

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of 15 February 2011, 3 p.m.
Faculty Lounge, Bernhard Center

Members present: Raja Aravamuthan, David Dakin, Richard Gershon, Harold Glasser, Kevin High, Dean Honsberger, John Jellies, C.R. Krishna-Swamy, David Lemberg, Dennis McCrumb, Michelle McWilliams (for Dev Apiyo), Sean Nicholl, Lowell Rinker, Gay Walker **Members absent:** Cheryl Bruey, Kathleen Langan

Guests: Robert Brown, Director, Public Safety; AnnMarie Cox, Office of the Vice President for Business and Finance; Tim Greene, Provost and Vice President for Academic Affairs; Bassam Harik, Vice Provost for Budget and Personnel; Margaret Merrion, Dean, College of Fine Arts; Kay Palan, Dean, Haworth College of Business; Cheryl Roland, Executive Director, University Relations; Jan Van Der Kley, Associate Vice President for Business and Finance and Controller

Procedural Items

Council Chair Rick Gershon called the meeting to order at 3:05 p.m.

Acceptance of the Agenda

The agenda was accepted.

Approve of the Minutes of 18 January

A motion was made by Jellies, seconded by Honsberger, to approve the minutes of 18 January. Motion carried.

Chair's Comments – Rick Gershon

Greg Rosine, vice president for government affairs and university relations, will be unable to attend today's meeting. Cheryl Roland, executive director of university relations, will present in Rosine's absence.

Informational/Discussion Items

Differential Tuition – Kay Palan, Dean, Haworth College of Business, Margaret Merrion, Dean, College of Fine Arts; and Tim Greene, Provost and Vice President for Academic Affairs

Dr. Palan explained why differential tuition is often used to generate revenue for programs with high costs and high demand. Approximately one third of the business schools have implemented differential tuition to maintain programs. Differential tuition will be assessed to the juniors and seniors in the business

college. With the implementation of differential tuition, course fees will be eliminated.

Dr. Merrion explained the high cost of course fees that exist to maintain the programs in the College of Fine Arts. Differential tuition will affect incoming freshmen because freshmen are immediately immersed into the program in the College of Fine Arts.

Discussion took place on the process involved in implementing differential tuition. Gershon thanked Drs. Palan, Merrion and Greene for the presentation.

WMU's Web Presence/Branding Update – Cheryl Roland

Greg Rosine is in Lansing today and Cheryl Roland presented WMU's web presence/branding update.

She discussed the branding strategy and departmental website. The Image Group of Holland, MI is in its 4th year of Western's advertising campaign. The campaign targets students in Michigan, Chicago and Milwaukee.

The campaign is moving towards first time students, nontraditional students, and graduate students.

Gershon thanked Cheryl Roland for her presentation.

Other Business

Harold Glasser would like to invite Jim Thomas, vice president for development and alumni relations, to update the council on the Capital Campaign.

Adjournment

Motion by Honsberger to adjourn the meeting, seconded by Dakin. Motion passed.

Respectfully submitted,

AnnMarie Cox
Recording Secretary