

MINUTES

**Board of Trustees Retreat
Friday June 21, 2024
9:00 am. – 1:00 pm.
CENCERE – IIN Hub
Eastern Illinois University
Charleston, IL**

Attending Trustees: C. Hicks, J. Everett, A. Edwards, B. Ranchoero, B. Baurer, J. Madigan

Administrators: J. Gatrell, R. Hendrickson, A. Flaherty, M. Bierman, M. Spencer, J. Norman

Guests: E. Phillips (zoom), M. Gillespie, M. Davenport

The retreat was convened by Chair Hicks at 9AM.

Enrollment Management Update & Strategic Plan

Vice President Norman presented the AY2425 Strategic Enrollment Plan and related initiatives to the board. VP Norman also provided an overview of Fall 2024. Concerns were noted relative to both new, transfer, and continuing students as it relates to the challenges of FAFSA. Specifically, the total number of deposits for new first time full-time students are down and this trend is consistent across all public regional institutions. The President, Provost, & VP all noted the overall strength of initial international students (graduate and undergraduate). The administration expects strong graduate enrollments with undergraduate enrollments to have an observed decline.

Campaign Update & Consultant Report

Vice President Spencer introduced Ms. Erin Phillips (Gerber Gonser) to present the feasibility study and provide feedback on a potential future campaign: Today. Tomorrow. Together. The draft case statement included an initial target of \$55m organized around four themes: Bridge the Gap, Student Success & Experience, EIU Impact & Innovation, and Panther Performance. The consultant recommends a launch in Fall 2026 assuming expanded staffing and resources.

DWF & Student Success Initiatives

Dr. Michael Gillespie, Dr. Mona Davenport (Student Success), and Provost provide an overview of the DWF initiative for enhancing student success in gateway general education courses (1000/2000-level), as well as associated co-curricular programming and student supports.

Executive Session: Presidential Evaluation

Retreat Ended at approximately 1PM.