

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

CAMPUS PLANNING AND FINANCE COUNCIL

Minutes of 6 December 2016 at 3 p.m.

Faculty Lounge, Bernhard Center

Members present: Todd Barkman, Logan Brown (Western Student Association), David Dakin, Richard Gershon, Harold Glasser, Jon Neill, James Penner, Colleen Scarff, Jan Van Der Kley, and Pat Vander Meer

Guests: James Gilchrist, Vice Provost for Budget and Personnel and Chief Information Officer; Robert Miller, Associate Vice President for Community Development; Chris Pyzik, Project Manager for Architecture, Facilities Management; and Linda Poquette, Business and Finance

Procedural Items

Welcome

Council Chair Barkman began the meeting at 3 p.m. He welcomed guests and council members.

Acceptance of the Agenda

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

Approval of the Minutes of 15 November 2016

A motion was made by Neill to approve the minutes of 15 November 2016, supported by Van Der Kley. Dakin pointed out that on page two of the minutes under Charge 5, the fourth sentence – Grant money has been provided by Oshtemo Township for this plan should be changed to Funds have been provided by Oshtemo Township. Van Der Kley supported the motion to include this change. Motion passed.

Chair's Comments – Todd Barkman

At the last meeting, discussion on Charge 5, Business and Technology Park II, was cut short at 5 p.m. so it's included as the first item today. Barkman stated that if discussions are not making progress, he will move the topic forward. Barkman is looking forward to improving enrollment at WMU and thought the discussion at the November 15 meeting made some good points.

Informational/Discussion Items

Charge #5 Business and Technology Research Park II Development – David Dakin and Robert Miller

Dakin turned over the presentation to Miller. BTRI (Business and Technology Research Park I) is filled, parcels are either sold or under contract to expand. WMU is looking for ways to finance BTR II. We are pursuing grants. We have not

been awarded any via Brownfield as of yet. The design process for the infrastructure determined that there is an environmental challenge on the property, arsenic, which is a natural occurrence. An assessment will be done and a recommendation to solve this problem. Miller reported that WMU is focusing on other grants for remediation of the arsenic. Maintenance on open space has not been determined at this time. Once drafts are developed for the open space, the draft of those standards will be shared. Landscape architects will be utilized for this project. Miller reviewed what had been done for BTR I for the open spaces and the same process will be followed by BTR II. Ultimately, the property owners will be responsible for maintenance of the open space. However, the University will be a property owner for many years to come.

Gershon wanted to know when the first occupant was expected for BTR II. Miller responded that the Economic Development Grant has a stipulation that we can't sign any contracts until they have given approval of the plan and this may not occur for two more years. Another question followed on whether or not an occupant(s) would fit into the design. The parcel must be in compliance with the zoning and the primary goal of BTR II is environmental and stewardship as instructed by President John Dunn. Design standards will be modern with a technical look and may have a height restriction. The draft design will go to the advisory review committee.

There will be construction oversight to make sure infrastructure (under WMU) and individual projects will have procedures as to what can be done on their project. The Oshtemo Township Planning Committee will review and make sure individuals are following the plans. Barkman would like to see the actual requirements for the projects. Dakin noted that all will be made aware of the requirements with oversight from WMU. Dakin gave the example of the construction around the pond and how well it was projected. It is a linear process with a chronological approach. No work will be done until design is approved. Also, it will be a county road and maintained by the road commission. Miller emphasized that we have a well-rounded advisory committee and it will be sensitive to protecting the environment.

Charge #3: Wayfinding and Signage – David Dakin

Dakin introduced Chris Pyzik. Pyzik provided an updated presentation on the Wayfinding and Signage project. It has been a massive project, which included working with University Relations. Physical signs are what you will see. The presentation provided samples of the main entrance points. Specific physical sign types are what you will see throughout campus and electronic boards will be added. Examples of signs around campus include directions for vehicles and where to go after vehicle is parked were provided. The signs show current location to help direct to the desired destination. Main pathways were used and some name changes were made for simplification purposes. Visitor parking is included. Building identification signs will be placed and buildings with multiple entrances will have signs. Parts of outdoor spaces that have been named will also have signage. The plan is for signs to change beginning May 1. There are no plans to change signage around the medical school. This plan does extend to the

College of Aviation. As we add buildings, sign panels will need to be changed. Electronic signs will be able to include changes and short term signs will have to be changed.

A question followed concerning whether anything different will be done with the signs on the buildings now. Dakin answered that there are no changes at this time. Those signs went up with the building and have the full name of the building. Wayfinding is getting people to their destination and around campus.

This project was funded through bond savings and not tuition money. Neill thought it was important to note that for the students. Van Der Kley responded that this information is online.

It was also noted that four electronic signs would be used to give direction for events. Gershon suggested that "Stop" and "Parking" signs should be included. Dakin stated there are specific regulations for these signs and they can't be changed. The parking lot entry signs will have new signs. The primary mission of this project is wayfinding – getting people to their destination.

*Charge 4: Role of Faculty in the Admissions and Enrollment Process –
Rick Gershon*

Gershon proposed an idea to start a committee for improving the campus tour for prospective students and their families. In April 2016, a design group called The WestCom Group, with the purpose to find a way to tell the best story about WMU, was formed and included twelve members. The team made it clear that one can't just look at the tour as a reason for the decline in enrollment. Students apply to many schools and it becomes important for the University to close the deal with a student. The WestCom Group came together before the new enrollment manager was hired. Senior leadership and students were interviewed and the team talked with the new enrollment manager, Terrence Curran, when he came to campus.

Gershon furnished a report to each council member and the recommended strategies of the WestCom team are as follows:

1. Customizing the Campus Tour
2. Improve and Enhance the Campus Tour Route
3. Transportation and Support Vehicles
4. Working with Internal and External Partners
5. Admissions Process: Designated Campus Tour Coordinator
6. Communication in Support of the Campus Tour and Admissions Process
7. University and Admissions Website Enhancements
8. Story 1 – Rewriting the WMU Campus Narrative
9. Storytelling 2 – Design and Develop New Campus Video
10. Engage the Faculty and Professional Staff
11. Student Ambassador Training – Develop 10-12 Week Training Course
12. University Campus Tour Service Line.

In the report, suggestions were made under each of the above points such as needing a better starting point for the campus tour -- inside the Seibert Administration Building is fine, but outside it is not. The Bernhard Center would be a better starting point with some rooms retrofitted to make it more dynamic. The tour should be customized with one for winter and one for summer. Along the way, there should be speaker points or key blocking points with the ending point at the Valley Dining Facility. There should also be a dedicated tour person to manage the process of the campus tour. Students want and are interested in "points of pride." Better stories need to be used on the tour. Faculty should also be engaged in the campus tour and help with the enrollment of students – it should not all be on the shoulders of Admissions.

The last part of the report is important – academic Identity, teamwork and the value of a unified message. There needs to be more consistency in the message that is shared. The campus community is responsible for student recruitment and the campus tour.

Academic reputation – There are perceptions at some high schools that WMU is not the best. Until students arrive on campus, they do not realize what a good institution WMU is. By improving the Campus Tour, it will go a long way in improving the perception of future students and will help with improving admissions. WMU may have to host high school counselors to show what WMU has to offer.

Barkman liked the idea of faculty office hours and their availability for those on a campus tour. Gershon stated that the committee was thinking of prospective students sitting in a class might be possible if the instructor in a class will know ahead of time of the extra participation. It could be a deal closer for new students.

Other ideas were mentioned, such as Lee Honors College having a program on its website that prospective students can be mentored by a Lee Honors College student. Sitting in a class pertaining to what a real life experience could be is very important. Directing a student to the right person also goes a long way in guiding a student to this institution. There is also a need to improve marketing for WMU.

Charge 6: Capital Outlay Considerations – David Dakin and Jan Van Der Kley

Van Der Kley noted that there was not enough time to provide an update on Capital Outlay. Barkman would like this report at the meeting in January 2017.

Other Business

No other business at this time.

Adjournment

Motion made to adjourn at 4:50 p.m. by Neill, supported by Scarff. Motion passed.

Linda Poquette
Recording Secretary