



Western Oregon UNIVERSITY

DATE: 30 JANUARY 2019
 TO: PRESIDENT REX FULLER
 FROM: UNIVERSITY BUDGET ADVISORY COMMITTEE
 RE: PHASE ONE PROPOSAL RECOMMENDATIONS

In December 2018, UBAC began its review of 76 proposals, with sponsors ranging from faculty groups to individual students. While this year’s institutional priorities guided UBAC discussions (i.e., attracting new students, keeping the students we have, and making WOU the most affordable public university in Oregon), revenue generation was identified by UBAC as an additional and top priority for the review process. Twenty-nine recommendations for the further development of proposals are listed below and reflect majority agreement among UBAC members. Five of the 29 are clear in their potential for revenue generation. An asterisk* is placed next to those proposals that include students as sponsors or co-sponsors.

Notes on Process

Because the Phase One proposal form did not solicit revenue-generation projections, UBAC has attempted to prioritize those proposals that appear to have the greatest potential to generate revenue. UBAC intends to request that Phase Two sponsors present revenue projections (along with creative ideas for funding, if and when possible) at the joint forum. Also, UBAC recognizes that some originating sponsors may not possess the capacity to develop the Phase Two proposal, which will require a clearly articulated process for moving forward in those cases.

It must be noted that UBAC observed some patterns in the requests:

- (1) with the new decentralized budget model, many are not aware that they can and should be requesting monies through internal unit/department/division/college/faculty-development-level budget request channels (red totals in the requests below may serve as examples of this), and
- (2) as a result of organizational changes without subsequent workflow analyses, workload challenges have surfaced for entire units, like General Counsel.

While possible solutions are not included in this report, UBAC requests that the Cabinet include these subjects in their conversations as we move forward in this process. Additionally, UBAC identified promising efficiencies and/or initiatives that should be routed to more appropriate channels (e.g., New Student Week Committee, Parking Committee, and Child Development Center). Notes regarding UBAC decisions can be made available to the Cabinet, upon request.

Finally, UBAC humbly repeats its request from June 2018: we need accountability mechanisms to be put in place for all funded proposals, which would include those from last year.

REVENUE GENERATING

| Proposal | Sponsor Request |
|---|--------------------|
| New program: Educator Program Initiatives (150) | Ongoing: \$750,000 |
| New Program Support: Salem Presence (156) | Ongoing: \$401,000 |
| New Program: MA in Organizational Leadership (161) | Ongoing: \$200,000 |
| New Program: Certificate in Deception Detection (178) | Ongoing: \$8,000 |
| Used IT Equipment in Bookstore (174) | Ongoing: unknown |

ATTRACTING NEW STUDENTS

| Proposal | Sponsor Request |
|--|---------------------|
| Athletic Scholarships (158) | Ongoing: \$294,260 |
| STEM Cohort (166) | One Time: \$110,000 |
| UCS Programmer for Admissions and Recruitment (172) | Ongoing: \$70,000 |
| Enrollment Referral Process (176) | Ongoing: \$40,000 |
| Family Recruitment (173) | Ongoing: unknown |
| Media Initiatives (187), (117), (151)*, & (182)* | Ongoing: unknown |

KEEPING THE STUDENTS WE HAVE

| Proposal | Sponsor Request |
|---|---|
| Experiential Learning Initiative (168) | One Time: \$18,000 / Ongoing: \$113,000 |
| Textbook Affordability Initiative (184) | Ongoing: \$100,00 |
| WOU CASA Program (185) | Ongoing: \$100,00 |
| Upward Bound Retention Specialist (165) | Ongoing: \$62,000 |
| Student Schedule and Registration Software (153) & (121)* | One Time: \$25,264 / Ongoing: \$20,264 |
| Veteran's Resource Center Supplemental Support (169) | Ongoing: \$20,000 |
| Course Textbooks on Reserve (186) | One Time: \$16,000 / Ongoing: \$6,000 |
| Partial Funding for FTE Increase: Asst. Sports Performance Coach (157) | Ongoing: \$5,687 |
| LSAT Preparation for Students (183) | Ongoing: \$1,000 |
| Financial Aid Processor (144) & (125)* | Ongoing: unknown |
| Transfer Transcript and Articulation Centralization (163) | Ongoing: unknown |
| LAS Division-Level Intervention Teams (160)* | Ongoing: unknown |

INDIRECTLY SUPPORTING INITIATIVES

| Proposal | Sponsor Request |
|---|-------------------|
| Paralegal (180) | Ongoing: \$90,000 |
| IR Analyst (181) & (189) | Ongoing: \$87,000 |
| Evaluating Graduation Fee (149) | Ongoing: \$50,000 |
| Community Garden Support (146)* | Ongoing: \$500 |
| Investing in Long-Term Unclassified Staff (154) | Ongoing: unknown |
| Unclassified Vacation/Salary Swap (175) | Ongoing: unknown |