

CAMPUS PLANNING AND FINANCE COUNCIL

Minutes of 19 October 2021

Call to Order

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

Members in Attendance: Geoffrey Lindenberg, Griffin Baginski (Western Student Association), David Dakin, Betty Dennis, LuMarie Guth, Valerian Kwizile, Mike Ozga (Graduate Student Association), James Penner, Colleen Scarff, Jan Van Der Kley

Members Absent: Todd Barkman, Lynne Heasley (excused), Cheryl Bauman-Bruey, Todd Barkman, Keith Hearit

Advisory Members in Attendance: Tony Proudfoot

Advisory Members Absent: Chris Cheatham

Ex Officio Member in Attendance: Osama Abudayyeh

Recording Secretary: Lindsey Rossiter, Business and Finance

Guest(s): Jeffrey Breneman, Vice President for Government Relations

Quorum

A quorum was present.

Agenda

[MOTION] It was moved by Van Der Kley, seconded by Penner, to accept the agenda as presented. The motion carried unanimously.

Minutes

Dakin and Proudfoot provided edits.

[MOTION] It was moved by Van Der Kley, seconded by Abudayyeh, to approve the 21 September 2021 minutes as amended. The motion carried unanimously.

Reports of Officers

Chair Lindenberg reported attending the last faculty senate meeting. Meeting topics included the Michigan Public School Employees' Retirement System (MPERS) and Memorandums of Action. The University strategic planning process is underway; for details, [visit this link](#). Chair Lindenberg reviewed the importance of building more interdisciplinary collaboration.

Ex Officio Abudayyeh reported that the financial aid and CARES Act funding charge was unintentionally omitted.

[MOTION] It was moved by Dennis, seconded by Penner, to reinsert the charge as "Review, advise and report on Financial Aid budget packaging and guidelines." The motion carried unanimously.

Reports of University Representatives

Dakin provided the Campus Facility Development report. There is a revitalization project for central campus planned. It will be a major landscape plan that goes from the roundabout to the international flag poles. There will be a Town Hall session to review and discuss the project on 4 November at 4 p.m. in the Bernhard Center lobby. Discussion was held regarding walkways, landscaping, and lighting for the project.

Scarff provided the University Budgets report; topics included:

1. Fiscal year budget was booked for 15 October. This budget is available in GLOW, and it is the new Strategic Resource Model.
2. Business Managers, across the university, have received some reports that will help them navigate the budget.
3. Work is underway to finalize the reports that will be put on the dashboard to answer questions of the colleges to make sure they are comfortable with all the material before it is placed on the dashboard.

4. All compensation has been booked, except for the SES employees and AFSCME.
5. The first committee meeting to discuss enrollment for 2022-23 will start in November.

Van Der Kley did not provide the Business and Finance report.

Proudfoot provided the Marketing and Strategic Communication report; topics included:

1. Marketing campaign is six weeks in and is performing well.
 - a. The campaign is targeting African American and Hispanic households by adding another 8% premium to double down on this marketing.
 - b. The strategies are based on music and video consumption habits, as well as editorial consumption habits. Currently, there is a high level of engagement.
2. The iOS 14 privacy upgrade is limiting the ability to target prospective students on Facebook, Instagram, and Apple.
3. The admitted student survey results indicate reasons students who do not attend WMU are consistently academic reputation and campus environment.
 - a. It takes a long time to move the perception of academic reputation.
 - b. Campus environment is easier to address.
 - c. The new student center will help with perception.
 - d. Choosing a college is a lifestyle decision. Focusing on how WMU is a great campus and Kalamazoo is a great place to be a student.

Discussion was held regarding campus environment survey results, educated hypothesis, feel of the campus, and the new student center.

Reports of Council Subcommittees

Dakin did not provide the Transportation Subcommittee report.

Unfinished Business

None.

New Business

Breneman provided the Operational State Support and Capital State Support for Western Michigan University report; topics included:

1. State Budget: some wanted to cut higher education funding over ideological differences. Negotiations secured one-time funding. Paying down pension liabilities is a possibility. WMU ranks low in state support for public universities. WMU state funding history cautions the University about relying on future state funding.
2. Lansing stakeholders are increasingly hostile towards public universities. WMU will receive 1% one-time funding in FY 2022, and an additional 3.9% in FY 2021 supplemental. One-time funding helps eliminate budget holes but does not affect base funding. WMU's base funding will begin next year's negotiations the same as FY 2018-19.
3. MPSERS Liability Relief: Roughly \$85 million allocated to pay for annual pension obligations for seven universities in the state pension system (MPSERS). WMU will be awarded funds and then required to pay the same amount back to the State. It is unclear if this is a paydown of the liability or temporary relief. The entire liability for MPSERS universities remains over \$600 million. There is strong advocacy for the State to use surplus FY 2022 funds to pay down the unfunded mandate on WMU.
4. Michigan ranks 44th nationally in per resident support for higher education, at \$195.52, compared to a national average of \$280.60. Michigan ranks 35th in state financial aid per student. If Michigan appropriated support for higher education at the national average, there would be \$850 million more invested in state public universities. Only 67% of the national average in per-capita support State appropriations since 2011, which is \$193.5 million reduction (inflation-adjusted).

Discussion was held regarding the importance of actively advocating for WMU, general talking points, playing a role with specific legislators, and the [Bronco Advocacy Network](#).

Chair Lindenberg provided the report on council scope and role statement; topics included:

1. Shared governance as a priority.

2. Proposed formalization of the council standing committees for both agenda and transportation.
3. Providing recommendations and input
4. Revising effectiveness
5. Memoranda of Action
6. Charging stations
7. Sustainability grants
8. Advisory role
9. Guest speakers
10. Year-end report

Discussion was held.

Announcements

None.

Adjournment

[MOTION] It was moved by Scraff, seconded by Kwigizile, to adjourn the meeting at 4:53 p.m. The motion carried unanimously. The Campus Planning and Finance Council will meet next on 16 November 2021 virtually via Webex at 3 p.m.

Approval

Submitted by Lindsey Rossiter, Recording Secretary

Minutes approved on 16 November 2021.