

PROVOST'S COUNCIL MEETING NOTES

November 10, 2009

In attendance: Diane Anderson, Nick Andreadis, Sue Caulfield, Betty Dennis (for D. Gaymer), Eileen Evans, Tim Greene, Bassam Harik, Keith Hearit, Tom Kent, Don McCloud, Margaret Merrion, Dave Powell, Lew Pyenson, Joe Reish, Ajay Samant, Sue Timmer, Tony Vizzini, Earlie Washington, Gary Wegenke
 Guests: Greg Rosine and Jan VanDerKley

AGENDA ITEMS	DISCUSSION POINTS & ACTION	THINGS TO BE DONE
University Branding—Greg Rosine	<ul style="list-style-type: none"> o Integrated Marketing Team is attempting to unify (in terms of Univeristy identity, appearance, time lines, etc.) the marketing efforts of the numerous segments of the university o Marketing will be research driven (student surveys and follow-up focus groups) o The Fall '09 Billboard Campaign ran for 8 weeks and was targeted geographically (Southeast Michigan, Lansing, Grand Rapids, and Kalamazoo) <ul style="list-style-type: none"> o Spinoff effects were realized at the high schools of the students featured on the billboards 	
Differential Tuition Implementation—Jan VanDerKley	<ul style="list-style-type: none"> o Was received favorably by the Board of Trustees at the November 2 meeting, but is not a fait accompli o Implemented at college-level (rather than program) due to current software limitations <ul style="list-style-type: none"> o Class fees will be eliminated or reduced in colleges that have differential tuition; not all colleges will charge differential tuition o WMU is currently 10th in Michigan's public universities in terms of tuition—should be 4th or 5th <ul style="list-style-type: none"> o Need to reposition over the next several years o President Dunn will take this item back to the Board in February/March with an eye toward partial implementation this fall 	
BOT Retreat Update—Tim Greene	<ul style="list-style-type: none"> o Differential Tuition—well received; members felt it made sense o Strategic Plan—surprised we didn't have one; pleased with the work to date; members felt it needed to be moved forward o Program Review—criteria for eliminating and/or combining programs is being drafted by the Faculty Senate Executive Board <ul style="list-style-type: none"> o deans propose, university input sought, and the Faculty Senate Executive Board would make a recommendation to the provost o the process will be finalized this spring with program analysis and decisions reached within a year 	
Other	<ul style="list-style-type: none"> o Hold November 17 (8:30 to 10:30 a.m.) open for a vetting of the OVPR candidate (Dan Litynski) 	
Future Agenda Items	<ul style="list-style-type: none"> o CHHS Video o Are college campaign goals attainable? 	

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	<ul style="list-style-type: none"> o January 2010—recommendations regarding the revision of the 2005 policy on academic chairs and directors 	
Upcoming Important Dates	October 18 to 20, 2010—HLC Visit	