

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of Tuesday, 20 March 2012, 3 p.m.
Faculty Lounge, Bernhard Center

Members present: Raja Aravamuthan, Aekam Barot, Cheryl Bruey, David Dakin, Kelsi DeBruyn, Richard Gershon, Dean Honsberger, C.R. Krishna-Swamy, Kathleen Langan, Gail Rouscher, Paul Solomon, Jan Van Der Kley and Gay Walker

Guests: Jim Gilchrist, Vice Provost for Budget and Personnel and Chief Information Officer; Linda Poquette, Office of the Vice President for Business and Finance; Cheryl Roland, Executive Director of University Relations; Sandra Steinbach, Associate Vice President for Business and Finance, and Jim Thomas, Vice President for Development and Alumni Relations

Procedural Items

Welcome

Council Chair Rick Gershon welcomed members and guests to the meeting.

Acceptance of the Agenda

A motion was made by Van Der Kley to accept the agenda as presented, supported by Langan. Motion passed.

Approval of the Minutes of 21 February 2012

A motion was made by Bruey to approve the minutes of 21 February 2012, supported by Dakin. Motion passed.

Chair's Comments – Rick Gershon

Gershon stated that he would like everyone to think about identifying the next chair of this council. He then welcomed guests Cheryl Roland and Jim Thomas.

Information/Discussion Items

Branding System and Web Management – Cheryl Roland

Roland gave a presentation on the University's branding campaign. The campaign was implemented to help with improving enrollment and to define and enhance the University's image. A comparison with our competitors was completed and the position we wanted to be in was identified. The campaign's strategic plan for the University included that we wanted to be learner centered, discovery driven and globally engaged. Our brand promise was for students to be successful in life and work because of WMU's quality programs and the commitment of its people.

Roland stated some of the taglines were "Grab the Reins," "Smart Ride," and "Smart Campaign." Student pictures and interviews were used in the campaign ads. The ads were included in magazines and billboards. Billboards and internet efforts will be increased this year. Advertising also took place in cinema theatres – 16 across the state. Commercial radio ads have been used in the past but will be eliminated.

Applications have increased since the ads started. However, there is a decline in the number of high school graduating students and we need to reach veterans, transfer, international and non-traditional students.

Roland reported that WMU's web page continues to improve and profiles include students and those in the community. It was recommended that more news items would be good on the website. Also, there is not enough interactivity or blogging with the students on WMU's website. Roland responded that MyWMU.com is geared with news for alumni and donors. For blogging, Roland stated a full-time staff member is needed and you have to be accurate.

*Update on the Activities for the
Office of Development and Alumni Relations – Jim Thomas*

Thomas reported that the focus has been on engagement through Alumni Relations. Engaging is the front wheel of the bicycle. They are keeping score and the gifts are up. One-on-one events are taking place as a way of thanking donors.

MyWMU.com is geared to alumni and donors. Stories can be given and immediately posted on the website. Also, on MyWMU.com, you can sign up for concierge cards for one-stop shopping, update addresses and other information, and make donations. The website also gives information on upcoming events.

Thomas talked about different ways to engage and request donations. He reported about the twenty students employed in Development and Alumni Relations and his request for each of them to donate \$5000 in their lifetime. Their biggest challenge is strategy vs. execution.

Relationship with the deans is getting better. Thomas gave examples of showing off our capabilities and how students sell themselves. WMU Foundation Board members are given opportunities to experience faculty and students in a real way through classroom observation and the opportunity of driving cars from the College of Engineering and Applied Sciences. Thomas stated that Foundation board members have to give, participate and give value to WMU by bringing some skill to the board.

In response to questions, Thomas stated they are supporting athletic events through watch parties and international students are on the radar for recruiting.

Other Business

There was no further business.

Adjournment

A motion was made to adjourn by Solomon and supported by Honsberger. Motion passed.

Respectfully submitted,
Linda Poquette, Recording Secretary