

WESTERN ILLINOIS UNIVERSITY
FACULTY SENATE
Regular Meeting 7 March 2017, 4:00 p.m.
Capitol Rooms -University Union

ACTION MINUTES

SENATORS PRESENT: M. Allison, V. Boynton, J. Brown, G. Delany, Barmann, R. Hironimus, Wendt, K. Kapale, N. Lino, B. Locke, S. Macchi, H. McIlvaine, Newsad, J. McNabb, K. Pawelko, Plos, R. Porter (via teleconference), C. Pynes, Roberts, T. Sadler, M. Sajewski, D. Sandage, S. Szyjka, Crant
Ex-officio: Kathy Neumann, Interim Provost; Janna Deitz, Parliamentarian

SENATORS ABSENT: D. DeVolder, C. Keist

GUESTS: Chandra Amaravadi, Kristy Keefe,

focused on affordability with those students who are likely to enroll in WIU. Those who

school students from Beardstown will be visiting WIU on April 21. She noted that students of immigrants speak numerous languages and ~~cap~~ leaving those here who can reach out to them in their own languages. Mr. Miner asked if the Admissions office has been notified of the Beardstown students' visit; Senator DeBlany ~~Blany~~ replied that she will formally notify his office tomorrow.

Senator Macchi observed that prospective students are starting to make their college decisions but faculty have not yet been asked to help with recruitment efforts. She asked if there is anything faculty can do to reach those students because now seems to be a actionable time for faculty to volunteer. She wonders how faculty can get involved in helping students to make their college decisions. Mr. Miner stated that getting students to choose WIU goes back to the beginning of the process when names of ~~students~~ students purchased during their sophomore year based on their PSAT scores so that Admissions can reach out to them early. Senator Boynton ~~pointed out~~ that the question is regarding reaching high school seniors. Senator Macchi asked if faculty should be ~~verifying~~ now since students are making college decisions now. Chairperson Pynes noted that faculty do not have access to lists of who has been admitted.

Senator Roberts noted that when he visited Faculty Senate on February 21, President Thomas said the benchmark for enrollment is 12,000 students. He related that after some discussion Chairperson Pynes suggested senators talk to the Admissions Director about how the University targets 12,000 students and what the horizon is, if it is knowable, to reach that high. Chairperson Pynes ~~asked~~ senators he asked Mr. Miner to do the following analysis: Given that the President has set an enrollment goal of at least 10,000 students (and ideally 12,000 in the future), and given certain predictable variables (graduation and attrition rates), how many new freshmen, transfer, and international students does WIU need to admit this year, next year, and three years down the road in order to make sure that enrollment reaches 10,000 or above ~~and~~ that number is maintained. Chairperson Pynes thinks the University should concentrate on reaching 10,000 again before considering 12,000. Senator Roberts stated he still would like to know how the administration determined 12,000 as a benchmark number. Chairperson Pynes ~~replied~~ that is a historical number ~~which~~ represents President Thomas's "pie in the sky" enrollment.

Mr. Miner explained when considering ~~the~~ way to stabilize enrollment at 10,000, any variables need to be taken into account, such as ~~retention of~~ returning classes. If Western's retention is consistently at 69 to 72 percent for first and second year students, that also needs to be factored in. Mr. Miner is working with Institutional Research and Planning to develop a spreadsheet to determine what WIU's retention rates should be ~~held to~~ way to stabilize enrollment in a declining marketing, which the state of Illinois is experiencing, is twofold. Everyone needs to make sure to put their best foot forward in order to make sure that Illinois residents who do apply and are admitted ~~according to~~

like for faculty to let him know when they come across these types of occurrences because if he does not know they are occurring he cannot address the problem. He stressed that his door is always open and encouraged individuals to email him so that types of things can be addressed as a teachable moment.

Ms. Walsh thinks having faculty available to speak to prospective students at Discover

is that this takes time. He said these ideas are being looked at now in hopes of securing enrollment this fall as well as seeing where these efforts will put WIU for the next year.

Senator Macchi stressed that faculty want to be involved, and she asked Mr. Miner to please use the faculty lists she compiled. She asked if the University has a target number

offered for two days each in February, March, and April, and Admissions is considering incorporating it into the fall as well. Senator Boynton asked if this is the first year Experience Western has been offered; Mr. Miner replied that it is not. Senator Boynton asked if data is available to show whether students who attend Experience Western are more likely to then attend WIU. Mr. Miner responded that Experience Western and Western Express are opportunities for admitted students, both yield about 50 percent, so they are definitely worthwhile. Mr. Miner explained that Discover Western has a lower yield because it is a different format and has considerably more students attending; Discover Western students are still searching for an institution to attend, but admitted students have narrowed their choices, so the yield is higher for the other two programs. He said Admissions is looking to expand Experience Western and Western Express because of the higher yield rate.

Chairperson Pynes stated that he has let this discussion go on because WIU has had declining enrollments for the past decade, and there is no more pressing issue on this campus because when enrollments decline, there is a strong potentiality for faculty to get laid off. Chairperson Pynes reminded Mr. Miner that, as the *sic* leader of the campus faculty body, he asked to see how many students need to be enrolled over the next one, two, and three years, given WIU's standard graduation and attrition rates. Chairperson Pynes said that he is extremely disappointed with what Mr. Miner has brought before Faculty Senate today.

Chairperson Pynes asked Interim Vice President for Student Services Ron Williams what the maximum capacity is for residence halls to accommodate freshmen this fall; Interim Vice President Williams responded that it is 5,000. Chairperson Pynes asked Registrar Angela Lynn how many students on average WIU loses through graduation. Dr. Lynn responded that about 2,000 graduate in the spring, and about 1,000 graduate in the fall; Chairperson Pynes asked if that is about ten percent, and Dr. Lynn responded that is fairly accurate. Chairperson Pynes explained that WIU has then to make up ten percent of the total 9,649 enrollment. He pointed out that with a retention rate of about 68 percent, the University has to make up those who have graduated plus those who are not coming back with admitted new freshmen. He believes that this number must be defined before WIU can expect to hit the goal, and saying that the University needs as many students as possible does not convey the urgency of the problem to faculty.

Chairperson Pynes told Mr. Miner he is extremely disappointed that he did not show up with any numbers when he was told one week ago that Chairperson Pynes would ask this exact question. He related that he told Mr. Miner that the former Admissions .HT

is lower enrollment, that means fewer faculty and staff jobs and fewer student workers. He believes this is the one variable the University has control over because WIU cannot force the legislature to give the institution more money.

Dr. Thompson has heard it predicted several time by someone in upper administration that this person expects enrollment to be approximately six percent in fall 2017. He asked if this is a realistic number since this would put jobs in peril. Mr. Miner responded that it is too early to make projections. Chairperson Pynes said that is a fair response.

Senator Szyjka stated that after reflecting on the idea of bringing more students, he thinks the administration should look at developing a media campaign to "put our university out there. He also stated that he would like to see the university do a better job of marketing its programs and services. He also stated that he would like to see the university do a better job of marketing its programs and services.

negative to WIU, he, the President, and other residents get asked about it in Chicago, Peoria, Missouri, or wherever they travel.

Parliamentarian Deitz observed that there are two questions: the question about numbers and the other question about decisions and actions that can be done right now. She recalled that Senator Macchi three weeks ago sent an ordinance in an effort to compile a list of faculty willing to volunteer for recruitment efforts. She stated that, given the timelines for March and April, faculty want to know what they can do right now. Mr. Miner said that he will be working on this and asked to whom he should send the information; Chairperson Pynes directed him to send it to the Senate Chair and Recording Secretary.

Senator Allison commended WIU's administration on the "You Are Welcome Here" campaign. She related that people in the community have told her how much they like it. She said that the recent headline announcing that WIU enrollment has fallen below 10,000 for the first time this century led to community members asking her what was happening, so she understands what WIU's administration is up against in battling negative reports and why she applauds that WIU is a welcoming community.

Senator McNabb observed that there is an issue of transparency of information which is related to the specificity of numbers. She believes that targets are important because "you can't swing for the fences if you don't know where they are." She noted that when tenth day numbers are available, it becomes really obvious how WIU is far from the target. She asked if it would do irreparable harm to say that WIU wants 1,900 first year students. For example, based on mapping and data rather than just saying the University wants to match the 1,531 new freshmen from last year. Senator McNabb asked if there is any real negative ripple effect if the ultimate number comes up short because she suspects people will care less about that than they do about the big overall number. Interim Vice President Williams responded that Senator McNabb is not wrong in her assumptions, but his concern is that it may lead to questions about why the goal number was not reached. Senator McNabb thinks this can be addressed by closing the feedback loop – pointing out the fantastic things and efforts that worked really well along with the things in which the University put its energy but which did not result in much. She believes this could result in a kind of refined best practices; if sufficient information is provided so that people can identify what went well and what will be changed in future, she thinks it can counter those people who might point out that Western missed its target. Senator McNabb believes WIU must keep moving forward and continue setting targets even if they fall short.

Ms. Walsh said she understands the implications of the enrollment numbers.

Senator Szyjka recently served on a committee to oversee an event launching the Department of Curriculum and Instruction's new Middle School Education major. He invited WGEM to attend, but they did not do so. He has seen other launch campaigns on TV and thinks this would have been a good opportunity to get a positive story out locally. He also thinks senators should send postcards as they were asked to do last year to reach out to potential students. He liked that these went out from admissions and showed Rocky on them and thinks that the personal message and phone number to contact someone was a positive effort. He related that he did not see any reluctance from faculty to do this type of recruiting and stressed that positive efforts should continue to be pushed to counteract any negative stories. Senator Szyjka related that this past summer he heard a student leader telling a group about the unspoken tradition of spray painting the Rocky by Hanson Field. He thinks WIU's traditions should be promoted through the media and by creating some kind of events. Senator Boynton expressed her agreement with the importance of good press. She noted that the recognitions earned by Broadcasting students would seem to be a natural way to get on WGEM and KHQA. Interim Vice President Williams stated that the University sent that information out, but to his knowledge it was not picked up. He added that the University can send stories out but cannot force news media to use them. Chairperson Pynes observed that the "You Are Welcome Here" campaign was really well done, and he would like to see more things like that.

Senator Lino remarked that there has been a lot of discussion about recruitment and admissions, but he wonders what is being done to retain students once they enroll at WIU. Mr. Miner responded that there is a retention committee that is working on that question. He said they are considering the checkpoints to identify students ahead of time and what resources are needed to get retention back to what it was. Chairperson Pynes stated that he sits on a Persistence and Completion Committee with quite a few interesting things going on, and it has set a goal of increasing retention by four percent. He related that the Registrar's office and Institutional Research and Planning are doing a great job toward this effort. Interim Vice President Williams related that College of Arts and Sciences Dean Sue Martinelli-Fernandez has pulled together a group of academic affairs and student affairs professionals to talk about how to reach out to students at risk of not returning. He said this group is currently discussing where the data that is collected by the Registrar's office and Institutional Research and Planning actually goes. He related that the Center for Innovation in Teaching and Research (CITR) has created an app that includes a way to inform Michelle Yager that a student has been missing classes or other pertinent information so that someone in her area can reach out to that individual about what is going on in his or her life.

Senator Porter asked if the numbers for applications, admits, and yields are similar for WIUQC. Mr. Miner responded that the information is similar as regards transfer students, while in the freshmen market there are more areas of opportunity where WIUQC can increase applications. The QC Admissions initiative right now is to increase applications on the freshman side.

4. Higher Values in Higher Education Strategic Plan Supplement, 2017-
(Joe Rives, Vice President, Quad Cities and Planning)

presidents can be asked to talk to senators if needed to address this concern. Senator Allison reiterated that she does not know where the \$10 million will come from. Chairperson Pynes said he has asked Interim Vice President Bierman to speak to Faculty Senate as soon as he is able.

Senator Allison said she is also concerned about #2 under the same section –
“Identify opportunities to streamline and improve efficiencies. (All academic schools,

seems to indicate that there will be shifting of funds to other priorities as well as reductions. Senator McIlvaine Newsad observes she sees a lot of points in the document but there is absolutely no operationalization; the supplement does not address how the University will get to where it wants to go and how all of its points will be addressed. She would like to see detailed examples, such as how and by whom programs will continue to be determined. She also wonders what the timeline is for the various points and who is involved in them. She wonders how the University came up with \$20 million for reductions, and how and by whom the reinvestment will be determined. She would like to see numbers and some type of projection. Senator McIlvaine Newsad also does not understand what is meant by "Identify opportunities to streamline and improve efficiencies." She wonders if this means taking a vacant residence haTJ 0(w) pn w1A7(e)-2(nts

(Chandra AmaravadChair)

1. Request for Change of Global Issues Designation

a) ATM 375, Diversity of Dress, 3 s.h.

Chairperson Pynes explained that Linda Prorise in the Provost's office noticed that a course originally approved for Discipline Specific Global Issues (DSGI) later was approved as a General Education course so should really now have General Education Global Issues (GEGI) designation. Dr. ~~Andra~~ would senators that CIE did not find any differences between the requirements for DSGI and

