

**CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of 16 December 2025 Meeting**

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 12 December 2025, via Webex by LuMarie Guth, chair.

Members Present: Todd Barkman, Mia Breznau, Cheryl Bauman-Bruey, Kim Ganzevoort, LuMarie Guth, Lynne Heasley, Brittani Jackson, Valerian Kwigizile, Jan Van Der Kley, Sara VanderVeen

Members Absent: Shonda Buchanan, Krithyna Fermin, Nicholas Rowe, Wayne Stitt

Advisory Members Present: Sara Nelson, Jeff Spoelstra

Ex Officio: Osama Abudayyeh

Guest(s): Kristen Salomonson, Associate Vice President, Enrollment Management

Quorum

A quorum was present with 11 members in attendance, of the nine needed to establish quorum.

Acceptance of the Agenda

[MOTION] It was moved by Ganzevoort, seconded by Jackson, to accept the agenda. The motion carried unanimously.

Approval of Minutes

[MOTION] It was moved by Ganzevoort, seconded by Jackson, to accept the 18 November minutes. The motion carried unanimously.

Recruitment, Retention, and Financial Aid Packaging

Salomonson provided the Enrollment Management report, which included the following:

- Enrollment Management was described as supporting students from application through graduation and beyond. The enrollment model was defined as the sum of First Time in Any College (FTIAC) students, transfers, and continuing students, minus graduates and leavers.
- The enrollment funnel was outlined, consisting of prospects, inquiries, applicants, admits, confirms, and enrolled students. It was reported that FTIAC's market share has declined by 1.5% over the past 20 years, while University of Michigan and Michigan State University increased combined market share from 35.7% to 43.1% over the past decade. A similar decline was noted in transfer student market share.
- Strategic goals and outreach efforts emphasize academic excellence, affordability, and career outcomes. Recruitment strategies include high school visits, college fairs, campus tours, discovery days, off-campus events, and targeted programming such as Future Bronco Days.
- Communication efforts include print materials, email, text campaigns, phone outreach, and social media engagement. Financial aid strategies are being refined to improve affordability, enrollment outcomes, and net revenue.
- Recruitment operations were described as [geographically organized](#), with generalist recruiters generating student interest and coordinating campus engagement. Collaboration with colleges occurs through monthly meetings.
- Parental concerns highlighted were regarding community safety and regional attributes, with plans for focus groups and surveys. The importance of local partnerships, including Kalamazoo Public Schools and initiatives such as Bronco Buds, was emphasized.
- The Student Success Hub continues to support student retention by identifying and assisting students in need of targeted academic support.

Barkman joined the meeting at 3:40 p.m.

Reports of Officers

Chair Guth reported MOA-26/06: *Revision of the Undergraduate Catalog for Extension of Drop/Withdrawal Period* has been shared with the Undergraduate Studies and Graduate Studies Councils.

Ex Officio Abudayyeh did not provide a report.

Van Der Kley left the meeting at 4 p.m.

Reports of University Representatives

Nelson did not provide a report of the Provost Office in lieu of the guest presentation.

VanderVeen provided the Campus Facility Development reported regarding a recent announcement on the budget model change which will likely impact space allocation and space management. New space management software will assist in tracking and space use. Electrical feed expansion and underground infrastructure upgrades are underway to support the new Golden Oaks residence hall.

Spoelstra reported that Student Sustainability Grant program improvements are being discussed with collaborators. The WMU Climate Change Working Group is researching and assembling a climate change literacy assessment, per a WMU Strategic Plan sustainability objective. Gibbs House hoop houses have been removed. The Faculty Fellow-led Climate Action Plan team has completed a third greenhouse gas inventory and has the past three years in draft form; and graduate assistants have delivered University-wide sustainability data requests for the Sustainability Tracking, Assessment, and Reporting System (STARS). President Kavalhuna addressed greenhouse gas emissions and WMU's energy system in a recent listening session, which was reported on by the Western Herald.

Breznau reported on the Western Student Association Sustainability Grant which fielded a dozen grant requests and the student allocations commission is seated and ready to deliberate.

Klang reported that the Graduate Student Association has upcoming events to welcome students back to campus in January. A new GSA recently budget was approved. GSA will update funding and grant guidelines and will conduct grant writing trainings during the spring semester.

Reports of Council Standing Committee

Heasley reported that the Sustainability Committee is focused on its first charge to identify and list sustainability organizations and hubs of campus sustainability activity. An organization chart will be created. Next steps involve mapping relationships. These efforts will help the Faculty Senate and other parties understand activities and communication pathways.

Kwigizile left the meeting at 4:45 p.m.

Unfinished Business

Chair Guth led a review of the Campus Planning and Finance Council (CPFC) charges, which included the following:

- Core charge areas were identified as administrative, operating, and budget model responsibilities. Master Plan and Capital Outlay topics were deferred to a future meeting pending guest availability.
- The Kalamazoo Event Center working group has been established but has not yet convened. Members include Bruey, Spoelstra, and Rowe. Chair Guth will initiate outreach in January. Vice President Bartholomae and Vice President Breneman were suggested as potential guests for February or March meetings.
- Identified tasks include compiling media coverage and locating website FAQs.
- Enrollment was noted as the primary topic of the current meeting, featuring a presentation from Salomonson.
- The council's role statement was reviewed, including responsibilities to:
 - Develop or recommend guidelines and review policies related to campus planning and finance
 - Review major University facility plans and assess impacts on safety, security, aesthetics, finances, and the surrounding environment
 - Review budget and financial matters and provide recommendations
 - Conduct special studies as requested by the Faculty Senate Executive Board

Discussion included a proposed revision to incorporate wellbeing and sustainability into the roles statement, with potential consideration at a February or March meeting.

New Business

None.

Announcement

VanderVeen reported the formation of a new task force under the Space Advisory Council, as well as a separate task force focused on connectivity.

Adjournment

[MOTION] It was moved by Jackson, seconded by Guth, to adjourn the meeting at 4:58 p.m. The motion carried unanimously.

The Campus Planning and Finance Council will meet next on 20 January 2026 via Webex at 3 p.m.

Approval

Submitted by Jeff Spoelstra, Secretary

Minutes were approved on 21 April 2026.