

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of Tuesday, 20 October 2015, at 3 p.m.
Faculty Lounge, Bernhard Center

Members present: Raja Aravamathan, Todd Barkman, David Dakin, Kieran Fogarty, Richard Gershon, Harold Glasser, Joshua Greenman (Graduate Student Association), C. R. Krishna-Swamy, Pat Langworthy, Kathleen Langan, Gary Mathews, Dennis McCrumb, Colleen Scarff, Connor Smith (Western Student Association), Jan Van Der Kley and Gay Walker

Guests: Cheryl Roland, Executive Director, University Relations; Greg Rosine, Vice President for Government Affairs and University Relations, Dan Lobelle, Director of Electronic Communication, University Relations; and Linda Poquette, Business and Finance

PROCEDURAL ITEMS

Welcome

Kieran Fogarty, chair, welcomed everyone to the meeting at 3 p.m.

Acceptance of the Agenda

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

Approval of the Minutes of 15 September 2015

Dakin noted that under *Project Updates*, second paragraph, the correct date for the grand opening of Heritage Hall should have been October 23. With this correction, a motion was made to approve the minutes of 15 September 2015, supported by Dakin. Motion passed.

Chair's Comments – Kieran Fogarty

Fogarty thanked the council members for their service. Fogarty reviewed topics to be addressed at future meetings including risk management with a request for Tim Kellogg, Business Services, to attend a meeting. Greg Rosine will join the council again to update members on WMU branding. Fogarty would like other suggestions for topics at future meetings.

Information/Discussion Items

*Todd Barkman – Update, CPFC Subcommittee to Assess
Incentive-Based Budget Models at WMU*

The subcommittee met and will work with Academic Affairs to submit a final report on the target date of March 15. Fogarty added that he attended the conference on budget models and that other state universities are reviewing incentive-based budget models.

Greg Rosine – WMU Branding

Rosine introduced Dan Lobelle, director of electronic communications, University Relations. Lobelle oversees the Content Management System (CMS) – a large database that allows you to syndicate information on the web page. He is responsible for moving information into the Web CMS.

Lobelle discussed research and design, provided a presentation listing audiences and reviewing methodology (something effective and not just pretty) content. With input received from the College of Education and Human Development web manager, audience interest, aesthetics, navigation, visual clarity, and engagement were identified. Lobelle may return in December with an additional market research report.

The old design was reviewed along with the ease of navigation and visual clarity resulting in a new design with a basic layout that is not all text and the main navigation points are on the top. Feature stories (five) are rotated constantly. Information scales down rather nicely on mobile phones. An enhanced layout is on the CoEHD's website.

The new look launched in July 2015 and changes will continue with the system continuing to improve. Work continues with Webmasters from each unit to get them on board. The goal is to take CMS from just content to a higher level.

Lobelle is continuing with faculty conversations as to how they use the website. He added that students are the principal stakeholders and enrollment is the number one objective. Analytics will help determine the direction of the CMS project.

Fogarty requested information on WMU's brand in relation to the new CMS project. Lobelle was not prepared to report but may return with this information.

Lobelle is working with a focus group to make improvements.

Jan Van Der Kley - Updates

Van Der Kley updated the council on the invitation to attend the grand opening of Heritage Hall on Friday, October 23, and the tours taking place on the weekend. Van Der Kley thought all would enjoy the experience. She also reported to the council that the Floyd Hall Dedication was moving and the ceremony took place at the Dalton Center. The video of the ceremony will be posted on the WMU home page.

Van Der Kley reviewed credible incidents that occur on campus. It's important that alerts go out quickly. At times, after investigation, it's determined that a credible incident did not occur and the alert should not have been issued. Bomb threats were reviewed and Van Der Kley stated that it is important to follow the guidelines of public safety. Barkman suggested that a broader presentation to the Faculty Senate would be appropriate. The Western Student Association is also addressing student safety concerns.

Enrollment was off in their predictions and there is a 3.2 million dollar shortfall. Academic Affairs and Business and Finance took the brunt of the Fund 11 shortfall. With the decrease in enrollment, it also affects revenue from student assessments/fees, Sincuse, parking, bus system and housing. Van Der Kley stated that it takes everyone to move the University forward and to help with increasing enrollment.

Off-campus enrollment is up due to the School of Medicine and online enrollment, Extended University Programs, continues to increase. We are driving students to online because it is cheaper and we may need to change pricing so as to not penalize on-campus students.

Barkman suggested having a presentation on enrollment at a future council meeting.

David Dakin – Project Updates

WMU Business, Technology and Research Park Phase II - In the process of selecting civil engineering firm and, once on board, community input will be sought. Dakin will provide those dates.

Goldsworth Valley Enhancement Project - The primary purpose is dealing with storm water to decrease flooding on campus and maintaining quality level of the water. The need is to start addressing water flow into the pond that creates contamination, i.e. from parking lots. Creating improvements are needed, such as rain guards, so contamination will not go into the pond. Sledge will be dredged out. Dakin provided some international garden design images to be implemented. A presentation will be put on the Web for input.

Across from the dining area, a new bridge will be constructed. The gazebo had to come down due to structural issues and a new gazebo will be constructed.

Fountains will be removed but air flow will be maintained. Bidding for the project may take place in January 2016. Dakin will provide more information to the council if needed. Construction window starts in March to August 2016. The project will enhance the Valley - anyone at the top of the hill will be able to see all the enhancements. Dakin will try to go to as many groups as possible so all will have an understanding of what is going on. He added that the pond was man-made in 1957. The turtles are protected, swans have another living environment and fish will be removed and restocked. Further work will need to be done concerning the biological water treatment to make the water crystal clear and upstream work will prevent erosion.

Dakin responded to a question that the steam line was properly taken care of.

There is a long term list of projects with the expectation that no funding will be forthcoming this year from the state for any capital outlay projects.

Action Item

Fogarty would like Enterprise Risk Management within the Strategic Planning to be addressed, such as how do you identify and mitigate/abide with risks and bring this forward and manage within the strategic goals.

A motion was made to include Enterprise Risk Management as an action item for this year, seconded by Mathews. Motion passed.

A request will be made for Greg Rosine to present concerning Enterprise Risk Management. It was noted that Tim Kellogg manages risk management for safety.

Adjournment

A motion was made to adjourn at 4:55 p.m. by Aravamuthan, seconded by Langan. Motion carried.

Linda Poquette
Recording Secretary