

CAMPUS PLANNING AND FINANCE COUNCIL

Minutes of 7 December 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 7 December, 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, Kristina Lemmer, 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

Guest(s): Kristin DeVries, Vice President for Development and Alumni Relations and Executive Director for the WMU Foundation; Laura DeThorne, Chair, Speech, Language, Hearing Sciences

Recording Secretary: Lindsey Rossiter, Business and Finance

Quorum

A quorum was present.

Agenda

[MOTION] It was moved by Abudayyeh, seconded by Bauman-Bruey, to accept the agenda as presented. The motion carried unanimously.

Minutes

[MOTION] It was moved by Guth, seconded by Penner, to approve the 16 November 2021 minutes as presented. The motion carried unanimously.

New Business

DeVries provided the report for the WMU Foundation Capital Campaign and scholarship giving, which included:

1. Campaign: the campaign goal is \$1.25 billion, as approved by the WMU Foundation Board.
 - a. Will soon be closing the second calendar year
 - b. Currently at \$609.5 million.
 - c. The fiscal year goal is \$40 million, which is currently \$17.2 million in legal commitments and gifts (not revenue).
 - d. The WMU Foundation serves both WMU and WMed. Fundraising numbers reflect both organizations.
 - e. Over 3,000 undergraduate alumni have committed gifts, which is up 20% from last year. This is important because it is an element of the U.S. News and World Report rankings.
2. Capital Project Fundraising: No significant projects are going on right now.
 - a. Guidance to name a space for a donor is such that the funding is 50% of the construction or renovation costs; this number is rounded up/down for the amount of use of the building. On occasion, the donor will fund the entire cost.
3. Scholarships: more than 50% of the endowment funds are for scholarships.
 - a. Giving is handled in two different ways, either endowed or current-use scholarships.
 - b. The Foundation Scholars are fully funded by the financial aid office.
 - c. Last year, more than 300 of the endowed funds went unspent.
 - d. The majority of the scholarships are under the offices of individual departments throughout the University.

Discussion included alumni giving strategies for success, fundraising schedule, scholarship awareness, scholarship process, restrictions, and scholarship decisions.

Reports of Officers

Chair Lindenberg reported that the council charges have been updated on the website.

Ex Officio Abudayyeh did not provide a report.

Reports of University Representatives

Dakin provided the report for Campus Facility Development, which included:

1. Central Campus Project: is still ongoing and proceeding with the design, which should be completed 90% in January and will be shared at a town hall meeting. There will be a bid for the work, with a completion goal of August 2022.
2. College of Fine Arts Project: virtual imagining technology lab is moving past the conceptual to a more detailed design. This is taking place on the third floor of Dalton, in a portion of the old music library.
3. New Student Center Project: the dining facility is moving along with a goal of opening during summer. The official occupancy is fall 2022. Drywall is going up, and finishes are going in the building. The furniture has been ordered. The costs have been impacted by COVID, with an upcharge for furniture.
4. The Board of Trustees Fountain: is planned to open at the same time as the new student center.
5. Dunbar Hall: is out for bid, which is expected to be back by mid-January.
6. Demolition of French, Davis, and Zimmerman is essentially completed. The fencing is expected to come down this month. Other demolition areas include Woodlawn, Goldsworth Valley Apartments, and Welborn Hall.

Discussion included concrete demolition, quality control, green spaces, new furniture in the student center, view from Stadium Drive, and long-range goals.

Scarff did not provide a report on University Budgets.

Van Der Kley did not provide a report on Business and Finance.

Cheatham provided the report for Budget and Personnel, which included:

1. Spring 2022 Enrollment: 43 days from census, and overall enrollment headcount is down 5.9%. Student credit hours are down 5% compared to last year. New student retention improved 7% from last year. There is a positive trend for overall freshmen, sophomores, and juniors. Seniors are trending as expected.
2. Fall 2022 Applications: New undergraduate applications are 11% higher than this time last year. Admitted students are up 1.1%, which is due to new application changes.

Discussion included health insurance holds, aviation student enrollment, speed on acceptance, merit-based awards, enrollment trends, and increasing yield.

Proudfoot provided the report for Marketing and Strategic Communication, which included:

1. The advertising buying is completed in two sections with a break between Thanksgiving and New Year.
2. In the second year of the brand, WMU brought fewer but better impressions, including:
 - a. The click-through rates increased 49% over last year.
 - b. Visits to WMU's website increased 65% over last year.
 - c. Total video views nearly doubled with an increase of 82% over last year
 - d. Parents and influencers responded to Facebook ads six times the industry benchmark
 - e. Click-throughs for paid search reached the industry benchmark three times.
3. Following WMU's audience as their preferences move and as policies limit advertising to minors.
4. WMU sold more logo-bearing items and generated more sales dollars after the launch in 2021.
5. The first year of the new Trademarks and Licensing Program, the average price per logo-bearing item sold doubled to \$11.67 and was \$11.68 in 2021.
6. Costco Father's Day promotion sold 86% of its inventory, the best in the MAC.

Discussion included comparing the sales to a non-COVID sales year and current supply chain issues.

Reports of Council Subcommittees

Dakin did not provide a report of the Transportation Committee.

Unfinished Business

None.

New Business, Cont.

DeThorne put forward the Reasonable Accommodation Policy, which included:

1. Concerns related to possible funding changes for reasonable accommodation of faculty, which amounts to \$10,000 for the Speech, Language, Hearing Sciences Department.
2. Funding shortages could impact equitable staffing decisions.

Discussion included funding services, OIE Campus Committee, DSS funding, investigating the situation, future communication, and current policy.

Announcements

Barkman reported on the Faculty Senate meeting, including the President's plan to be more visible on campus, the Provost's interest in more faculty involvement in strategic planning, and the upcoming streamlined process changes.

Adjournment

[MOTION] It was moved by Dennis, seconded by Bauman-Bruey, to adjourn the meeting at 4:56 p.m. The motion carried unanimously. The Campus Planning and Finance Council will meet next on 18 January 2022 virtually via Webex at 3 p.m.

Approval

Submitted by Lindsey Rossiter, Recording Secretary

Minutes approved on 18 January 2022.