
CAMPUS PLANNING AND FINANCE COUNCIL

Minutes of 18 January 2022

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 18 January, via Webex video conferencing by Geoffrey Lindenberg, chair.

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

Members Absent: Lynne Heasley, Griffin Baginski (Western Student Association)

Advisory Members in Attendance: Tony Proudfoot, Chris Cheatham

Ex Officio Member in Attendance: Osama Abudayyeh

Recording Secretary: Lindsey Rossiter, Business and Finance

Guest(s): Jennifer Bott, Provost and Vice President for Academic Affairs

Quorum

A quorum was present.

Agenda

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

Minutes

[MOTION] It was moved by Bauman-Bruey, seconded by Dennis, to approve the 7 December 2021. The motion carried unanimously.

Reports of Officers

Chair Lindenberg reported that the next Faculty Senate meeting is during the first week of February. Also, this spring, the Strategic Resource Management budget model will be discussed further with the deans and business managers. Financial aid will be discussed during the February meeting.

Ex Officio Abudayyeh did not provide a report.

Reports of Council/Committee Standing Committees

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

1. Dunbar Hall: the preliminary bids came in within budget, which are currently being reviewed, after which the contracts will be awarded. Dunbar has been demolished; the progress can be tracked online at [this link](#).
2. Campus Planning Town Hall: there is an upcoming session to review the final product on 17 February from 4 to 6 p.m. The expected completion date is August 2022.
3. Business Technology and Research Park North: the project has received the U.S. Green Building Council Innovation award.

Discussions included storm management, parking, student center, green space, and demolition.

Scarff provided the report for University Budgets, which included:

1. State Budget: the first draft is expected in February. WMU is expecting one-time money from the state for next year.
2. Budget Forecast: enrollment is a key component of the budget from the revenue side. There have been some preliminary projections. Once there is a better picture on tuition rates and a firm number on enrollment, more details will be shared. This will be run through the budget model, with a different budget picture. Currently, this is the beginning of the cycle.

Discussion was not held.

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

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

1. Spring 2022 Enrollment: one day from census, as expected the headcount is down 9.2% in undergrad students, down 9.4% in graduate students, and overall, down 9.3% compared to spring 2021. Currently, WMU is down 9.1% for undergrad credit hours, down 6.8% for graduate credit hours, and down a total of 8.9% in total credit hours. From a budget standpoint, WMU is very close, with 98.7% of the spring budget based on credit hours.
2. Fall 2022 Applications: undergraduate first-year applications are up 8%. Beginner admits are up 13%. Currently entering the phase when students are making decisions. It is an important time to get scholarships out. Deposits are up as well. Fall applications are good; it is important to stress getting the yield up.

Discussion included yield, having a vibrant campus, Western Weekend, campus environment, and retention.

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

1. Western Weekend: scheduled for 2 April. The event is looking to improve perceptions of WMU being fun and having a strong campus life. It has never been more challenging to recruit students. This is a different take on getting students to campus with a fun-spirited immersive experience. Student leaders will be welcoming and interacting with prospective students. There will be potential parent experiences downtown as well. The goal is to make participation as simple as possible for the campus community.
2. Trademark and Licensing Sales: sales for 2021 are up 13% over sales from 2020.
3. Media Report: engagement in the first flight of the marking campaign is going well, up 49% in click throughs, 65% in sight visits, 462% in video views (4.2M video views).
4. Social Media Performance: 80M organic impressions with a 36% increase from last year, 62% increase in engagement and 151% click throughs on posts. The social media team is doing a great job, including a 5% net audience growth over last year.

Discussion included construction schedule, weather, new student center, event ideas, and campus/downtown life.

Reports of Council Subcommittees

Dakin did not provide the report of the Transportation Subcommittee.

Unfinished Business

[MOTION] It was moved by Dennis, seconded by Penner, to schedule an in-person April 2022 meeting to accommodate touring the new student center. With one against the motion carried.

New Business

Bott and Cheatham put forward charge #3: *Investigate, evaluate, and report of the current processes for WMU enrollment forecasting to understand its impact on recruitment and retention. Assess the impact of the COVID-19 pandemic on recruitment and enrollment forecasts*, which included:

1. The enrollment forecasting process is a joint effort between Academic Affairs and the Office of Business and Finance. This enrollment forecasting workgroup begins its process in November and meets monthly to forecast enrollment for the upcoming fiscal year. In June, the forecast is translated into tuition/revenue.
2. Forecasting involves reviewing students that are enrolling and students that are leaving, including data on retention rates, persistence rates, graduation rates, applications, admits, and historical yield data. COVID has disrupted the normal patterns, making this process more challenging. Tuition rules are then applied to the forecasted data to estimate revenue.

Discussion included the yearly yield decline, grant aid, application increase, faculty presence, vibrant campus, improving yield, interacting with prospective students, faculty being on main campus on admitted student days, Common App, FAFSA data, and ACT/SAT requirements.

Announcements

None.

Adjournment

[MOTION] It was moved by Abudayyeh, seconded by Dennis, to adjourn the meeting at 4:56 p.m. The motion carried unanimously. The Campus Planning and Finance Council will meet again on 15 February 2022 via Webex.

Approval

Submitted by Lindsey Rossiter, Recording Secretary

Minutes approved on 15 February 2022.