

Eastern Illinois University  
Board of Trustees Retreat  
June 23, 2018

Minutes

The Board of Trustees Retreat was convened on June 23, 2018, at 8:00 a.m. at the Mattoon Country Club, Mattoon, Illinois. Mr. Tim Burke, Chair, presided.

**Roll Call**

Roll was called:

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

Also present were the following:

Dr. David M. Glassman, President  
Dr. Jay Gatrell, 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:

Dr. Ryan Hendrickson, Dean, Graduate School, Research, and International Studies  
Mr. Zac Cohen  
Mr. Josh Reinhart

**Morning Agenda**

A. **Welcome**

Mr. Burke welcomed the Trustees, President's Council and guests.

## **B. Admissions Update and Recruitment Initiatives**

Associate VP for Enrollment Management Josh Norman has configured a list of the 2018-2019 Enrollment Cycle Strategic Priorities. First, we must establish our brand in the higher education marketplace, setting us apart from our in state and out of state peers and competitors. Second, we must increase our focus on prospective transfer students and increase our reputation for transfer friendliness. Third, we must leverage technology to increase the efficiency and consistency of marketing and communication critical to recruitment of all new student populations. Fourth, we must increase the involvement of current students in recruitment efforts. Finally, we must increase our Fall to Spring and Fall to Fall retention rates for the incoming class of Fall 2018.

EIU's Graduate School had an update on Graduate Student Enrollment for Fall 2018. With the growth of online graduate options at EIU, The Graduate School has seen an increase in Fall 2018 enrollment of 3.5%, compared to Fall 2017. There are also new Accelerated Graduate Programs including: Chemistry, Communication Studies, cybersecurity, Economics, Family and Consumer Sciences, Geographic Information Sciences, History, Political Science, and Technology.

The Graduate School has an update on International Student Enrollment for Fall 2018. EIU continues to attract international students. While the Office of International Students and Scholars has successfully processed applications, admission decisions, and I-20 disbursements, there have been challenges obtaining visas to study in the US. Therefore, the Graduate School anticipates an enrollment decline in Fall 2018. Additionally, there has been a 13% increase in graduate applications for Fall 2018, a 25% increase in graduate admission decisions for Fall 2018, and a 114% increase in I-20 disbursements.

## **C. Dual Credit Programs Update**

Mr. Norman reported that we currently have 1,764 dual credit students – 212 are downstate and 1,552 are from D214. The excitement is real at D214, and their goal is to get students to four-year universities.

## **D. Marketing Plan for FY19**

The Thorburn Marketing Team has developed a very thorough marketing plan for FY2019. Their target market consists of primary students from high schools and community colleges as well as secondary influencers including parents, guidance counselors, and teachers. They have also selected a wide assortment of market areas ranging all the way from the Chicagoland area to Terra Haute. Thorburn has also developed a media plan consisting of out of home, digital display, social media, and TV. Finally Thorburn has configured a budget breakout for local and state-wide marketing, as well as out of state marketing.

E. **Physical Security Preparedness**

Ms. Lynette Drake discussed the Physical Security Preparedness on Eastern's campus. A number of committees look at various elements of safety. We have an emergency action plan, and, by State law, we are required to test it at least once a year. The plan is updated as needed by the committees.

F. **Student Success Initiative**

The Student Success Taskforce has many exciting goals and plans for 2018. Initially, the Taskforce recommends developing and implementing a campus pilot using paired courses, as soon as possible, with a residential experience in the future. Next, they recommend developing a one-stop online resource to quickly and easily access all critical forms. In addition, they have recommended a physical one-stop resource for advising, supplemental instruction, and tutoring. They have also suggested to revamp EIU's Early Alert System (EAS) to inform alert recipients of feedback, review the current practices associated with the transition from centralized advising to academic programs, and developing a universal electronic tool for students to annually assess their advising.

G. **Facilities Plan**

The Life Science Building built in 1960 is our major priority. The HVAC is more like an irrigation than air conditioning. The building crumbles when you look at it. Estimated cost would be \$4M for HVAC and \$.5M for electrical.

Mr. McCann reviewed the current status of the maintenance on campus and listed the deferred maintenance projects with the need for current funding. The listed projects were: Lantz, Biological Sciences, Coleman Hall, McAfee, University Union Bridge, and Residence Halls.

**Lunch**

The President's Council and the guests left the meeting after lunch. The President and the Trustees continued with the Planning Session.

**Planning Session with President and Trustees**

- A. Executive Searches and Leadership Plan
- B. Post-Impasse Implications
- C. Long-Term Recruitment Goals and Targets
- D. Board Objectives for FY19
- E. Annual Review of President Glassman

**Adjourn**