

to undertake this job. She added that incumbent on the faculty, as educators, to take a hard look at the General Education requirements and the composition of Gen Ed

Senator Boynton observed that under the Enrollment Management heading the Presidential Initiatives includes the goal to “Improve first year retention rates.” She asked if it is known what the retention rates were last year for first year students. Vice President Williams replied that it was 68 percent this fall, slightly down from 69.2 percent in fall 2016. Senator Boynton asked what the University aims for in first year retention. Vice President Williams replied that 75 percent is very ambitious, and the national average is 65 percent. President Thomas added that WIU’s goal is to reach 70 percent for first retention. He added that WIU was at that point in the past.

Under the heading of Alumni Relations and Development, the Presidential Initiatives include the goal to “Prepare for a Capital Campaign.” Senator Roberts asked about the timing and priorities for this fundraising campaign. President Thomas responded that he has announced the desire to start a capital campaign and has spoken with Vice President for Advancement and Public Services Brad Bainter about this effort, but it takes time because of the need to lay the groundwork. He said there has not yet been a timeline set or a determination what the funds will be allocated toward, but he wanted to initiate the beginning stages of the campaign because the University has not had one for about four years.

Senator Perabo noted that the last goal under Academic Programs is to “Continue to increase online, hybrid, and alternative delivery formats.” She asked if the University has data on the relative strength of these types of delivery formats as opposed to face-to-face delivery and whether the intention is to expand these types of delivery formats in any particular areas. President Thomas responded the Board of Trustees has charged him to increase the number of

Senator Tasdan noted "Stabilize Enrollment" is a goal listed under the heading Continue Support of the President's Executive Institute. He asked if the University is exploring different strategies to bring more students to WIU. For example, Senator Tasdan saw a WIU billboard while on Michigan Avenue in Chicago a couple of years ago and wonders if that type of marketing is continuing. President Thomas responded that the University is doing a lot of marketing of its academic programs as well as its new admissions recruitment strategies, which he asked Admissions Director Seth Miner to address. Mr. Miner told senators there is a kickoff tomorrow night (Sept. 13) for WIU's out-of-state presence. WIU's Alumni and Admissions Office will be participating in an event in Dallas, Texas that will be attended by approximately one thousand high school students and is being coordinated by a high school counselor whose two sisters are WIU alumni.

In addition to expanding the out-of-aang t0.002 Tc -0.002 Tw -22.8141 TD [(l)18(e)2(n3c)-2(w)

lel3llst1e ceiresDi-310(3eo((6he)Tj[(pa)9(12.81(t)-2(i)6n2(sr)(

Corporation (MAIDCO) and voiced his concerns there. President Thomas encouraged senators, as citizens of Macomb, to attend public meetings and voice concerns. He stressed that WIU needs to continue to partner with the city and let city officials know what is needed from them, which will benefit not just the University but also the city of Macomb. He observed that recruitment and retention are everybody's job and encouraged senators to reach out as well. Senator Czechowski stated that the University Union would be a great place to start, particularly the food served in the Union Concourse. She thinks food

Senator Roberts related that the Department of History recently met with Mr. Miner to talk

every department was given a ~~top~~ plan to focus on for graduate recruiting, and 20 of the 40 programs increased their graduate enrollments this year due to their hard work.

Senator Czechowski thinks that financial aid and telling first generation students what to expect in the way of college costs needs to be emphasized more. She related that many students do not understand that they will need money for books and supplies ~~the~~ beyond amount needed for tuition. She routinely sees students come to WIU with no money for things like materials fees; of the 16 freshmen in her current class, four have no money whatsoever. Mr. Miner stated that Financial Aid has a session during Discover Western where they go over these types of things; they are also discussed during the Summer

