

Council on University Planning and Budget
October 10, 2014
2:30 p.m. – 1895 Room

Minutes

Voting Members Present: Ann Brownson, Jack Cruikshank, Steven Daniels, Mona Davenport, Peggy Day, Dave Emmerich, Melissa Gordon, Mahyar Izadi, Gloria Leitschuh, Jonathan McKenzie, Leigh Moon, Pam Naragon, Darlene Riedmann, Kathlene Shank, Grant Sterling, Tim Zimmer

Absent: Lynette Drake, Christine Edwards, Thomas Hawkins, Robert Martin, Jennifer Monkman, Harold Ornes,

Non-Voting Members Present: Judy Gorrell, Blair Lord, Michael Maurer, William Perry, Paul McCann,

1. Call to order & introductions

Dave Emmerich called the meeting to order at 2:30 p.m.

2. Approval of minutes for September 12, 2014

Motion (Daniels/Cruikshank): Approve the minutes. The minutes were approved by acclamation with one correction noted by Pam Naragon.

3. CUPB Executive Committee Report

Dave Emmerich reported that the executive committee met to set the agenda, and the committee discussed several items, namely the NCA site visit session on October 21 from 8:30-9:20 a.m., a possible bylaw change, a welcome packet for new members, and rotating agenda items.

4. Old Business

a. Enrollment/Admissions Report

Eastern's enrollment is down 9% this fall. Mr. Chris Dearth, our new Director of Admissions, talked about his background and how his experience compares to EIU. Recently Noel Levitz was hired as a consultant, the Admissions office was reenergized, and new scholarships were made available. Additional initiatives that are underway include: increasing visibility, developing relationships with local schools, and communicating more effectively what EIU is all about.

Dr. Herrington-Perry reviewed the root cause analysis of EIU's enrollment decline. Some root causes include: 1) The primary reason for the enrollment decline is that Eastern is not competitive enough. The competition for students is much more aggressive with competitors offering increased tuition discounting, reduced admission standards, increased investments in facilities/amenities, and increased efforts to distinguish and market their institutions, 2) An increased number of higher education

institutions now serve a smaller number of students,3) Teaching as a profession has declined, 4) EIU is unable to attract a sufficient number of students from its current markets, and 5) Other reasons cited are distance from home, the Charleston community, not feeling that they “fit in,” not the availability of their chosen major, EIU’s academic reputation, and the appearance of residence halls and campus. Possible solutions were suggested for each of the root causes.

b. Budget Update

Dr. Perry reported in broad numbers that \$6.1M of the savings will be in personnel costs and \$2.4M of the savings will be in operating costs. A breakdown of the budget by area and the percentage of cuts is: Academic Affairs has 67% of the budget and 55% of the cuts, Business Affairs has 24% of the budget and 19% of the cuts, Student Affairs has 5% of the budget and 21% of the cuts, University Advancement has 2% of the budget and 2% of the cuts, and the President has 1% of the budget and 3% of the cuts. The budgets will be loaded next week. As requested, additional information will be provided to the Council.

5. New Business

a. Revision to CUPB Bylaws

Student Body President spoke to the Council about allowing the student appointed by the Student Senate to be either an undergraduate or graduate student. The Senate just wants to have the best representation for the student body. Some members of the Council do not want to ensure that that student is an undergraduate student. There are three options to resolve the issue: 1) changing designation to undergraduate or graduate student, 2) adding requirement that graduate student must have two years EIU undergraduate experience, and 3) keeping the designation the same. The issue will be discussed at the next meeting.

6. Administrative/Subcommittee Reports

a. President’s Report

The subcommittee met and discussed the information presented in the budget update.

b. Vice President for Academic Affairs Report

The subcommittee met and discussed the change in the number of faculty in Unit A and Unit B, for this year from last year. Dr. Lord will make a presentation on the TRM (Tuition Recovery Model) at the November CUPB meeting.

c. Vice President for Business Affairs Report

The subcommittee met. Mr. McCann informed the committee that the budgets have been posted and the Budget Office is still trying to allot money to various people. The subcommittee had several questions, and Mr. McCann address those concerns.

There was a discussion about the number of positions last year vs. this year, and the figures were presented:

	<u>2014</u>	<u>2015</u>	<u>Decrease %</u>
A & P	299	279	-6.7%
Civil Service	771	738	-4.3%
Faculty	<u>572</u>	<u>545</u>	<u>-4.7%</u>
	1649	1562	(down 80) 4.8%

d. Vice President for Student Affairs Report – No report

e. Vice President for University Advancement Report – No report.

7. Adjournment

Motion (Sterling/Davenport): To adjourn.