

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of Tuesday, 19 November 2013 at 3 p.m.
Faculty Lounge, Bernhard Center

Members present: Raja Aravamuthan, Cheryl Bauman-Bruey, David Dakin, Harold Glasser, Jamie Gomez (Graduate Student Advisory Committee), Dean Honsberger, Kathleen Langan, David Lemberg, Gary Mathews, Dennis McCrumb, William Rantz, Gail Rouscher, Jan Van Der Kley and Gay Walker

Guests: Jim Thomas, Vice President for Development and Alumni Relations, Linda Poquette and Patti Van Walbeck, Business and Finance

Welcome

David Lemberg welcomed everyone to the meeting at 3 p.m.

Acceptance of the Agenda

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

Approval of the Minutes of 15 October 2013

A motion was made by Mathews to approve the minutes of 15 October 2013, supported by Bauman-Bruey. Motion passed.

Chair's Comments – David Lemberg

Lemberg thanked members and guests for attending. Lemberg commented that the next meeting, 10 December, was in the middle of exam week. The consensus was to cancel the meeting as the majority of the council members would not be able to attend.

Information/Discussion Items

*Plan for Capital Campaign Activities and Gifts for Colleges and Athletics
– Jim Thomas*

Jim Thomas, vice president for development and alumni relations, reported that the planning process has begun for a 500 million dollar

capital campaign. This campaign includes the medical school. Currently, three experienced staff members are researching the possibility of raising money for this campaign and larger campaigns in the future.

- Funding priorities - A list was distributed to council members indicating priorities within each college. Thomas noted that interaction occurs with each department, dean and chair. A weekly online newsletter is written to keep everyone informed as to what is donated and the designation of those funds. In addition, Thomas provided a sample of MyWMU.com/wishlist, which is a list of specific items that directly helps faculty. When an opportunity presents itself, a donor is matched with a need.
- Building maintenance money - As donations are made for new construction, a portion of the donation is endowed for maintenance. Sustainability is linked into the current projects and the donors are driving it – they want to know what we are doing far into the future. Donations have been made because sustainability has been included in the plans. Glasser added that there are a number of requests presented and would like to see that the sustainability opportunities are not missed.
- The days of generic annual giving are over. Online gifts may be made directly to a designated area. A kick-starter project is underway where it is reviewed as to how individuals have given in the past so they will be targeted in a way that is meaningful. A council member added he would like to see a change in the system structure as he felt there was some disconnect between ideas and getting them to the development office.
- Athletics – In six weeks raised \$3 million dollars. Donations were made for a new turf, recruitment, locker room and other miscellaneous improvements.
- Medical school funding is to be provided with a handful of gifts. Thomas wanted to be clear that Development is not steering donations to the medical school. Donations are applied to an area requested by the donor. Donations to WMU have not gone down due to the medical school.
- East Hall – Thomas stated that a donor has not stepped forward to provide funds to save the East Hall wings. Designation of what will go into the wings has not been discussed as the money has to be available for this project. Moth balling is a possibility for the south wing and the cost is only on the outside. Van Der Kley added that if the south wing is moth balled, it will be attractive with the purpose of renovating in the future. Focus is on the core of East Hall and the cost of renovations. Thomas added that they are in the process of

obtaining funding and the naming possibilities on the inside. The WMU Alumni Association has committed one million dollars.

- Investments – Endowment is over \$234 Million. We are measured daily by a standard format. Nationally we have ranked in the top quartile for performance. In response to questions on the endowments, Thomas will provide the WMUF Endowment Report to council members.

Rantz would like to correlate fund raising with Strategic Planning and to know that we are doing the best we can with what we have. It's important to prioritize, do it fairly and include the voices that are quiet.

Thomas added the measures of performance from colleges is higher and overall gifting is up. Thomas also will provide the FY13 Impact Report.

Capital Outlay – David Dakin

Dakin provided a revised Building Priority List for the Five-Year Capital Outlay Plan. The capital outlay request for the College of Aviation is now first on the list. Upon approval from the Board of Trustees, a capital outlay request for the COA will be submitted to the State of Michigan and only one outlay request is permitted. This is a preliminary start and, currently, there is no programming or design firm. Dean Powell's drawing was reviewed and a rough estimate determined. If approved, a strict timeline has to be followed for approval.

Greg Rosine, vice president for government affairs and university relations, felt a project with COA had the best chance of succeeding. This area was creating an economic demand versus other academic areas. The University cannot fund money. The project is dependent on capital outlay from the State and private dollars. The State reserves the right to opt out of the 75–25 commitment.

A motion was made to support the Revised Capital Outlay Plan, supported and unanimously approved.

Representation on Campus Wayfinding Committee – David Dakin

Dakin would like help in selecting an outside consultant for this project. The Wayfinding Committee would define the best way to get an individual to their destination on campus, i.e., how do you give direction from the east side of the state to Rood Hall, finding appropriate parking and then arriving at the door of the building destination. The dynamics of a pedestrian campus is important and the project will have to be done in

phases. Dakin would like to involve graduates and undergraduates on this committee.

Dakin provided Phase II planning for Miller Plaza renovations. After learning of how this project was funded, people were excited about the changes.

Van Der Kley added there is a request for volunteers to participate on the Wayfinding Committee. As planning progresses, reports will be made to the council.

Other Business

No other business at this time.

Adjournment

A motion was made by Bauman-Bruey to adjourn the meeting at 4:30 p.m., supported by Honsberger. Motion passed.

Linda Poquette
Recording Secretary