University of Wisconsin – Eau Claire
University Senate Executive Committee

Minutes from January 21, 2014
Volume 50, Number 8

Present: Cathy Berry, Mitch Freymiller, Marc Goulet, Beth Hellwig, Rose Jadack, Paul Kaldjian, Patricia Kleine, Mary La Rue, Abe Nahm, Geoffrey Peterson, Jean Pratt, James Schmidt, Sherrie Serros, Marty Wood

Absent: Cindy Albert, Jason Anderson, Julie Eklund, Cheryl Lapp, Mike Morrison, Ganga Vadhavkar, Katie Wilson

Guests: MJ Brukardt

The regular meeting of the University Senate Executive Committee was called to order by Chair Freymiller at 3:05 p.m. on Tuesday, January 21, 2014 in the Centennial Room of Davies Center.

1) Minutes of December 3, 2013 were approved as distributed

Without objection, the discussion with the Chancellor regarding the development of an Enrollment Management Taskforce will be moved ahead of the Open Forum.

2) Discussion with the Chancellor regarding the development of an Enrollment Management Task Force
   • It is important for the institution that we come together to see what we want our institution to look like
   • The overall student count is an important piece
   • We want to describe our enrollment, but also keep in mind our program mix
   • This group will need to have access to data
   • The Task Force will provide
     • The optimal size of the student body, based on academic capacity and financial need
     • Our student profile, including the desired mix of traditional and non-traditional students, transfer students, out-of-state and international students, undergraduate and post-baccalaureate students, as well as under-represented students
     • Undergraduate retention and graduation rate goals
   • Representation on this Task Force from a number of different layers would be appreciated
     • Want a university-wide perspective
     • It was not the intention of the Chancellor to load the Task Force with enrollment experts, but to have them available for support
     • The Chancellor may also allow this Task Force to visit other institutions
     • This Task Force could aspire to something greater than what we are and not necessarily just in size, but it needs to be authentic and sustainable
     • Need to emphasize that the report will be due this June, which is a short time frame
   • There will be an Enrollment Management team
     • Associate Vice Chancellor for Strategic Enrollment position has been posted and hopefully this position will start July 1
     • Data and projection background would be nice
     • The 2nd bullet should have an “and” instead of “as well as”
     • We want to attract students, but know that they still need a sense of community and we need to have enough resources available for them
     • Goals for the plan are enrollment, retention and graduation; not uncommon for people to usually look to national standards so this Task Force should be encouraged to think about marketing and branding that to the audience that we are trying to reach and the region that we serve
     • Instead of following national goals we should be looking at local and regional needs
• We need to have a path for students that want to graduate in four years
• We also need financial people involved so we can figure out how to run things
• This will help provide us with some priorities
• Names of anyone interested can be forwarded to MJ Brukardt
• The size of this Task Force has not yet been determined
• Should also keep in mind that the Confluence Project may impact this as well
• We want to avoid the perception that this committee will determine what programs will grow or what programs will get cut
• We are not developing the academic plan, but we have to look at it because we need to know where the opportunities are, including the opportunities for jobs

3) Open Forum
• African American History Month calendar passed out
• Vice Chancellor Hellwig will look at getting senators the RFP for food service from 2008 or 2009 previously requested
  • A link would be sufficient

4) Announcements
• Transportation and Commuting Open Forum is scheduled for January 28th at 3:00 p.m. in the Dakota Ballroom
  • An agenda will be coming out prior to the meeting with an outline of what will happen during the open forum
  • Eau Claire Transit should be invited

Meeting adjourned at 3:34 p.m.

Submitted by,

Tanya Kenney
Secretary of the University Senate