

**University Council
Minutes
March 6, 2020**

Council Members Present: Rex Fuller, Laurie Burton, Michael Baltzley, Chelle Batchelor, Gabbi Boyle, Kathy Cassity, Gary Dukes, Bryan Dutton, Tina Fuchs, Mark Girod, Ryan Hagemann, Ana Karaman, Richard Kavanagh, Bill Kernan, Kristin Latham-Scott, Laura Lyon, Dave McDonald, Erin McDonough, Sue Monahan, Adele Schepige, Abdus Shahid, Michael Smith, Judy Vanderburg, LouAnn Vickers (Ex-Officio), Niki Weight, Rob Winningham

Council Members Absent: Curtis Campbell, Erik Morgan, Linda Stonecipher

Campus Climate Survey

1. Campus Climate Survey Results/Discussion on approach | Sybille Guy

Sybille Guy presented an update on the Campus Climate Survey analysis she is conducting. Results will be presented with a breakdown of the total participants, both faculty and staff. In addition, gender differences will be examined as well as differences depending on the length of employment at WOU. These analyses are based on conversations with senior administration and faculty and staff senate executive teams. A methodology section will be provided in the report to ensure transparency. The results will be available in early May, followed by presentations to various campus groups.

Campus Advisory Committee Reports

2. University Budget Committee (UBAC) | Richard Kavanagh

The UBAC process resulted in 36 proposals. Each proposal was evaluated by the committee, using the rubric used during the 2019 proposal process. The committee determined that 21 of the 36 ideas met their threshold to be moved forward. However, due to budgetary shortfalls, they decided to categorize their recommendations into three tiers: "Critical" (most needed or biggest impact relative to institution priorities), "Important", and "Would Like to See" (also important but perhaps less urgent).

Of these 21 proposals, eight will move forward to Phase 2 with an opportunity for the proposal authors to provide a presentation at a joint meeting of UBAC and the President's Cabinet. This meeting is set for April 16. UBAC is providing a workshop for the proposers to provide guidance for the April 16 presentations. This is scheduled for March 12.

3. University Diversity & Inclusion Committee (UDIAC)

No report.

4. University Technology Advisory Committee (UTAC) | Chelle Batchelor

The Canvas Pilot implementation team sent a "call for participation" and received 26 respondents. This would result in 600 participants with a good campus representation across the colleges/departments. The goal is to narrow down the number of participants to ~400.

The Apple Subcommittee is reviewing data from the Textbook and Technology student survey conducted in February 2020. They are also developing pre- and post- surveys for the iPad Classroom Pilot and will be launching the pilot with four courses during spring term.

Assessment Spotlight

5. [Nudging Toward Success: Leveraging assessment and technology to increase student retention](#) | Niki Weight

Niki presented an overview of the impact nudges has on student success and retention. She compared data from fall 2018 and fall 2019 to observe the impact nudges had on students not registered after registration week.

She noted that this assessment has helped identify areas for future improvement, citing four measures for improvement they discovered.

- 1) They identified that spring to fall rates of students not registering was higher than other terms. This led them to try email outreach from President Fuller and division chairs to connect with these students.
- 2) They were able to identify seniors who were close to graduating but had not registered for the following term. This led them to do targeted outreach to help them complete their degree.
- 3) Because the data indicated the nudges were successful, the advising team/other offices will be able to explore ways to be more proactive prior to registration week.
- 4) They will be making efforts to identify and remove barriers that keep students from registering.

Updates, progress reports and discussion items

6. OER Stipend Project Update | Sue Kunda

There is an ongoing need to provide online resources for our students in an effort to reduce the costs associated with purchasing textbooks. Academic Affairs formed a Textbook Affordability Initiative Steering Committee within the Library and Academic Innovation division to encourage the adoption of high-quality affordable instructional materials, including Open Educational Resources (OER).

Sue provided an overview of “Open @ WOU”, Western’s Open Educational Resources (OER) stipend program, available to faculty who participate in the development of online resources.

There are several levels of participation which are based on the contribution efforts:

- 1) **Adopt OER** (\$1,000): Redesign with little revision to an existing resource (most often a textbook). There are currently six faculty participating at this level.
- 2) **Adapt OER** (\$2,000): Combine or remix new or existing openly licensed content to bridge gaps in available resources. There are currently five faculty participating at this level.
- 3) **Author OER** (4,000): Create an open access textbook that is designed specifically for the course that you teach. There are currently two faculty participating at this level.

There are specific requirements and deadlines that must also be met in order to participate in the program, which kicked off in January 2020. More information is available on the webpage at <https://research.wou.edu/OERatWOU>.

7. Summer Session—Challenges and Opportunities | Sue Monahan & Rob Winningham

A cost analysis was completed on WOU's 2019 summer session, comparing actual expenses to revenue. Through this review, it was determined that the return on investment (ROI) for this summer session was \$0.25. For every dollar invested in summer pay for faculty, we netted 25 cents in revenue.

With few exceptions, data suggests that summer courses are typically smaller classes than those in other terms but one additional student enrolling in a course can move a course from alternative contract to full pay. This creates an unpredictable impact on the cost to deliver a course which led to the determination that a proposed budget should be established for teaching in summer 2020.

The proposed budget will drive decisions such as which courses to offer, how large the sections would be, and will also create incentives for the colleges and divisions to efficiently manage summer offerings.

8. Enrollment Management Discussion | Gary Dukes & Rob Findtner

[Enrollment Management discussion data folder](#) and [Enrollment data links](#)

Gary and Rob provided an overview of the outlook for fall 2019 recruitment. While college enrollment has declined nationally, a 3% growth is projected in Oregon. WOU's fall 2020 applications are up 14.9% for freshmen and 6.1% for transfers. The admits for fall 2020 are up 6.8% for freshmen and 11.5% for transfers.

Recruitment efforts have mostly been focused on the I-5 corridor, students participating in the Willamette Promise, as well as WUE states and Texas. The number of campus visitation opportunities was increased, offering a \$1,000 award to participants. They have also implemented Instant Wolf which provides the opportunity for a student to be instantly admitted during their campus visit.

Specific efforts have been initiated to support Western's journey to becoming an HSI. These efforts have included targeting school districts with the largest Latinx student populations, continuing outreach to our WUE states and Texas, providing Spanish publications (i.e., Funding Your Future), Journey to College (a one-day conference which hosted 117 high school Latinx students on campus), offering information sessions and campus tours in Spanish at scheduled Preview Days and SOARs. These efforts have proven to be fruitful with an increase of 40.9% of Latinx applications and 5.9% of freshmen admits for fall 2020.

Outreach to feeder Oregon community colleges continues in an effort to recruit transfer students. Admissions staff were able to host an event for Concordia University (CU) students upon the announcement of its closure. This resulted in 39 application and 21 admits from CU.

A recruitment communication plan was put into place which included the utilization of email and text messaging, offering application fee waivers, email reminders from financial aid to submit the FAFSA and general college application, and emails from President Fuller targeting students who have not submitted their FAFSA. These students were offered a \$750 fee remission if they completed their FAFSA in response to Dr. Fuller's email.

Initiating an Enrollment Marketing Plan provided direction for marketing efforts. Some of the efforts included ads at Northern Lights Theatre Pub and Dallas movie theater, java jackets at Salem's IKE box and Isaac's, targeted ads via FaceBook and YouTube, ads in Spanish at radio stations airing from Portland to Eugene, Saturday Market sponsorships, and advertising in publications for area chambers of commerce, Travel Salem, and SEDCOR.

Recruitment efforts were also supported through multiple platforms which included Latino conferences, Pell Plus posters for high school counselors, providing WOU swag to targeted groups, and sponsorship of a Share the World video focusing on WOU's ASL programs.

A strong emphasis has also been placed on retention. It was noted that students in the Student Enrichment Program (SEP) and Multicultural Student Services and Programs (MSSP) have some of the highest retention and graduation rates compared to other WOU student populations.

The meeting adjourned at 10:30 am.