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Board of Governors of State Colleges and Universities

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News

MARKETING EXPERT IDENTIFIES LOW COST, QUALITY TEACHING AS BOG STRENGTHS

Charleston, Illinois--October 19, 1989--Consultants retained by the Board of Governors of State Colleges and Universities (BOG) say preliminary research and over 200 interviews with Illinois citizens indicate the BOG has a strong reputation for quality undergraduate education at a fair price.

Board members, who launched a comprehensive enrollment management/marketing project last summer, requested the early status report from the consulting firm Siegel & Gale at their regular meeting.

"It is very gratifying to discover that what we consider to be our primary mission, undergraduate education, is perceived by the public to be one of our primary strengths," said BOG Chancellor Thomas D. Layzell. "These findings, although preliminary, tell us we are on the right track."

Siegel & Gale project director Ken Majer told the Board the firm has conducted 229 hour-long interviews with students, prospective students, secondary education representatives, legislators and staff, community leaders and other BOG constituents.

The firm has also analyzed over 400 documents and pieces of communication from the System and its five universities. Based on that preliminary research, undergraduate education, low tuition and geographic location are identified as primary strengths of the BOG.

Research indicates the Board is in a position to take advantage of several opportunities such as the changing demographics in Illinois. In the future, there

Board of Governors of State Colleges and Universities System
Chicago State University, Chicago * Eastern Illinois University, Charleston *
Governors State University, University Park * Northeastern Illinois University, Chicago *
Western Illinois University, Macomb

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will be many more nontraditional students, a clientele that is already attracted to BOG universities and their accommodating programs and flexible hours.

Seigel & Gale consultants are in the process of developing complete analyses of the strengths, weaknesses, opportunities and threats of the BOG System as a whole and each university as part of Phase I of the project. A full presentation will be given to the Board at its meeting in December.

In other business, the Board heard from President Stanley G. Rives on the status of undergraduate education at Eastern Illinois University (EIU). President Rives presented the results of a two-year study of enrollment management, assessment, general education, faculty resources and resources in general at EIU.

The review produced 197 recommendations for change and improvement including the following:

- Beginning next Spring, admission standards will require students to meet specified minimum levels regarding both high school rank and ACT composite score. Current standards require students meet just one or the other to enroll.
- EIU will develop a systematic schedule to offer graduation requirements off-campus to meet the demands of adult learners.
- Beginning this fall, exit interviews with students leaving the university will be conducted in an effort to ensure that students are aware of counseling and other support services available to help them persist to graduation.

The Board has placed a high priority on the undergraduate education reviews and will monitor progress on the changes and recommendations. The other four BOG university Presidents will present similar reports to the Board over the next five months.

In other business, the Board approved a capital project priority list for submission to the Board of Higher Education and ultimately the General Assembly.

The Fiscal Year 1991 list includes requests for 28 projects at the five universities costing over \$62 million (if you would like a copy of this list, please call Michelle Brazell at 217-782-6392).