

President's Perspective

Faculty Senate Presidential Appraisal Survey

December 2, 2021

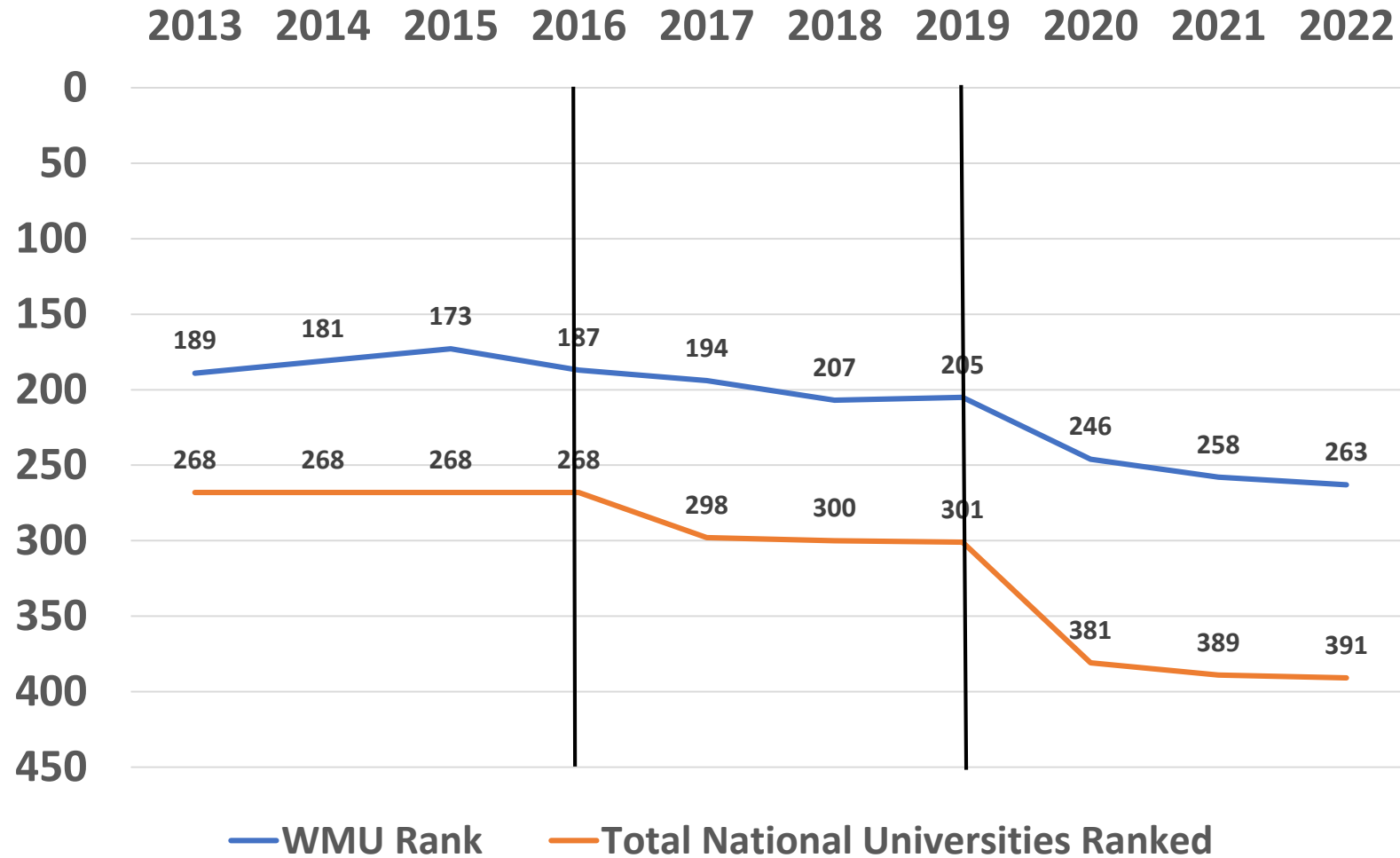
Perceptions

- WMU has declined - rankings, pandemic response
- Leadership concerns - vision, resources, enrollment

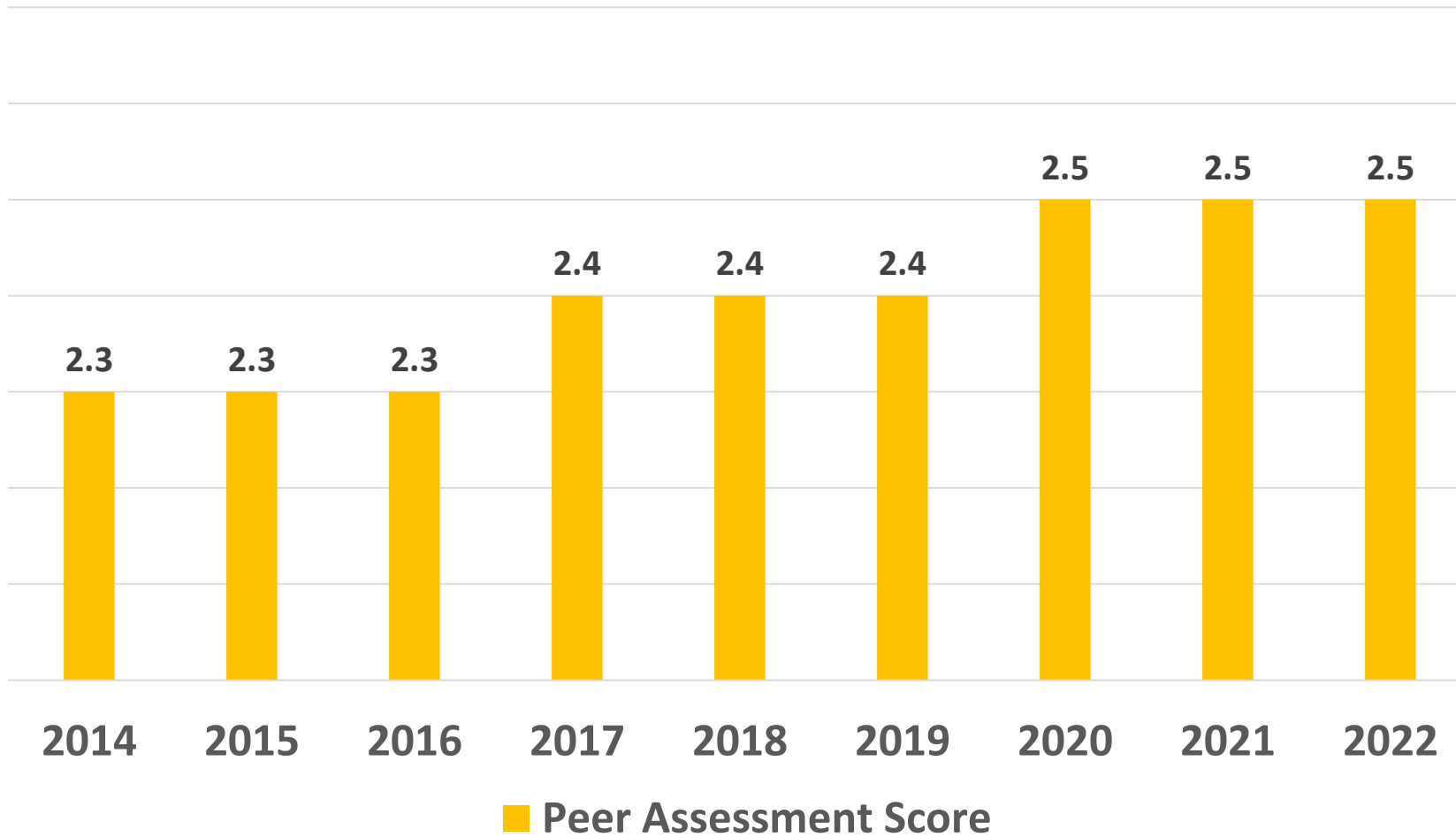
Vision and Mission

- 2017: Laid out vision for WMU becoming an institution of choice.
- Focus on 3 R's- student success (retention), resources, reputation.
- Think Big and Rethink Smart amplify these learner centered themes around student success.
- All of this builds upon who we are as comprehensive, research institution with a history of providing opportunities for our students and value to our community.

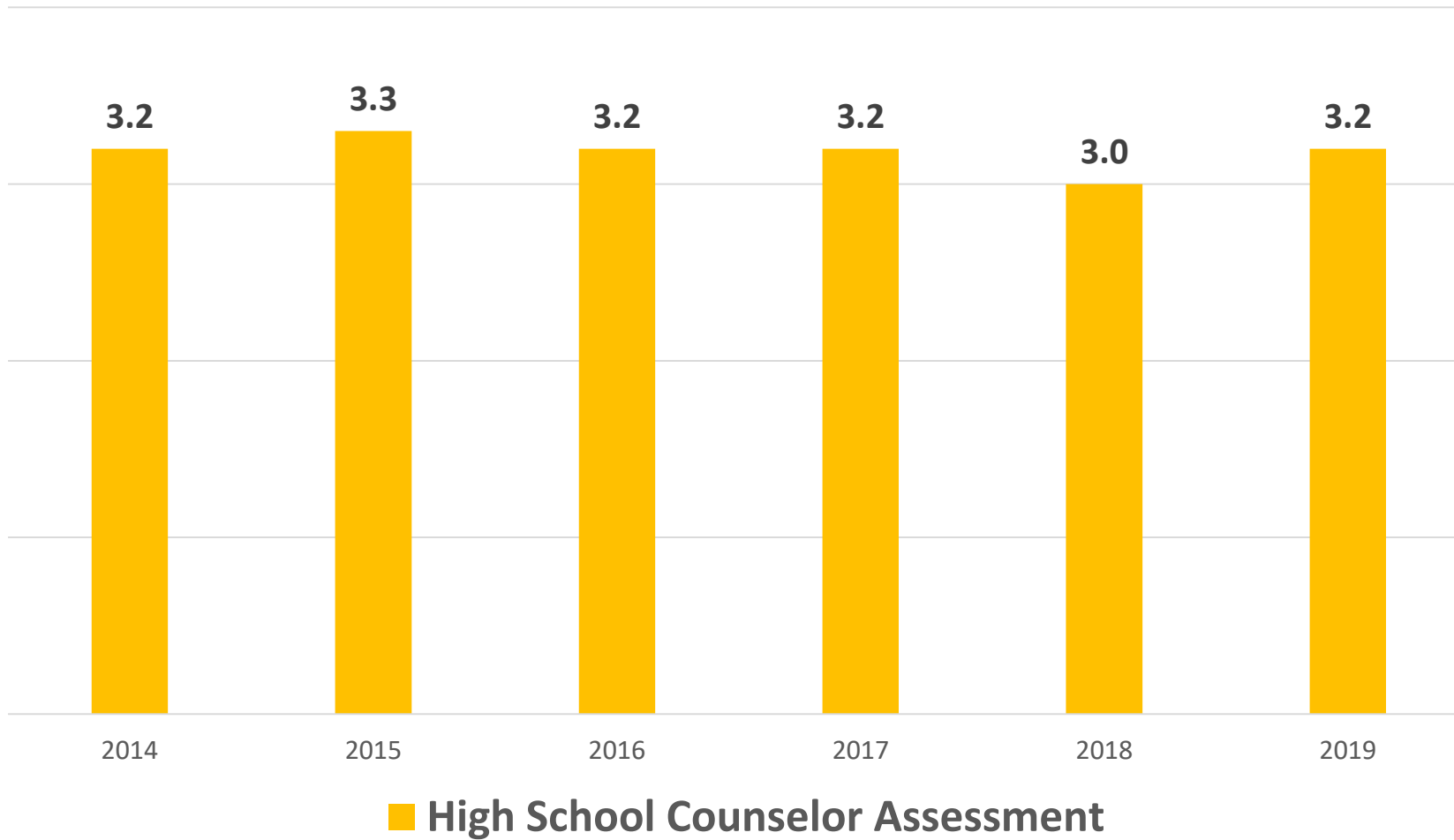
Recent changes in WMU rankings reflect additions to the number of “national universities” ranked



WMU's peer rating has improved



WMU's High School Counselor rating has remained stable



Additional indicators of reputation

Philanthropy

FY20-21

- \$580 M total
- 7,603 alumni donors, up 18% over previous year

FY 21-22

- First quarter, undergraduate alumni donors up 58% over previous year



2021: Unconditional reaccreditation

2011: Conditional reaccreditation

Additional indicators of reputation

U.S. News Ranks the following programs among the nation's best

Audiology

Biological Sciences

Chemistry

Clinical Psychology

Computer Science

Earth Science

Educational School

English

Fine Arts

History

Nursing

Occupational Therapy

Physician Assistant

Public Affairs

Political Science

Psychology

Rehab Counseling

Social Work

Sociology

Speech Language

Additional Rankings from Professional Sources

Jazz

Aviation

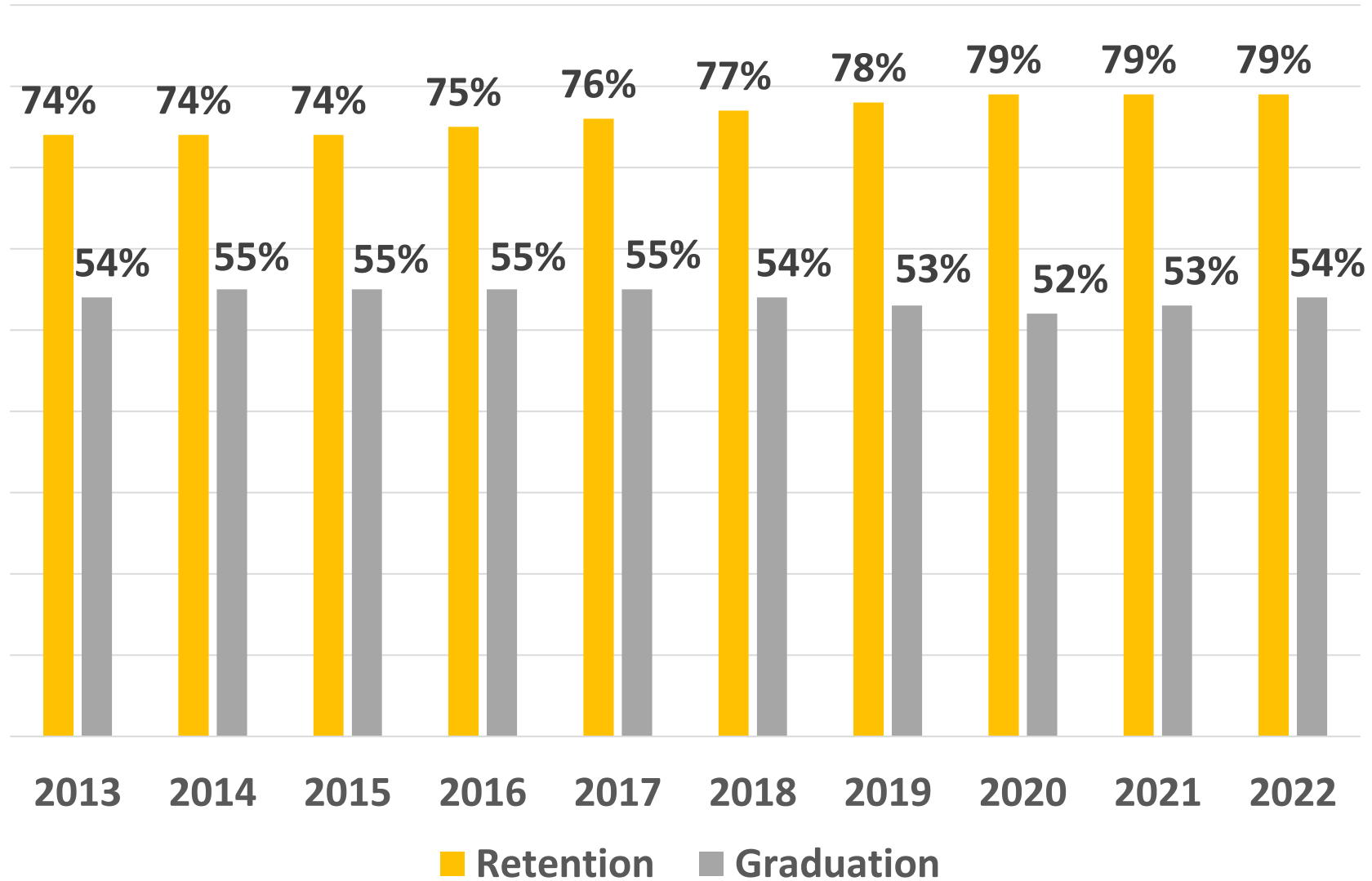
Food Marketing

Communications

Sales

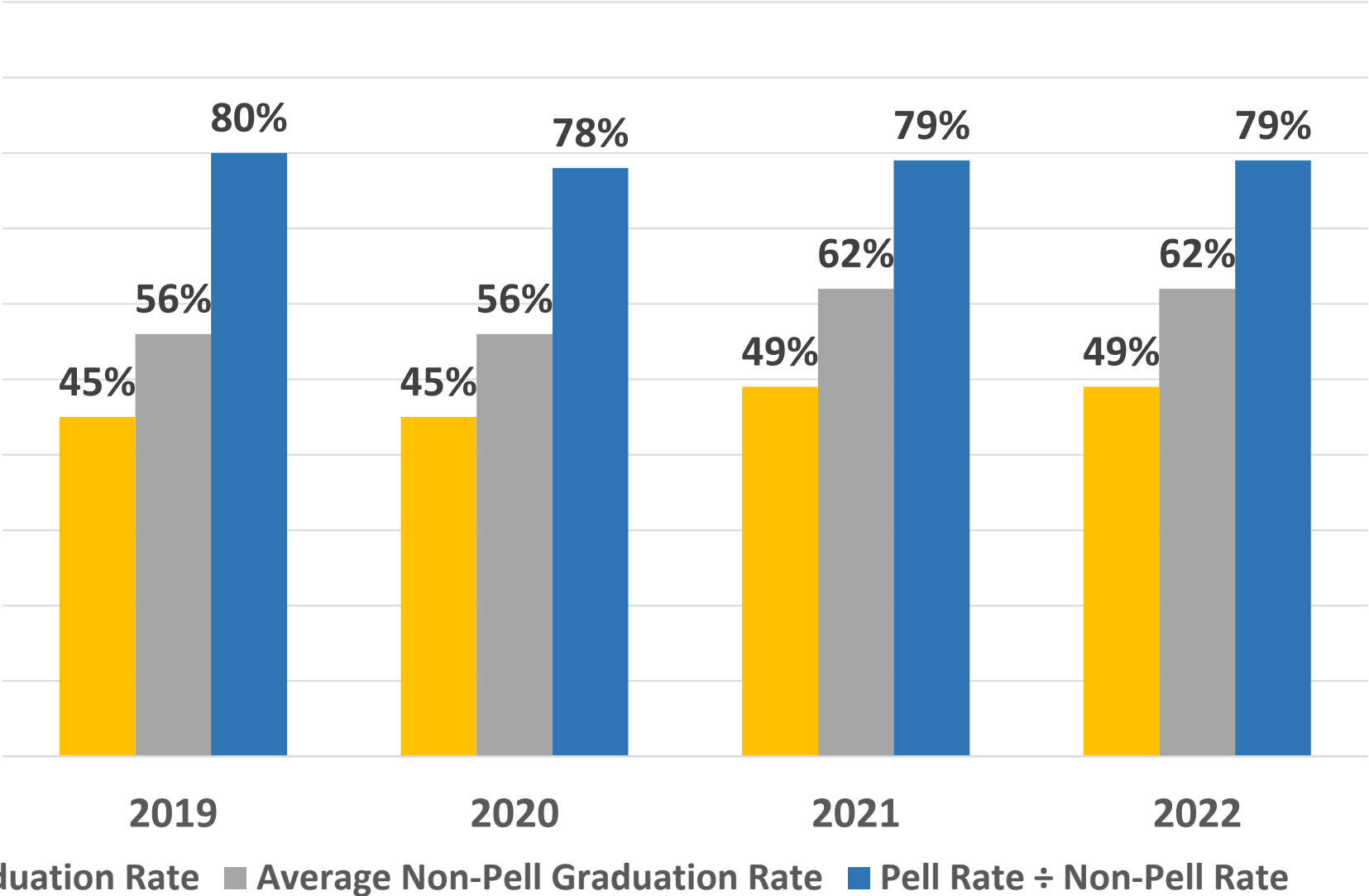
Supply Chain Management

Retention has risen to the highest level in at least 15 years



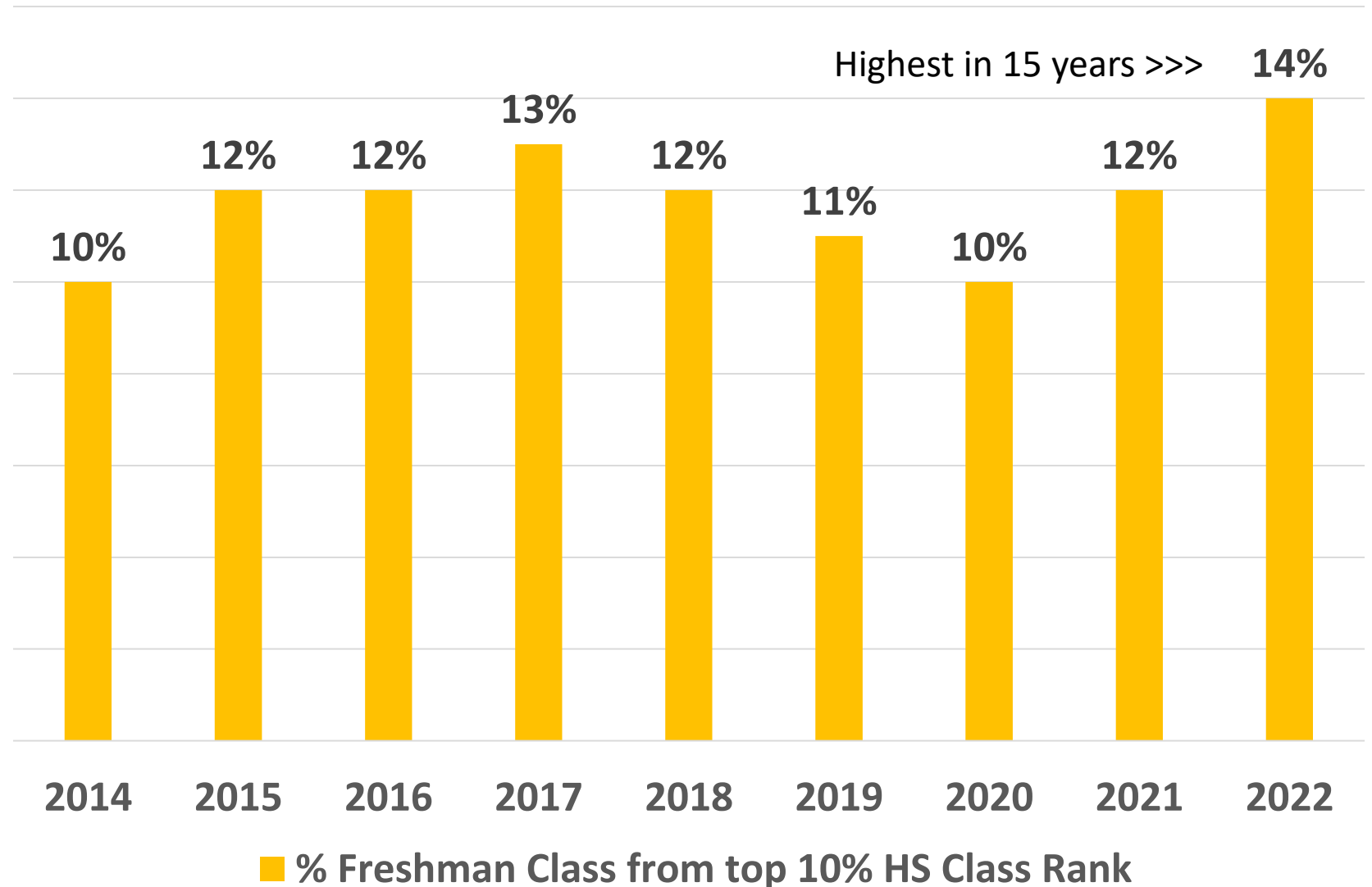
WMU remains strong in promoting social mobility

WMU is ranked
139th in Social
Mobility

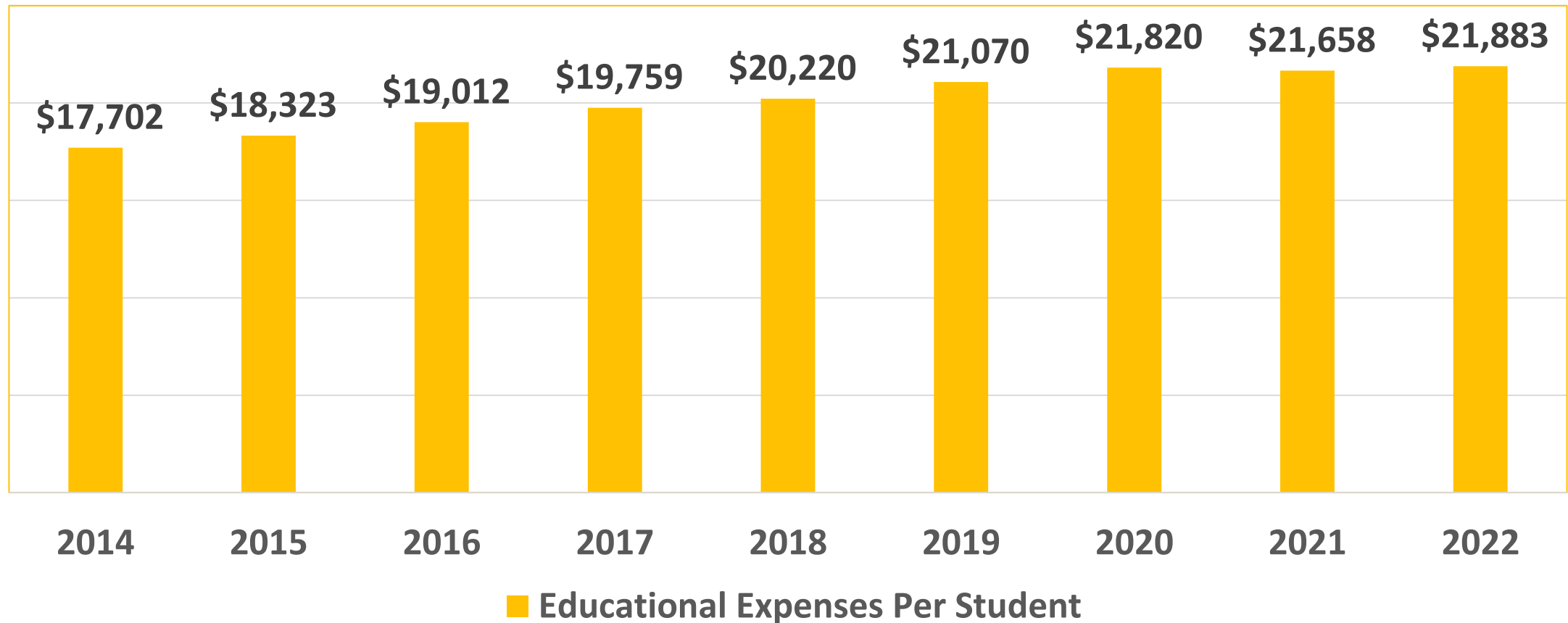


WMU is attracting more high performing students while remaining an access institution

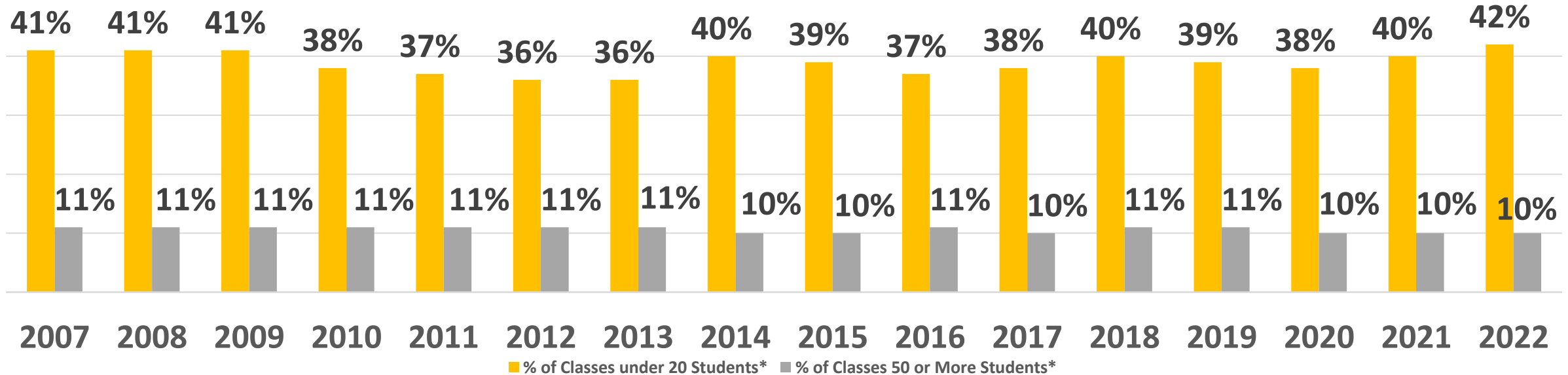
WMU acceptance rate has remained above 80%



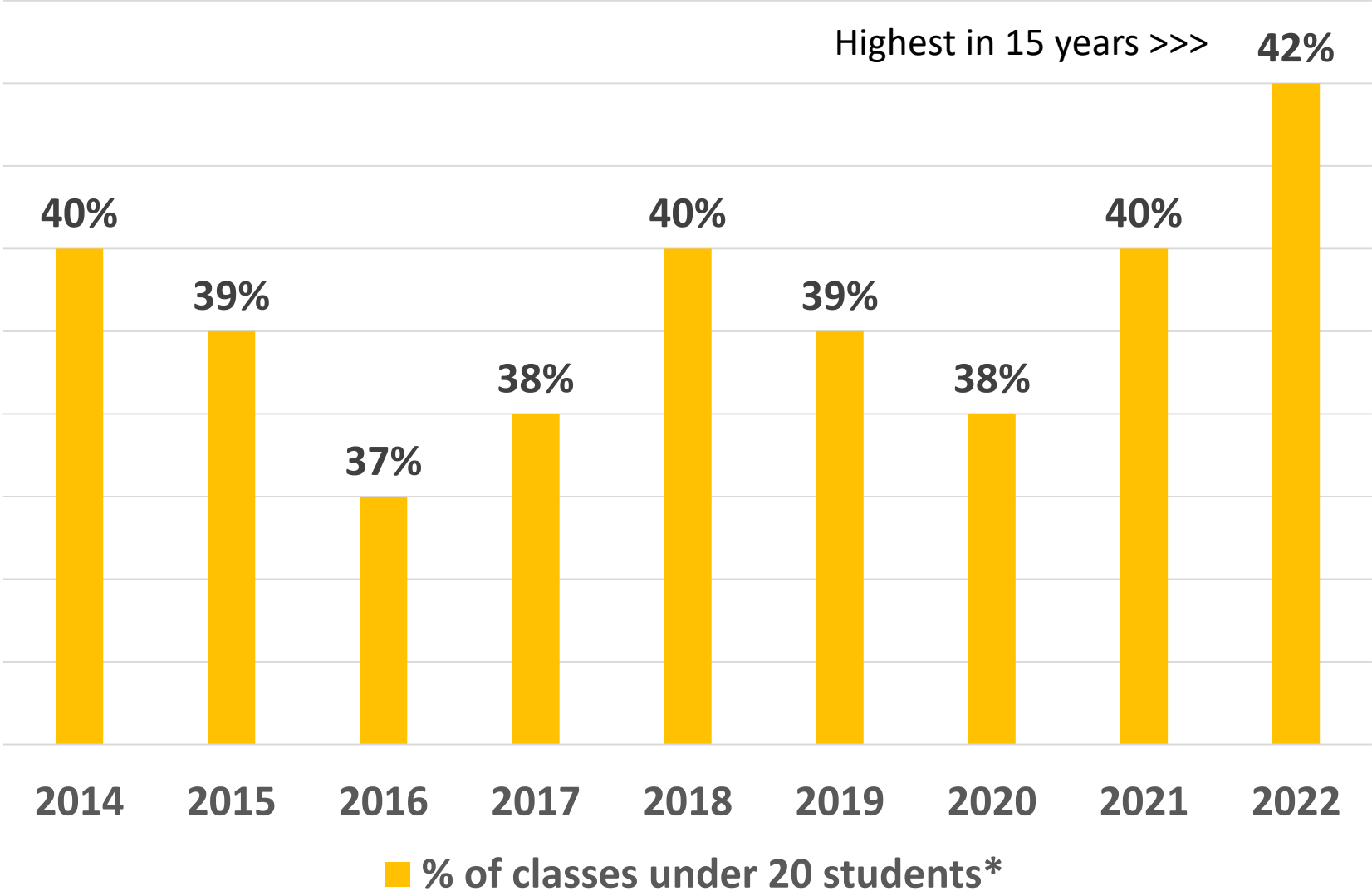
Despite budget cuts, spending per student on instruction has continued to increase



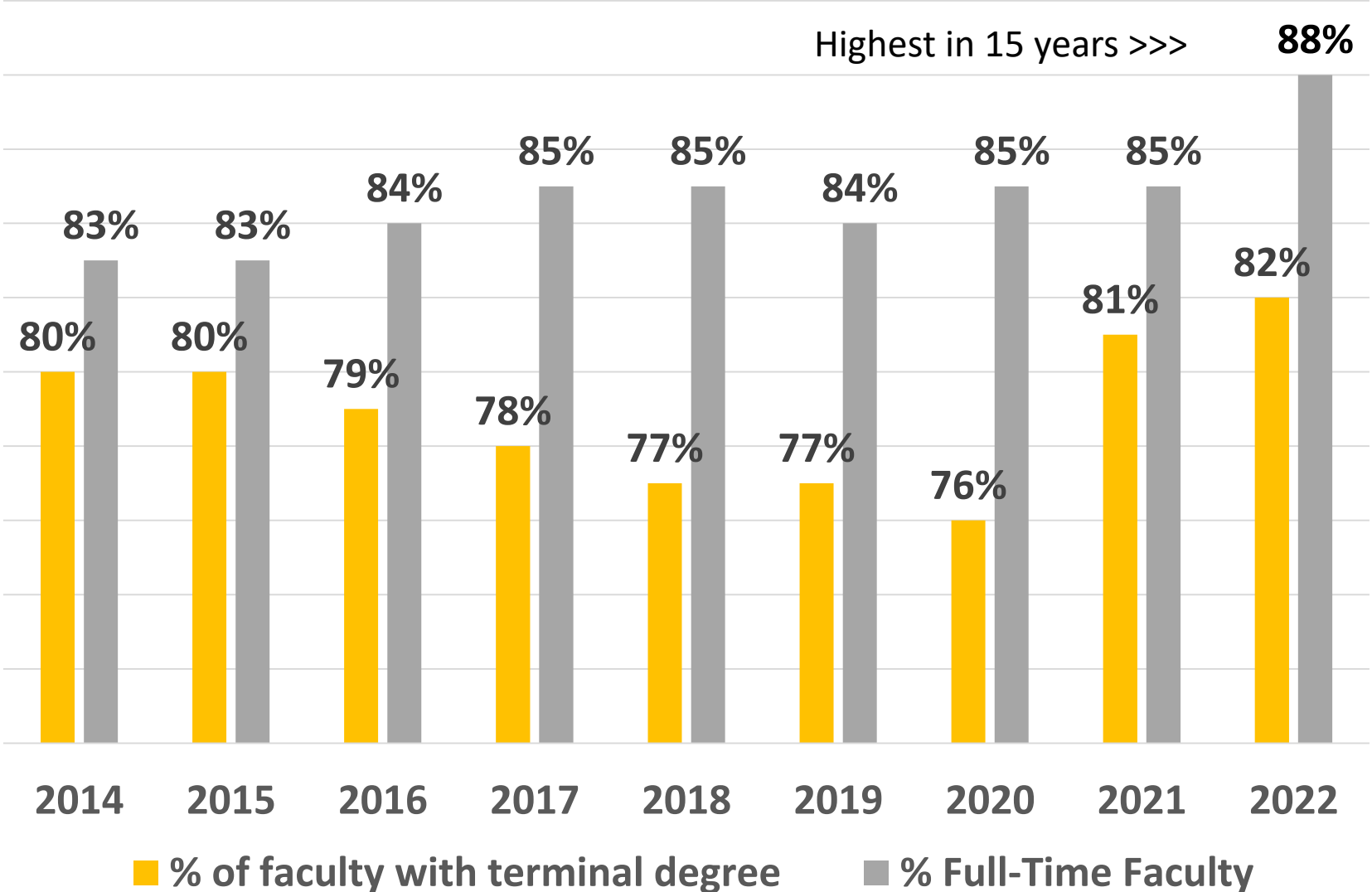
WMU has increased the share of small classes while keeping large classes rare



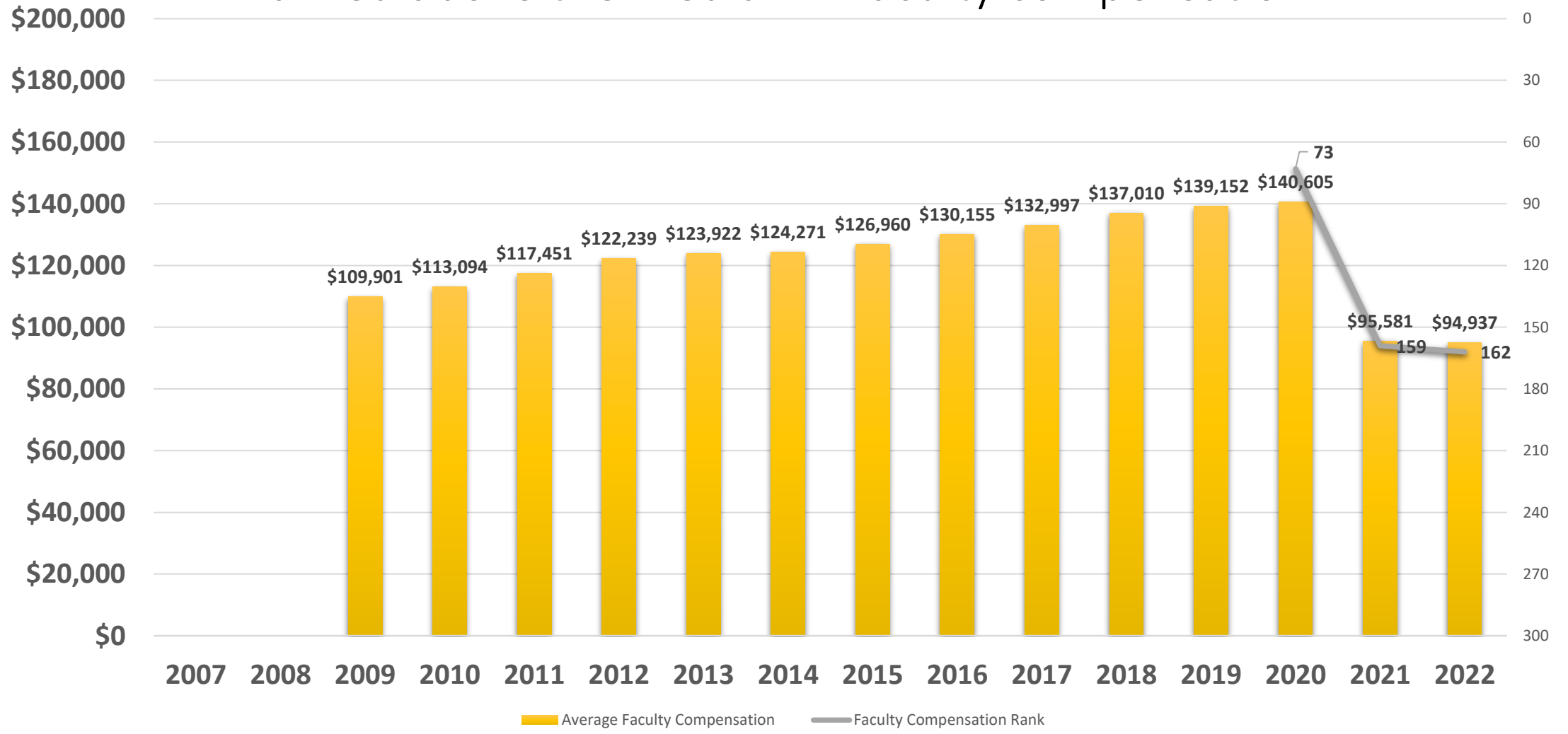
The share of small classes at WMU has grown



Indicators of faculty quality have continued to improved



Faculty Compensation no longer includes benefits but WMU is still ranked above the median in faculty compensation



Enhancing State and Federal Support

- In the last four budget cycles, we have secured \$68.25 million in special funding from the State.
- \$45 million for instructional building projects
 - Aviation
 - Dunbar Hall
- \$5.25 million for special university initiative- Resiliency Center, Geological Survey, Unified Clinics, Seita Scholars
- \$18 million for pension obligations (MPERS)

Promoting Diversity and Inclusion

- Established Racial Justice Advisory Committee- must follow through on recommendations when they come
- Established \$2 million Mountain Top Initiative fund- must invest funds to close gaps and enhance diversity, equity and inclusion.
- Established President Development Institute (PDI) and establishing Truth, Racial Healing and Transformation Campus Center.
- Diversity, equity and inclusion and mental health or well-being are cross cutting currents in Empowering Futures gift.

Promoting Research

- A growth in external research funding to over \$25 million—a level last seen in 2011—and a 33% increase in federal research expenditures. So far in FY22 research expenditures, awards and submissions are all running ahead to last year.
- Reimagined the Presidential Innovation Professorship awards to celebrate and support creative ideas and risk-taking research. Seven award winners announced to date.
- Created new Interdisciplinary Team Excellence Enhancement Grant and equipment grant partnering members from 3 colleges and 6 departments in collaborative teams. These grants will provide up to \$350,000 in FY22 to stimulate the creation of interdisciplinary research and creative scholarship groups.

Pandemic Response

- Kalamazoo County announced a COVID-19 positivity rate of 7.0 percent on 8/9/2021. In the week ending 11/28/21, the positivity rate in the County was 16.9 percent.
- WMU positivity rate was 2.8 percent over the seven days ending 8/11/21. Campus positivity rate in the 7 days ending 11/26/21 is 2.1 percent.
- 89 percent of WMU faculty and staff and 79 percent of students are confirmed fully vaccinated. Comparatively, 62.2 percent of Kalamazoo county residents (16-64) and 55.2 percent of MI residents (16+) are fully vaccinated.
- Despite variation in COVID-19 protocols, WMU student vaccination rate (79 percent) is comparable to that at CMU (77 percent), Oakland University(84 percent), and GVSU (85 percent).

I am dedicated to exceeding your expectations.
Our collective success at WMU requires
collaboration.

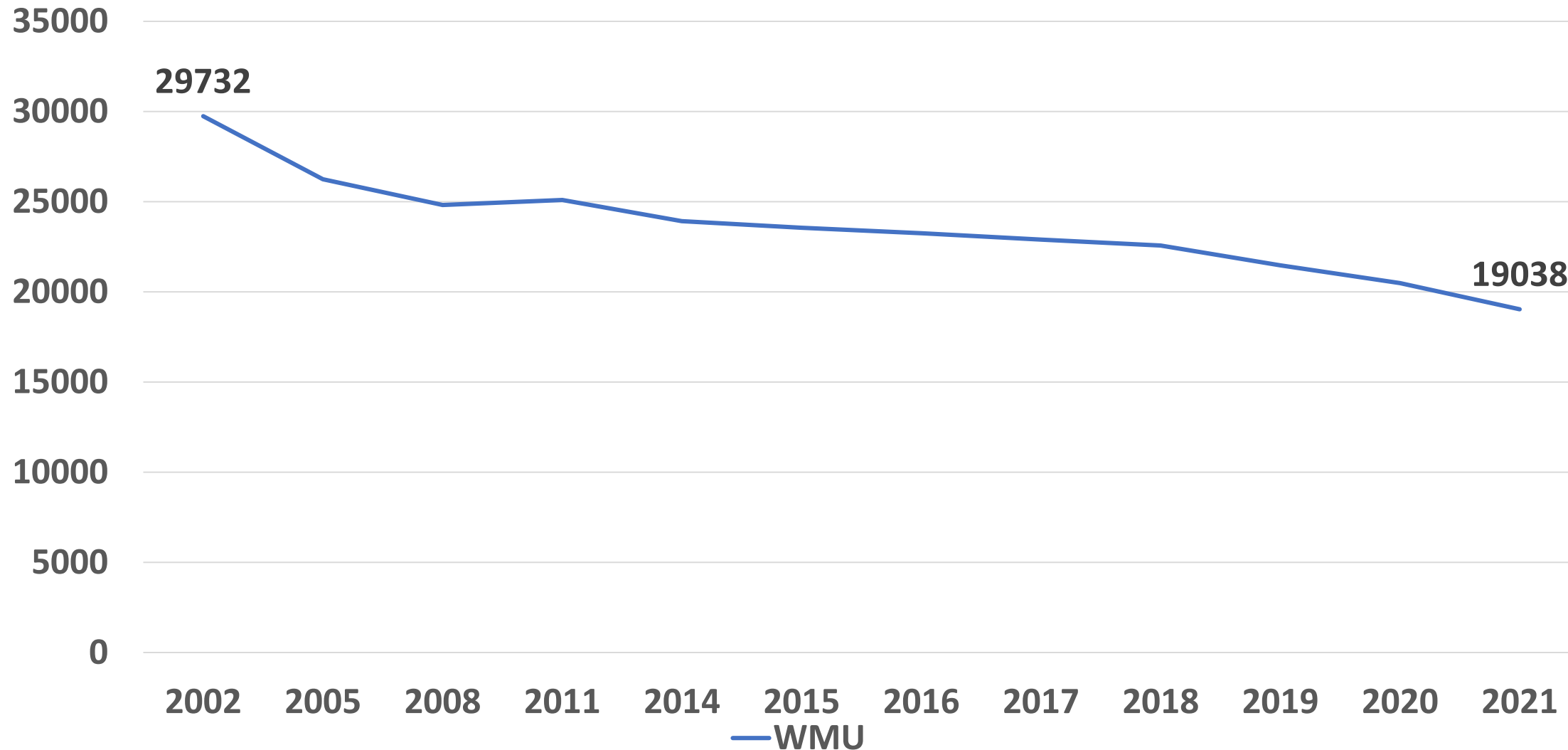
- Increase visibility and connectivity
- Address morale changes accentuated by the pandemic

“The Antidote to Pandemic Disillusionment” - -President Mary Dana Hinton

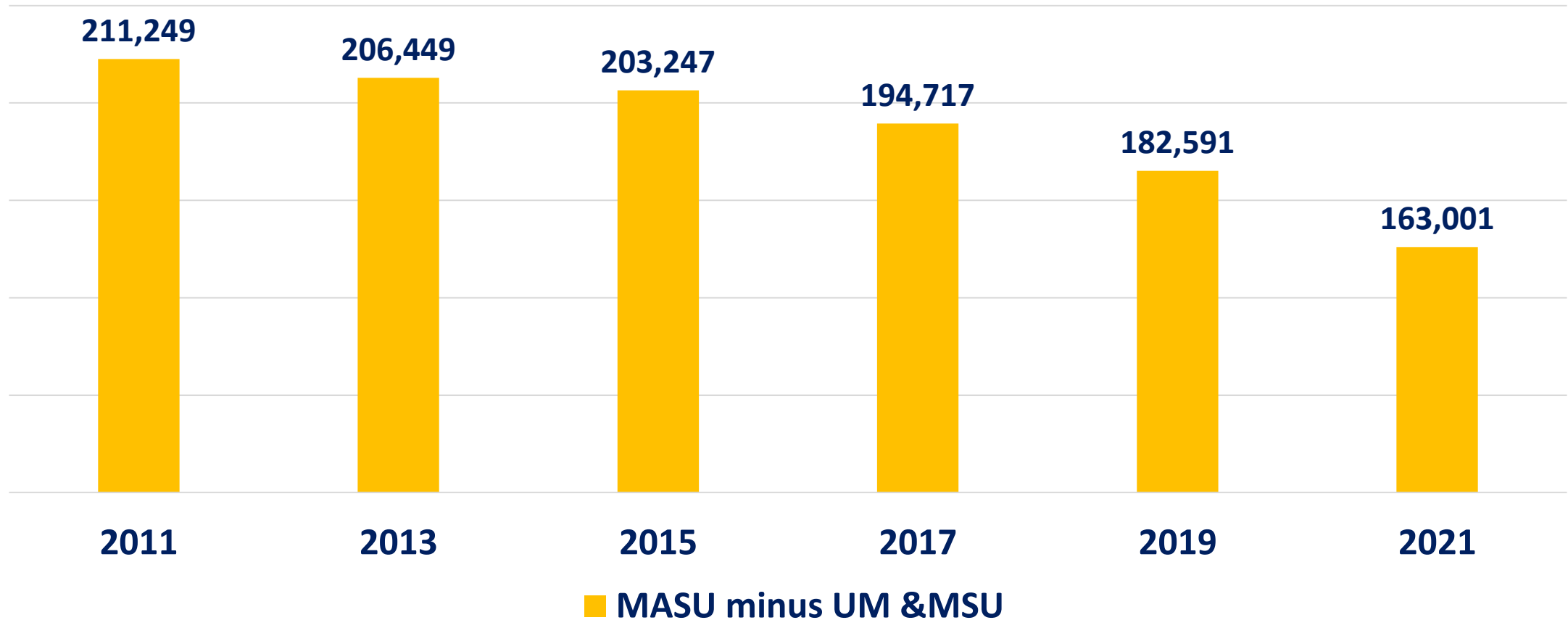
“...As we work to emerge from this moment of disillusionment, our instinct will be to reach for what is familiar and comfortable, to embrace - perhaps even romanticize - old ideas and old narratives. To dredge up what we knew, to dredge up how we have always done things, to resurface those things that bind us to a past when the world is now offering a brighter future. Yes, it is a future in which there is uncertainty and risk. Yes, it is a future that requires each of us to perhaps reframe how we think of ourselves and our work. Yes, it is a future in which we intentionally ponder who we are and who we want to be; not just who we were pre-pandemic.....”

Enrollment has been declining at WMU for nearly 20 years

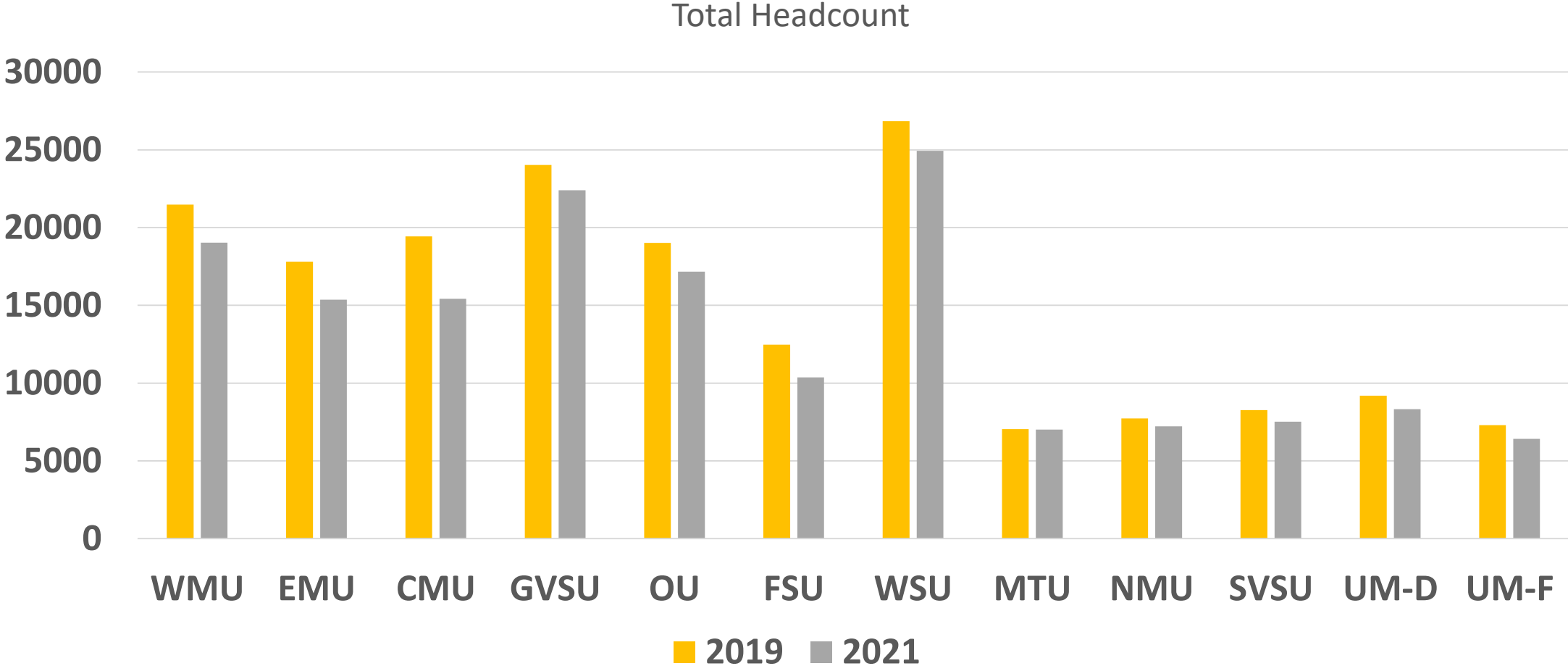
Fall Total Student Headcount



Enrollment at all Michigan Regional Public Universities has declined by 23 percent since 2011



Enrollment has declined at 14 of the 15 Michigan public universities since COVID-19 hit



”Insanity is doing the same thing over and over again and expecting different results”- Albert Einstein

- Changing demographics and changing students needs mean we can't stand still. Our approach to student success and enrollment must adapt.
- Western Essential Studies was a critical step in reinventing our curriculum.
- Buildings are not important because of the concrete but because of what the people can do within them. Aviation Education Center and Dunbar Hall renovation will enhance student learning just as Sangren Hall does. The Student Center and Arcadia Flats will enhance belonging and address the number one reason students turn us down- campus environment.
- SRM is a mechanism to move more resources to programs where today's students are.
- Applications are at their highest in 20 years, but we must get better at yield and retention. Financial aid is only part of the answer.