

Council on University Planning and Budget  
Agenda – October 9, 2015  
2:00 p.m. – 1895 Room

Minutes

Voting Members Present: Dominic Baima, Ann Brownson, Melissa Caldwell, Lynette Drake, Dave Emmerich, Richard England, Thomas Hawkins, Gloria Leitschuh, Jonathan McKenzie, Leigh Moon, Allison Moran, Pamela Naragon, Billie Rawlings, Darlene Riedemann, Tim Zimmer

Absent: Steven Daniels, Mona Davenport, Rachael Johnson, Harold Ornes, Shawn Peoples, Leah Reynolds, Jemmie Robertson, Kathlene Shank

Non-Voting Members Present: David Glassman, Blair Lord, Robert Martin, Michael Maurer, Paul McCann, Dan Nadler

Guests: Sherrie Arnholt (sitting in for Harold Ornes), Chris Dearth, Stacia Lynch, Richard Flight

1. Call to order & introductions – David Emmerich called the meeting to order at 2:04 pm. Members introduced themselves to all persons present.
2. Approval of Minutes for September 11, 2015 – Motion by Ann Brownson and second by Gloria Leitschuh to approve the minutes. Minutes were approved by acclamation.
3. Executive Committee Report – David Emmerich reported the Executive Committee met and used the annual agenda calendar developed last year to set the agenda.
4. New Business – No new business.
5. Old Business
  - a. Revenue Generating Ideas – David Emmerich provided an overview of the subcommittees created last year and processes followed to review revenue generation ideas. Discussion ensued as to whether to create one ad hoc committee this year to continue the work of all the committees last year or to have each subcommittee by area (VPAA, VPBA, VPUA and VPSA) continue the work. David Emmerich suggested using the subcommittees already formed. Jonathan McKenzie voiced concern that many of the revenue generation ideas overlapped VP areas and was afraid that multiple

subcommittees would be reviewing the same activities. It was determined that an ad hoc subcommittee, comprised of volunteers Tim Zimmer, Lynette Drake, Jonathan McKenzie and Gloria Leitschuh, would meet and divide the revenue ideas between the various subcommittees. This would be completed prior to the next CUPB meeting in November. Ann Brownson requested that David Emmerich email to all members the recommendations provided by the prior year's subcommittees.

David Emmerich then brought up the cost containment subcommittee which did not meet last year. It was determined that cost containment was still an area worth reviewing and a new cost containment subcommittee was created. David Emmerich, Melissa Caldwell, Billie Rawlings and Pamela Naragon volunteered to serve on the committee.

## 6. Other Business

a. Facilities Update – Tim Zimmer reported that Facilities had been busy beautifying campus for Monday's open house and preparing for Homecoming. FPM would be working on winterizing an exposed portion of McAfee since the elevator installation project had been stalled due to the state budget impasse. The CENCERE building is now open and occupied. Several classroom remodels are underway. And, the Tarble addition and Lantz stairwell projects will commence after spring graduation.

## 7. Administrative Reports

- President Administrative Report – President David Glassman began his report by stating that revenue generation and cost containment were good initiatives to continue.

President Glassman reported the university had started the FY16 budget year with a \$13 million deficit, and estimated through position reductions (layoffs, furloughs and eliminating vacant positions), the savings was approximately \$10 million. The freshman class was slightly larger than originally budgeted which increased revenue by approximately \$500,000. Charging students the 2.5% credit card fee associated with tuition payments paid by credit card resulted in approximately another \$400,000 of revenue. And, retirements throughout FY16 could result in another \$1 million in savings.

FY15 state appropriations had been 100% paid by the state. Zero FY16 state appropriations have been paid since there is no current state budget appropriating funds to the state universities.

Approximately, 2,600 EIU students receive MAP grants, which are paid by the state. The state has not paid any of these for FY16, and EIU has covered those grants for the fall semester, and plans to do the same for spring, if necessary. MAP grants are approximately \$9 million.

Additionally, the state's Comptroller's Office is not releasing federal Perkins Loan funds to students.

The state university presidents have a meeting scheduled with Governor Rauner this month. And, the state presidents sent a letter to the governor, House Speaker Madigan, and Senate President Cullerton requesting an end to the budget impasse.

President Glassman reported that the university receives some funds from Pepsico, which are spent under the president. This year, the president has authorized partial use of the funds to send viewbooks to junior high school students, as well as other recruitment activities focused on Latino/Latina students.

President Glassman has been meeting with academic departments across campus to discuss the departments' recruitment efforts and new program development.

Dominic Baima stated that students, including himself, are worried that the university will close if a budget is not passed and the students will not be able to graduate this spring. President Glassman said he does not know when a budget will be passed or what that budget will be but students should register for classes and continue to work towards their graduations as planned.

Melissa Caldwell stated that it can be difficult for the academic departments to be entrepreneurial about revising and/or expanding programs for students while the staff in those departments continue to shrink. President Glassman responded that areas that students are looking for in programs are collaboration opportunities, applied activities and flexible scheduling.

- Vice President of Academic Affairs Administrative Report – Blair Lord reported the VPAA subcommittee did not meet. He indicated that Academic Affairs position reductions reported included faculty, ASP, A&P and civil service positions. He has challenged the academic leadership to use their imaginations as they make programmatic changes moving forward. He reported the vice presidents, along with President Glassman, would be meeting with IBHE the following week to discuss the FY17 budget. He then introduced Chris Dearth, Director of Admissions, to present on recruitment.
  - Recruitment Report – Chris Dearth discussed the need of the university to communicate to more students earlier in the recruitment process to help increase inquiries and visitors to campus. He indicated that applications were slightly down this year but indicators are all positive as they move through the

recruitment cycle. He brought samples of new marketing materials which included the mailer sent to approximately 30,000-50,000 juniors, the new viewbook, and a brochure (“travel piece”) that recruiters use on the road. A new marketing material has been developed that is aimed at local students who could commute to campus and the affordability of the university if living at home. Panther Packs have been developed to provide to EIU alum who would like to decorate their offices with EIU materials. The university is encouraging teachers and advisors to use these Panther Packs to advertise EIU to potential students.

Chris also discussed changes to the FAFSA for the high school class of 2017. The FAFSA can now be completed in October 2016. As a result, EIU will start communicating to high school juniors earlier in the process.

- Vice President of Business Affairs Administrative Report – Paul McCann reported the VPBA subcommittee had met earlier in the day and discussed the current budget status. The FY15 financial audit is getting close to completion. SURS and CMS had made adjustments to their allocations reported to EIU, and thus, EIU had to make adjustments to their financial statements. The adjustments should be completed in a week or so.
- Vice President of University Advancement Administrative Report – Robert Martin reported the VPUA subcommittee did not meet. He then introduced Richard Flight, professor in the School of Business, to discuss student research.
  - Student Research – Dr. Richard Flight presented on market research being conducted by himself and his students in an effort to assist with the university’s strategic marketing and branding. Dr. Flight reported the 5 categories consumers are looking at when choosing a school: academic programs, location, social reputation, post-graduation placements and cost. Dr. Flight’s students are developing a survey in their market research class and plan to conduct focus groups. Dr. Flight is looking at the conversion rate at EIU from application to enrollment. Additionally, Dr. Flight hopes to set up a secret shopper program that will allow EIU to gather data on its recruitment processes, as well as its competitors’ processes.
- Vice President of Student Affairs Administrative Report – Dan Nadler reported that Family Weekend was occurring this weekend. Family Fun Fest would replace the Three Dog Night concert, which had been cancelled on short notice by the band due to health issues. The Student Life staff had worked hard to schedule replacement entertainment on such

short notice. Additionally, the VPSA was going to be handing out scholarships over the weekend that had been funded by EIU Parents Club.

8. Adjournment – The meeting was adjourned at 3:48 pm by David Emmerich.

Minutes recorded by Leigh Moon.