

WESTERN ILLINOIS UNIVERSITY
BOARD OF TRUSTEES
Minutes of the Retreat
July 19-20, 2012

July 19, 2012

July 20, 2012 Board Room, Multicultural Center

The Retreat convened at 8:00 a.m.

Attendees:

Trustee Cathy Early

Trustee Carolyn Ehlert Fuller

Trustee William Epperly

Trustee Phil Hare

Trustee J. Michael Houston

Trustee Jonathan McGee

Absent: Trustee Lyneir Cole

Also Present for the Board Retreat:

President Jack Thomas

Retreat Facilitator Jane Pierson

Provost and Academic Vice President Kenneth Hawkinson

Vice President for Advancement and Public Services Brad Bainter

Vice President for Administrative Services Julie DeWees

Vice President for Quad Cities and Planning Joseph Rives

Director of Admissions Andrew Borst

Administrative Assistant II to the Board of Trustees Kerry Lemaster

Jane Pierson reviewed the schedule for the day

Board broke into small groups to discuss accomplishments and challenges for 2011-2012.

Accomplishments:

COPS Money

Opening Quad Cities Campus Phase II \$\$

Residence Hall Improvements

Elimination of Coal Burning Facility

~~H~~ Hiring of a new President

Decline in number of student available to attend college
Increased competition from other universities (including new competition)

± Leading the Way to Greatness 2012-2013

President Thomas reviewed the goals and accomplishments of the past year. He also reported on current and future goals.

The President discussed his goals for 2012-2013, which will be posted to the web after the he meets with governance groups to receive input.

Presented what he believes Western Illinois University will look like in the future and answered Trustee questions.

The President presented the Quad Cities Growth Plan. The Board discussed the future of the 60th Street location as the Riverfront Campus grows and is completed. The Board and President reviewed ways in which we could eventually move to the Quad Cities standing independently.

Enrollment numbers of the Quad Cities will lead the direction in terms of the growth plan.

The Board and the President talked about the current Quad Cities Campus budget and how we will move forward in the future as the campus grows. The group reviewed the history of the campus and how we got to where we are now.

Trustee Houston asked about the staffing of the proposed Welcome Center in Macomb. Trustee McGee asked if we could work with the City of Macomb on that to have some shared resources for University and City.

Break

The Vice Presidents joined the Retreat to give their reports to the Board.

Presentations from the Vice Presidents

Director of Admissions Andrew Borst for Vice President Biller

- x Reviewed demographics of high school seniors
 - Total population

Trustee Epperly asked about Northeast Missouri and Southeast Iowa and the costs for those students to attend.

Trustee Ehlert Fuller asked about how we recruit to rural schools. Director Borst explained how

Contract with a media buying and marketing consulting firm in Chicago to assist with our marketing efforts

Challenges Budget. Budget. Budget.

Budget for Alumni Programs, which has direct impact on the Foundation and fundraising
Lowered budgets in all these areas. More alumni to target for giving but less funding, personnel and resources to do so

Where do we see ourselves in the future?

1 Year Complete Campaign

3 Years Feasibility study for next campaign

5 Years Start quiet phase of next campaign

Trustee McGee offered to work with VP Bainter on a student initiative to raise money

Trustee Epperly asked about email addresses and ability to segment based on demographics.

Trustee Epperly asked about prospecting for top donors. VP Bainter indicated use of consulting firms, a research coordinator. There is a special program for those individuals. We have development officers in each college, Athletics, the Library, etc.

Trustee Ehlert Fuller asked about the development officers. VP Bainter discussed training, mentoring, moves management, and gift closure. Is working fine.

Outreach to Donors
Wetzel Park
Legislative support strategy and involvement