

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

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

Members present: Raja Aravamuthan, Cheryl Bruey, David Dakin, Dean Honsberger, C.R. Krishna-Swamy, Kathleen Langan, David Lemberg, Dennis McCrumb, Zac Putnam, Gail Rouscher, Paul Solomon, Jan Van Der Kley and Gay Walker

Guests: Kathy Beauregard, Director of Intercollegiate Athletics; Dennis Corbin, Associate Athletic Director; Tim Cross, Intercollegiate Athletics; Dave Corstange, Senior Associate Athletic Director; Karen Lancendorfer, Marketing Professor and Member of Integrating Marketing Committee; Gregory Rosine, Vice President for Government Affairs and University Relations; Jeff Stone, Associate Athletic Director, and Linda Poquette, Office of the Vice President for Business and Finance

Procedural Items

Welcome

Council Chair David Lemberg welcomed members and guests to the meeting.

Acceptance of the Agenda

A motion was made by Honsberger to accept the agenda as presented, supported by Solomon. Motion passed.

Approval of the Minutes of 16 October 2012

A motion was made by Walker to approve the minutes of 16 October 2012, supported by Van Der Kley. Motion passed.

Chair's Comments – David Lemberg

Chair Lemberg thanked all those for attending as it was close to the Thanksgiving holiday. He commented about individuals smoking near or close to the buildings. Lemberg suggested that some thought should be given to placing ash trays in designated areas, specifically, Wood Hall. It was recommended that Lemberg should send a note to President John Dunn concerning this problem.

Information/Discussion Items

WMU Athletics on Campus – Kathy Beauregard

Kathy Beauregard began by reporting that WMU participates in sixteen varsity sports. She reviewed those sports and their venue.

Beauregard and her staff presented their successes. The majority of Bronco student athletes, both men and women, had a 3.15 grade point average in the fall and it increased to 3.16 in the spring. The graduation rate for our student athletes is 74 percent. WMU student athletes perform above the NCAA standard academic requirements.

In response to a question on student athletes missing class, Beauregard stated that the Athletic Board reviews any issues and an Oversight Committee addresses problems concerning attendance.

Dennis Corbin works with students on the Code of Ethics and guidelines from Title IX concerning the responsibility of athletes. Students are encouraged to be open, to report situations and create responsiveness. People look at student athletes as role models and they are held accountable.

Beauregard updated the council on the dismissal of the football coach and answered questions.

Branding and Marketing for WMU – Greg Rosine

Greg Rosine reported that enrollment takes up a large share of the budget. He stated that a stronger message about WMU was delivered and results from a recent focus group in Michigan and an online survey showed that WMU was no longer perceived as a party school and that admittance standards are higher.

The Smart Campaign included billboards that were geographically targeted. We built connections with high schools and parents. The one-on-one meetings with students proved to be successful as well as magazine ads and the posters placed in high schools. However, it was discovered that students do not watch billboards so a different strategy will be implemented for the new campaign. Eighty percent of what we do is trying to reach the high school students.

In the spring of 2013, a new campaign is scheduled with more creative material to attract students. The University homepage has been changed and will include more profile enhancements. Future students would like to talk to students that are here today. They want authenticity and not professional videos.

The Brand Ambassadors Program is to roll out in January. Brand is development of promise and what are we delivering. The brand program is cohesive with WMU's strategic plan. Volunteers are in workshops to get the message out and the WMU Brand Champions Program is scheduled to begin the early part of 2013.

Since the campaign began, applications have increased by 24 percent, GPAs and SATs have increased.

Lemberg would like to get the message out about what we do well on a regular basis. We are a world class institution and we need to get that word out. Bringing back the alumni magazine to let people know of WMU's successes is important along with a word of mouth campaign of what we have to offer.

Other Business

No other business at this time.

Adjournment

A motion was made by Van Der Kley to adjourn at 4:50 p.m., supported by Walker. Motion passed.

Linda Poquette
Recording Secretary