

**WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE
CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of 19 January 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 19 January, via Webex video conferencing by Valerian Kwigizile, chair.

Roll Call

Members in Attendance: John Jellies for Todd Barkman, Cheryl Bruey, David Dakin, Betty Dennis, Keith Hearit, Lynne Heasley, Valerian Kwigizile, Geoffrey Lindenberg, Colleen Scarff, Matthew Screnock (Graduate Student Association), Udaya Wagle, Jan Van Der Kley

Members Absent: Emma Scheller (Western Student Association), James Penner

Advisory Members in Attendance: Chris Cheatham, Tony Proudfoot

Ex Officio Member in Attendance: Osama Abudayyeh

Quorum

A quorum was present.

Agenda

It was moved by Dennis, seconded by Lindenberg, to accept the agenda as presented. The motion carried unanimously.

Minutes

Corrections were made to change Lindenberg from absent to in attendance and added “projected” and “year” to the third bullet point of Proudfoot’s Marketing and Strategic Communications report. It was moved by Wagle, seconded by Heasley, to approve the 8 December 2020 minutes as amended. With one abstention the motion carried.

Reports of Officers

Chair Kwigizile did not provide a report.

Ex Officio Abudayyeh did not provide a report.

Reports of University Representatives

Dakin provided the report of Campus Facility Development which included:

- The Dunbar Hall construction project has been approved by the State, and the University is accessing the impact of the eight-month delay. The project is expected to begin in early February, with a timeline for occupancy in early fall 2023.
- The Arcadia Flats project has been completed with the building opening in early January 2021.
- The new Student Center project is on target with completion expected in summer 2022.
- The College of Aviation renovation schedule was delayed due to the additional scope requested from the College of Aviation. The request was approved and added into the project. The expected completion is planned for April 2021, with the goal of hosting summer II classes.

Scarff provided the University Budget report which included:

- WMU will receive \$24.7 million as part of the federal stimulus package. This stimulus package provides more flexibility than the first stimulus package, which focused on the cost of transitioning to online classes and did not cover the lost revenue that the universities experienced.
- Currently, the University’s head count for spring 2021 enrollment is down 6.7% and down 8.6% student credit hours. The credit hours and course modality are in-line with the spring 2021 budget.

- The State revenue reports are positive with a flush of one-time surplus. The surplus is driven by the decreased expenditures and increased revenue from sales/use tax.
- Both Moody's and Standard and Poor's (S&P) maintained the University's ratings. Both rating agencies are depending on the stability of fall enrollment.

Discussion was held regarding the CARES act funding, income tax reduction, academic budgeting, comparing WMU to other universities, enrollment rates, and next year's budget.

Van Der Kley provided the report of Business & Finance which included:

- The State reauthorized the Dunbar capital project and renovation is proceeding.
- The University has come to the decision not to pursue a private/public partnership for Hilltop Village. The COVID-19 pandemic has changed the nature and the structure of private partnerships. The partnership was deemed not to be favorable.
- Student housing that was constructed by private partners are reportedly operating significantly in the red due to the COVID-19 pandemic.

Discussion included reasons for not pursuing the partnership.

Cheatham provided the report of the Provost's office Budget and Personnel which included:

- Being census day, the University will officially know tomorrow what enrollment is for spring semester.
- Head count is currently down by 6.3% in undergraduate students and 8.1% in graduate students.
- Credit hours are down 8.8% in undergraduate credit hours and 6.2% in graduate credit hours.
- Tuition revenue will be adjusted to account for main campus students that have all online courses. Those students will not receive the benefit of the block tuition rate. Students on this list will receive a scholarship for the extra funds that they are paying.
- First Time in Any College (FTICA) fall to spring retention rates are lower than typical at 3%.

Discussion included comparing the change between spring 2020-21 to spring 2019-20, and how course modality impacted enrollment.

Proudfoot provided a Marketing and Strategic Communications report which included:

- In partnership with Kornowa, Director of Admissions, and the Provost office, MarCom will be working with departments to assist them in developing landing pages for marketing purposes.
- The University website is the number one source for undergraduate prospective students that are searching for a university. At least half of the college search traffic comes through departmental pages.
- MarCom will be identifying initial prototype departments to start building out the department landing pages to convert prospects into categories: visiting, applying, and searching for majors.
- MarCom will enhance the content to appeal to both people and robots to increase the search engine optimization.

Discussion included the reason, resources, and strategy for redesigning the department webpages.

Reports of Council Subcommittees

Dakin did not provide a report.

Unfinished Business

None.

New Business

Scarff and Van Der Kley put forward Charge #7: *Review and advise on past, current, and future operational impact of COVID-19 pandemic and how the WMU infrastructure and financial trajectory have adapted to the COVID-19 reality of education and academic administration.* Discussion included:

- The University has taken numerous actions in its continuing efforts to address the financial, operational and well-being challenges that continue to evolve as a result of the pandemic.
- Plans were implemented prior to the start of the 2020-21 fiscal year to respond to the potential budget reduction as well as the reductions in auxiliary operations net revenue.

- The University's senior leadership team developed a set of guiding principles to use in navigating the decision making through the pandemic, with the primary focus to put students first, which included the following decisions:
 - No tuition, housing, and dining increases for fiscal year 2020-21.
 - Senior leadership took a 10% pay reduction, administrators at the next level took a 5% pay reduction, and staff and faculty took a 2.25% reduction, which was recently re-implemented.
 - Reductions in personnel was implemented in July 2020, totaling approximately 216 employees.
 - Faculty were offered an early retirement incentive taken by 85 for a cost savings of \$10.4 million paid over a two-year period.
- The total estimated financial impact for fiscal year 2019-20 was \$21.4 million. CARES Act one-time funds provided through State flow-through and direct federal award was \$10.9 million. The one-time funds or reduction in operating expenses to offset remaining of fiscal year 2019-20 financial impact is \$10.4 million.
- Estimated financial impact for 2020-21 fiscal year is \$61.3 million. CARES Act one-time funds provided through State flow-through and direct federal award was \$9.7 million. Use of one-time funds or reductions in operating expenses for the remaining fiscal year was \$51.6 million. This does not include the second stimulus package.

Other discussion included the closure of Gabel Natatorium and its potential impact on local recruitment efforts.

Announcements

No announcements.

Adjournment

It was moved by Lindenberg, seconded by Wagle, to adjourn the meeting at 4:50 p.m. The motion carried unanimously. The Campus Planning and Finance Council will meet next on 16 February 2021 via Webex at 3 p.m.

Approval

Submitted by Lindsey Rossiter, Recording Secretary

Minutes approved this sixteenth day of February 2021