Positioning for Priorities

Susan J. Koch, Chancellor

University of Illinois Board of Trustees Retreat

July 20, 2011
Brilliant Future for UIS

Our strategic intent is to be one of the leading public liberal arts universities in the nation, as we also contribute to the “brilliant future” that the University of Illinois’ vision statement declares for the University and for our students.
UIS snapshot

- 5,174 students
- 44 high-quality degree programs
- Small classes with professors who know your name
- Strong tradition in public affairs
- National leader in online learning
- NCAA Division II
Priorities related to...

Enrollment

Meeting community/regional needs

Diversity
UMSL education for a low, in-state price

ATTENTION!
THE METRO RATE HAS EXPANDED! SEE BELOW FOR DETAILS!

If you’re looking for an exceptional, metropolitan learning experience, then the University of Missouri-St. Louis is for you. And if you live in the Metro East, an UMSL education is more affordable than ever.

Through a special program, undergraduate students who live in the following Illinois counties receive nearly 40 percent off their tuition. It’s called the "Metropolitan Rate Program," and it enables Metro-East residents to pay in-state tuition and fees at UMSL*.

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<thead>
<tr>
<th>Illinois Counties</th>
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<td>Adams</td>
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<td>Bond</td>
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<td>Macoupin</td>
<td>Washington</td>
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<td>Madison</td>
<td>Williamson</td>
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Meeting community/regional needs

Government

Associations and nonprofits

Banking, insurance, finance

Health care
Springfield is looking for UIS’s support, expertise, and most of all, for academic programs that will contribute to the continued community and economic development of the region.
UIS Student Profile, Fall 2010

Non-Resident Alien 3.8%
Black 10.9%
Asian 3.5%
Hispanic 3.5%
White 75.0%
Two or More Races 1.4%
Other, unknown 2.0%
Global Diversity
Positioning for priorities

U.S. News & World Report
Best Colleges 2011
Positioning for priorities

Enrollment Expansion Planning Committee, Spring 2011

Academic Success Center
Positioning for priorities

Overall recruitment strategy

Scholarships

International students
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Enriching our Community
Positioning for priorities
Carnegie Foundation says Community Engagement is...

“the collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”
Master planning