

MINUTES
COUNCIL ON UNIVERSITY PLANNING AND BUDGET
January 13, 2012

Voting Members Present: Ahmid Abou-Zaid, Roger Beck, Angie Campbell, Ellen Corrigan, Sarah Daugherty, Mona Davenport, Christine Edwards, Dave Emmerich, Mahyar Izadi, Diane Jackman, Andrew Methven, Cynthia Nichols, John Poshepny, Gary Reed (Represented by John Sigler), Steve Rich, Darlene Riedemann, Kathlene Shank, Jenny Sipes, Richard Wandling

Absent: Kimberly Ensign, Gary Fritz, Cord Hackett, Jenna Kuehl, Gloria Leitschuh

Non-Voting Members Present: Judy Gorrell, Blair Lord, Robert Martin, Michael Maurer, Dan Nadler, William Weber

1. Call to Order/Introductions

Roger Beck called the meeting to order at 3:00 p.m.

2. Approval of Minutes for December 9, 2011

Motion (Nichols/Rich): To approve the minutes as written. Motion carried.

3. Executive Committee Report

Roger Beck reported that the Executive Committee met on January 10 to set the agenda for the January meeting.

4. Reports

President's Report – No report

VPAA Report

Dr. Lord reported that he received an electronic copy of the first report on marketing and recruitment from Noel Levitz. The President and vice presidents will be talking about how to share the information with the campus. Dr. David Raybin, recently named 2011 Illinois Professor of the Year, will be featured at the Board meeting on January 20. Dr. Lord also reported that the National Science Foundation (NSF) awarded a three-year grant for the CENCRE (Center for Clean Energy Research and Education) project in the amount of approximately \$200,000. The grant will allow faculty-coached student to design and carry out undergraduate research.

VPBA Report

VP Weber reported that the Strategic Plan will be presented to the Board of Trustees on January 20 for review and consideration. Open sessions are scheduled on Tuesday and Wednesday of next week for final comments and recommendations before the final draft is prepared for the Board. Dr. Weber asked for comments at the meeting and also ask for additional comments to be email to him.

Dr. Weber reported on the cash from the State. FY 2011 money has all been received, and of our FY 2012 appropriation, \$15M has been received to date which is modestly better than this time last year. To date none of the MAP money has been received.

VPSA Report

Jennifer Sipes reported that the VPSA subcommittee met with Vice President Nadler and discussed the safety enhancements on 4th Street. These enhancements – including pedestrian crosswalk signage in the road and digital speed displays – were a collaborative effort between the City of Charleston and EIU. On Monday, January 16, students, faculty, and staff are invited to participate in the Martin Luther King Day of Service, with service activities taking place throughout Coles County from 1:00 p.m. to 4:00

p.m. Additionally, the 10th annual Panther Service Day will be held on Saturday, April 21. It was also reported that there has been no additional movement on the video boards.

VPUA Report

Campaign: As of Nov. 30 – 97.6% at \$48.8 million

YTD is \$3.6 million Total planned gifts at \$16.4 million 33% of total

Staff made 690 personal visits. 240 first time visits. 119 Solicitations for Major Gifts (\$10k, \$20k and up). 226 solicitation follow ups.

Faculty Staff Campaign: Team Captain training Jan 30 and 31. Campaign launch Feb. 1. In 2011 30 departments had 70% or greater participation rates.

Alumni: Naples reception Feb. 5, Northern California Social Feb 12 San Jose,

Alumni Night at Lantz Feb 18 4 pm and 6 pm

Alumni North – Journalism Feb 18 Chicago

Arizona Spring Training Cubs vs A's March 5

OVC Basketball TBD March 3 – 5 Nashville

Web/Social Media:

Fall 2010 vs Fall 2010 (August 1st - December 31st).

- We had a little over 1.4 million unique visitors this Fall. That was up a little over 100,000 vs last year.

- Visitors came from 199 different countries in 2011 and all 50 states.

- Admissions had 248,323 pageviews in 2011 vs 264,599 pageviews in 2010.

- Alumni had 19,418 pageviews in 2011 vs 15,173 in 2010.

* Mobile visits are up significantly from approximately 100,000 to over 182,000

Total pageviews were just over 15 million with 4.8 million visits averaging just over 3 pages a visit

- Average time on site was up over a minute vs last year. Also average pageviews per visit was up over last year. Both are indications that users are staying on the site longer and reading more content (which is our goal).

In summary EIU websites had more visitors, less visits, more time spent on each visit

EIU Facebook – 6 month review: 10,636 fans; 25,706 stories talking about EIU; 1,718,905 total impressions; Average daily reach 2,485; Fan growth 16.81%; Fastest Growing Demographic – Female, 45-54; Most Visible Demographic – Female, 18-24

Here are the stats for the President's site:

- Blog had 3,239 hits (nothing in 2010 because it was not online yet)

- 2011 his site had 8,034 hits and 2010 he had 2,988

Cost Containment Report – No report

5. New Business -- None

6. Old Business

Roger Beck announced that no action will be taken on the Tobacco-Free Campus Proposal at this time. The Committee will be back in touch with the Council.

7. Adjournment

Motion (Poshepny/Davenport): To adjourn the meeting. The meeting was adjourned at 3:30 p.m.

Judy Gorrell
Executive Secretary