

CAMPUS PLANNING AND FINANCE COUNCIL

Minutes of 16 November 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 16 November, via Webex video conferencing by Geoffrey Lindenberg, chair.

Members in Attendance: Todd Barkman, Cheryl Bauman-Bruey, David Dakin, Betty Dennis, LuMarie Guth, Keith Hearit, Valerian Kwigizile, Geoffrey Lindenberg, Mike Ozga, James Penner, Colleen Scarff, Jan Van Der Kley

Members Absent: Griffin Baginski, Lynne Heasley

Advisory Members in Attendance: Chris Cheatham, Tony Proudfoot

Ex Officio Member in Attendance: Osama Abudayyeh

Recording Secretary: Lindsey Rossiter, Business and Finance

Quorum

A quorum was present.

Agenda

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

Minutes

[MOTION] It was moved by Kwigizile, seconded by Dennis, to approve the 19 October 2021 minutes as presented. The motion carried unanimously.

Reports of Officers

Chair Lindenberg reported attending the last faculty senate meeting. Meeting topics included the Annual Development Report. An invitation has been extended to Vice President Kristen DeVries to attend the December CPFC meeting to discuss scholarships related to Advancement and the Alumni Association.

Ex Officio Abudayyeh did not provide a report.

Reports of University Representatives

Dakin did not provide a report.

Scarff provided the University Budgets report; topics included:

1. The annual University budget has been booked.
2. The first enrollment forecasting meeting will be held in December.

Discussion included an update on Strategic Resource Management, including preliminary predictions, tracked budget, implementation, adjustments, reports, assessment, calculations, budget reductions, state appropriations, revenues generated, levels of support, auxiliaries, rate calculations, surpluses, and [the SRM website](#).

Van Der Kley provided the report of Business and Finance; topics included:

1. A special Board of Trustees meeting for the ratification of the AFSCME union contract. At this point, there are no open labor agreements at WMU.

Cheatham provided the report for Budget and Personnel; topics included:

1. Spring 2022 registration is up 30%, likely a result of the difference in the registration calendar.
2. Fall 2022 applications are up 19% higher than last year at this time. Admitted students are currently down from last year; this is not a concern due to changes in enrollment with the College of Aviation and the influx of applications overall.

Discussion included investments in scholarships and registration calendar differences.

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

1. Student-focused projects with trademarks and licensing:
 - a. Operation Hat Trick was adopted by WMU's trademarks and licensing agency, Collegiate Licensing Company (CLC). The program provides some of the proceeds to wounded veterans. For the second year, WMU was awarded a \$1,000 scholarship to a student in the veteran's affairs office who is an active-duty veteran. WMU is the only institution in the country that receives these direct scholarship funds. Operation Hat Trick will increase this WMU scholarship funding over the next three years to \$1,000, \$2,500, and \$5,000. By next year, this will be the largest scholarship that any veteran at WMU receives.
 - b. New York City Fashion Week is run by IMG Worldwide, a national entertainment company that owns CLC. The winner of WMU's MODA fashion contest will be provided with a trip to NYC Fashion Week.

Discussion included fashion week exposure, promotion, student opportunity, reasoning, fashion, diversity, and future opportunities.

Reports of Council Subcommittees

Dakin did not provide the Transportation Subcommittee report.

Unfinished Business

None.

New Business

Dakin led a discussion regarding the Town Hall 4 November meeting gathering input on the central campus makeover. Topics included:

1. Comments provided:
 - a. Request to keep the international connection with the flag poles
 - b. A need for seating/benches
 - c. Having usable lawn space
 - d. Interest in additional solar charging stations
 - e. Request to have straight-line paths
 - f. A connection with bus transportation
 - g. Not to include too much pavement
2. Conceptual plan includes:
 - a. A sidewalk going north/south and continuing east/west in a formal way until the other side of Haenicke Hall near the roundabout
 - b. Seating along the walk and seating around the circular plaza area
 - c. Preservation of mature trees
 - d. Updated lighting for pedestrians
 - e. Revision of landscaping in front of Lee Honors College to allow for less maintenance that fits into the scheme
 - f. Incorporation of stormwater features
 - g. Completion date goal of August 2022
 - h. Design and construction documents will be completed by the end of December
3. Reason for the project:
 - a. Area is a focal point for students and campus tours
 - b. Goal is to make this section of campus more pedestrian-friendly and more usable
 - c. Parts of the area still look like a roadway
 - d. The project reimagines this part of campus to tie in the new student center, Sangren, and address some of the issues of broken concrete

Discussion included student space, plan layout, green space, bus stop location, seating location, weather-protected seating, outdoor lighting, integrating historic with new designs, campus tour input, sundial, cycling/scooters, lawns, recycling concrete, vehicle access, signage, charging stations, WiFi infrastructure, memorial, electronic message board, and the importance of feedback.

Announcements

Chair Lindenberg announced that the April 2022 meeting will be in-person for the tour of the new student center.

Adjournment

[MOTION] It was moved by Bauman-Bruey, 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 7 December 2021 virtually via Webex at 3 p.m.

Approval

Submitted by Lindsey Rossiter, Recording Secretary

Minutes approved on 17 December 2021.