

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE

CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of 18 April 2017 at 3 p.m.
Faculty Lounge, Bernhard Center

Members present: Todd Barkman, Cheryl Bauman-Bruey, David Dakin, Harold Glasser, James Penner, Colleen Scarff, Suzan Ayers (for C. Dennis Simpson), Patricia Vander Meer, and Beverly Vandiver

Guests: James Gilchrist, Vice Provost for Budget and Personnel and Chief Information Officer and Timothy Terrentine, Vice President for Development and Alumni Relations

Staff: Gayla Dennis, Business and Finance

Procedural Items

Welcome

Council Chair Barkman called the meeting to order at 3 p.m. He welcomed guests and council members. Introductions were made around the room.

Acceptance of the Agenda

A motion was made by Bauman-Bruey to accept the agenda as presented, supported by Penner. Motion passed.

Approval of the Minutes of 21 March 2017

A motion was made by Bauman-Bruey to approve the minutes of 21 March 2017, supported by Dakin. Motion passed.

Chair's Comments – Todd Barkman

Barkman announced that Vice President Tim Terrentine would be discussing Charge #9. He advised this would complete all charges with the exception of Charge #2 – *Examine issues of risk management to the University* – as presenters for this charge were unable to be scheduled. Barkman will be attending a meeting of the Committee on University Strategic Planning and will hear the information there. He offered to provide a report to anyone interested. He provided an overview of the 2016-17 charges and the CPFC meetings held which addressed those charges.

Informational/Discussion Items

Charge #9: Review and Provide Input into the Fundraising Process that Impacts Academic Affairs – Tim Terrentine

Vice President Terrentine provided an overview of the Office of Development and Alumni Relations. He stated there is good direction, prioritization, and structure to maximize our resources. Terrentine discussed fundraising efforts, on-going relations with alumni, and the budget process of the Office of Development and Alumni Relations. He gave a presentation, "*Aligning the Team to Raise the W*",

which covered topics such as, "What We Really Do:" Endowments; stewardship; passion for WMU; Raising the W; engagement; relationships; stories; MyWMU.com; alumni; fundraisers; appreciation; campaigns; strategic marketing; social networking; affiliation; print and web; young alumni; agency; content experts; Bronco Stampedes; alumni socials; collaboration; appreciation; and affiliation. He discussed alumni geographic distribution throughout West Michigan, stating that 23,133 alumni live in a four-county area of west-central Michigan, more than 47,600 alumni live in a nine-county area of southwest Michigan, and more than 29,500 alumni live in a four-county area of southeast Michigan.

Terrentine discussed future engagement plans and advised of upcoming activities such as "Raise the W" podcasts which will be launched on iTunes; June 28 Tigers Day/Western Day at Comerica Park; Saturday, September 2, University of Southern California Trojans vs. WMU Broncos. He additionally discussed the positive impact of university athletics.

Terrentine concluded that we have a lot of engagement to do that can't be done alone, and we can all help build the brand.

Other Business

Future planning for remaining fiscal year CPFC meetings was discussed. Barkman noted that the charges for this year have been fulfilled, and he will write his report to the Faculty Senate Executive Board. The suggestion to hold future CPFC meetings throughout various University buildings was discussed and favored by the members. A motion was made by Bauman-Bruey to cancel the May 2017 CPFC meeting and have Dakin present his project update at the September 2017 CPFC meeting, supported by Glasser. Ayers requested discussion about the motion and stated her concerns about not holding CPFC meetings in May or June. Glasser moved to amend the motion to cancel both May and June 2017 CPFC meetings. Bauman-Bruey requested the minutes include for absent members the understanding that CPFC charges come from the Faculty Senate Executive Board and CPFC is simply responding to the Executive Board. Barkman asked for a vote on the motion. 1 yeah, 1 nay, 4 abstentions. Motion does not pass. Bauman-Bruey requested David Dakin present a project update for the next meeting.

Adjournment

The meeting adjourned at 5 p.m.

Gayla Dennis
Recording Secretary