Proposed Meeting Minutes

November 7, 2018

The Board of Trustees (BOT) Formal Session was called to order by Chair Rinvelt at 11:10AM on Wednesday, November 7, 2018. The meeting was held in Heritage Hall Ballroom. Presiding were Chair Rinvelt, Vice Chair Bolger, and Trustees Chen-Zhang, Johnston, Kitchens, Miller, and Penn.

A motion to accept the November 7, 2018 BOT agenda was made by Trustee Kitchens, with a second from Trustee Penn. The motion passed unanimously.

A motion to accept the minutes as exhibited from the September 12, 2018 BOT meeting was made by Trustee Miller, with a second by Trustee Kitchens. The motion passed unanimously.

Remarks were provided by Chair Rinvelt – Attachment A followed by remarks from President Montgomery – Attachment B.

Faculty Senate President R. Gershon, Western Student Association (WSA) President J. Sanchez, and Graduate Student Association (GSA) President A. Pineda provided comments regarding their respective areas and their ongoing activities and initiatives relating to shared governance, promoting student involvement, and academic enrichment. See Attachment C for remarks by Faculty Senate President R. Gershon.

Vice President for Research T. Kinzy presented the Board with the Grant Reporting Revitalization strategy noting the new process for information delivery.

Assistant Professor of Biological Sciences D. Bloom provided the Board with an example of collaborative success in teaching, learning, and research regarding discovery around fish migration.

There was no indicated public interest in providing commentary regarding any Action Item.

As Action Items, Associate General Counsel J. Swartz proposed the Medical Chaperone Policy. A motion to accept the Medical Chaperone Policy was made by Trustee Miller, with a second by Trustee Kitchens. The motion passed unanimously.
Vice President for Business and Finance J. Van Der Kley recommended the Sale of Property involving 4522 Green Acres Drive, Kalamazoo. **A motion to accept the Sale of Property, 4522 Green Acres Drive, Kalamazoo** was made by Trustee Penn, with a second by Vice Chair Bolger. The motion passed unanimously.

**A motion to approve the Consent Items** was made by Trustee Johnston, with a second from Trustee Penn. The BOT unanimously approved the following Consent Items as exhibited: Personnel Report and Gift Report.

The BOT meeting ended at 12:16PM following **a motion to adjourn** by Trustee Penn, a second by Trustee Kitchens, and unanimous approval.

Respectfully submitted,

\[Signature\]
Kahler B. Schuemann
Secretary to the Board of Trustees
Western Michigan University
Good morning! Welcome, and thank you for being with us today. Last time we met, the semester had just kicked off, and now we're back during a fall semester in full swing. It's also great to meet again in Heritage Hall, one of the most impressive facilities on campus.

Hopefully you noticed the music playing in the background as we assembled. That was Gold Company's jazz band, something that will be a regular feature at our meetings.

As trustees, I can tell you that we've been busy. I'll share some highlights that also demonstrate the awesome work and important developments taking place at WMU.

Trustee Chen-Zhang and I were among the hundreds who attended the "Inform. Empower. Prevent. Let's End Campus Sexual Assault" summit in September. First Lady Sue Snyder has served as the chair for that initiative and WMU hosted this year. It was a very insightful event that has been important for raising awareness and promoting prevention.

Homecoming weekend last month, was, of course, full of activity—and a lot of fun. On the evening of Oct. 5, the interior of University Arena was almost unrecognizable as it was transformed to host the Night of Excellence, featuring the Distinguished Alumni Award, the University's highest alumni honor.

Three outstanding alumni were this year's recipients—Dawn Foods CEO Carrie Jones-Barber, award-winning journalist Ed Gordon and eminent brain cancer researcher Dr. James Olson. It was a great night.

That next evening, Trustee Penn attended the 50th anniversary celebration for the MLK Student Scholars Academy, another inspiring event. Hundreds of alumni who took part in that program
at some point in its long history traveled from near and far to mark a truly laudable milestone. Trustee Penn spoke at the event, and I know she really enjoyed the celebration.

Trustees also have been gratified to attend grand opening ceremonies for several projects significantly enhancing educational and job opportunities for our students.

Trustee Chen-Zhang and I were on campus for the opening of the Richmond Institute for Design and Innovation, home to our new Product Design and Innovation degree program. That facility and its tools are state of the art.

Also poised to advance student learning is the Haworth College of Business' newly updated sales lab—the Kaiser Sales, Negotiation and Leadership Lab. The lab is now larger, features new technology and will undoubtedly contribute to the success of our celebrated sales program.

Earlier this semester, Vice Chair Bolger was in Grand Rapids for the formal opening of the Advanced Manufacturing Lab at our downtown Grand Rapids location. The AMP Lab @ WMU was created to address the need for skilled labor in the manufacturing sector. It operates as a partnership between WMU, Grand Rapids Community College and West Michigan manufacturers. We expect great things.

Vice Chair Bolger also was in Grand Rapids for the West Michigan Policy Forum conference, a summit on education reform. Dr. Edward Montgomery was among the presenters. Appearing before more than 400 business and community leaders from throughout Michigan, Dr. Montgomery discussed higher education's role in preparing our citizens for a lifetime of opportunities.

He also introduced another conference speaker, former Florida governor Jeb Bush. They spent quality time discussing educational improvements for young students, including the imperative to boost reading comprehension at the third-grade level.

And I'd like to take a moment to thank Vice Chair Bolger for his leadership among university governing board members statewide. He played an instrumental role in organizing as well as
presenting at a meeting that brought together university trustees, regents and presidents from across Michigan.

Held at Oakland University, it was an opportunity for university leaders at public institutions to put heads together to discuss best practices, common experiences as well as the challenges facing higher education today. Thank you for representing this board among our peers at other state universities, and for your role in organizing the gathering.

And back on campus, three governing boards at WMU—this body, the Alumni Association Board of Directors and the WMU Foundation Board joined together for a Tri-Board Retreat.

We had a very preliminary but very enlightening discussion and subsequent conversation about launching a comprehensive campaign in the future. It was very appealing and productive to bring together these leaders who have a common mission—advancing WMU. Thanks to all who were able to participate.

I also want to mention that trustees were recently updated on the South Neighborhood redevelopment project. We expect that project to be a game changer for WMU. This prominent area of campus along Stadium Drive, east of Howard Street is slated for new student housing and a new student center. It will be a place where students will live, work and play.

There's a lot of planning underway and still needed, but I know from my conversations with students, it's what they want, it's what they need, and they are very excited about its potential. With that campus neighborhood reimagined, we hope to serve our already-enrolled students well, but also attract new students for years to come.

Student enrollment is always top of mind and being monitored and analyzed by the administration and the board. Along with monitoring, we also want to be sure that we are effectively promoting the outstanding education this University has to offer as well as continuously working toward higher levels of excellence. It's what Broncos deserve.
Speaking of WMU excellence, I want to take a moment to recognize some of the achievements of our students. Three WMU students have earned prestigious scholarships from the National Grocers Association Foundation. Of 17 scholarships awarded nationally, WMU was the only institution to have more than one student recognized.

Those students are: Katherine Anderson, a senior studying food and consumer package goods marketing with a minor in business analytics. She was awarded a $4,000 scholarship. Erika Hejl (last name is pronounced "hail" as in hail to the chief), also a senior studying food and consumer package goods marketing and business analytics, received a $3,000 scholarship. Erika is the Food Marketing Association president and upon graduation has a full-time position lined up with J.M. Smucker Co.

And, lastly, senior John Schneidenbach was awarded a $10,000 scholarship. John is studying food and consumer package goods marketing. This is the second year in a row he has been awarded a scholarship from the National Grocers Association. Congratulations to all three students!
Good morning, all. Welcome back to Heritage Hall. Thank you, Chair Rinvelt, for those remarks.

**University News**

It's been a highly productive and exciting fall. As Chair Rinvelt noted, several long-in-development projects have launched and are bearing fruit. Evidenced by the advancements we're witnessing, this is a campus of dedicated, hard workers.

And we're also fortunate to have numerous individuals and organizations who believe strongly enough in this institution's mission to partner with us to achieve great things. We are grateful for and need more of that engagement.

**Giving Day 2018**, for instance, was an enormous success. Under the leadership of Development and Alumni Relations, the initiative raised $316,636 through 2,412 gifts.

Last year's giving total was $136,968 and 1,366 gifts. Compared to last year, WMU employees, students, friends and fans more than doubled their financial contributions. That's phenomenal. Thanks to all who participated.

On Friday, I also was among those who gathered to formally mark the opening of the Robert S. Kaiser Sales, Negotiation and Leadership Lab in Schneider Hall. Students use this lab to practice selling scenarios in a realistic environment where they are recorded and can review their sales role-plays.
The lab was renovated and expanded through the generosity of Robert Kaiser, who is the founder and CEO of Gallagher-Kaiser Corporation, and an alumnus who graduated with a degree in industrial marketing.

As Dean Deshpande has said, the revitalized facility will result in next-level learning. Students in our sales and business marketing program are highly sought after and couldn't have a more impressive post-graduation success rate—100 percent engagement (employed, in graduate school or serving in the military within three months of graduation). Congratulations to Dean Deshpande and our heartfelt thanks to Robert Kaiser.

I also was pleased to celebrate the opening of the Richmond Institute for Design and Innovation where students in our product design program are being equipped to offer well-engineered designs to businesses seeking skill and innovation.

The Institute was made possible by generous corporate partners, friends and alumni of WMU—particularly Jim and Lois Richmond. We are profoundly grateful for their support. With it, the University was able to realize a vision that will serve our students, businesses and, ultimately, consumers superbly.

AAR Eagle partnership

Such partnerships add enormous value to the student experience. A recently announced collaboration involving the College of Aviation is another fitting example. A new partnership with a global provider of aviation services, the AAR corporation, is expected to enhance instruction for aircraft maintenance majors.
Known as the **AAR Eagle Career Pathway Program**, it will expand our aircraft maintenance, repair and operating supply instruction and include job shadowing and mentoring experiences. The collaboration also offers an opportunity for our students to be hired upon graduation. Congratulations on this fantastic new development, **Dean Powell**.

As Chair Rinvelt suggested, the new **Amp Lab @ WMU**—the Advanced Manufacturing Lab—in Grand Rapids is meeting a real need for employers and potential employees. Students have access to the latest tools of industry and cutting-edge training leading to a certificate or an associate degree or a full-fledged bachelor's degree in engineering. The opportunity is there for students to **learn for the future and earn for today**.

**Accolades**

I'd also like to offer congratulations to several Broncos for personal achievements. • **Diana (pronounced DEE-ana) Hernández**, director of our division of multicultural affairs, received El Concilio's (Cone-Seal-E-OH) **2018 Quetzalcoatl Award** *(pronounced Ket-Zul-CO-AH-TUL)* in recognition of her stature as a professional Latinx (la-teen-ex) leader who has been working, contributing, supporting and advocating for the well-being of the Latinx community in Kalamazoo.

In announcing its award, El Concilio (formerly known as the Hispanic American Council) cited Director Hernández for her passionate support of the area’s Latinx community as well as advocating for WMU’s Latinx students. Under her leadership, WMU has secured two federal **College Assistance Migrant Program** grants totaling $4 million.

This grant program supports first-generation undergraduate students who are migrant or seasonal farmworkers.
In addition, Director Hernández has been selected as one of the Top 50 Latinas in Michigan by the governor-appointed Hispanic/Latino Commission of Michigan. The honor recognizes women who have had a commitment to lifelong learning and expansions of their own personal and professional resources. Well done, Director Hernández!

- I would also like to recognize Dr. Ola Smith, professor and chair of Department of Accountancy, for being elected vice chair of the Michigan State Board of Accountancy. In the field of accountancy, this is one of the highest oversight posts.

The board is responsible for the certification, licensure and regulation of certified public accounts and public accounting firms. The CPA is the most significant licensure for accountants in the U.S.

Dr. Smith has remarked that, "The CPA is critical to protecting the public by providing sound financial reporting and ethical financial activities."

The efforts I engage in with the board also inform my teaching, research and interactions with students who will become the next generation of accountants." Our students are in good hands.

Student Accolade

Last week, I was at a reception honoring nearly 300 College of Education and Human Development student scholarship recipients, along with the many donors helping to fund those scholarships. The event put the spotlight on the stellar future educators enrolled at WMU.
Scholarships awarded topped $459,000. Our students and our donors are carrying forward a heritage that goes back to our very beginning as a teacher college.

Another group of students deserves our congratulations. A team of business students placed first overall in the Thomson Reuters Sales Competition, beating teams from Michigan State University, University of Toledo and Central Michigan.

The individual student winners were Stacy Zoeller, Adam Lesniak and Gabe Pelak, who placed first, fourth and fifth place, respectively, in a field of 25 competitors where WMU boasted three of the five finalists in the individual round. Way to go, Broncos!

VP for development and alumni relations candidate on campus

Finally, we're pleased to have three candidates for vice president for development and alumni relations visiting campus this month, including to offer presentations. I encourage the campus community to attend the presentations or view them online. Each presentation will be held in the North Ballroom of the Bernhard Center.

The first presentation is set for tomorrow at 1:30 p.m. Visit wmich.edu/vpdevelopment for details. My thanks to the search committee members, some of whom are present, for their efforts in this search thus far.
ATTACHMENT C

REMARKS TO WMU BOARD OF TRUSTEES
November 7, 2018
Richard A. Gershon

*See Attached Slide Deck
Western Michigan University
Faculty Senate

Board of Trustees
November 7, 2018

Richard A. Gershon, President
Western Michigan University Faculty Senate
Western Michigan University
School of Choice

- The Faculty Senate Executive Board recently met with President Edward Montgomery and Provost Jennifer Bott to discuss how the Faculty Senate can help shape the vision of WMU in terms of being a School of Choice.

- This represents opportunities in terms of:
  - Academic mission and course design
  - Admission standards
  - The role of graduate education at WMU
  - WMU Essential Studies
  - WMU’s relationship with the City of Kalamazoo
  - South Neighborhood campus redevelopment project
MOA-18/09

Creation of Service Learning Course Approval Procedures

At the November 1 Faculty Senate meeting the Senate approved MOA-18/09: Creation of Service Learning Course Approval Procedures.

Service Learning is putting academics into the community. Service learning can be defined as a mutually beneficial endeavor in which students work in the field to address community identified needs.

In the MOA, the Undergraduate Studies Council recommends creation of a formal procedure for approving service learning courses. The MOA will be provided to the Administration for review as of December 1.
President’s Survey

Yesterday, November 6\textsuperscript{th}, the Faculty Senate launched the faculty appraisal for President Edward Montgomery with a return date of Monday, November 19\textsuperscript{th}.

It is part of our shared governance process.

The revised survey is 20 questions in length, down from the previous 38. The completed survey results will be provided to the Board of Trustees and the President on November 30\textsuperscript{th}. 

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Strongly agree
\hline
Agree \checkmark
\hline
Disagree \xmark
\hline
Strongly disagree
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Accessible Technology Committee

I recently attended the first meeting of the Accessible Technology Committee (ATC), convened by Associate Provost Chris Cheatham in consultation with Provost Jennifer Bott to address issues related to the Americans with Disabilities Act at WMU.

At issue, is the fact that students with disabilities (as well as the educators who teach them) cut across several different departments and divisions at this University, including Disability Services for Students, Extended University Programs, and the Office of Information Technology.

It is anticipated that this committee will be able to address the overlapping responsibilities of the DSS office, EUP, and OIT. The committee is now beginning the first stage of creating a mission and purpose statement. The ATC grew out of several reports and recommendations put forth by the Faculty Senate Academic and Information Technology Council.
E-Learning Standards

The Faculty Senate Executive Board, on behalf of the Extended University Program Council, has recommended implementation a new set of E-learning Standards.

The goal is to have an agreed upon set of standards for EUP when working with faculty in the development of new on-line courses. This is intended to formalize the process in terms of responsibilities for both EUP, as well as faculty and their respective departments.
WMU Essential Studies

- The **WMU Essential Studies Course Review and Approval Committee** has been seated and trained. This is the group that will actually review and evaluate the full set of course submissions.

- There have been 160 courses submitted for review to date. Of those, 10% are new courses and 50% are covering diversity and inclusion. There is, however, a significant need for more courses in the area of sustainability.

- The **WMU Essential Studies Executive Advisory Committee** has hosted 110 faculty at Navigating workshops. There are two remaining workshops on November 9 and 30.
Starting in April 2016, a project team was formed to rethink the student/family experience when visiting Western Michigan University for the first time. This project team, the WestCom Group, was comprised of representatives from different parts of the WMU campus. They were tasked to look at all aspects of the campus tour experience for students and their families.

Its charge was to find the best ways to tell WMU's story. Specifically, the project team’s analysis and recommended strategies took the form of a 49-page written report that was submitted to the University's senior administration in October 2016.

The Campus Planning and Finance Council has been tasked with developing some of the recommended strategies into a workable action plan.