

**WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE**

**CAMPUS PLANNING AND FINANCE COUNCIL
Minutes of 21 January 2020 at 3 p.m.
Bernhard Center, Faculty Lounge**

Members present: Todd Barkman, David Dakin, Betty Dennis, Richard Gershon, Keith Hearit, Lynne Heasley, Claire Herhold (Graduate Student Association), John Jellies, Valerian Kwigizile, Geoffrey Lindenberg, James Penner, Colleen Scarff, Jan Van Der Kley, Patricia Vander Meer, Udaya Wagle, Xiuye Xie

Member absent: David Hoskins (Western Student Association)

Advisory member present: Chris Cheatham

Advisory member absent: Tony Proudfoot

Guests: Alicia Kornowa, Director of Admissions; Patti Van Walbeck, Associate Vice President for Finance

Procedural Items

Welcome and Introductions

Council Chair Valerian Kwigizile called the meeting to order at 3 p.m. and welcomed guests and council members.

Acceptance of Agenda

A motion was made by Kwigizile to accept the agenda as presented, supported by Jellies. Motion carried.

Approval of the Minutes

A motion was made by Barkman to approve the minutes from 19 November 2019 as presented, supported by Heasley. Motion carried. A motion was made by Lindenberg to approve the minutes from 3 December 2019 as presented, supported by Heasley. Motion carried.

Council Chair Remarks

Kwigizile thanked all members present for joining today's meeting.

Discussion/Information Items

Charge #4: Examine and report on the aspects of the University campus tour for prospective students for the purposes of enrollment management - Consultant's report on evaluation of campus tours – Kornowa

Director of Admissions Alicia Kornowa gave an update on the report from the consultant Render Experience from May and October of 2019 visits. The approach used by Render Experience focused on three unique perspectives from appropriate branding, qualitative and quantitative lenses. The reports show four areas WMU should focus on:

1. Multifaceted approach between length of tour and setting expectations.
2. Personalization of the tour/college sessions.

3. Campus Aesthetics.
4. Graduate Outcomes and ROI.

Kornowa presented two handouts from Data Point and Eduventures, both underscoring the importance of the campus visit experience for prospective students and families. Further emphasizing, the campus visit is the most valuable source of information used in the college search process. Admissions is working on the "tour experience" that includes the tour guide and college session partners to enhance the visit. Considerations are the time of year for weather, customizing the information for better connection, and additional training for tour guides. It was noted that WMU had an overall yield rate of 21% in fall 2019.

Charge #6: Review and provide input into campus construction projects and campus sub-master plan that are in the various stages of planning. – Update on Hilltop Village Loop Road and Open Space Project – (Combined) – Dakin

- 23 January 2020 – Preview session/open forum/public input and meet with project team in the Bernhard Center Lobby from 5:30 to 7 p.m.
- Loop Road, part of South Neighborhood Master Plan/Hilltop Village
- New Loop Road estimated completion date is fall 2021. All modes of transportation can exist in harmony and gives life to the street; WMU is a pedestrian campus.
- The new road will have cars and bikes on different transportation levels. The entire transportation area will be 100 feet wide. Parallel parking is part of this plan for short term "in and out"; angled parking was considered, but backing out into traffic is a concern. Long-term parking will be in structures. Parking services are looking at parking recognition apps.
- Dunbar Renovation Town Hall is 4 February 2020 from 3 to 5 p.m. in the Bernhard Center in the main floor lounge.

Charge #7: Work with the Office of the Vice President for University Advancement and report on the planned capital campaign, as it relates to the role of faculty towards this initiative -Develop a Memorandum of Action on the role of faculty in the upcoming WMU Capital Campaign and fundraising in general (revise MOA-09/05)

Kwigizile thanked Jellies for working on the draft of MOA-09/05. Jellies received detailed input from 3-4 members and a few conversations. The largest issue communicated was no adherence to being transparent in reporting from fundraising; Vice President Kristen DeVries committed to this at the 3 December 2019 meeting. Added in the report was information from the provost to report on the priorities in fundraising from academic affairs. The Memorandum of Action intends to engage faculty to help with alumni relationships and work with

University Advancement. Gershon stated that DeVries made the point when alumni give to WMU, they give because there was a connection to faculty. Wagle stated the timelines suggested in the draft MOA are good. The Capital Campaign runs 7-12 years, it is ongoing stories/relationships that feed the fundraising. Formally acknowledge that faculty should collaborate with University Advancement to make sure we are not working with the same individuals. The draft MOA recommends that faculty be invited to participate in training in alumni relations activities, as offered to chairs, deans and directors. Jellies reported the MOA is not ready for final vote today, will continue to work on it. Jellies is expecting more comments/updates. Kwigizile suggested that comments/updates be submitted directly to Jellies by 4 February. Once done, CPFC will communicate to the provost and revisit in summer/fall to give time to work with deans to complete the MOA. Next time, need to have the MOA ready for action so the council can vote on it.

Other

Kwigizile thanked Rick Gershon for attending

Adjournment

A motion to adjourn was made by Jellies and supported by Wagle at 4:55 p.m.
Motion carried.

Respectfully submitted by Jennifer Heilmann, Recording Secretary