

**University Council
Agenda
February 1, 2019
Pastega Room, RWEC**

Present: Rex Fuller, Laurie Burton, Scott Beaver, Curtis Campbell, Paul Disney, Gary Dukes, Tina Fuchs, Mark Girod, Ryan Hagemann, Rip Horsey, Ana Karaman, Richard Kavanagh, Bill Kernan, Dave McDonald, Erin McDonough, Adele Schepige, Katherine Schmidt, Abdus Shahid, Michael Smith, Linda Stonecipher, Judy Vanderburg, LouAnn Vickers (Ex-Officio), Niki Weight, Rob Winningham

Absent: Kathy Cassity, Evelyn Guzman, Allen McKiel, Sue Monahan

Updates and Progress Reports

- **[University Budget Advisory Committee \(UBAC\) progress report](#)**
Co-Chairs Richard Kavanagh and Katherine Schmidt presented a review of the work accomplished by UBAC in 2018. During the first year of establishment, the UBAC reviewed budget proposals forwarded by the President's Cabinet. The committee served as counsel regarding solutions and/or action plans for several initiatives that were put into place for the 2019 fiscal year. At the conclusion of this process, the UBAC recommended a revision to the budget proposal process for 2018-2019 which included new proposal forms, a timeline and a communication plan. This new process, which included two phases, was approved by the President.
 - **Phase One** – proposals are submitted and reviewed by the UBAC, recommendations for Phase Two are then forwarded to President's Cabinet.
 - **Phase Two** – proposal sponsors are given the opportunity to showcase their proposal at a joint meeting of President's Cabinet and UBAC. This gives sponsors an opportunity to provide additional information regarding the impact the proposal will have on revenue, enrollment and retention.

In preparation for the 2019-2020 budget cycle, 76 proposals were submitted and reviewed by the UBAC. Recommendations for Phase Two have been made to the President's Cabinet by UBAC.

- **[University Technology Advisory Committee \(UTAC\) progress report](#)**
Co-Chairs Erin Baumgartner and Bill Kernan reviewed the committee's charge and key responsibilities. A [New Business Submission Form](#) was created to provide campus an opportunity to submit items for UTAC to consider.

Projects they are currently working on include: Windows 10 upgrade, Ellucian Mobile App, Learning Management System (versus Moodle), and the creation of bylaws. (It was acknowledged that perhaps adding elements to the committee charge would be more time efficient than trying to create bylaws.)

Security updates and instructional technology will be topics of discussion at each UTAC meeting.

President Fuller noted that the advisory committees have been created to connect back to the University Council and the purpose of the UC is to ensure that the advisory committees align with our goals and mission fulfillment.

- **Advising hold changes**

A new communication plan has been implemented by the Student Success and Advising Office (SSAO) in an effort to improve retention rates.

Each term, advising holds are placed on undergraduate students' accounts encouraging them to meet with their advisor and to ensure they are on track for graduation, prior to registering for the next term. Under this new plan, and at strategic points in the term, an email "nudge" will be sent to students who have not registered for the following term.

The communication will begin on week five with an email to currently enrolled students, encouraging them to meet with their advisor. An email will also be sent to faculty and staff to notify them that advisor holds have been placed.

A report will be run at the end of registration week (week nine) to note which students still need to register for the upcoming term. Advisors will also receive a list of their advisees, as well as an email template for optional use, and they will be asked to send a registration "nudge" email.

In week ten, an updated enrollment report will be run to determine if the number of students registered increased after advisor "nudges" were sent. Then on Thursday of finals week, a final enrollment report will be run to identify which students still have an advising hold and have not registered. SSAO will request that the hold be removed and a general registration "nudge" will be sent from the advising@wou.edu email account to notify these students that the hold has expired and encourage them to register and to follow up with their advisor. An email will also be sent to students who do not have a hold on their account but have not registered.

In her presentation, Nikki Weight also provided a fact sheet noting the results of the registration "nudge" between fall 2018 and winter 2019. By the end of December, the percent of students not registered dropped from 14.7% to 7.9%, indicating an increase of 293 students had registered for winter term. (These results excluded students graduating, attending OHSU, or placed on academic suspension.)

This model provides positive communication through email "nudges," 1:1 contact with students, and removes a possible barrier for a group of students who might not register or return.

Reports

- **Educator Advancement Council**

Mark Girod provided an [overview of the Educator Advancement Council](#) (EAC). This Council was developed from the work of the Governor's Network for Quality Teaching and Learning and is driven by SB182 (2016). The EAC brings together educators, community leaders, and state officials to develop the best methods that will ensure professional learning, mentoring, and educator support reaches Oregon's public educators.

The EAC is charged with creating and deepening partnerships between Oregon educators at all levels of learning and to promote interest in the teaching profession. This would include providing financial resources, mentoring support during the first two years as an educator or administrator, and would require state and federally funded professional learning to be equity-driven.

Dean Girod currently serves on the Council and concluded that Western's educator programs are ready to partner with the EAC to deliver programs to Oregon educators.

- **Comprehensive Campaign update**

Erin McDonough provided an update on the upcoming comprehensive campaign, noting that the WOU Foundation has engaged in a contract with Consultant Shelly Parini. She explained that a comprehensive campaign is a multi-year, timebound campaign, with a significant fundraising goal.

There are six phases in a campaign: readiness, prepare and plan, pre-campaigning action, silent phase, public phase, and it concludes with a celebration phase. We are currently about halfway through the readiness phase. During this phase, Ms. Parini will engage in 20 one-on-one interviews and meet with six focus groups. She will then schedule a planning day in April to join the two groups, and provide a final report to the Foundation Board of Trustees in June.

Customer management is critical during a campaign so the recent increase of two development officers to the division of Advancement & WOU Foundation will be immensely helpful. This will increase the opportunity to build relationships with potential donors.

- **Becoming a Doctoral Degree Granting Institution**

This presentation was tabled until the March 8 meeting.

- **NWCCU update**

The midcycle report is due March 1, 2019. All seven recommendations from March 2016 have been satisfied and the notice of concern was lifted. In preparation of this midcycle report, twenty-five employees (combined faculty and staff) participated in half-day focus group in mid-December 2018. Two notable findings were identified during the productive meeting. It was discovered that there is a need to incorporate: (1) academic excellence as a partner to student success into the second case study

on a global level and (2) the work of the professional learning communities as center-stage evidence illustrating how assessment drives our decisions.

During December 2018 and January 2019, time was spent crafting the analysis, revising the original document, and responding to recommendations 4, 5, 6, and 7. With the writing tasks near completion, we are on target to meet the March 1 deadline and will welcome the site team to campus April 4-5.

- **Concluding comments, President Rex Fuller**

President Fuller concluded the meeting with reviewing a document used during the [Strategic Planning Process](#). The second page of the document provides an opportunity to reflect on the university's accomplishments since 2016. These accomplishments include: implementation of *WOU's Strategic Plan: Forward Together* and a new mission statement, a new Campus Master Plan, a new Enrollment Management Plan near completion, and the establishment of the University Council (UC), the University Budget Advisory Committee (UBAC), and the University Technology Advisory Committee (UTAC).

The Governor's Recommended Budget (GRB) for the 2019-21 biennium includes a base budget and an investment budget. The investment budget is predicted on a tax revenue package that would generate an additional \$1.9 billion. The base budget does not increase funding for the Public University Support Fund (PSUF), which is unchanged from the 2017-19 Legislatively Approved Budget (LAB). The seven universities requested an increase of \$120 million for the current service level in its request to the Higher Education Coordinating Commission. With the Legislature in session, there are still a lot of moving parts. He emphasized that Western's goal is to have the lowest net cost of attendance of Oregon public 4-year institutions.

Announcements:

- TRU Day at the Capitol is scheduled for May 14
- The University Diversity Committee is being revitalized and will be renamed the University Diversity & Inclusion Advisory Committee (UDIAC), aligning with the structure of the other presidential committees that have been established since the implementation of our Strategic Plan. The goal is for this committee to be up and running this month (February 2019). A co-chair for the committee will be named and will participate in the University Council.

Meeting adjourned at 10:28am.

Upcoming meetings

- Winter term: March 8
- Spring term: April 19 and May 17