

**NIU**

**NORTHERN  
ILLINOIS  
UNIVERSITY**

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

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**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)

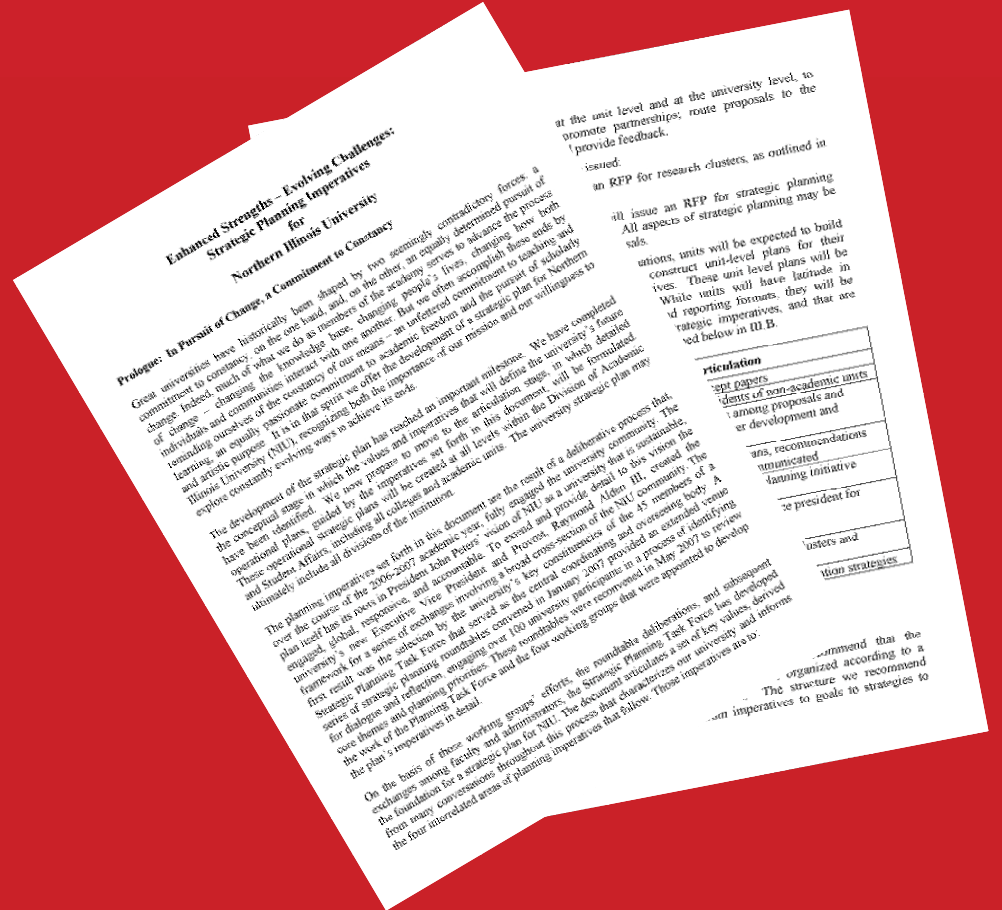
# NIU CONTEXT

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)



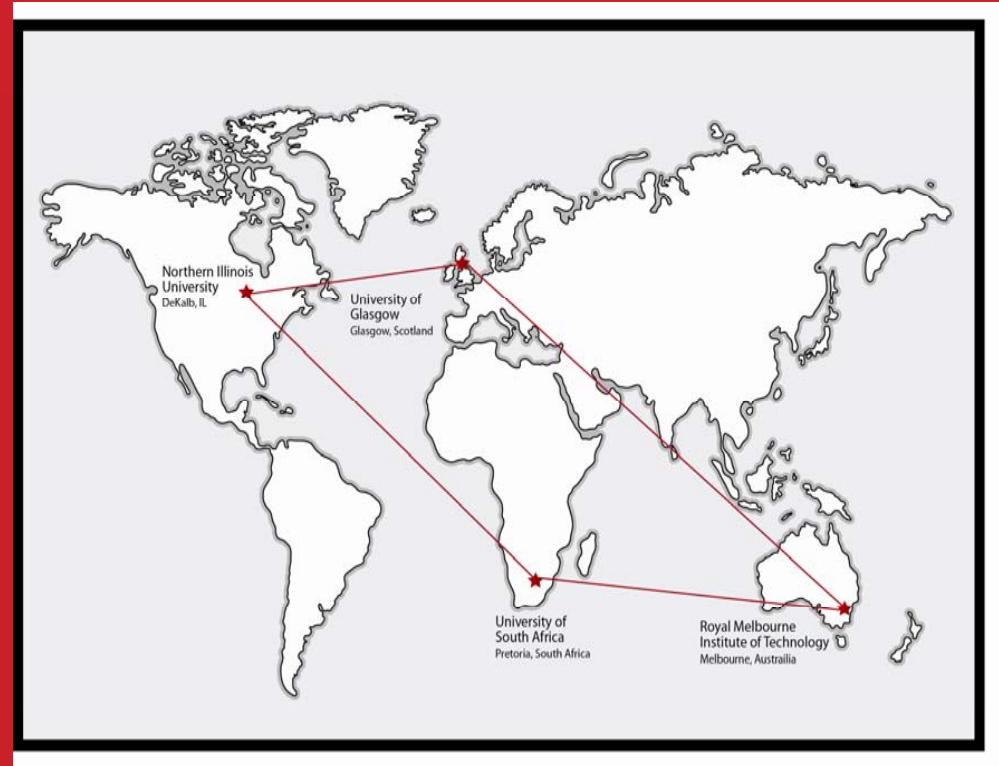
# NIU CONTEXT

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

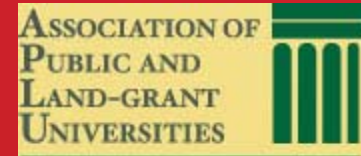
Illinois Campus Compact  
and McCormick Foundation  
provide funding to develop  
campus-wide leadership for  
civic engagement efforts  
(2011)



# 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:

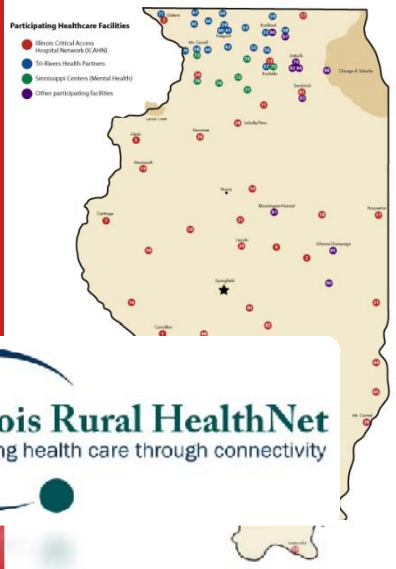
Supported expansion to  
serve regional needs in  
P-20 education,  
healthcare, government,  
business and  
telecommunications



# IMPACT

President's creation of new division:

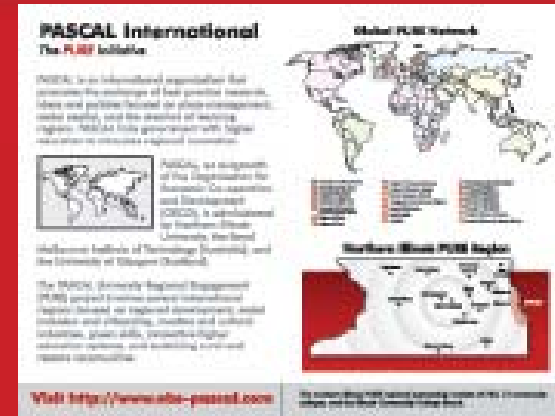
- Institutionalized university-wide collaboration on community engagement activities



# IMPACT

## President's creation of new division:

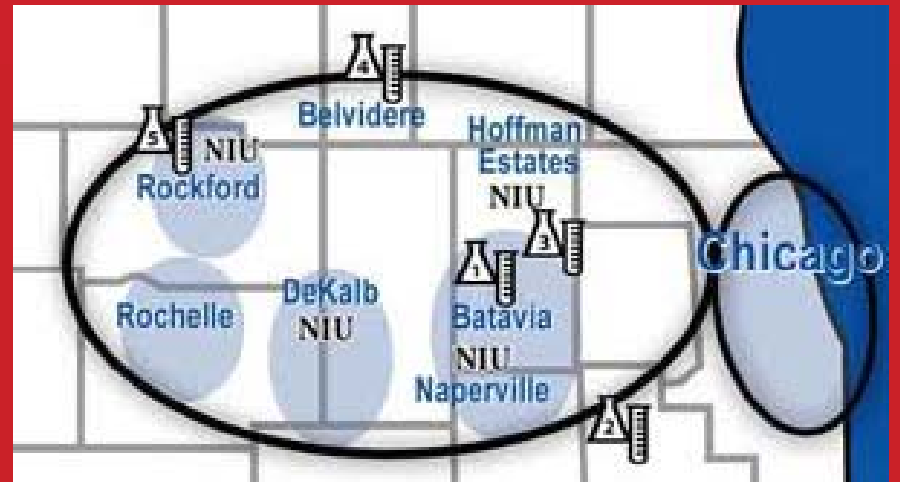
- Increased national and international visibility – NIU now positioned among top public universities; eligible and attractive for more public investment



# 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.