4.5	\$63,370	High school diploma or equivalent	Less than 5 years
Real estate sales agents	41-9022	408.9	425.8	16.9	4.1	\$49,040	High school diploma or equivalent	None
Sales engineers	41-9031	63.8	68.8	5.0	7.9	\$108,830	Bachelor's degree	None

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## 3. Barriers to growth in your College

1. Mass migration of students to out-of-state institutions.
2. Unfunded and underfunded mandates related to retention and recruitment at the college level.
3. Inefficient or nonexistent information systems at the institutional level.
4. Reduced budgets resulting in support staffing reduction leading to decreased ability to deliver, and most importantly, implement a communications strategy featuring uniqueness of the WIU/CBT programs and experiences.
5. Institutional culture reflecting general faculty apathy towards recruiting and retention efforts magnified by the viewpoint that "it is not my job."
6. Lack of residential options for traditional QC students.
7. Enrollment decline due to reduced number of traditional students.
8. Competitive pressure from other in-state institutions.
9. General public and industry viewpoint that a 4 year comprehensive degree is "optional" in today's workforce.

## 4. Enrollment

*Institutional Research will create a "College Profile" for Deans and Chairpersons/Directors. Please note that most information can be found in the Fact Book. Include the following:*

- a. 5 years of headcount enrollment by new freshmen, new transfer, new graduate, and continuing undergraduate and graduate students in your College

Table 23. Undergraduate and Graduate Enrollment by College, Department and Major (Continued)

College/Department/Major	2018			2019			2020			2021			2022			Percent Change 2018-2022	
	Undergrad	Grad	Total	Undergrad	Grad	Total	Undergrad	Grad	Total	Undergrad	Grad	Total	Undergrad	Grad	Total	Undergrad	Total
<b>COLLEGE OF BUSINESS &amp; TECHNOLOGY</b>																	
Accounting, Finance, Econ & Decision Sci. School of Accounting	113	20	133	106	27	133	99	23	122	79	19	98	81	16	97	-28.3%	-20.0%
Pre-Accountancy	135	-	135	105	-	105	98	-	98	110	-	110	85	-	85	-37.0%	-37.0%
Applied Statistics & Decision Analytics	-	-	-	-	-	-	3	-	3	21	-	21	25	-	25	-	-
Business Analytics (B.B.)	-	-	-	-	-	-	14	-	14	-	-	-	-	-	-	-	-
Pre-Business Analytics	-	-	-	-	-	-	1	-	1	2	-	2	-	-	-	-	-
Business Analytics (PBC)	-	-	-	-	-	-	16	-	16	16	-	16	11	-	11	-	-
Economics (B.A.)	-	-	-	-	-	-	6	-	6	9	-	9	9	-	9	-	-
Economics (B.B.)	-	-	-	-	-	-	15	-	15	13	-	13	13	-	13	-	-
Pre-Economics	-	-	-	-	-	-	30	-	30	30	-	30	20	-	20	-50.0%	-50.0%
Finance	40	-	40	34	-	34	35	-	35	30	-	30	40	-	40	-9.1%	-9.1%
Pre-Finance	55	-	55	40	-	40	30	-	30	40	-	40	50	-	50	-	-
Quantitative Economics	-	-	-	-	-	-	20	-	20	-	-	-	23	-	23	-	-
<b>Agriculture, School of</b>																	
Agriculture	277	-	277	248	-	248	241	-	241	238	-	238	228	-	228	-17.7%	-17.7%
Agriculture Education	24	-	24	27	-	27	29	-	29	16	-	16	19	-	19	-20.8%	-20.8%
Pre-Veterinary Medicine	-	-	-	5	-	5	12	-	12	6	-	6	12	-	12	-	-
<b>Computer Science, School of</b>																	
Computer Science	118	120	238	101	107	208	92	90	182	87	240	327	105	457	562	-11.0%	280.8%
Cybersecurity*	18	-	18	19	-	19	25	-	25	23	-	23	24	-	24	33.3%	33.3%
Information Systems (B.S.)	2	-	2	1	-	1	-	-	-	-	-	-	-	-	-	-100.0%	-100.0%
Information Systems (B.S.)	45	-	45	43	-	43	33	-	33	41	-	41	49	-	49	8.9%	8.9%
Network Technologies	10	-	10	2	-	2	-	-	-	-	-	-	-	-	-	-100.0%	-100.0%
<b>Economics &amp; Decision Sciences</b>																	
Applied Statistics & Decision Analytics	29	42	71	40	42	82	-	-	-	-	-	-	-	-	-	-	-
Business Analytics (B.B.)	3	-	3	5	-	5	-	-	-	-	-	-	-	-	-	-	-
Business Analytics (PBC)	1	-	1	3	-	3	-	-	-	-	-	-	-	-	-	-	-
Economics (B.A.)	12	-	12	17	-	17	-	-	-	-	-	-	-	-	-	-	-
Economics (B.B.)	3	-	3	9	-	9	-	-	-	-	-	-	-	-	-	-	-
Pre-Economics	11	-	11	9	-	9	-	-	-	-	-	-	-	-	-	-	-
Economics (M.A.) (PUBHEALTH & ECON M.S.)	-	24	24	-	9	9	-	-	-	-	-	-	-	-	-	-	-
Quantitative Economics	-	-	-	9	-	9	-	-	-	-	-	-	-	-	-	-	-
<b>Engineering, School of</b>																	
Civil Engineering	133	-	133	151	-	151	157	-	157	-	-	-	-	-	-	-	-
Electrical Engineering	-	-	-	2	-	2	16	-	16	-	-	-	-	-	-	-	-
Engineering	81	-	81	73	-	73	71	-	71	51	-	51	-	-	-	-	-
Mechanical Engineering	52	-	52	73	-	73	71	-	71	-	-	-	-	-	-	-	-
<b>Engineering &amp; Technology, School of</b>																	
Civil Engineering	198	83	281	156	57	213	136	59	195	252	80	332	242	82	324	22.2%	-1.2%
Construction & Facilities Management	69	-	69	52	-	52	52	-	52	59	-	59	55	-	55	-20.3%	-20.3%
Electrical Engineering	-	-	-	-	-	-	-	-	-	20	-	20	24	-	24	-	-
Engineering	-	-	-	-	-	-	-	-	-	24	-	24	13	-	13	-	-
Engineering Technology (B.S.)	107	-	107	85	-	85	77	-	77	57	-	57	70	-	70	-34.6%	-34.6%
Engineering Technology (M.S.)	-	26	26	-	15	15	-	8	8	22	-	22	35	-	35	34.6%	34.6%
Graphic Communication	22	-	22	19	-	19	7	-	7	2	-	2	-	-	-	-100.0%	-100.0%
Instructional Design & Technology	-	49	49	-	38	38	-	48	48	-	54	54	-	44	44	-10.2%	-10.2%
Instructional Design & Technology (PBC)	-	8	8	-	4	4	-	3	3	-	4	4	-	3	3	-62.5%	-62.5%
Mechanical Engineering	-	-	-	-	-	-	-	-	-	68	-	68	58	-	58	-	-
<b>Management &amp; Marketing, School of</b>																	
Apparel & Textile Merchandising	20	-	20	12	-	12	5	-	5	-	-	-	-	-	-	-100.0%	-100.0%
Business Administration	-	105	105	-	120	120	-	194	194	-	251	251	-	222	222	-	111.4%
Business Administration (PBC)	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-100.0%	-100.0%
Human Resource Management	35	-	35	39	-	39	30	-	30	21	-	21	20	-	20	-42.9%	-42.9%
Pre-Human Resource Management	60	-	60	32	-	32	41	-	41	45	-	45	46	-	46	-23.3%	-23.3%
Management	77	-	77	64	-	64	60	-	60	66	-	66	65	-	65	-15.6%	-15.6%
Pre-Management	85	-	85	103	-	103	120	-	120	113	-	113	108	-	108	27.1%	27.1%
Marketing	46	-	46	43	-	43	39	-	39	33	-	33	26	-	26	-42.6%	-42.6%
Pre-Marketing	77	-	77	63	-	63	64	-	64	59	-	59	68	-	68	-11.7%	-11.7%
Supply Chain Management	65	-	65	63	-	63	60	-	60	36	-	36	27	-	27	-58.5%	-58.5%
Pre-Supply Chain Management	86	-	86	69	-	69	49	-	49	45	-	45	48	-	48	-44.2%	-44.2%
Supply Chain Management (PBC)	-	3	3	-	9	9	-	3	3	-	6	6	-	2	2	-33.3%	-33.3%
Pre-Business Underclerk	73	-	73	58	-	58	33	-	33	52	-	52	84	-	84	16.7%	16.7%
<b>TOTAL BUSINESS &amp; TECHNOLOGY</b>	<b>1,796</b>	<b>374</b>	<b>2,170</b>	<b>1,590</b>	<b>362</b>	<b>1,952</b>	<b>1,501</b>	<b>416</b>	<b>1,917</b>	<b>1,429</b>	<b>685</b>	<b>2,114</b>	<b>1,434</b>	<b>953</b>	<b>2,387</b>	<b>-20.2%</b>	<b>154.8%</b>

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*b. 5 years of headcount enrollment by race/ethnicity, gender, and country of origin*

College of Business and Technology														
Race & Gender Headcount														
Fall Term	International	Black	American Indian	Asian	Hispanic	Pacific Islander	White	Two or More	Unknown	Male	Female	Total	Domestic non-White Total	Domestic non-White %
<b>2017</b>														
Undergrad	54	379	3	21	176	-	1,266	48	41	1,333	655	1,988	627	31.54%
Graduate	211	20	-	6	15	-	184	2	8	264	182	446	43	9.64%
<b>Total</b>	<b>265</b>	<b>399</b>	<b>3</b>	<b>27</b>	<b>191</b>	<b>-</b>	<b>1,450</b>	<b>50</b>	<b>49</b>	<b>1,597</b>	<b>837</b>	<b>2,434</b>	<b>670</b>	<b>27.53%</b>
<b>2018</b>														
Undergrad	41	319	2	23	185	2	1,146	44	34	1,165	631	1,796	575	32.02%
Graduate	155	21	1	8	7	-	170	4	8	233	141	374	41	10.96%
<b>Total</b>	<b>196</b>	<b>340</b>	<b>3</b>	<b>31</b>	<b>192</b>	<b>2</b>	<b>1,316</b>	<b>48</b>	<b>42</b>	<b>1,398</b>	<b>772</b>	<b>2,170</b>	<b>616</b>	<b>28.39%</b>
<b>2019</b>														
Undergrad	28	264	1	23	154	2	1,052	36	30	1,016	574	1,590	480	30.19%
Graduate	140	22	1	5	11	-	167	3	13	212	150	362	42	11.60%
<b>Total</b>	<b>168</b>	<b>286</b>	<b>2</b>	<b>28</b>	<b>165</b>	<b>2</b>	<b>1,219</b>	<b>39</b>	<b>43</b>	<b>1,228</b>	<b>724</b>	<b>1,952</b>	<b>522</b>	<b>26.74%</b>
<b>2020</b>														
Undergrad	26	277	2	23	166	2	952	27	26	923	578	1,501	497	33.11%
Graduate	116	27	-	9	18	-	223	7	16	236	180	416	61	14.66%
<b>Total</b>	<b>142</b>	<b>304</b>	<b>2</b>	<b>32</b>	<b>184</b>	<b>2</b>	<b>1,175</b>	<b>34</b>	<b>42</b>	<b>1,159</b>	<b>758</b>	<b>1,917</b>	<b>558</b>	<b>29.11%</b>
<b>2021</b>														
Undergrad	56	240	-	21	166	4	895	28	19	880	549	1,429	459	32.12%
Graduate	350	39	-	11	30	-	230	6	19	409	276	685	86	12.55%
<b>Total</b>	<b>406</b>	<b>279</b>	<b>-</b>	<b>32</b>	<b>196</b>	<b>4</b>	<b>1,125</b>	<b>34</b>	<b>38</b>	<b>1,289</b>	<b>825</b>	<b>2,114</b>	<b>545</b>	<b>25.78%</b>

*c. 5 years total credit hour production by Department/School*

**Table 32. Total Student Credit Hour Production by College & Department, FY 2020 - FY 2021**

\*Please note that FY 2022 SCH Production was not available at time of publishing.

COLLEGE AND DEPARTMENT	FY2020				FY2021				% CHANGE 2020-2021
	MACOMB	QUAD CITIES	OFF-CAMPUS (EXTENSION)	TOTAL	MACOMB	QUAD CITIES	OFF-CAMPUS (EXTENSION)	TOTAL	
Accounting & Finance	3,494	951	2,977	7,422	-	-	-	-	(100.00)
School of Acct, Fin, Econ & Decision Sciences**	-	-	-	-	2,784	612	9,811	13,207	-
School of Agriculture	5,091	-	99	5,190	3,292	-	1,361	4,653	(10.35)
School of Computer Sciences	4,180	276	3,174	7,630	1,773	126	5,067	6,966	(8.70)
Economics & Decision Sciences	2,421	186	2,629	5,236	-	-	-	-	-
School of Engineering	48	1,435	-	1,483	57	1,073	339	1,469	(0.94)
Engineering Technology	2,674	318	1,067	4,059	1,817	261	1,273	3,351	(17.44)
School of Management & Marketing*	5,552	1,908	4,372	11,832	3,172	705	6,688	10,565	(10.71)

*d. Identify faculty-student ratio by College and Department/School, with explanation of disciplinary norms*

These numbers are irrelevant as requested. Multiple graduate programs are overcapacity in terms of faculty-to-student ratio and average class size (corrected for independent studies, internships, and all other nominal level “teaching engagements. Specifically, graduate programs in Computer Science, MBA, and Applied Statistics and Decision Analytics are have ratios too high for the graduate education environment. Undergraduate program ratios hide the relevant metric data by including program data specific to the QC location.

There are no readily available disciplinary norms. There are, however, targets that need revised over time with input tempered by administrative goals.

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

	Fall 2021				Fall 2022			
	Total Students	Total Classes	Average Class Size	Change from 2020	Total Students	Total Classes	Average Class Size	Change from 2021
<b>Undergraduate</b>								
Accounting, Finance, Econ & Decision Sciences	1,851	88	21.0	(2.4)	1,773	72	24.6	3.6
School of Agriculture	804	54	14.9	(0.6)	760	56	13.6	-1.3
School of Computer Science	1,094	57	19.2	1.7	1,362	51	26.7	7.5
School of Engineering & Technology**	593	59	10.1	-	477	50	9.5	-0.5
School of Management & Marketing	1,451	77	18.8	(2.7)	1,423	69	20.6	1.8
<b>Total</b>	<b>5,793</b>	<b>335</b>	<b>17.3</b>		<b>5,795</b>	<b>298</b>	<b>19.4</b>	<b>2.2</b>
<b>Graduate</b>								
School of Agriculture	468	28	16.7	4.7	614	33	18.6	1.9
School of Computer Science	375	13	28.8	13	757	13	58.2	29.4
School of Engineering & Technology**	158	15	10.5	-	167	14	11.9	1.4
School of Management & Marketing	124	5	24.8	5.4	189	8	23.6	-1.2
<b>Total</b>	<b>1125</b>	<b>61</b>	<b>18.4</b>	<b>5.8</b>	<b>1727</b>	<b>68</b>	<b>25.4</b>	<b>7.0</b>

Unfortunately, as indicated, a multitude of issues cloud the interpretability of these trends. Especially the immigration issues associated with 2021 data. The influx of international graduate students backlogged due to immigration issues resulted in significantly large course sizes in CS and ASDA. Furthermore, locational data (online, QC, Macomb) students is extremely important to determine future staffing and scheduling needs.

**5. Degrees conferred**

*Include the following:*

- a. *Total number of degrees conferred for most recent academic year*
- b. *Total number of degrees conferred for most recent academic year per department and/or program*
- c. *Number of degrees conferred for most recent academic year per race/ethnicity, gender, country of origin*

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

Due to Provost's Office: **May 24, 2023**

Table 29. Undergraduate and Graduate Degrees Conferred												
	International	Black	American Indian	Asian	Hispanic	White	Pacific Islander	Unknown	2 or More	MALE	FEMALE	TOTAL
<b>Undergraduate Degree Programs</b>												
<b>Accounting, Finance, Econ &amp; Decision Sciences</b>	3	7	-	1	4	47	1	1	-	35	29	64
B.B. in Accountancy	1	2	-	1	3	27	1	-	-	15	20	35
B.B. in Business Analytics	-	-	-	-	-	1	-	-	-	1	-	1
B.A. in Economics	-	-	-	-	-	5	-	-	-	3	2	5
B.B. in Economics	1	1	-	-	-	2	-	-	-	1	3	4
B.B. in Finance	1	4	-	-	1	12	-	1	-	15	4	19
<b>B.S. in Agriculture</b>	1	-	-	-	-	63	-	-	-	36	28	64
<b>Computer Science</b>	2	5	-	-	1	13	-	-	1	15	7	22
B.S. in Computer Science	1	2	-	-	1	6	-	-	-	7	3	10
B.S. in Cybersecurity*	-	1	-	-	-	2	-	-	1	3	1	4
B.S. in Information Systems	1	2	-	-	-	5	-	-	-	5	3	8
<b>Engineering &amp; Technology*</b>	1	9	-	-	7	34	-	2	2	44	11	55
B.S. in Civil Engineering	-	1	-	-	-	4	-	-	-	2	3	5
B.S. in Construction & Facilities Management	-	1	-	-	3	8	-	1	1	13	1	14
B.S. in Engineering	-	-	-	-	2	-	-	-	1	1	2	
B.S. in Engineering Technology	1	5	-	-	3	8	-	1	1	16	3	19
B.S. in Mechanical Engineering	-	2	-	-	1	10	-	-	-	10	3	13
<b>Management &amp; Marketing</b>	1	14	-	-	12	83	-	1	-	62	49	111
B.B. in Human Resource Management	-	1	-	-	-	17	-	-	-	7	11	18
B.B. in Management	1	6	-	-	3	26	-	-	-	18	18	36
B.B. in Marketing	-	3	-	-	5	10	-	1	-	9	10	19
B.B. in Supply Chain Management	-	3	-	-	4	30	-	-	-	28	9	37
<b>TOTAL</b>	<b>8</b>	<b>35</b>	<b>-</b>	<b>1</b>	<b>24</b>	<b>240</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>192</b>	<b>124</b>	<b>316</b>
<b>Graduate Degree Programs</b>												
<b>Accounting, Finance, Econ &amp; Decision Sciences</b>	<b>29</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>20</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>33</b>	<b>27</b>	<b>60</b>
Master of Accountancy	-	3	-	-	-	9	-	1	-	6	7	13
M.S. in Applied Statistics & Decision Analytics	16	1	-	-	1	4	-	-	-	15	7	22
M.S. in Quantitative Economics	6	-	-	-	1	2	-	-	-	4	5	9
PBC in Business Analytics	7	2	-	-	2	5	-	-	-	8	8	16
<b>M.S. in Computer Science</b>	<b>42</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>31</b>	<b>12</b>	<b>43</b>
<b>Engineering &amp; Technology*</b>	<b>5</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>15</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>15</b>	<b>16</b>	<b>31</b>
M.S. in Engineering Technology	5	2	-	-	-	3	-	-	-	10	-	10
M.S. in Instructional Design & Technology	-	3	-	-	2	11	-	1	2	5	14	19
PBC in Instructional Media Development	-	1	-	-	-	-	-	-	-	-	1	1
PBC in Technology Integration in Education	-	-	-	-	-	1	-	-	-	-	1	1
<b>Management &amp; Marketing</b>	<b>7</b>	<b>7</b>	<b>-</b>	<b>2</b>	<b>3</b>	<b>58</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>48</b>	<b>32</b>	<b>80</b>
Master of Business Administration	7	6	-	2	2	56	-	3	-	45	31	76
PBC in Supply Chain Management	-	1	-	-	1	2	-	-	-	3	1	4
<b>TOTAL</b>	<b>83</b>	<b>19</b>	<b>-</b>	<b>2</b>	<b>9</b>	<b>94</b>	<b>-</b>	<b>5</b>	<b>2</b>	<b>127</b>	<b>87</b>	<b>214</b>

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## 6. Retention of students

List retention initiatives for the following:

a. Current students

**School of Agriculture**

- Retention: School of Agriculture LLC (Had a dinner guest on a three-week interval throughout the academic year)
- Retention: Establish a mentor program in our Agri 120 course (freshmen orientation course). Each freshmen was paired with an agriculture alum.
- Retention: Started a new Pre-Vet student club
- Retention: Hosted a Back-to-School event in September and January (Ag Council)



**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- Recruitment: Numerous high school and community college visits (Ag Vocators)

***School of Accounting, Finance, Economics, and Decision Sciences***

- Regular and frequent communications to all senior undergraduate majors about bridge and graduate opportunities within the department.
- Incentivized current students to connect with us via social media to increase our online presence to others in their social networks

***School of Management and Marketing***

- CBT launched the ProChat Series—a collaborative efforts between the two business schools (Management and Marketing & Accounting, Finance, Economics, and Decision Sciences) with twice weekly workshops individually sponsored and promoted by different CBT student organizations with the overall objective of enhancing student preparedness for internships and professional careers. Interactive workshops are lead by content experts in areas such as networking, professional communication, financial literacy, and civic engagement to strengthen our students' business profile.
- WIU SCM program's SCM Day welcomed 24 professionals including representatives from our largest industry partners (ADM, John Deere, CAT Logistics, JB Hunt, Dot Foods, Alpine Supply Chain Professionals, and Iowa 80 group) for advisory board meeting and career/internship fair.
- The Western Illinois Women in Business student organization attended the 2022 Women Lead Change Conference in October. Women Lead Change is a premier leadership organization for women dedicated to the development, advancement and promotion of women in the workforce and beyond. The conference includes engagement in a variety of sessions hosted by notable women and networking opportunities. Four WIU Business students attend the conference with Women in Business Advisor and Management and Marketing Instructor Michelle Howe.
- WIU SCM students and faculty attended the Promat 2023 conference in Chicago, IL in March 2023. Over 1000 companies display products to over 50,000 attendees, providing students with opportunities to interact with industry experts.
- The WIU Supply Chain Management Student Association (SCMSA) and the Association for Supply Chain Management (ASCM) Quad Cities chapter will co-host the "Night of Networking" event at WIU-QC in Moline, IL. The event, which includes networking, dinner, and a keynote presentation, gives students an opportunity to meet and interact with supply chain professionals from the region, many of which are WIU alumni.
- WIU SCM students and faculty will tour John Deere's Harvester Works manufacturing facility in East Moline, IL. Facility tours give students first hand exposure to supply chain practices employed by successful global corporations, such as John Deere. After the tour of the manufacturing plant, students will hear from WIU alumni currently working in supply chain roles for the Fortune 100 company headquartered in Moline, IL. Deere employs more than 500 WIU Alumni globally according to LinkedIn
- WIU SCM students and faculty will tour the Melvin Price Lock and Dam #26 in Alton, IL followed by a tour of America's Central Port in Granite City, IL. Students will visit the National Great Rivers Museum dedicated to telling the story of life on the Mississippi. America's Central Port is located adjacent to Locks #27 – the last lock on the Mississippi River heading south. Students will tour the Port District including levee system, U.S. Steel dock facility, Warehouse District, and Mixed-Use Business District. The tour will end with a photo stop at the Madison Harbor with views of the Merchant's Bridge and downtown St. Louis. Touring these two facilities will give WIU SCM students insight into the logistic

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- advantages and challenges of river transportation
  - Women in Business continues to organize a mentorship program for our members. It is voluntary, and members are paired with a professional woman who works in a similar career path. We hope to grow this program over the next few years. In addition, we started giving scholarships to members based on involvement, professionalism, and financial need.
  - New sustainability minor offered (interdisciplinary)
  - New marketing concentration in the MBA available to MBA integrated students
  - School of Management and Marketing co-hosted a welcome back for business students with the School of Accounting, Finance, Economics, and Decision Sciences, Sept. 2022 an end of the year celebration on April 19, 2023.
  - Business Living and Learning Community engagements 2-3 per semester with faculty
- b. *Transfer students*

Retention of transfer students is encompassed in all of the above activities.

## **7. Recruitment of students**

*List recruitment initiatives for the following:*

a. *First-year students*

- School of Agriculture attendance and participation at national and regional FFA conventions and activities. The purpose of interaction and attendance is to directly convey positive message about WIU to potential students.
- College of Business and Technology supported membership and attendance at the Illinois Association for Career and Technical Education (IACTE). IACTE is the only professional education organization in Illinois to represent all of career and technical education at the middle school, high school and post-secondary level. IACTE is dedicated to the advancement of educators that prepare students for successful careers. The purpose of the membership is to influence educators that assist and support students in making college attendance choices.
- College of Business and Technology supported membership and attendance at the Illinois Business Educators Association (IBEA) whose purpose is to promote business education by providing needed programs, resources, publication, and services to its membership, and presenting a unified voice on behalf of business educators in Illinois as well as throughout the nation. The purpose of the membership and attendance is to influence educators that assist and support students in making college attendance choices. The purpose of interaction and attendance is to directly convey positive message about WIU to potential students.
- College of Business and Technology supported attendance, presentation, and interaction (in conjunction with University Marketing and Enrollment Management at the Illinois Future Business Leaders of America. The FBLA is a national organization whose mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.
- Multiple CBT Faculty retain membership in the Illinois Science Academy
- CBT advising supports and participates in all Discover Western Events and all individual CBT Units regularly meet with potential students and their family members.
- Additional specific actions include:

*School of Agriculture*

- Recruitment: Department specific Open House (spring & fall semesters) for prospective students (Ag Vocators)
- Recruitment: Hosted Section 11 FFA Agronomy contest (Agronomy Club)
- Recruitment: Hosted a Beef, Swine, and Sheep show for junior exhibitors (Hoof-n-Horn)



**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- Recruitment: Hosted Ag Mechanics/Horticulture invitational FFA contest (Ag Mech Club/CFFA)
- Recruitment: Department hosted “Ground Zero” conference, which is an Illinois FFA Association leadership conference
- Recruitment: Had a booth at Martin Tractor “Proving Grounds” event as well as had 3 faculty and support staff speak at this event
- Recruitment: Hosted FFA/4H livestock judging invitational contest (Hoof-n-Horn)
- Recruitment: Attended the National FFA Convention (Ag Vocators)
- Recruitment: Attended the Illinois FFA Convention (Ag Vocators)
- Recruitment: Attended the Iowa FFA Convention (Ag Vocators)
- Recruitment: Attended the Missouri FFA Convention (Ag Vocators)
- Recruitment: Trees and Tacos Arboricultural Career Fair
- Recruitment: Numerous high school and community college visits (Ag Vocators)

***School of Accounting, Finance, Economics, and Decision Sciences***

- Discover Western Table Fairs and Major Sessions with follow-up contacts after each meeting
- Met with visiting prospective students and included existing students in the meetings
- Hosted 3 Fall “Open House” events that provided information about each undergraduate major in an interactive event and then followed up with all students that visited.
- Regular communication to all prospective undergraduate and graduate students about department events, scholarships, and assistantship opportunities.
- Utilized a social media management platform, Hootsuite, to increase social media engagement.
- Finance faculty member presented financial literacy information to a school conference in Rushville.
- Coordinated with M&M regarding recruitment at NBEA/IBEA/IACETE teachers’ conferences
- Assisted University Admissions with recruiting events in the Chicago suburbs
- Participated in WIUs semesterly Grad fair to promote department’s graduate programs
- Hosted a DataFest competition, with an in person element for the first time, that specifically targeted undergraduate students at regional schools and promoted our graduate programs
- Held two “Analytics is Everywhere” events in the QC that specifically incorporated area high-school/community college students.
- Hosted the annual Accounting challenge (on the Macomb campus) that specifically recruits area high school students and offers scholarships to competition winners.
- Expanded the ACCT/FIN/ECON/DS 197 curriculum to specifically address critical issues in retention Topics included academic integrity, advising, scholarships/financial aid, student group engagement, degree information, career options, and 1:1 meetings with instructor/department chair.
- Continued to offer in-person and virtual tutoring to all AFED undergrads enrolled in principles and business core courses (ACCT 201, 202, 307, FIN 301, 311, 331, ECON 100, 231, 232, and DS 303).
- Developed a plan of study with the Atlantis program to include economics among the potential degrees students can earn.

***School of Computer Science***

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

***School of Engineering and Technology***

- Participation in all Discover Western, Graduate Career fairs or Program Expos, Manufacturing Virtual Jobs fairs or any similar event at WIU in both Macomb and Moline.
- Engineering Open Houses, Quad Cities
  - November 18. Rock Island High School
  - March 10. Pleasant Valley High School
- Engineering Week
  - February 20 - 24, Quad Cities
- Ralph Dirksen 61st annual Technology Expo'23
  - April 14, Quad Cities
  - April 21, Macomb
- State Leadership & Skills Conference 2023
  - April 28, Peoria

***School of Management and Marketing***

Conferences with K-12 teachers/counselors (Recruitment)

- Illinois Business Education Association (IBEA) in Springfield, IL on 11/1/23
- Illinois Association for Career and Technical Education (IACCTE) conference in Bloomington, IL 2/16/23
- Iowa Business Education Association in Coralville, IA on 3/31/23
- Illinois DECA (Distributive Education Clubs of America) State Competition, Chicago, 4/14/23
- National Business Leaders of America in Kansas City, MO 4/23

Regional Presentations to High School classes (Recruitment):

- Area CEO presentation on Professional Communication (9/1/22) –80 students
- Brown-Schulyer CEO presentation on Conflict Management (9/8/22)—11 students
- McDonough CEO presentation on Conflict Management (9/13/22) –16 students
- Spoon River Valley High School on SCM + Ag Business (9/27/22) –8 students
- Spoon River Valley High School on Career Exploration in SCM (9/27/22) --> 75 students
- Knox County CEO on Intro to SCM (9/27/22) –10 students
- Warsaw high School on SCM, Entrepreneurship, and Business (9/29/22)—77 students
- McDonough County CEO on Intro to SCM (10/4/22) –16 students
- Rushville-Industry High School on SCM (10/11/22)—33 students
- Rock Island-Milan High School on SCM (10/18/22)—56 students
- Astoria High School on Resumes and SCM careers (10/20/22)—107 students
- West Prairie High School on SCM + Ag Business (11/1/22)—10 students
- West Prairie High School on SCM Careers (11/15/22)—24 students
- McDonough CEO on Public Speaking (11/1/22)—16 students
- Brown-Schuyler CEO on Intro to SCM (12/8/22)—13 students
- Canton YLA on Interviewing Skills for students (2/1/23) –15 students
- Beardstown High School on LinkedIn profiles (3/23/23)—15 students

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

Open House events (Recruitment)

- 9/29/2022 WIU Virtual Open House for SCM
- 10/10/2022 WIU Virtual Open House for SCM
- 10/25/22 WIU Virtual Open House for SCM
- 11/10/22 Spoon River Career Expo
- 12/8/22 WIU Virtual Open House for SCM
- NEW event: SCM ConNEXT scheduled for May 5, 2023 at the WIU QC campus. WIU Supply Chain Management program, in partnership with Black Hawk College, will be hosting a conference from 9:00 a.m. to 1:00 p.m. on Friday, May 5, 2023, at the WIU Quad Cities campus in Moline, IL. The SCM ConNEXT conference will allow Quad Cities regional high school students from ninth through twelfth grades to explore the high-paying, in-demand careers in supply chain management and logistics. Supply chain management includes the business functions that PLAN, SOURCE, MAKE, and DELIVER. Therefore, students will rotate through a series of breakout sessions, each led by a panel of industry professionals, to learn about career paths in sourcing & procurement, manufacturing & operations, distribution, and transportation. SCM ConNEXT will connect the next generation to their potential future careers!
  
- New Dual Credit Opportunity: MGT 125/CEO cohorts: The Western Illinois University College of Business and Technology is partnering with the McDonough County Creating Entrepreneurial Opportunities (CEO) program in a variety of ways. The CEO program is a year-long course for high school students that teaches them entrepreneurial concepts, partners them with area businesses and provides an opportunity to start their own businesses. Many WIU faculty and staff members serve as presenters, mentors and board members for the CEO program. This fall we began offering a dual enrollment credit course (MGT 125) for students in the McDonough County CEO program. The dual credit opportunity was expanded in the spring to include students from Brown-Schulyer County and Central County. We intend to add another cohort next year, and then begin work on scaling this endeavor to more counties within Illinois and beyond.
  
- Future Business Leaders of America conference (recruitment): For over 25 years, the College of Business and Technology has hosted the Future Business Leaders of America (FBLA) regional conference at the WIU Macomb campus. This January we welcomed 180 high school students from nine schools within the Western Illinois region. WIU professor, Dr. Honey Zimmerman led an interactive workshop titled "The Art of Networking". Immediately following the workshop, the FBLA students were able to put their newly-learned skills to the test by engaging in networking social with WIU faculty, students, and Admissions staff. Although WIU does officially sponsor the conference, we use this experience to welcome students to campus and promote WIU as a top choice for business education for future business leaders
  
- 

*b. Graduate students*

Graduate student recruiting is highly individualized by program. A significant number of program have maintained extremely positive word-of-mouth programs (CS) that have been built over multiple years. Other programs have been the beneficiary of overcapacity of over-

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

enrolled programs (ASDA). Formal marketing has not been needed and multiple programs are overcapacity. In Computer Sciences, Student Ambassador recruit and facilitate transition for new international students Current students recruit their “juniors” from undergraduate institutions.

This will be monitored over time.

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## **8. Recruitment and retention of faculty and staff**

*Describe the following:*

### *a. Initiatives to retain faculty and staff*

Retention of Faculty and Staff remain problematic within the College of Business and Technology. The issues that were raised in previous reports remain. Disciplines within the college suffer from significant salary inversion, perceived “fatigue,” and a desire to work fully remote. The salary inversion issue creates an unstable staffing environment in which faculty feel they are underappreciated. This issue is exacerbated by the fact that they have not received any measurable raises and have seen real incomes decline (including summer compensation) in the face of increased expenses. However, it should also be noted that many faculty have chosen to live well beyond the geographic area at which the campus is delivered, thus increasing commute expenses based on their choices. This fact is, however, ignored in their general expression of discontent. Their choice of living location further contributes to the desire to work remote and thus reduce commute expenses. Unfortunately, the college has seen a decline in engagement activities such as student organization advisors due to 1) working remote and 2) no services being expected from Associate Faculty. The Unit A faculty simply are not engaging students in a meaningful way. The final contributing factor that makes retention and issue is simply the age of faculty. The number of expected retirements in the next five years is significant.

Thus, retention of qualified faculty is a significant and ongoing concern that cannot be fixed at the college level. It is a systemic issue that will need addressed by broader administrative policies. Yet, the college has attempted several programs to incentivize retention of high performing faculty.

**“Grown your Own Program”** – The college has implemented and maintained a program in which Associate Faculty (Unit B) who desire to acquire additional, discipline relevant qualifications are incentivized to complete advanced degrees. To date, 3 Associate Faculty have successfully completed DBA (doctorate of business administration) degree credentials and been converted to tenure track Unit A faculty. Within the business disciplines, this is critical as it contributes to faculty qualification credentials that support AACSB accreditation efforts. These faculty include:

- Dr. Steve Gray (Finance)
- Dr. Sarah Shike (Management)
- Dr. Honey Zimmerman (Supply Chain Management)

Each faculty was incentivized with a 1 course per semester load reduction while completing coursework and at their discretion, a 1 semester educational leave to complete dissertation related research. A fourth faculty member in Accounting is progressing though the doctoral process and is at the dissertation proposal defense state.

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

**Targeted Research Impact Program (TRIP)** - A two tier system of Aspirational Impact Journals and Basic Impact Journals has been implemented . Initial inclusion of a scholarly publication in either category was, by necessity, discipline based with input from Director/Chairs to ensure strategic alignment with department goals. Periodic review of the metrics and discipline categories will be performed but the Dean of the College of Business and Technology retains final approval over outlet acceptability to ensure alignment with college level goals in subsequent years. It should be noted that while other outlets may be deemed acceptable for retention/promotion purposes, this goal of this incentive program is on increasing scholarly output in high impact publication outlets. Faculty in all college, regardless of contract type are eligible for participation. The goal is to encourage/reward increased levels of quality for in-discipline publishing activity.

***Publication in Aspirational Impact Journals*** - \$1,200 stipend per manuscript. In the event of multiple WIU based authors, the stipend is attached to the manuscript and thus, split equally among WIU based authors. Cover page, table of contents, and full article must be submitted in order to initiate stipend payment. Stipends will not be released until the manuscript is published.

Operationalization of Aspirational Impact Journals: Publications achieving a SNIP score above 0.85 or a CITESCORE above 0.9 in relevant categories identified by Directors/Chairs based on the SCOPUS database (See Appendix A).

***Publication in Basic Impact Journals*** - \$600 stipend per manuscript. In the event of multiple WIU based authors, the stipend is attached to the manuscript and thus, split equally among WIU based authors. Cover page, table of contents, and full article must be submitted in order to initiate stipend payment. Stipends will not be released until the manuscript is published.

Operationalization of Basic Impact Journals: Publications achieving a SNIP score above 0.4 or a CITESCORE above 0.5 in relevant categories identified by Directors/Chairs based on the SCOPUS database.

The first year of the program has resulted that, on average, a greater percentage of the college's peer reviewed journal articles were indexed by SCOPUS (41.7% of last year's portfolio as compared to 53.6% of this year's). The average CITEScore and SNIP (of those indexed by SCOPUS) also increased from 2.3 and 1.0 to 4.2 and 1.3 respectively.

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b. *Plans to hire faculty and staff*

Based on resignations, retirements, and expansion of graduate related programs, the following positions were requested and searches initiated within the college.

- Director of Engineering and Technology (interim candidate identified, 2 year appointment)
- 1 tenure track faculty in Agriculture (resignation in crop sciences area).
- 1 tenure track faculty in Computer Sciences (1 retirement, 1 open position remaining).
- 1 Supplemental Administrative contract for Institute for Cyber Security Education (in-process). While the search was unsuccessful through FY 23. Modification of the parameters of the position have been discussed in an attempt to utilize the existing faculty talent pool.

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- 1 tenure track faculty in Management and Marketing (replace resignations in the area of management strategy).
- 1 tenure track faculty in Civil Engineering (based on retirement anticipation).
- 1 Assistant Dean (pending job description completion).

## 9. Courses

*Include the following:*

- a. *Total number of general education courses*
  - Natural Sciences and Mathematics
    - Computer Science: CS 114, 214
  - Social Sciences - Economics:
    - ECON 100, 231, 232
  - Multicultural Studies
    - Business and Technology: BAT 300
    - Economics: ECON 350, 351
    - Information Systems: IS 325
    - International Agriculture: INAG 310
  - Human Well-Being
    - Finance: FIN 101
- b. *Total number of FYE courses*
- c. *Total number of major courses*
- d. *Total number of independent study, internship, and other courses*
- e. *Total number of graduate courses*
- f. *Number of courses offered through Macomb campus*
- g. *Number of courses offered through QC campus*
- h. *Number of courses offered through Online campus*

This information is currently unavailable and will be provided in a later update.

## 10. Number of new and revised academic programs

*Include the following:*

- a. *New major options (include audience for the program and aspect of mission served by the program)*
- b. *New minors (include audience for the program and aspect of mission served by the program)*
  - *No new minors.*
- c. *New certificates, emphases, or other (include audience and aspect of mission served)*
- **WIU MBA Offers New Marketing Concentration-** Western Illinois University will now offer a Marketing concentration in the Master of Business Administration (MBA) program, beginning in Fall 2023. Marketing strategy is critically important to firms, particularly in highly competitive markets, ensuring brand identity and strong customer relationships. In an increasingly globalized, competitive and technologically equipped business and consumer world where there is a need for strategic, market-based decision-making, it has become ever more critical. Students in the MBA program who concentrate on Marketing will gain a complementary set of industry-desired knowledge and skills for effective market-based



**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

decision making. Students can select courses from several specialized areas, including mobile, marketing measurement, pricing, customer relationship management (CRM) and direct and interactive marketing and get exposure to the international marketing arena.

## **11. Eliminated academic programs**

*List eliminated majors, minors, other*

No programs eliminated.

## **12. Faculty activities**

*Include the following:*

*a. Achievements*

- **School of Management and Marketing faculty present at the National Business Educators Association** -On Wednesday, April 5, 2023, WIU School of Management & Marketing faculty, Dr. Honey Zimmerman and Michelle Howe, presented at the National Business Education Association annual conference in Kansas City, Missouri. Dr. Zimmerman presented "Supply Chain Management: What Educators Need to Know;" and Ms. Howe, Certified Professional Resume Writer, presented, "Current Trends in Resume Writing." Although both faculty members have presented at the state level to Illinois Business Educators Association, this is the first time WIU CBT faculty will be presenting at a national level to this organization with an audience of secondary (high school) and post-secondary (community college and university) educators and administrators. This type of engagement is critical for recruitment initiatives, as faculty are networking directly with high school and community college counselors.
- **Faculty First Friday Series Completed** – Under the guidance of Dr. Susan Stewart of the School of Management and Marketing, the Faculty First Friday Series was launched as a virtual speaker series focused on enhancing classroom engagement and scholarly activities. This is an initiative where ‘Faculty’ are placed 'First' on the first 'Friday' of each month. Speakers and topics included the following:
  - “Keeping Research Alive: A Priority Despite Conflicting Demands”  
Amy Hillman, Ph.D.  
Rusty Lyon Chair of Strategy, Professor of Management  
W. P. Carey School of Business, Arizona State University  
President of the Academy of Management
  - “Global Supply Chains: What Will the Post-COVID Era Bring?”  
Rob Handfield, Ph.D.  
Bank of America Distinguished Professor of Operations & Supply Chain Management  
Poole College of Management, North Carolina State University  
Director of the Supply Chain Resource Cooperative
  - “Actions Speak Louder Than Words: Competency Assessment Based Upon Student Behaviors and Outcomes While Playing Marketplace”  
Ernie Cadotte, Ph.D.  
Emeritus Professor of Innovative Learning/Marketing  
Haslam College of Business, The University of Tennessee  
Author of Marketplace Simulations

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

*b. Professional development*

- The Online Education Best Practices Committee a new committee was formed whose charge is to:
  - Continuously review industry best practices in remote delivery of business and technology related fields.
  - Design, implement, and maintain an audit process with the purpose of providing faculty a suggested benchmark against which they can measure their course design.
  - Disseminate best practice information to CBT faculty on a continuous basis.
  - Provide insight and serve in an advisory role to the Dean's Office in matters related to distance education.

Multiple committee members attend the *Hybrid and Online Learning Conference: Best Practices in Design and Delivery* sponsored by AACSB.

In addition, 4 representatives of the college were nominated to participate in the Applying the Quality Matters Rubrics (APPQMR) which focused on the underlying principles behind the QM Rubric and the critical elements of the QM quality assurance process. They will also learned about drafting helpful recommendations as they apply the Rubric to an actual course. They same representatives furthermore enrolled in the Designing Your Online Course (DYOC) where our representatives brought their online course to this workshop and get a framework for developing an online course plan. Participants in this course will also use a framework and explore the QM Rubric to design one module for their online course.

- **Faculty Industry Certification** - College of Business and Technology faculty member Dr. Honey Zimmerman completed the professional development and continued education necessary to recertify as a Certified Purchasing Manager (C.P.M.) and a Certified Professional in Supply Management (CPSM). Issued by the Institute for Supply Management (ISM), these globally recognized certifications are highly valued throughout the supply management industry. By recertifying, Dr. Zimmerman contributes to the mission of the College of Business and Technology by preparing students for professional careers in a global economy through relevant, innovative and applied education.
- **CBT Looks to Partner with Salesforce** – Multiple faculty and administrators successfully completed the Salesforce Associate certification to further develop an understanding of how micro-credentials may be embedded in curriculum. Salesforce is the world's #1 customer relationship management (CRM) platform that drives data driven decisions in marketing, sales, commerce, service and IT teams.

*c. Outreach and significant service*

- **Future Business Leaders of America**- Western Regional Conference -For over 25 years, the College of Business and Technology has hosted the Future Business Leaders of America (FBLA) regional conference at the WIU Macomb campus. This January, we welcomed 180 high school students from nine schools within the Western Illinois region. WIU professor, Dr. Honey Zimmerman led an interactive workshop titled "The Art of Networking". Immediately following the workshop, the FBLA students were able to put their newly-learned skills to the test by engaging in networking social with WIU faculty, students, and Admissions staff. Although WIU does officially sponsor the conference, we use this experience to welcome students to campus and promote WIU as a top choice for business education for future business leaders
- **Supply Chain Management Program Co-hosts “Night of Networking” in Quad Cities**-The WIU Supply Chain Management Student Association (SCMSA) and the Association for Supply Chain Management (ASCM) Quad Cities chapter co-hosted the "Night of Networking" event at WIU-QC in Moline, IL on March 29, 2023. The event, which includes networking, dinner, and a keynote

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

presentation, gives students an opportunity to meet and interact with supply chain professionals from the region, many of which are WIU alumni. The keynote speaker for the event was Brandon Morrison, Supply Base Manager from John Deere who shared his expertise relating to the supply chain impacts of Deere's focus on technology innovation.

- **School of Management and Marketing faculty present at the National Business Educators Association** -On Wednesday, April 5, 2023, WIU School of Management & Marketing faculty, Dr. Honey Zimmerman and Michelle Howe, presented at the National Business Education Association annual conference in Kansas City, Missouri. Dr. Zimmerman presented "Supply Chain Management: What Educators Need to Know;" and Ms. Howe, Certified Professional Resume Writer, presented, "Current Trends in Resume Writing." Although both faculty members have presented at the state level to Illinois Business Educators Association, this is the first time WIU CBT faculty will be presenting at a national level to this organization with an audience of secondary (high school) and post-secondary (community college and university) educators and administrators. This type of engagement is critical for recruitment initiatives, as faculty are networking directly with high school and community college counselors.
- **CBT Maintains Atlantis Partnership** - Atlantis is a Transatlantic Degree Program that provides students an opportunity to live and study in France, Sweden, and the U.S. and obtain 3 degrees in 4 years. Students save an entire year of educational expenses. WIU applies financial aid toward tuition, fees and other costs during their year overseas. Scholarships are also available through the Office of Study Abroad and Outreach. Mr. Donna Wiencek of the School of Management and Marketing serves a program coordinator for Western Illinois University.

*d. Research (books, articles, conference presentations, other)*

Through the TRIP Program described earlier in this document, the College of Business and Technology maintains tracking of quality publications that are referenced in the SCOPUS database. Since its inception, the faculty have produced the following scholarly activities that are financially supported by the college.

Count of Last Update Date	Column Labels		Grand Total
Row Labels	Aspirational Impact Journal Award	Basic Impact Journal	
<b>AFEDS</b>			
Accounting		1	1
Decision Sciences	1		1
Economics	5		5
Finance	1		1
<b>Agriculture</b>			
Agriculture	4		4
<b>Computer Science</b>			
Computer Science	3		3
Information Systems	7		7
<b>Engineering</b>			
Engineering	3	1	4
<b>Management &amp; Marketing</b>			
Management & Human Resource Management	5		5
Marketing and Business Law	2		2
SCM/Operations	4		4
<b>Grand Total</b>	<b>35</b>	<b>2</b>	<b>37</b>

The mean CiteScore of the journals referenced is 3.7 and the mean SNIP score is 1.23.

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

Due to Provost's Office: **May 24, 2023**

Type of Award (All)	
Are you requesting Conference Registration or and Impact Stipend	
Conference Registration	
Row Labels	Count of Last Update Date
<b>AFEDS</b>	
Decision Sciences	5
Economics	6
Finance	2
<b>Agriculture</b>	
Agriculture	3
<b>Computer Science</b>	
Computer Science	1
<b>Engineering</b>	
Engineering	4
<b>Engineering Technology</b>	
Instructional Design	2
<b>Management &amp; Marketing</b>	
Management & Human Resource Management	6
Marketing and Business Law	1
SCM/Operations	2
<b>Grand Total</b>	<b>32</b>

The College of Business and Technology funds conference registration up to \$300. In the case of new faculty, up to \$1,000 is provided to ensure the launch of a productive research stream.

### 13. Grant activities and external funding

- **\$750,000 National Science Foundation (NSF) Grant Awarded**-Drs. Blair McDonald (civil engineering) and Dave Hunter (engineering technology) have been awarded a \$750,000 National Science Foundation grant titled “Improving Career Readiness for Engineering Students Through a Mentored Living Learning Community”. Funds will be used to support the recruitment and retention of high-quality students supported by the formation of a Living and Learning Community focused around the engineering and technology programs. This grant represents a significant success as National Science Foundation grants are highly competitive.
- **EATON Corporation Donates Metrology Slab** – The Eaton Corporation donated a granite slab used in the Metrology Laboratory. Metrology is the study of measurement and the 12 foot by 3 foot by 1 foot slab weighing 7,000 pounds provides a stable base for sensitive measuring equipment. Due to its hardness and wear qualities, stiffness, and vibration dampening properties, the slab will be used as part of the prototyping laboratory in the Quad Cities to conduct layout of jigs and fixtures for manufacturing and to measure part dimensions consistency after fabrication.
- **2023 Ag Legacy Sale sets a new record** - The Ag Legacy held on April 18th, 2023 set a new record by grossing \$131,000 for this one-day, on-line auction to support expenses associated with WIU’s Livestock Judging team as well as other Animal Science related projects. The

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- Ag Legacy Sale had 215 different auction lots ranging from a hand-crafted bar to bull semen. Our alumni continue to support this sale either through donated items or purchasing items the day of the sale
- **Broad Band Ready Grant Updates** - The School of Computer Sciences and finishing up its obligations with the School of AFED and the Institute for Rural Affairs for the Broadband READY grant. Plans include purchasing additional Chromebooks with remaining funds and issuing them to partner libraries. We eagerly anticipate a formal decision on new funding that will allow us to extend the Chromebook lending program and the educational outreach events through a second year.
  - **Secure and Trustworthy Cyberspace (SaTC) Grant Proposal** - Faculty from the School of Computer Sciences and from Carl Sandburg college submitted a proposal to the National Science Foundation's SaTC grant program. The proposal focuses on two of the educational criteria, including the support of collaboration between community colleges and four-year institutions, and to develop educational approaches or pathways to foster industry relevant skills. If approved, the grant will provide \$495,000 over three years to help identify and establish pathways for transfer into a four-year cybersecurity degree program, and to enhance our ability to deliver relevant educational experiences to remote learners.
  - **Endowed Agriculture Scholarships** -Since the beginning of fall 2022 semester, the School of Agriculture has been very fortunate to have had three new endowed agriculture scholarships (Wright, Beckman, Whipps) to assist students with their financial needs. Our first diversity scholarship from the Chicago Farmers was awarded for the first time in the fall of 2022.
  - **Agriculture Laboratory Supports Pennycress Research** - On October 1st, 2022, 435 lines of wild pennycress from around the world were planted on the university farm to be evaluated on their agronomic traits associated with environmental stress. This work is being supported through a United States Department of Energy grant to strengthen Pennycress plants for sustainable energy work. This work is being conducted by Dr. Win Phippen and his research team. His team has also assisted with planting 10,000 acres of gene edited Pennycress plants to support the 10 million USDA-NIFA grant that was awarded to Dr. Phippen in 2019 to investigate Pennycress as a new cash cover crop

#### **14. Value of programming**

*Explain how departments, programs, and other aspects of your College add value to the educational experiences of Western's students.*

The primary value proposition is best stated within the mission of the College of Business and Technology: "The College of Business & Technology prepares students for professional careers and lifelong learning in a globalized economy. We provide an innovative and applied education in business and technology that fosters the highest level of academic standards, integrity, and ethics among our constituents."

Consequently, the CBT strives to be a place of excellence for talented students, faculty, and staff. We will foster excellence through innovative, technology-focused programs. We will offer an array of learning opportunities for students. We have dedicated faculty who are excellent teachers and recognized professionally for their work. We engage in collaborative relationships with industry through joint technology development, sponsored programs, and applied research.

Our technology-driven, value added education designed to train tomorrow's business and technology leaders relies on:

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- Experience based learning activities including internships, practicum, and projects.
  - Industry aligned curricular learning outcomes with a focus on “career launch.”
  - Embedded micro-certifications.
  - Actively engaged faculty that supporting student facing initiatives and outcomes.
- **School of Computer Sciences Earns CAE-CD Designation** - Over the course of the past 18 months, the faculty of the School of Computer Sciences have worked towards certification of their cyber security program. Dr. Binto George and his team's efforts resulted in a positive endorsement of the application and the School has earned the CAE-CD designation. The National Centers of Academic Excellence in Cybersecurity (NCAE-C) program is managed by NSA's National Cryptologic School. Federal partners include the Cybersecurity and Infrastructure Security Agency (CISA), the Federal Bureau of Investigation (FBI), the National Institute of Standards and Technology (NIST)/National Initiative on Cybersecurity Education (NICE), the National Science Foundation (NSF), the Department of Defense Office of the Chief Information Officer (DoD-CIO), and U.S. Cyber Command (USCYBERCOM).
  - **Electrical and Civil Engineering Earn ABET Accreditation** - Through the dedicated efforts of Drs. Shin (Electrical Engineering) and McDonald (Civil Engineering), the supporting role of Dr. Ghimire (Civil Engineering), and the coordination/motivational efforts of Mr. Rafael Obregon, Interim Director of the School of Engineering and Technology, I am happy to convey the news that both the Electrical and Civil Engineering programs at Western Illinois University have earned ABET Accreditation. The addition of Electrical and Civil Engineering Programs to the already accredited Mechanical and General Engineering programs is a strong showing of what is possible with focused effort and motivation.
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## **15. Student success**

*List the following:*

- a. *Student clubs and organizations in the College*
- b. *Results of any student surveys in your College, including surveys on student success, program development, student satisfaction, etc.*

- **WIU Livestock Judging Team Finishes Strong** - The 2022 WIU Livestock finished 3rd Place at the North American International Livestock Expo in Louisville, KY. Caleb Boden was high individual at this competition as well as the American Royal. It is extremely difficult to be high individual at a very prestigious event such as the NAILE, but two high individuals in one year is extremely rare.
- **Beta Alpha Psi Achieves Superior Merit** - The Macomb chapter of Beta Alpha Psi (BAP) is honored to be recognized again as a Superior Chapter for the 33rd consecutive year. Beta Alpha Psi is an International Honor Society for Accounting, Finance, and Information Systems students and is one of the most active student organizations among business majors. Membership is limited to the top students in these respective majors and throughout the year members engage in a dozen different professional activities, support the annual Meet the Firms Career Fair and Annual Accounting Challenge for regional high school and community college students, as well as participate in



**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

community service events. The chapter has won regional professional competitions and had members selected for participation in national conventions and challenges. The continued recognition of this chapter places WIU's students among the most elite chapters

- **WIU Livestock Judging Team Receives 2nd place** - The WIU Livestock Judging Team received 2nd place overall team at the National Barrow Show in Austin, MN in September. WIU Livestock also claimed the Champion truckload and had the Champion Berkshire Gilt. Ten WIU agriculture students either competed in the livestock evaluation competition or showed WIU livestock at this event
- **Agriculture Students Compete at Professional Agriculture Students Conference** - Other Agriculture students competed at the National PAS (Professional Agriculture Students) Conference in Des Moines, IA. David Ramirez was the top public speaker, Luke Jesgarz was awarded 2nd place in the Agribusiness Administration employment interview, Clayton Walsh was awarded a third high finish in the crops competition, and Emma Lowe received 2nd high individual in the equine competition.
- **Student SHRM Chapters** - Western Illinois University's Society for Human Resource Management (SHRM) student chapters on the Macomb and Quad Cities campuses both received a 2021-22 Superior Merit Award designation from the national chapter of SHRM for providing excellent growth and development opportunities to student chapter members. The SHRM student chapter merit award program encourages the development of more effective student chapters and distinguishes outstanding activities and projects. Chapters are recognized based on chapter operations, chapter programming and professional development of members, support of the human resource profession and SHRM engagement.
- **Continued Weeds Team Success** - WIU's Weeds Team was awarded 3rd Place at the North Central Weed Science Society competition in Johnston, IA, which was sponsored by Corteva. WIU student Dustin Steinkamp placed third highest individual in the undergraduate competition. The WIU team competed against teams from the University of Illinois, North Dakota State University, Pennsylvania State University, Ohio State University, and the University of Nebraska. Two students in the School of Agriculture qualified to compete at the National PAS (Professional Agriculture Students) conference in Minneapolis, MN in the employment areas of Floriculture and Agricultural Education. Luke Jesgarz was the national winner in the Floriculture employment interview competition.
- **National Retail Federation conference**-Ms. Susan Creasey, Marketing Faculty, and Ms. Shania Manning, Human Resource Management Major, attended the 2023 National Retail Federation (NRF) Foundation Student Program, January 12-14 in New York City. The NRF Student Program gives students an opportunity to engage in experiential tours, learn from inspiring speakers, attend interactive breakout sessions, and gain invaluable executive mentoring and career recruiting opportunities. Creasey and Manning were among 1,057 students, 124 educators, 105 mentors, 41 speakers and 150 recruiters that attended the NRF Student Program this year. After attending the Student Program and Career Fair, Shania stated, " My biggest takeaway from this trip is to be aggressive about what you want. This conference gave me a push to go out there and create connections."
- **Illinois State Fair Success** – WIU School of Agriculture students earned several honors at the Illinois State Fair. Luke Jesgarz, senior Agriculture student, was earned the title of Overall Breeding Poultry Champion. Ashtin Guyer, senior Agriculture student, realized years of hard work through the sale of the Grand Champion Steer for \$105,000. The auction was won by first lady of Illinois M K Pritzger who outbid her husband, Governor J B Pritzger.
- **Women In Business Attend National Conference** - The Western Illinois Women in

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

Business student organization attended the 2022 Women Lead Change Conference in October. Women Lead Change is a premier leadership organization for women dedicated to the development, advancement and promotion of women in the workforce and beyond. Four WIU Business students attend the conference with Women in Business Advisor and Management and Marketing Instructor Michelle Howe.

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c. *All new initiatives in the College regarding student success*

- **\$750,000 National Science Foundation (NSF) Grant Awarded**-Drs. Blair McDonald (civil engineering) and Dave Hunter (engineering technology) have been awarded a \$750,000 National Science Foundation grant titled “Improving Career Readiness for Engineering Students Through a Mentored Living Learning Community”. Funds will be used to support the recruitment and retention of high-quality students supported by the formation of a Living and Learning Community focused around the engineering and technology programs. This grant represents a significant success as National Science Foundation grants are highly competitive.
- **First Annual Analytics Everywhere** - The School of Accounting, Finance, Economics, & Decision Sciences (AFED) held the inaugural “Analytics is Everywhere” event, on November 2, on the Moline campus. The events were all designed to highlight the value of analytics to both current WIU students along with area high school and community college students, as a discipline and explore its integration across a variety of disciplines. Attendees participated in an overview and introductory luncheon followed by an excellent presentation by John Deere representatives regarding the use of Analytics across the company. The afternoon included simultaneous hands-on workshops focused on “Getting Started with Data Visualization” and “Data Analytics in Accounting & Finance”. Students then had an opportunity to engage with AFED faculty at the casual table fair & open house in the Riverfront atrium. Overall the event was a success with over 100 participants in the sessions. The School looks forward to building upon this launch with future events.
- **Meet the Firms Career Fair (Accounting, Finance, Business Analytics)** - September 14, 1:00pm to 4:00pm. - A unique career fair focused on students majoring in accountancy, finance, and information systems. Firm representatives host 30 minute group informational sessions and are able to meet with students 1 on 1 to discuss internship and job opportunities.
- **Supply Chain Day** - September 21, 2022 (All Day) - SCM Day is the primary networking and recruiting event for our SCM students and industry partners. This in-person event is hosted on the Macomb campus, and held prior to most companies making their hiring decisions regarding internship and employment for the following spring and summer.
- **School of Agriculture Open House** - September 16th at the university livestock center. Designed as a recruiting venue for prospective agriculture students, the event is sponsored by Priarieland FS.
- **School of Agriculture Alumni Panel** September 22nd in Stipes 121. The panel of Agriculture alumni will be on campus to discuss their careers in agriculture and talk with the students on how to properly interview for positions and how to develop powerful credentials
- **Launch of new Professional Development Series (ProChat)**-This spring, the College of Business and Technology launched a new professional development forum called the ProChat Series. A collaborative effort among the various student organizations housed within the two business schools, the twice weekly workshops are individually sponsored

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

and promoted by different CBT student organizations with the overall objective of enhancing student preparedness for internships and professional careers. Open to all students, the interactive workshops are led by content experts in areas such as networking, professional communication, financial literacy, and civic engagement to strengthen our students' business profile.

- **Supply Chain Management Students Complete Project Management Certification** - SCM graduate students enrolled in SCM 457-Project Management have earned the industry-recognized CAPM certification, or Certified Associate in Project Management, from the prestigious Project Management Institute (PMI). The CAPM designation is a strong differentiator for business students entering the job market. With support from industry partners, faculty aligned the curriculum of the SCM 457G: Project Management course at WIU with the essential skills necessary to earn this credential. The WIU Supply Chain Management Foundation received funding in 2021 to reimburse students for the exam fees encouraging greater participation in this valuable experience. Project Management is a required course for the SCM major, and is a popular elective within the Master of Business Administration (MBA) and Post-Baccalaureate Certificate in Supply Chain Management.
- **11th Annual Economics Day** - The School of Accounting, Finance, Economics, & Decision Sciences hosted the 11th annual Economics Day, Wednesday, October 26, on the Macomb campus. The day brought together nearly 150 WIU students from all disciplines, along with area high school students and educators, to learn more about current issues within the field and career opportunities. Events included interactive presentations and workshops, a keynote address on Pandemic Economics, and an engaging alumni panel. The day culminated with a lively school-wide open house on the "quad" behind Stipes Hall. Economics Day continues to serve as a signature event for the Economics program at WIU and provides excellent opportunities to serve the broader community while also promoting the value of the discipline across the campus
- **WIU MBA Partners with IMEG Corp**- WIU's online MBA program will serve as one of three national options for employees of the IMEG Corp interested in completing graduate business education with employer tuition assistance. The IMEG Corp headquartered in Rock Island, IL is a leading engineering design firm with over 2,200 employees working across 75 locations within the US and abroad. The WIU MBA program has been home for many regional employees seeking a graduate credential, but this new partnership places WIU in a position enhance employee education delivered to IMEG employees.
- **First Annual Analytics Everywhere** - The School of Accounting, Finance, Economics, & Decision Sciences (AFED) held the inaugural "Analytics is Everywhere" event, on November 2, on the Moline campus. The events were all designed to highlight the value of analytics to both current WIU students along with area high school and community college students, as a discipline and explore its integration across a variety of disciplines. Attendees participated in an overview and introductory luncheon followed by an excellent presentation by John Deere representatives regarding the use of Analytics across the company. The afternoon included simultaneous hands-on workshops focused on "Getting Started with Data Visualization" and "Data Analytics in Accounting & Finance". Students then had an opportunity to engage with AFED faculty at the casual table fair & open house in the Riverfront atrium. Overall the event was a success with over 100 participants in the sessions. The School looks forward to building upon this launch with future events.
- **WIU SCM Students Attend "Promat 2023" in Chicago**-On Wednesday, March 22, 2023, approximately 30 WIU students and faculty travelled to Chicago to participate in "Student Day at Promat 2023." This interactive event for college and high school students introduces students to best practices in the supply chain and distribution industry through

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

real-world discussions with industry experts, guided tours of the show floor, and networking with professionals to support their career growth. The highlight of the day is the guided tour of the Promat 2023 show floor, led by industry experts and the opportunity to meet with exhibiting companies who are seeking future employees. Along with gaining a real-world understanding of the products, services, and technologies that enable the supply chain, students will walk away feeling inspired and empowered with a broader network of professionals who can support their career goals.

- **WIU Accounting Student Chosen for "Project Run with It"** - Accounting major, Sara McGinnis, was one of only a handful of Beta Alpha Psi students chosen nationally to participate in the prestigious "Project Run with It" at this summer's national convention. 'Project Run with It' is an elite case competition in which Beta Alpha Psi students work in teams to develop solutions for a non-profit organization. Beta Alpha Psi is the premier honors organization for students in Accounting, Finance, and Business Analytics. The Macomb chapter is one of the most prestigious in the country and currently holds a 34-year streak for recognition as a superior chapter.

*d. All initiatives to support underrepresented student populations in your College*

- **Introduction to Cyber Security Approved as GenEd Option**- CSEC 101: Introduction to Cybersecurity was approved as a General Education course in the Human Well-Being category. This will bring wider exposure of critical cybersecurity issues to a much broader group of students, will heighten their awareness of risk, and will prepare them to be better-protected users of technology.
- **Business Student Welcome Event** - Students in the business disciplines attended a “Welcome” Ice Cream Social on lawn of Stipes Hall on August 25. Sponsored jointly by the School of AFED and the School of Management and Marketing, the event focused on peer social engagement among business students and faculty. Party games and contests increased participation.
- **CBT Faculty Board of Directors Authorize CBT DEIB Committee** – The committee formed and framed the CBT Diversity, Equity, Inclusion and Belonging Committee. As currently conceptualized, the committee would consist of faculty and student members that would serve to advise college leadership on fostering an environment that expands student and faculty facing DEIB initiatives.
- **CPA Project** -At the time of launch (2017), the program was the first of its kind throughout the country and was/is designed to assist minority students complete their degrees and pass the CPA examination. The initial project was underwritten through a grant by the American Institute of Certified Public Accountants. The College of Business and Technology under my leadership has maintained its support of this program and requested an additional \$12,000 in funding from industry partners to sponsor one student for one full year. An additional \$4,000 in funds from targeted contributions from industry partnerships has been received this year and will further support the ongoing mission of the CPA Project. To date, a total of \$44,412 has been raised for the CPA Program.
- **Accounting Program Continues NABA Chapter** -The School of AFED supports a student chapter of the National Association of Black Accountants (NABA). As a nonprofit membership association, NABA is dedicated to bridging the opportunity gap for black accounting and finance professionals by providing leadership and technical training, as well as networking and career opportunities. NABA has Student Chapters on more than 150 campuses across the Country. Each Student Chapter must be sponsored by a Professional Chapter and they offer special programs based on the unique needs of the students at that Chapter's college or university.

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- All searches have contained diversity, equity, and inclusion components and supported the CT Vivian Scholar process in several instances.

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## **16. Alumni highlights**

*List notable highlights from College alumni.*

- **School of Agriculture Distinguished Ag Alumni Honored for Achievements** - On March 4th, 2023 eight distinguished alumni from the School of Agriculture were honored for their achievements in the agricultural industry. Alumni recognized at this event were Dr. Bill Henning (emeritus Animal Science faculty from Penn State University), Dr. Bill Johnson (Weed Science faculty at Purdue University), Rich Hollis (American AgCredit), Mike Thurow (Spectrum Technologies -CEO), Randy Bowman (Maschoffs), Jana Knupp (Associate Faculty – School of Agriculture @ WIU), Jon Althaus (emeritus faculty Lakeland Community College), David Erickson (past Vice-President Illinois Farm Bureau).
- **WIU Agriculture Education Alumni Honored** – Multiple Agriculture Education alumni were recognized as National Chapter finalists at 2022 National FFA Convention. for their leadership in assisting their students to achieve new heights this past year in their agriculture programs. These WIU alumni include:
  - Cambridge FFA: Trent Taber, a 2015 WIU graduate: Premier Chapter in Personal Growth
  - Eastland FFA : Cindy Feltmeyer, a 2009 WIU gr: Premier Chapter in Agriculture Literacy
  - Streator FFA : Riley Hintzsche, a 2014 WIU graduate: Model of Excellence Finalist
- ----
- **Brian Kibby**, Named Chief Executive Officer at Modern Campus - Modern Campus, an innovator driving Omni CMS and Destiny One, empowers higher education institutions to thrive when radical change is required to successfully respond to lower student enrollment and revenue, rising costs, crushing student debt and even school closures. Powered by the industry's leading "student first" modern learner engagement platform, presidents and provosts can create pathways for lifelong learning, while marketing and IT leaders can deliver Amazon-like personalization and instant fulfillment. Award-winning products and its customers' 19% average annual revenue growth have earned Modern Campus a 98% retention rate and a reputation for customer obsession.
- **Joe Creed** (named Ferguson Lecture) currently serves as group president of Caterpillar Inc., with responsibility for the Energy & transportation segment, which includes the Rail Division, Solar Turbines, Large Power Systems Division (LPSD), Industrial Power Systems Division (IPSD), Caterpillar Remanufacturing Division, Electric Power Division and Caterpillar Oil & Gas and Marine Division. Creed joined Caterpillar in 1997, and has held numerous positions of increasing responsibility across multiple divisions of Caterpillar. He was promoted to chief financial officer for Caterpillar's Energy & Transportation business segment in 2013, and promoted to vice president of Caterpillar's Finance Services Division in 2017. Creed also served as interim Chief Financial Officer for Caterpillar in 2018, and, most recently, as vice president of the Oil & Gas and Marine Division and the Electric Power Division.
- **Curtis A. "Curt" Morgan**, Chief Executive Officer - Since October 2016, Morgan has served in the roles of president and of chief executive officer of Vistra. During his 37-year career spanning nearly the entire spectrum of the energy complex, Morgan has held leadership responsibilities in nearly every major U.S. power market. Prior to joining Vistra, Morgan was an operating partner at Energy Capital Partners (ECP), a private equity firm focused on investing in energy infrastructure. He joined the firm in 2015 and was involved in all areas of the firm's investment activities and portfolio company operations.



**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

Prior to joining ECP, he served as the president and CEO of both EquiPower Resources Corp. and FirstLight Power Resources, Inc. He has also held leadership positions at NRG Energy, Mirant Corporation, Reliant Energy, and BP Amoco. Morgan serves on the board of directors of Vistra and Acropolis Infrastructure Acquisition Corp., and is currently chairman of the Electric Power Supply Association, the competitive power generation industry organization. He is also on the board of Comp-U-Dopt, a non-profit providing digital and technology access and education to underserved youth. Morgan has previously served on the boards of Summit Midstream and Prevent Child Abuse Georgia. A certified public accountant, Morgan received a bachelor's degree in accounting from Western Illinois University and a master's of business administration in finance and economics from the University of Chicago.

- **Scott Harris**, Case IH Global President - Harris has been with the company since 2006, first with CNH Industrial Capital and later as Northeast region sales manager for both agricultural and construction equipment. In 2007, he became senior director of sales and marketing for that division. His last role with CNH Industrial Capital was vice president of U.S. Financial Services and Operations. Harris then joined CNH Industrial Parts and Service in 2011, first as vice president of sales and marketing for North America and later the entire division in 2013. He became vice president of CASE Construction in 2016 and then vice president of Case IH North America in 2018. His strong leadership in North America has made a significant impact on the Case IH brand,” said Derek Neilson, CNH Industrial president of agriculture. “As we look to the future, at both Case IH and the agriculture industry as a whole, we are excited for him to make his mark across the globe.” As Case IH global president, Harris will lead the overall strategy for the brand with a strict focus on customer-centric brand building, brand marketing and communications, overall digital customer experience, and the Case IH solutions portfolio. He will coordinate activities with Case IH and CNH Industrial leadership across all regions.

## **17. Community and/or regional engagement from College:**

*List notable community and regional engagement activities.*

- **2+2 JWCC/WIU Agriculture-** A new 2+2 agreement was signed recently JWCC agriculture program that converted a 3+2 into a 2+2 program making articulation easier for JWCC agriculture majors to matriculate to Western Illinois University at the Macomb campus. Thanks to Ember Keithley (School of Agriculture academic advisor) and JWCC's agriculture instructor and WIU alum Mike Tenhouse in getting this agreement together and approved by both institutions.
- **Financial Literacy Month** - During the month of April, the School of Accounting, Finance, Economics, and Decision Sciences compiled a list of 3 financial literacy tips and partnered with WTAD radio in Quincy, IL. Mary Griffith shared them in a 'Tip of the Day' format on her morning show. The tips were presented 3 times each morning for a total of 90 individual press coverage points during the month.
- **Ag Expo held in March-**The Ag Expo is back this year, which converts Western Hall into an Ag Expo with 200+ vendors, which will be held March 4th and 5th. Along with the Ag Expo, "WIU Aggies" alumni group will be hosting an alumni event at the new Ice House in town on March 4th. The 51st Annual Bull Sale will be brought back to campus on March 10th, which attracts 100's of buyers from around the region. Co-advisers of the Ag Mechanization Club Dr. Dan Atherton and Jana Knupp have worked extremely hard on



**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

establishing this community event.

- **Illinois Business Educators Association Attendance** - Two faculty members within the School of Management and Marketing, Dr. Honey Zimmerman and Ms. Michelle Howe, attended the Illinois Business Education Association (IBEA) annual conference in Springfield, IL on November 3. The conference hosts a variety of high school and post-secondary business educators across the state engaging in professional development activities. Connecting with high school teachers and counselors is an integral part of our recruitment strategy within the CBT. For this event, Ms. Howe was a conference presenter and showcased her knowledge as a Certified Professional Resume Writer assisting teachers with curricular content that may be used in their classes. Dr. Zimmerman represented the College of Business and Technology connecting with educators and counselors to provide information about CBT programs, open houses, and various student engagement activities available throughout the year.
- **Cybersecurity Month** - During the month of October, the School of Computer Sciences participated in activities for Cybersecurity Month. In conjunction with the CBT Dean's Office and uTech, a list of 31 cybersecurity tips was created for WTAD radio in Quincy, IL. Mary Griffith shared them in a 'Tip of the Day' format on her morning show. Ms. Griffith also did an interview segment with Greg Kain, uTech CIO
- **Data Fest Event Held on QC Campus** - The School of Accounting, Finance, Economics, and Decision Sciences hosted its second annual Data Fest on WIU's Moline campus, April 14 - 16. This hybrid event brought together 15 teams of college students to test their data analytics skills. Students were tasked to use cutting-edge textual analytics methods to analyze survey data from the American Bar Association. WIU's competition was part of the broader, national DataFest series, sponsored by the American Statistical Association. Following an intense weekend of data cleaning, preparation, and analysis teams then presented their insights to a panel of 7 industry judges from the Quad-Cities region.
- **Future Business Leaders of America- Western Regional Conference** -For over 25 years, the College of Business and Technology has hosted the Future Business Leaders of America (FBLA) regional conference at the WIU Macomb campus. This January, we welcomed 180 high school students from nine schools within the Western Illinois region. WIU professor, Dr. Honey Zimmerman led an interactive workshop titled "The Art of Networking". Immediately following the workshop, the FBLA students were able to put their newly-learned skills to the test by engaging in networking social with WIU faculty, students, and Admissions staff. Although WIU does officially sponsor the conference, we use this experience to welcome students to campus and promote WIU as a top choice for business education for future business leaders.
- **Expansion of CEO Dual Credit Opportunities**-The College of Business and Technology continues to strengthen its partnership with the Creating Entrepreneurial Opportunities (CEO) program. The CEO program is a year-long experience for high school students interested in entrepreneurship. The program partners with area businesses providing students with opportunities to learn critical aspects of starting and running their own businesses. Many WIU faculty and staff members serve as presenters, mentors and board members for the CEO program. Fall 2022 we welcomed the first cohort of McDonough County CEO students to WIU through creation of a dual enrollment credit course (MGT 125). This spring we expanded our offering to two additional CEO programs. Both Brown-Schuyler County CEO and Central Illinois CEO programs have students enrolled in MGT 125 this semester.
- **School of Engineering Recruits Through the Dirksen Technology Exhibit** - Approximately 70 participants from area high schools explored and learned about different degree programs and careers in a variety of fields, including Engineering, Construction Management, Engineering Technology and Instructional Design and Technology on both the Macomb and Quad Cities campus. In addition, students experienced interactive tours of campus and participated in interactive activities related to these critical STEM related fields.

**Western Illinois University**  
**Academic Affairs, Annual Reporting Documents —Deans**  
**Academic Year 2021–2022**

**Due to Provost's Office: May 24, 2023**

- Events like these, along with Discover Western, represent direct recruiting actions.
- **Cyber Summer Camp Planning for the Future** - Representatives from the School of Computer Sciences have submitted a proposal to host a GenCyber Student Summer Camp in the summer of 2024. The purpose of the GenCyber camp is to provide knowledge and experience in cybersecurity to secondary school students. Participants learn about educational and career opportunities as well. We are specifically reaching out to female students for the initial offering; future planning includes a GenCyber camp for secondary school teachers as well.
  - **SCM ConNEXT conference launched for high school students** - The WIU Supply Chain Management program, in partnership with Black Hawk College, launched the inaugural SCM ConNEXT conference on the Quad Cities campus on Friday, May 5. Aimed at regional high school students, SCM ConNEXT connects the next generation to their potential future careers in Supply Chain Management by providing opportunities to explore the high-paying, in-demand careers in supply chain management and logistics. Throughout the day, students rotated through a series of breakout sessions, each led by a panel of industry professionals, to learn about career paths in sourcing & procurement, manufacturing & operations, distribution, and transportation.
  - **Makerspace, Moline, continues to produce varied promotional gadgets for WIU “customers” and city/regional businesses.** The Makerspace has produced promotional items, like key chains and WIU banners, used in Discover Western and recruiting events. Also, custom made parts have been 3D Printed for diverse external customers. Engineering and Engineering Technology students take advantage of the Makerspace to consolidate elements of their Senior Design projects.

## 18. Conclusion

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