
Campus Planning and Finance Council

Minutes of 5 December 2023

Call to Order

The regular meeting of the Western Michigan University Faculty Senate Campus Planning and Finance Council was called to order at 3:04 p.m. on 5 December 2023, via Webex video conferencing by Geoffrey Lindenberg, chair.

Members Present: Cheryl Bruey, David Dakin, Betty Dennis, LuMarie Guth, Lynne Heasley, Valerian Kwigizile, Geoffrey Lindenberg, Melissa Rajter, Colleen Scarff, Jan Van Der Kley

Members Absent: Todd Barkman, Brett Geier, Mohammad Daneshvar Kakhki, Tyler Smith

Advisory Members Present: Christopher Cheatham, Tony Proudfoot, Jeff Spoelstra

Ex Officio in Attendance: John Jellies

Guest: Andrew Holmes, Office of Information Technology

Quorum

A quorum was present with 11 members in attendance, of the 10 needed to establish quorum.

Agenda

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

Minutes

[MOTION] It was moved by Dennis, seconded by Bruey, to approve the 21 November 2023 minutes as amended. The motion carried unanimously.

Reports of Officers

Chair Lindenberg reported included an announcement of guests for upcoming meetings.

Ex Officio Jellies did not report.

Reports of University Representatives

Proudfoot reported that WMU exceeded planned impressions by approximately 15% with 46.4 million. WMU switched targeting from the Designated Market Area (DMA) level to the zip code level. There have been twice as many landing page visits as this time last year. The national benchmark was exceeded for click-thru rates by 127%. There is a significant increase in organic web traffic, which is partially attributed to search for optimization efforts. The website bounce rate has decreased by six percentage points. Through efforts in marketing and strategic communications, the number of keywords that put WMU website in the top three search results increased from approximately 6,800 to 7,600, increasing visibility of the website in search.

Dakin reported that construction is making up time for the parking structure project due to mild weather.

Spoelstra reported that the application period has passed for the faculty fellow position and applications are under review. There will be an announcement of student sustainability grant winners in early January

Cheatham reported that the search committees for the dean position for the College of Health and Human Services (CHHS) and the dean position for Merze Tate College are progressing as expected with a goal start date for the permanent deans of July 1. The spring 2024 headcount, compared to last year at 43 days before census, is down 1% (-138). Undergraduate enrollment is down 3.4% (-365) and graduate enrollment is up 9.7% (+227). Spring 2024 student credit hours, compared to last year 43 days before census, is down 0.5% (-791). Undergraduate enrollment is down 1.6% (-2,224) and graduate enrollment is up 8.7% (+1,433). These changes outperforming expectations for the spring 2024 semester. Spring 2024 retention, compared to last year, 43 days before Census, is up 0.2 percentage points for freshmen,

up 3.2 percentage points for sophomores, the same for juniors and up 2.4 percentage points for seniors. Applications and admits for Fall 2024 are 12.9% (+2,016) and 25.4% (+2,798), respectively. Undergraduate transfer applications and admits are up 10.1% (+42) and 16.3% (+35), respectively. Masters' applications are down 7.1% (-38) while admits are up 22.4% (+19) and doctoral applications are up 14.2% (+33) and admits are down 27.3% (-3). There was discussion of the budget review which will begin in fall 2024 with the establishment of committees.

Unfinished Business

None.

New Business

Holmes presented the information security and information technology interruption on 1 December, which was the result of a phishing attempt. The Office of Information and Technology (OIT) was alerted instantly when the phishing email went out. Many members of the university community responded to the phishing attempt, and OIT identified those users and scrambled their passwords so that they needed to set up a new password. We are at 49% completion rate for WMU employees for security training, and OIT is determining strategies for increasing this rate. OIT has been reviewing existing information technology policies for updates and consolidation and aiming to implement solutions that would negate the need for the policy. The goal is to have a new set of policies by the end of the fiscal year. The Information Security Incident Response Procedure was discussed as a priority.

Announcements

None.

Adjournment

[MOTION] It was moved by Jellies, seconded by Dennis, to adjourn the meeting at 4:17 p.m. The motion carried unanimously. The Campus Planning and Finance Council will meet next on 16 January 2024 via Webex video conferencing at 3 p.m.

Approval

Submitted by LuMarie Guth, Secretary

Minutes approved on 16 January 2024.