
**Campus Planning and Finance Council
Minutes of 19 March 2024****Call to Order**

The regular meeting of the Western Michigan University Faculty Senate Campus Planning and Finance Council was called to order at 3:03 p.m. on 19 March 2024 via Webex video conferencing by Geoffrey Lindenberg, chair.

Members Present: Todd Barkman, Cheryl Bruey, Melissa Cattane, David Dakin, Mohammad Daneshvar Kakhki, Betty Dennis, Brett Geier, LuMarie Guth, Lynne Heasley, Valerian Kwigizile, Geoffrey Lindenberg, Colleen Scarff, Jan Van Der Kley

Members Absent: Tyler Smith

Advisory Members Present: Christopher Cheatham, Tony Proudfoot, Jeff Spoelstra

Ex Officio Member Present: John Jellies

Guests: Edward Montgomery, WMU President; Paul Pancella, Professor of Physics

Quorum

A quorum was present with 14 members in attendance, of the 10 needed to establish quorum.

Agenda

[MOTION] It was moved by Jellies, seconded by Kwigizile, to accept the agenda as presented. The motion carried unanimously.

Minutes

[MOTION] It was moved by Dennis, seconded by Kwigizile, to approve the 20 February 2024 minutes as presented. The motion carried unanimously.

Reports of Officers

Chair Lindenberg reported on the February Faculty Senate meeting. A positioning survey of students and faculty will be coming out in spring. President Montgomery discussed the budget projections from the state with hopes for the final budget. President Montgomery spoke about the free community college program. WMU is promoting for that to be a first 2-year program instead of only community colleges. Grants were awarded for the experiential learning initiative. An agreement was signed with Hope College for 4+1 masters. There were two Memorandum of Actions presented. MOA-24/01 Unaffiliated Units Curriculum Committee Creation passed and MOA-24/02 was returned to the Research Policies Council for further review.

Ex Officio Jellies did not provide a report.

Geier left the meeting at 4:08 p.m.

Cheatham left the meeting at 4:21 p.m.

Reports of University Representatives

Scarff did not provide a report.

Van Der Kley did not provide a report.

Cheatham did not provide a report due to his absence.

Proudfoot reported for Marketing and Strategic Communications. The department has been able to retain the cost per impression the same. Ad clicks have exceeded a million for the first time ever. Click-through rate increased 65% and landing page visits doubled to about 800,000. There are close to 600,000 unique visitors and trending up to 8-9% in applications for fall 2024 compared to the same time last year.

For Campus Facilities Development, Dakin reported the following:

1. The workshop in late February on campus master planning was well attended.
2. The next workshop is scheduled for 12 April.
3. Open house is on 11 April in the student center.
4. The expansion of the mall into the Bernhard Center site is underway. Open house is on 11 April.
5. Dunbar is opening and operating with a rededication on 25 April. Dunbar will be fully operational in the fall.
6. There are challenges with electrical equipment for the parking structure.
7. Demolition of Valley III will begin in June.
8. The Henry Hall reconstruction is going well with the goal of having rooms open for fall.
9. The Michigan Geological Repository Research and Education Lab are moving into design phase. This will be a new space adjacent to the east wing of the College of Engineering. The goal is to have the project complete by summer 2025.
10. Stormwater is a sustainability focus of the campus. Each new project must retain its own stormwater on site up to a 25-year event. There is an ongoing plan in addition to project by project efforts to prevent flooding and increase water quality. Water on campus flows into natural water features without going through sanitary processes so these projects are being done to avoid a negative impact.

Spoelstra provided the report for the Office for Sustainability. There has been a lot of attention to climate change with a focus from partners on solutions. There is an ongoing [programming series](#) on this topic.

Cattane left the meeting at 4:52 p.m.

Dr. Steven Bertman has been proceeding in the position of faculty fellow and began a listening tour with senior leadership and energy personnel on campus. The Office for Sustainability plans to hire a graduate assistant to assist with data analysis and presentation. The Climate Change Working Group is reacting to the severe weather this year with a series of actions and events. The Student Sustainability Summit will be taking place at the end of March. There was discussion of how faculty can work with the Office for Sustainability on incorporating the Student Sustainability Grant and other Sustainability Office programs into assignments. There is attention being paid to updating the instructional resources around the grant and this is a trend they are monitoring.

Unfinished Business

None.

New Business

President Montgomery presented on Charge 1: Strategic Resource Management (SRM) Budget Model Implementation and Impacts and WMU's Commitment to Sustainable Campus Design and Management. The focus of parents and students in higher education is return on investment for future careers. WMU is focusing on maintaining our access mission and working with students to ensure student success through focusing on the holistic person. WMU graduation rate target is third in the state behind University of Michigan and Michigan State University, which will bring WMU above the national average. Experiential learning is a focus to help students with retention and employability. WMU launched grant programs in these areas this year to differentiate WMU and embed it in our culture. The SRM model was adopted to increase transparency, reward growth, and reduce discretionary variations. WMU built in some flexibility that a Responsibility Center Management (RCM) model would not have allowed to be responsive to trends and reward core values. One example of how we have adopted the model in response to the rollout is the change of treatment in space, giving some relief to colleges with large amounts of space, recognizing that space is hard to transfer or change. One area of future focus is looking at how the cost centers can grow their budgets over time. Sustainability efforts on campus have focused on infrastructure, such as construction of new Leadership in Energy and Environmental Design (LEED) certified buildings, stormwater runoff management, building monitors, shifts to sustainable technology at the campus power plant, and the creation of a faculty fellowship position. A future discussion could be on incorporating sustainability metrics into the budget model. WMU continues to make incremental steps and plan for how to achieve strategic sustainability goals. There was a discussion of diversity goals on campus. There are strategic student success goals for historically marginalized student groups that could be worked into the budget model. There are identified donors interested in investing in sustainability projects.

Announcements

None.

Adjournment

[MOTION] It was moved by Guth, seconded by Daneshvar Kakhki, to adjourn the meeting at 4:58 p.m. The motion carried unanimously. The Campus Planning and Finance Council will meet next on 16 April 2024 via Webex video conferencing at 3 p.m.

Approval

Submitted by LuMarie Guth, Secretary

Minutes approved on 16 April 2024.