

**WESTERN MICHIGAN UNIVERSITY  
FACULTY SENATE**

**CAMPUS PLANNING AND FINANCE COUNCIL  
Minutes of 18 February 2020 at 3 p.m.  
Bernhard Center, Faculty Lounge**

**Members present:** Todd Barkman, David Dakin, Betty Dennis, 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

**Members absent:** Cheryl Bruey, David Hoskins (Western Student Association)

**Advisory member absent:** Chris Cheatham

**Advisory member present:** Tony Proudfoot

**Guests:** Richard Gershon, Faculty Senate President; Diane Anderson, Vice President for Student Affairs; Rob Pennock, Director, Auxiliary Enterprises; 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 Penner. Motion carried.

*Approval of the Minutes*

A motion was made by Jellies to approve the minutes from 21 January 2020 as presented, supported by Barkman. Motion carried.

*Council Chair Remarks*

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

**Discussion/Information Items**

Charge #3: Evaluate and report on the new WMU branding initiatives as they relate to faculty and staff roles. Report on the new WMU Branding Initiatives – Tony Proudfoot, Diane Anderson

Vice President for Marketing and Strategic Communication Tony Proudfoot discussed the WMU branding initiatives. Proudfoot stated faculty is very important when it comes to brand strategy. Defining brand for the council, Proudfoot stated that brand is not a logo, tagline or set of colors but a defined relationship that is an exchange of value. WMU investors are students, State, parents and staff. To garner more support, the University must deliver on the value. Proudfoot gave details on the SimpsonScarborough research study, the different phases of ThinkBig and how WMU arrived at the current four outcomes. The four outcomes: career, purpose, well-being, all undergirded by flexibility.

Proudfoot thanked Faculty Senate President Richard Gershon, and WMU-AAUP President Carol Weideman for encouraging faculty participation.

Higher Education faces skepticism:

- 38% of Americans believe higher education is the problem with society
- 61% of Americans believe that U.S. higher education is going in the wrong direction
- 95% of chief academic officers think higher education is doing great
- 13% of Americans think higher education is doing a great job
- 11% of business leaders think higher education is doing an awesome job of preparing students for careers
- 71% of public board members believe higher education is outpriced, given the value.

Higher education will have unrelenting demographic challenges over the next 15 years (2018-31). Michigan will have a 14% drop in high school graduates. 71% of WMU's general fund revenue comes from tuition and fees, 25% comes from the State; making schools tuition dependent.

The nature of work is changing and 25% of jobs in the U.S. are threatened by automation. 85% of jobs in 2030, currently don't exist. This leaves students graduating and being challenged with speed and collapse of job categories in the marketplace. Most important skills highlight a growing need for Liberal Arts. Top skills anticipated in five years are: complex problem solving, critical thinking, creativity, people management and coordinating with others. Higher education schools are serving generations that are experiencing mental health crisis, crave optimism, demand belonging and pursue well-being. Essentially, students are looking to create a path they can control and make a difference in the world.

WMU's defined strategy is "**college is a place to go, WMU is a place to become**". WMU will focus on the whole student (well-being, career and purpose), not just on academics. WMU wants students to feel confident, passionate, happy, prepared, healthy and their tone and character should be determined, independent, experienced, purpose driven and adaptable. Delivery will be executed by creating a student journey using a layering process all undergirded by "well-being". The process will adopt the use of strength assessments, creation of well-being plan where students can take charge of next steps, and aligning resources for student needs with good turnaround time. Sindecuse Health Center is moving to an integrated care model to improve the responsiveness. Vice President for Student Affairs Diane Anderson spoke about aligning resources for best student impact at the health center. Additionally, devising a plan that directs students efficiently through processes like advising and tutoring. Curriculum flexibility was raised as a topic; however, accreditation has made this more rigid over time.

Proudfoot restated WMU is the place to become. New branding is due in September 2020.

*Bus Transportation Changes – Pennock and Scarff*

Director of Auxiliary Enterprises Rob Pennock gave an update on bus transportation changes for WMU. Pennock stated that Indian Trails is the current provider and will remain providing services to the College of Aviation and ROTC. Metro will become the provider for all other services on campus. Metro provides WMU students (plus faculty and staff) with accessibility to campus/greater Kalamazoo area at no cost to ride with a college I.D. and offers bus tracking through Google maps. ADA compliance is enhanced and will service our future “express service hub”. WMU is making reliability and professionalism part of the contract with Metro. Metro’s service aligns with the University’s new campus model of “green” modes of transportation; reducing stops from 30 to 4-5 on campus. Pennock noted the number one stop on campus is Lawson Ice Arena on Saturday night. He had meetings with the Western Student Association and the Graduate Student Association and various student groups across campus about new changes and the biggest concern is getting uphill from the valley in cold weather.

*Memorandum of Action on the Role of Faculty in the Upcoming WMU Capital Campaign and Fundraising in General – Council*

Kwigizile thanked Jellies for his work on MOA-20/05 Creation of Faculty Engagement in Fundraising and Development Activities Policy. Jellies reported the information sent to him has been reflected in the MOA draft that was sent prior to the meeting. Jellies copied Kristen DeVries, Vice President for University Advancement, in the first draft and Kwigizile recommended sending the most recent version back to DeVries before sending it to the Faculty Senate Executive Board or inviting DeVries to the Executive Board for further discussion. Jellies’ recommendation was to find a balance versus a barrier. Barkman asked about when/where faculty can get training to talk with donors. Jellies mentioned that the Faculty Senate will facilitate with faculty to get training,

**Other**

Kwigizile announced the next meeting is 17 March and that Chris Cheatham, Vice Provost for Budget and Personnel, and Fen Yu, Director, Institutional Research and Data Management, will report on enrollment. David Dakin also will update on construction projects. The April meeting will focus on Charge #10: *Review and report on WMU athletics on campus, in terms of cost, facilities, future planning, graduation rates, etc.* The budget model update will be discussed in May.

**Adjournment**

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

Respectfully submitted by Jennifer Heilmann, Recording Secretary