

Eastern Illinois University
Board of Trustees
June 24, 2017

Minutes

The Board of Trustees Retreat was convened on June 24, 2017, at 8:00 a.m. at the Charleston Country Club, Charleston, Illinois. Mr. Joe Dively, Chair, presided.

Roll Call

Roll was called:

Ms. Bauer	Present
Mr. Burke	Present
Mr. Caulkins	Absent
Mr. Dively	Present
Dr. Gilchrist	Absent
Mr. Mito	Present
Ms. Negrón	Absent
Mr. Thompson	Present

Also present were the following:

Dr. David M. Glassman, President
Dr. Blair Lord, Provost and Vice President for Academic Affairs
Mr. Paul McCann, Interim Vice President for Business Affairs and Treasurer, Board of Trustees
Ms. Lynette Drake, Interim Vice President for Student Affairs
Mr. Rob Miller, General Counsel
Mr. Josh Norman, Associate Vice President for Enrollment Management
Ms. Judy Gorrell, Executive Secretary to the President and Assistant Secretary, Board of Trustees

Guests:

Mr. Eric Sickler from the Thorburn Group
Dr. Ryan Hendrickson, Interim Dean, Graduate School, Research, and International Studies
Mr. Tom Michael, Athletic Director

Thorburn Group Marketing Presentation

Mr. Eric Sickler of the Thorburn Group gave a presentation on the Brand Definition & Elevation for Eastern Illinois University. The Eastern Illinois University Brand Foundation included the Brand Promise: Eastern Illinois University's extraordinary investment in the care and support of each individual gives students the confidence and competency to excel in school and in life, the Brand Character: How we feel, the Center Idea: Extraordinary investment in individuals, and the four Pillars. Pillar 1: Active community of opportunity, Pillar 2: Fully engaged faculty, staff and administrators, Pillar 3: Sized for

success, and Pillar 4: Accessible and inclusive experience. Also included in the presentation were thank you letters from students.

Admissions Update and New Recruitment Initiatives

Mr. Josh Norman reported that EIU is continuing to develop the dual credit program for regional high schools. Our best faculty are involved to give prospective students a taste of what it is like to sit in a classroom. We are expecting 150 students to enroll for Fall 17.

D214 Initiative -- over 400 students from District 214 will enroll in dual credit courses in the Fall of 17 and 800 students are expected to enroll in Spring 18. Over 45 teachers and guidance counselors from District 214 are planning to visit our campus in the near future.

International Student Recruitment

Dean Hendrickson reported on International enrollment and International recruitment efforts.

Intercollegiate Athletics

The Board looked at the analysis of five sports both from University and from the Athletic Department's prospective noting the net profit or loss generated from each of the sports. It was explained that this was a complex decision involving two very different points of view. The Board gave the President the charge of coming back with a recommendation.

New Academic Programs in the Works

A list of new degree programs and options was distributed to the Trustees. Included on the list were undergraduate degrees and options, new minors, and new undergraduate degrees and options pending CAA, BOT, and/or IBHE approvals. Also included were new graduate degrees and options. Two existing programs with names changes were listed.

Planning Session

Following lunch, the President and the Board of Trustees met in a Planning Session to discuss 1) Executive Searches and Leadership Team Planning, 2) Budget Issues and Planning, 3) Intercollegiate Athletics Planning, 4) Board Operations

President's Annual Review

The Board of Trustees conducted President Glassman's performance review.