

NIU

**NORTHERN
ILLINOIS
UNIVERSITY**

**NIU OUTREACH AT TEN:
A LEGACY OF ENGAGEMENT**

**A REPORT TO THE
ACADEMIC AFFAIRS, STUDENT AFFAIRS AND
PERSONNEL COMMITTEE
NIU BOARD OF TRUSTEES
MARCH 3, 2011**

HISTORY & DEVELOPMENTS

1950s and 1960s

NIU offers state's most extensive array of off-campus academic programming, responding to needs of rapidly expanding regional population

1966 – College of Continuing Education created; brings non-credit adult education, conferencing, registration services for students-at-large, a community service program and off-campus credit programs together in one unit

HISTORY & DEVELOPMENTS

1990

College of Continuing Education eliminated.

Program staff placed in academic colleges; back-office functions like registration, scheduling, marketing and online course development managed by a Director of Continuing Education

HISTORY & DEVELOPMENTS

1991 – 2000

Regional Centers at Hoffman Estates (1991), Rockford (1995) and Naperville (2000) are developed separately.

Outreach and engagement initiatives left to the individual interests and contacts of each center director.

HISTORY & DEVELOPMENTS

1995

NASULGC launches study on future of higher education.

Blue-ribbon panel spends 4 years studying role of public higher ed; issues six “Kellogg Reports” calling for renewal of partnership between universities and communities.

HISTORY & DEVELOPMENTS

2001

NIU President John Peters creates the
Division of Administration and Outreach

Combines 12 units into strengthened, coordinated
division under a single vice president

No additional financial investment required

HISTORY & DEVELOPMENTS

Support functions, regional centers, WNIU/WNIJ, applied research and economic development all come together in concentrated focus on region.

Link with ITS offers unique synergies, expanding opportunities for learning and regional development as well as serving on-campus functions.

NATIONAL CONTEXT

- Kellogg Commission (NASULGC)
- “Stewards of Place” report (AASCU)
 - Engagement is place-related
 - Interactive
 - Mutually beneficial
 - Integrated

NATIONAL CONTEXT

- Carnegie Foundation engagement awards established in 2007
- Transformational Regional Engagement toolkit developed by APLU (formerly NASULGC) in 2008 to help universities work with schools, government & private partners to transform prosperity of a region
- APLU calls for development of metrics by which institutions can gauge level of engagement with the areas they serve (2009)

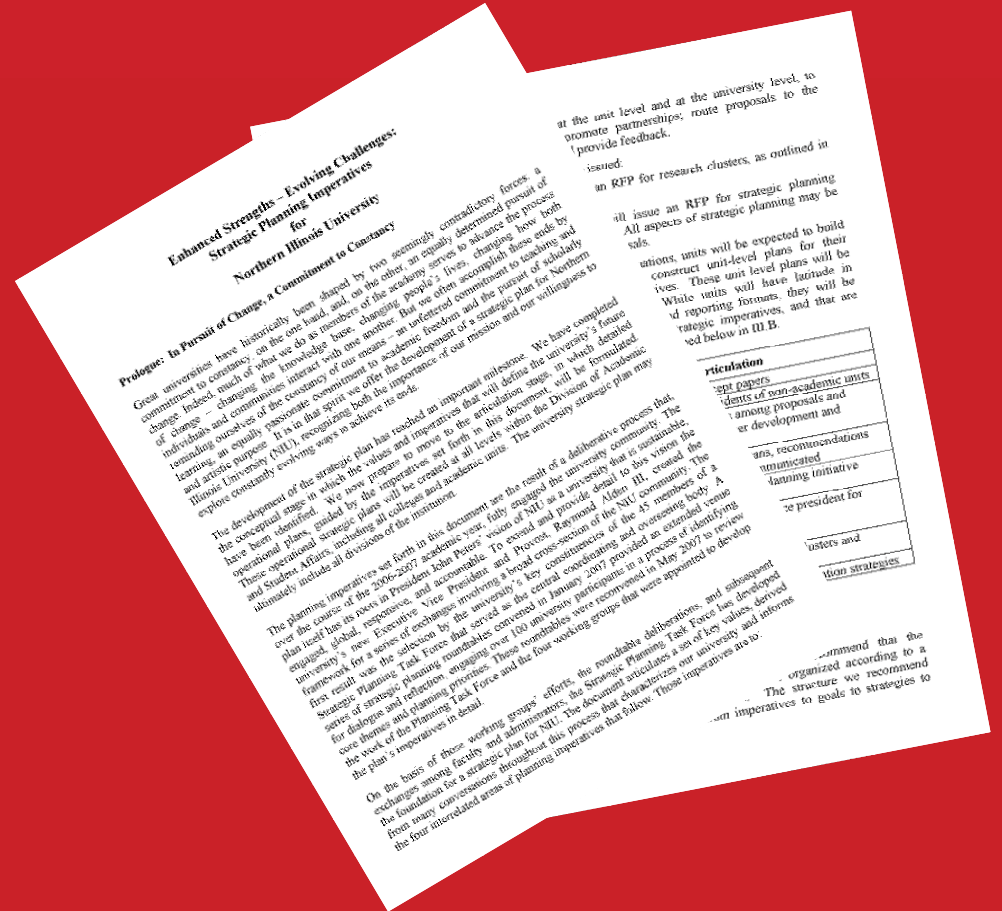
NIU CONTEXT

President calls for development of P-20 center to coordinate university initiatives across continuum from pre-school through graduate school (2002)



NIU CONTEXT

NIU Strategic Plan
calls for greater
regional and global
impact (2008)



NIU CONTEXT

Carnegie Foundation
recognizes NIU as an
Engaged Institution
for Outreach and
Partnerships (2008)



NIU CONTEXT

NIU serves as pilot institution to test APLU assessment of economic engagement (2009)



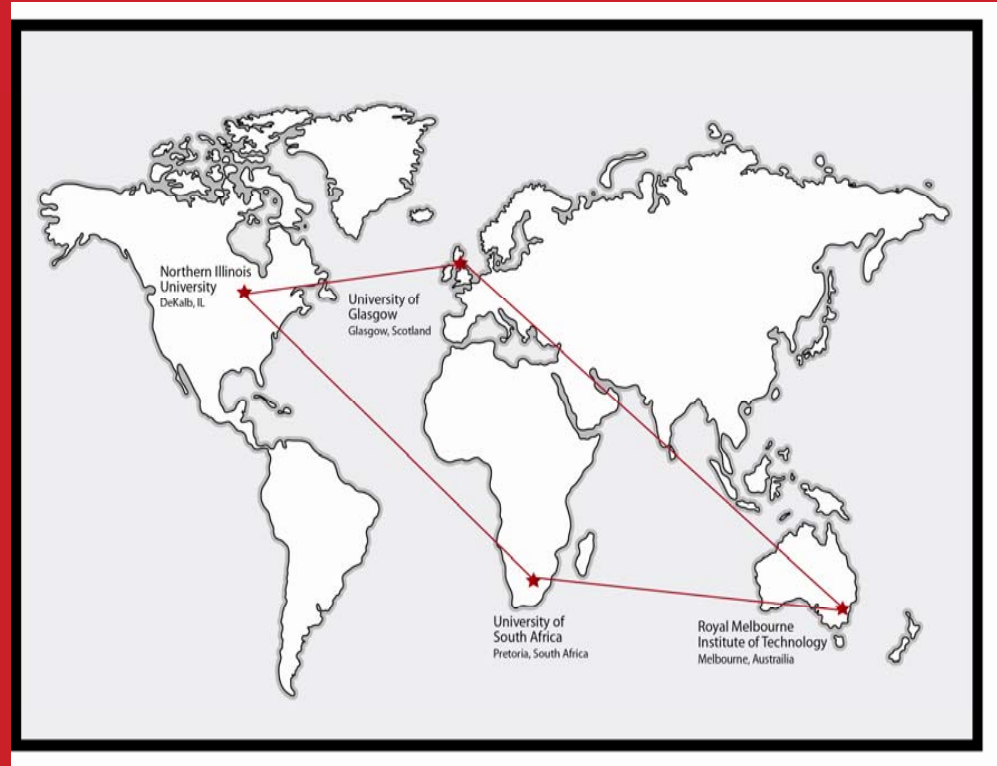
NIU CONTEXT

Assistant Vice
President for
Regional Engagement
in Rockford
appointed (2009)



NIU CONTEXT

NIU designated as North American node for PASCAL, an international consortium focused on regional approaches to development (2009)



NIU CONTEXT

President establishes
Presidential Engagement
Professors award
(parallels presidential
teaching and research
awards)



NIU CONTEXT

Carnegie Foundation
recognizes NIU for
Curricular
Engagement (2010)



NIU CONTEXT

NIU receives \$68.5 million grant to extend broadband access across region (largest grant in NIU history)



NIU CONTEXT

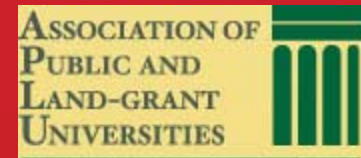
Illinois Campus Compact
and McCormick Foundation
provide funding to develop
campus-wide leadership for
civic engagement efforts
(2011)



IMPACT

President's reorganization paralleled national trends:

- Kellogg Reports
- APLU priorities
- Carnegie designations
- National emphasis on broadband development



IMPACT

President's creation
of new division:

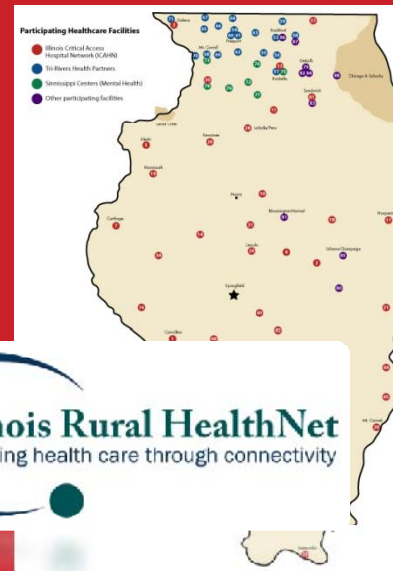
Supported expansion to
serve regional needs in
P-20 education,
healthcare, government,
business and
telecommunications



IMPACT

President's creation
of new division:

- Institutionalized university-wide collaboration on community engagement activities



IMPACT

President's creation of new division:

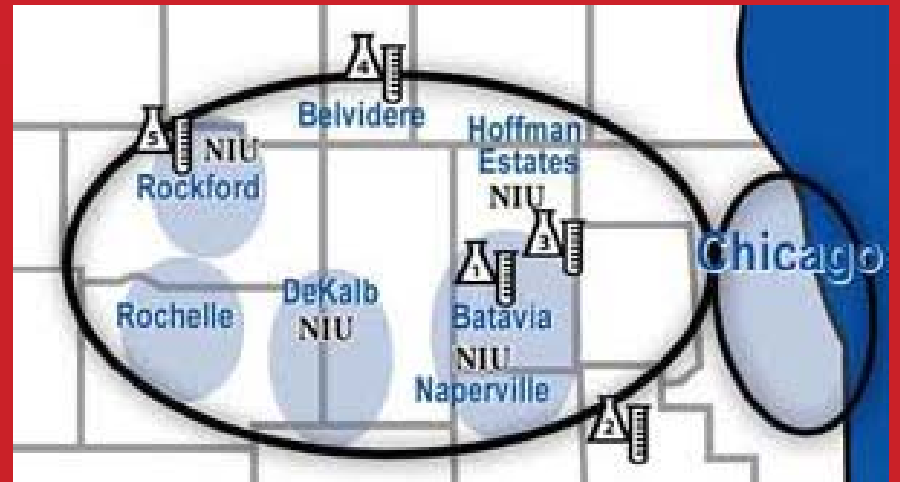
- Increased national and international visibility – NIU now positioned among top public universities; eligible and attractive for more public investment



IMPACT

President's creation
of new division:

- Strengthened NIU's
claim to the region



IMPACT

President's creation of new division:

- Established strong organization to support and advocate for this critical mission



CONCLUSION

- President created a new function whose time has arrived.
- Division name change to Outreach, Engagement and Information Technologies underscores university commitment to these functions and recognizes their synergies.
- Success of division comes from President's vision and commitment to making NIU one of the nation's premier regional public universities.