

MINUTES
COUNCIL ON UNIVERSITY PLANNING AND BUDGET
October 5, 2012

Voting Members Present: Ann Brownson, Dave Crockett, Christine Edwards, Dave Emmerich, Ed Hotwagner, Allen Lanham, Gloria Leitschuh, Christopher Mitchell, Steve Rich, Darlene Riedemann, Jennifer Sipes, Antoine Thomas, Vance Woods

Absent: Ahmid Abou-Zaid, Mona Davenport, Assege HaileMariam, Mahyar Izadi, Andrew Methven, Pamela Naragon, Cynthia Nichols, Amy Richardson, Kathlene Shank, Kyle Swan

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

1. Call to Order/Introductions

Steve Rich called the meeting to order at 2:00 p.m.

2. Approval of Minutes of September 14, 2012

Motion (Riedemann//Brownson): Approve the minutes as written. Motion carried.

3. Old Business

- a. Universal Meeting Time – A survey has been completed and approved for distribution to the EIU campus. The committee will work with CATS to distribute the survey via email.
- b. Bylaws Revision – Steve Rich addressed the recent inquiry about faculty joining all committees. The Executive Committee discussed the issue and felt there was no need to revise the bylaws since any member can join any subcommittee. All Council members present agreed.

4. New Business

- a. Strategic Planning Council -- Dr. Weber is chairing the Council. Steve Rich will forward names of CUPB members interested in serving on the committee, which is scheduled to meet quarterly. Participation on this council will be by appointment and will allow for communication back to CUPB members.
- b. Administrative Report -- Steve Rich discussed the purpose of subcommittee reports and administrative reports. The purpose of the subcommittee report is to provide feedback on budget and planning issues. In this case, meetings and reports may not always be needed, thus it was proposed that “No report” would be sufficient in CUPB meetings. Members present were in agreement.

5. Other Business

Facilities Update -- work is being done with regard to the Honors College, track and turf installation, steam line repairs for the new energy center, and back up for the new plant.

6. Administrative Reports

- a. President Administrative Report – Dr. Perry reported that a steering committee of 22 members is being formed for program analysis. Dr. Weber will chair this committee, and three CUPB members have been invited to serve on the committee – Steve Rich, Antoine Thomas, and Assege Hailemariam. The purpose of the committee is to provide program analysis across campus with input from all vice presidents and their designated areas. The committee will be asked to create a narrative, history of the program, and define program alignment with the

University's mission. Information will be captured through April with the final report due to the President in May.

- b. Vice President of Business Affairs Administrative Report -- Dr. Weber reported that \$6M has been received for FY12, and no money has been received for FY13. There was discussion on the budget making process which is currently in the RAMP phase for the FY14 budget.
- c. Vice President of Academic Affairs Administrative Report
 - 1) Student Recruitment Update -- Provost Lord provided a presentation on enrollment and recruitment efforts. He reported that he will be presenting on the same issue to the Faculty Senate next Tuesday, October 9th and will have the Enrollment Worx group present. These members include Mary Herrington-Perry, Jerry Donna, Pat Early, and Brenda Major. He provided 3 flyers: First-time Freshman class profile, key strategies to improve undergraduate enrollment at EIU in Fall 2013 and beyond, Fall 2013 EIU recruitment goals and initiatives. He reported that enrollment is down by 6.8% from the previous year. Higher education enrollment across the state is down. Factors for declining enrollment include: cost is up 57% more than a decade ago, public assistance for need based aid is down, family incomes have not grown and remained stagnant due to economy, Illinois is the 4th largest exporter of students to other states. Other information included the increase in 1st generation students and students with a "0" expected family contribution.
 - 2) Methods to address enrollment and recruitment. Introduction of Noel Levitz, working recommendations to change enrollment and retention -- lowest tuition increase in a decade (3.7%), introduction of the Panther Promise, introduction of the Commitment to Excellence Scholarship (\$500,000 approved for FY12), infrastructure changes – approval to hire 2 new AVP positions: Pat Early AVP for University Marketing & Communications, and AVP of Enrollment Management, Admissions Office has been reconfigured for middle management, and drastic changes for recruitment, creating a more intentional process to recruiting students.
 - 3) Recruitment Planning: Fall 2013 recruitment goals and initiatives. Enrollments management strategic planning process -- Noel Levitz website including information to be developed over the next 5 years. Web development in nine departments and changing web site template design to match home page. Beginning in Fall 2011 to this year, number of students from Charleston tripled and Coles County admits are up by 50%. A Spanish language tab has been inserted on the Admissions web page. 36,000 names have been bought from ACT to develop a prediction model and an ERMS system is being built.
 - 4) Discussion about how faculty help out with recruitment efforts -- Faculty assist with open houses, Chicago area special projects, judging science projects, etc.
 - 5) Telephone survey project – making contact with 1,200 students. The survey was to determine why some students came to EIU and why some students did not. Mary Herrington-Perry is working on the analysis of the survey.
- d. Vice President of University Advancement Administrative Report -- Mr. Martin reported that EIU is celebrating the success of the capital campaign. The campaign raised \$63.6M, 127% of campaign goal. Legacy gifts (planned gifts) of \$23M. 253 gifts of 20K or more, 89 bequests of 20K or more. Faculty/Staff campaign 40% participation rate, CEPS had 72% participation rate. EIU is moving into stewardship phase following campaign, show impact of gifts, then concentration on scholarship and funds for Autism Center
- e. Vice President of Student Affairs Administrative Report – Dr. Nadler reported that the outdoor digital displays should be in place later in October. There will be six displays, more to be added later if needed. REO concert is sold out for Family weekend.

7. Advisory Subcommittee Reports

- a. President's Advisory Subcommittee -- No report.
- b. VPBA Advisory Subcommittee – No report.
- c. VPAA Advisory Subcommittee – No report.
- d. VPUA Advisory Subcommittee – No report.
- e. VPSA Advisory Subcommittee – The subcommittee learned about various areas within Student Affairs. In addition, the subcommittee discussed housing & dining and Greek court.

8. Adjournment

Motion (Lanham/Leitschuh): To adjourn.

Judy Gorrell
Executive Secretary