



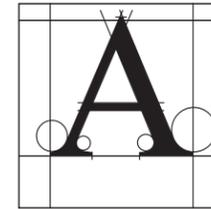
OUR FUTURE IS COMPOUNDED BY FACILITATING BUSINESS DEVELOPMENT:

“The Office of Economic and Regional Development, in collaboration with the Dunn-Richmond Center and Southern Illinois Research Park, will serve as a catalyst for economic, community, and regional development in Southern Illinois. We will take the lead in partnering with entrepreneurs and community leaders to start, expand, and locate enterprises in the region in all sectors ranging from value-added agriculture to health-care, retirement, tourism, advanced manufacturing, and high-tech enterprises.”

Office of Economic and Regional Development, Vision for *Southern at 150*



SERVE OTHERS

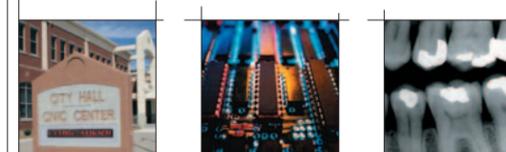


As a resource for service and technical assistance, Southern Illinois University Carbondale will be actively involved with communities and other area educational institutions in promoting and developing economic opportunities in the areas of technology, manufacturing, agriculture, natural resources, tourism, retirement, and healthcare services. As a cultural hub, Southern Illinois University Carbondale will enhance the arts and be a leader in improving the quality of life for residents of the region. The University will evaluate and implement opportunities to expand its presence and services to the region. Fundamental to realization of service to Southern Illinois is the concept of citizen-leadership.

Southern Illinois University Carbondale should grow and expand its heritage of collaboration and partnerships with corporations, private business, and government by enhancing our visibility in other sectors and cultivating potential funding sources. Improving our corporate relations will enhance future fund-raising efforts.

Service to others is critical if we are to fulfill our missions. The University will aggressively pursue leadership opportunities to address social, health, and economic development issues of importance to our region and the larger extended area covered by the Delta Regional Authority. We will communicate our successes and our interest in seeking help from others as we pursue initiatives in these areas.

Pride from inside the organization serves as a beacon to the community, region, state, and nation. We must build and strengthen the pride that we have for Southern Illinois University Carbondale and develop mechanisms and traditions for communicating this pride throughout our internal and external environments.



SOUTHERN
AT 150

SOUTHERN AT 150 PROJECT
SOUTHERN ILLINOIS UNIVERSITY CARBONDALE
CARBONDALE, ILLINOIS
FINAL DRAFT

Aspiration: Reaching Out

Southern Illinois University Carbondale will encourage efforts to collaborate and develop partnerships with corporations, private business, and government to enhance our visibility in other sectors and cultivate potential funding sources. Improving our corporate relations in a coordinated manner will lead to a more unified and cohesive organization, and will enhance future fund-raising efforts. Our culture will reach out to national and global audiences.

Targets:

- **Provide both traditional and continuing education opportunities for professionals, evolving employment sectors, and for students,** using flexible approaches and alternative locations.
- **Offer education and training activities for a variety of pre-adult age groups.** Continue existing education and athletic-related camps, clinics, and training programs, and build and promote new ones.
- **Coordinate and expand our major cultural outreach programs.**
- **Facilitate campus use by nontraditional enrollees.** Review the potential for an on-campus hotel.

OUR FUTURE IS STRENGTHENED BY PUBLIC SERVICE:

"The School of Law seeks to be the best small public law school in the country, delivering an education program that bridges the professional and graduate models. At the same time, the School of law seeks to fulfill one of the core reasons for its existence, namely, public service."

School of Law, Vision for *Southern at 150*

OUR FUTURE IS TRANSFORMED BY ESTABLISHING PARTNERSHIPS AND COLLABORATIONS:

"SIU School of Medicine intends to aggressively pursue its vision as a community-based academic medical center. Linkages with community-based health care organizations and University programs will be cultivated to improve the relevance and effectiveness of the School's programs. Programs will reflect the changing needs of the region's population, particularly rural areas and small communities. The School will seek partnerships and collaborations to advance these objectives."

SIU School of Medicine, Vision for *Southern at 150*

- **Provide medical, dental, and social services to at-risk populations through service-learning and outreach activities.**

Aspiration: Economic Development in the Region Driven by Our Research and Scholarship

As the only research university in Southern Illinois, we are in a position to serve as a technological engine for economic development in the region. Our status as a research university clearly sets us apart from other postsecondary institutions of higher learning in the region and, at the same time, confers substantial responsibilities that we must meet. The Southern Illinois Research Park will serve as the hub and the regional leader in providing technical assistance in economic, business, and community development.

Targets:

- **Add 250,000 square feet of new buildings, generate 1,200 knowledge-based jobs, have a \$40M payroll, and an \$80M economic impact in the Southern Illinois Research Park.**
- **Establish a center for global interaction and development** to advance the Southern Illinois region and its neighbors. The center would assist in linking campus international expertise and connections with regional, social, and cultural bodies.
- **Develop and market cultural, scholarly, and research activities** in a way that attracts industry. **Sustain partnerships with business and industry** in support of research and scholarly activities.
- **Lead in development of regional human and financial capital needed for economic and business development.** New business start-ups in Southern Illinois will increase by 400 percent.

Aspiration: Leadership in Regional Development

Southern Illinois University Carbondale will take the lead in exploring the development potential of the region and coordinating promising development initiatives. We will partner with communities, businesses, and other educational institutions to promote and develop economic opportunities, especially in the areas of technology, manufacturing, agriculture, natural resources, tourism, retirement, and health care services.

Targets:

- **Lead in research, development, and promotion of the retirement industry for the region.** The percentage of retirees living in our region to the total regional population should be increased. Strategies addressing an upgrading of amenities and services are imperative.
- **Support the enhancement of medical services** for a significantly growing population of retirees. The number of people who must leave the region for health care should be reduced.

OUR FUTURE IS GROUNDED IN REGIONAL DEVELOPMENT:

“To improve the quality of Southern Illinois and Delta Region life through teaching, explorations, and discovery to enhance agriculture, the environment, our natural resource base, family and youth well-being, and the development of local communities. We accomplish this mission by development, integration, dissemination, and application of knowledge in the agricultural sciences.”

College of Agricultural Sciences, Vision for *Southern at 150*

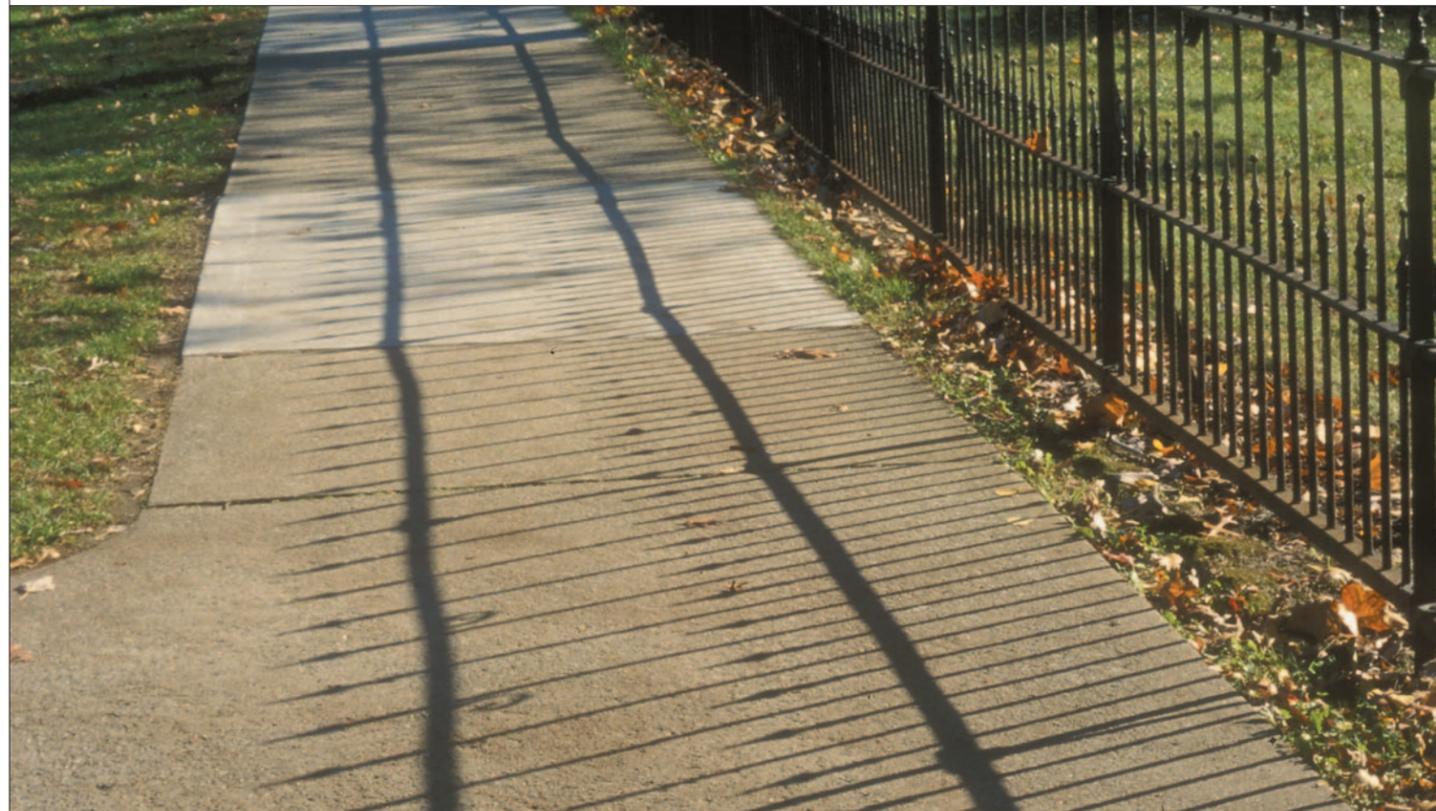
- **Utilize key university programs and resources to assist in the development of the coal, energy, and manufacturing sectors in the region.**
- **Research, develop and promote unique opportunities for tourism and travel development in Southern Illinois.** New limited-access highways will improve access to the campus, and should be promoted by the University.

Aspiration: Shape Cooperative Ventures

We will be the catalyst that provides leadership through cooperative ventures. The University will utilize its expertise in all disciplines, departments, and units and collaborate with the residential, educational, industrial, and public partners of the Southern Illinois region to address the various needs of the surrounding communities. Develop a system of coordination between colleges, career services, institutional advancement, and cooperative education and internship programs to provide government, business, and other partners with a unified Southern Illinois University Carbondale interface.

Targets:

- **Expand and increase co-op and intern placement programs.**
- **Continue to build partnerships with community colleges** by providing coordinated academic paths from the regional community colleges into Southern Illinois University Carbondale degree programs. Utilize technology to facilitate collaboration with high schools and community colleges in instructional delivery and the teaching of niche courses and curricula.
- **Solidify the relationships among the entities that comprise the Southern Illinois Collegiate Common Market (SICCM) and the Southwestern Illinois Higher Education Consortium (SIHEC).**
- **Develop consortia with the private sector** to enhance research, grant awards, and a wide range of University programs.
- **Partner with community developers** to create an attractive, thriving business community along South Illinois Avenue and the areas adjacent to the University.



Aspiration: Infuse University Pride throughout the External Environment

An effective communication system must be in place that accurately and inclusively represents all of the activities and opportunities available through the University. The strengths and unique attributes of Southern Illinois University Carbondale must be communicated in a timely and coordinated manner. A comprehensive, integrated communications program must be put in place. University leaders should speak before various clubs and civic groups, work with governmental bodies, and act as goodwill ambassadors for the University.

Targets:

- **Establish a central communications and marketing office.**
- **Communicate the image and perception of Southern Illinois University Carbondale as a *student-responsive* residential research institution.**
- **Communicate the value of, and the University's role in, graduate and professional education and research** to reduce the gap between perception and reality.
- **Information about the campus should be accurate, timely, and easily accessible.** Anyone desiring information about Southern Illinois University Carbondale via electronic communication should have a "same day" response from the University.
- **Foster Saluki Pride by expanding existing and creating new networks with alumni regionally, nationally, and internationally.**