

WESTERN MICHIGAN UNIVERSITY  
FACULTY SENATE

CAMPUS PLANNING AND FINANCE COUNCIL  
Minutes of Tuesday, 17 November 2015 at 3 p.m.  
Faculty Lounge, Bernhard Center

**Members present:** Todd Barkman, David Dakin, Kieran Fogarty, Richard Gershon, Harold Glasser, Joshua Greenman, Kathleen Langan, Glen (Pat) Langworthy, Gary Mathews, Colleen Scarff, Jan Van Der Kley and Gay Walker

**Guests:** May Chang, Associate Dean for Libraries Information Technology; Greg Rosine, Vice President for Government Affairs and University Relations; Patti Van Walbeck, Associate Vice President, Business and Finance; and Linda Poquette, Business and Finance

**Procedural Items**

*Welcome*

Kieran Fogarty, chair, welcomed guests and council members to the meeting at 3 p.m.

*Acceptance of the Agenda*

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

*Approval of the Minutes of 20 October 2015*

A motion was made by Barkman to approve the minutes of 20 October 2015, supported by Langworthy. Motion passed.

*Chair's Comments – Kieran Fogarty*

Fogarty began the meeting without comments due to the full agenda. He offered assistance to the Budget Subcommittee if needed.

**Information/Discussion Items**

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

Barkman reported that the subcommittee has met twice and will meet this week. The subcommittee is finding direction and working toward their charges. There are subcommittee members that are new to the budget process and needed background information. Jim Gilchrist presented a model and explained how the budget works at WMU. Based on explanations from Gilchrist, the subcommittee is moving forward.

Barkman would like a speaker and questioned how the speaker would be paid for. Van Der Kley stated that Faculty Senate would pay for this expense.

*May Chang, Associate Dean  
for Libraries Information Technology*

Chang reported that students want more space. She provided a presentation as to what has been accomplished and what could be done with the Waldo Library space. Libraries are going toward an environment of professionalism and ability to study. Group study areas are also important and students like to practice for an interview at the library. Other universities are going to Learning Commons with the space to be comfortable and food is allowed. Right in the center is the media area. Chang noted that with the current plan, offices remain untouched.

The first floor of Waldo Library is the most practical for making a Learning Commons and it is a work in progress. There are open areas for learning and collaboration. Stacks of books have been relocated. Chang provided a slide of the changes showing the removal of sections and placement in different areas. The change has created light and space for open study and events. This space may be reserved by students. Chang showed sections designated as Knowledge Exchange, Consulting Graduate Study Rooms and Research and Instruction Services. The plan has team learning rooms and a presentation practice room for 15-17 users, which can also be used as a conference room. There is a proposal to have a display wall, a media scape wall and to open up the entryway. Chang advised the committee that this is an overall picture of what the library would like to change.

Funding is needed for the proposed changes. Chang would like the plans to go to the provost and vice president for academic affairs as well as the vice president for business and finance. Currently, the focus has been on the main area and there are no plans for the second and third floors.

Chang responded to all questions from council members.

*Greg Rosine, Market Research in  
Developing Brand Statement for WMU*

The mStoner firm was hired to survey the perceptions of WMU. The survey is from current and prospective students. Students that decided on another university were also interviewed.

The survey results showed that practicality was important to students – such as the availability of a major, obtaining a good job and internships. A key item from the survey was WMU's high job placement. Students rated WMU professors as knowledgeable, caring and making themselves available to students. In the survey, students thought that campus safety and residence halls/housing could be improved.

Rosine explained that branding is getting the word out but closing the deal on each enrollment is where we are lacking. WMU has a dramatic reduction in the number of graduating seniors. Parents are consistent with the students in what is important. However, parents set the parameters such as cost and distance.

In branding there are five attributes: (1) rigorous curriculum, (2) transformation experience, (3) preparing for the real world, (4) ideal campus experience and (5) faculty committed to student success. We also have three pillars describing what we are and where we are going – *Learner Centered, Discovery Driven, and Globally Engaged*. It all fits together.

WMU offers students the resources of a research university on a close-knit, friendly campus where professors know their names, providing a transformative experience that prepares students to work, succeed and contribute in the global community. Kalamazoo is highlighted and a video has been made to sell the community to students.

The next challenge is providing campus safety. WMU's Public Safety chief and deputy are engaged with students. WMU is always looking at what we can do better. The Title IX position is now in place and people will be more comfortable in reporting crime.

Rosine advised the council that an integrated marketing team and students will be utilized in getting the message out. At some point, Rosine would like to talk to the Faculty Senate and requested suggestions as to what is important to bring to its attention.

Mathews would like to see Lee Honors College highlighted, the diversity of campus, Parkview, Aviation and the campus in Grand Rapids.

#### *Dakin – Project Updates*

- Goldsworth Valley Enhancements – Design and development are complete. Construction document phase to begin with bidding the project in January 2016.
- Business Technology and Research Park Phase II – Fishbeck, Thompson, Carr & Huber (FTCH) and O'Boyle, Cowell, Blalock, & Associates, Inc. (OCBA) have been selected for developing BRT II. They have past experience with BTR I. The first public input session may be scheduled the first half of December. People will meet and start suggesting ideas.
- Stadium Drive Apartments – Final review of construction documents is underway and bidding is expected next month. Apartments should be ready for rental in August
- Central Campus – The firm SmithgroupJJR has been selected to work on the design where Wesley Foundation was previously located. There will be sessions in December in the Bernhard Center for individuals to provide input.

- Graduate College in Walwood – Plan has been significantly reduced to lower cost. Final project authorization is pending.
- Physical Therapy Department – This has been approved to select an outside firm. The goal is to have this department operational in 2018.

*Jan Van Der Kley – Updates*

Due to the lack of time, no updates were provided.

#### **Adjournment**

A motion was made to adjourn at 4:30 p.m. by Langworthy, supported by Gershon. Motion passed.

Linda Poquette  
Recording Secretary