
**CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of 21 September 2021**

Roll Call

Members in Attendance: Todd Barkman, Cheryl Bruey, David Dakin, Betty Dennis, LuMarie Guth, Keith Hearit, Akhsay Hiremath, Valerian Kwigizile, Geoffrey Lindenberg, Mike Ozga, James Penner, Jan Van Der Kley

Member Absent: Lynne Heasley, Colleen Scarff

Advisory Members Present: Chris Cheatham, Tony Proudfoot

Advisory Members Absent: None

Ex Officio: Osama Abudayyeh

Recording Secretary in Attendance: Lindsey Rossiter

Guest(s): Sarah Summy, Vice President, Faculty Senate

Quorum

A quorum was present.

Agenda

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

Minutes

It was moved by Barkman, seconded by Bruey, to approve the 18 May 2021 minutes as presented. The motion carried unanimously.

Reports of Officers

Vice President Summy thanked the committee for serving during the 2021-22 academic year. She presented the 2021-22 charges. Hearit questioned why the financial aid charge was removed. Summy will take that inquiry back to the Faculty Senate office.

Chair Lindenberg did not provide a report, but welcomed the council members and thanked them for serving.

Ex Officio Abudayyeh welcomed the committee and expressed appreciation for a reduced number of charges.

Reports of Council/Committee Standing Committees

Dakin provided the report for campus facility development, which included:

- The student center is on track to be complete by August 2022.
- The College of Aviation expansion is complete.
- The Fountain Plaza will be completed by August 2022.
- The Board of Trustees approved a priority list.
 - Dunbar was approved by the State of Michigan and removed from the priority list.
 - Knauss was moved to the first priority on the list.
- Dunbar is anticipated to be complete by Fall 2023, remediation work is beginning.
- A current list of priorities is available in the Board of Trustee meeting minutes.

Discussion was held regarding the list of priorities, timelines, and requirements for various projects.

Van Der Kley provided the report of University Budgets and Business and Finance, which included:

- The Strategic Resource Management budget that will be available next week.
- The State of Michigan providing a 4% one time increase in funding from 2020-21 and a 1% increase for 2021-22. The State of Michigan should have completed a budget by 30 September.
- The State of Michigan is making an \$86 million contribution to Michigan Public School Employees' Retirement System (MPSERS). It is unknown what impact that will have on WMU, but will reduce the approximately \$15 million per year that WMU pays to the State for MPSRS.

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

- There is a 13.7% increase in student applications.
- There is a 10.8% increase in student admits.
- There is a 13.2% yield rate reflected as a 5.1% decrease from 18.3%.
- There is a 7.1% decrease in student enrollment.
- The University is opening a search for a director of enrollment manager.
- All enrollment information is available on the institutional research website.

Discussions was held regarding the impact of the decrease in yield.

Cheatham provided an update on the out-of-state employment registration.

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

- The 2020-21 paid advertising yielded 105 million impressions (views) at a cost of \$85 million. Thus, due to a strategic buying strategy there were 20 million free ad placements.
- The Rethink Smart marketing has eight digital strategies which exceeded six of eight national benchmarks for engagement (action as a result of the ad). Two strategies more than doubled and two nearly doubled the benchmarks. Of the two that didn't meet the mark, one will be discontinued, and one came within 95% of the mark.
- Undergraduate applications increased more than 13%. This year, 39% of the applicant pool was comprised of "searched" students—those that were reached in their sophomore, junior, or very early in their senior year.
- In key markets where WMU advertised, applications went up, in some cases dramatically. Detroit rose 16.3%, Fort Wayne rose 87%, and Indianapolis rose 77.9%. Chicago also rose, but not as dramatically. These are all markets targeted by advertising.
- The University is not spending millions on the rebranding, the correct amount is approximately \$600,000 that will be spent over several years.
- Second quarter merchandise sales are 20% higher this year as compared to second quarter in 2020.

Reports of Officers

None.

Unfinished Business

None.

New Business

Lindenberg Discussed the 2021-22 charges and whether any additional updates to the charges should be included. Hearit suggested a discussion on what impact the Strategic Resource Management model will have on individual colleges. Cheatham suggested delaying this charge until early 2022 when more information will be available. Dennis asked whether a Diversity Equity and Inclusion charge would be included as suggested by Faculty Senate in prior years. Abudayyeh provided information that the Social Justice Committee is currently exploring the topic and will provide feedback when additional information is known.

Announcements

Hearit expressed gratitude for everyone associated with the reaccreditation process from the Higher Learning Commission.

10. Adjournment

It was moved by Barkman, seconded by Dennis, to adjourn the meeting at 4:54 p.m. The motion carried unanimously. The next Campus Planning and Finance Council meeting will be held 19 October at 3pm via Webex.

Submitted by Jim Penner, Secretary

Minutes approved this nineteenth day of October 2021.