IU Northwest Council Meeting Notes
Meeting Held Wednesday, October 22, 2008

Chancellor Bergland began the meeting by acknowledging that the campus had experienced a difficult situation during the past two weeks and vowed to do all that he could to move the institution forward in the best way possible. He asked the Council to consider the best interest of the institution as we move forward and asked if there were questions.

I. Enrollment Task Force Reports

Reports were provided by Enrollment Task Force Chairpersons.

a. **Recruitment (Dr. Pellicciotti)** – Recommendations from the Recruitment Task Force Subcommittee were distributed. The document provided prioritized recommendations which were divided into two categories: (I) those that cost no or relatively little money and (II) those that cost more than a small sum to institute. The Council reviewed and discussed the recommendations outlined and agreed with the subcommittee to pursue all of the items in Category I as soon as possible. Action plans and metrics will be identified in order to move forward with the initiatives described. Items 1 and 2 in Category II are also being considered for implementation. Item 3 in Category II is already being done. Dean Rominger noted that off-campus housing, distance education and off-site instruction are also key recruitment elements and suggested that an off-site analysis in South Lake and Porter counties be conducted. Dean Wichelns described an innovative/creative way to provide incentives for students by saving $5 or $10 per credit hour in a separate account to award to students upon graduation if they complete their degrees in four years. Dr. Reed commented that the target audience for distance education programs should be students in outlying areas who cannot drive to campus and on-campus programs should be geared toward students attending classes to ensure that both initiatives are successful.

   The subcommittee was asked to proceed with items in Category I and to find resources to proceed with items in Category II.

b. **Retention (Dr. Hodges**) – Dr. Hodges explained that the two main elements needed to move retention efforts forward are central advising and a retention coordinator. Providing additional work-study assignments on campus is also necessary to improve retention. Dr. Aggrey suggested conducting an internal review of the existing structure to identify a retention coordinator. The Council agreed that faculty should advise students as they have in the past and they must understand that advising is a part of their jobs. Chancellor Bergland remarked that the most effective counseling structure for IU Northwest students must be determined. It was noted that more than 50% of the incoming freshman class were identified by Linda Templeton as "at-risk." The task force was asked to do some more thinking on this topic and bring information back to the group. Dr. Bankston suggested directing students that are not accepted into Medical school at IU Northwest to other programs so that they are not "lost."

c. **Marketing (Assoc. Vice Chancellor Lieteau)** – Recommendations from the Marketing Task Force were distributed. The top priority is to add additional staff to the Marketing Department. Chancellor Bergland noted that planning marketing initiatives must stop and effective marketing work must begin. He would like to see the Marketing Department get "out on the street" to implement marketing strategies so that results can be realized in a relatively short time period. Something must be done in the area of public awareness for the campus. Assoc. Vice Chancellor Lieteau responded that the Marketing unit is ready to move ahead with the initiatives noted and are prepared to put dollar figures with the Marketing Plan. Dean Wichelns suggested national public radio advertising. Chancellor Bergland apologized for taking a tough stance regarding marketing and noted that we must have rigorous discussions in this group and get actions in place.

II. Budget Update

a. Chancellor Bergland distributed a contingency planning email developed by the IU Budget Office as a result of the lagging economy. All campuses must develop a list detailing what can be done to produce cash or a menu of items that can produce cash if the university has an emergency deficit or if "the bottom falls out." He then turned to Marianne Milich to provide comments on potential cash producing initiatives and asked the Council to offer suggestions (see list below). A list of contingency items will be sent via email to the Council on Thursday, October 23 with dollar amounts applied. The list must be prioritized and forwarded to Neil Theobald by Friday, October 24. The Council will be the group to lead the campus discussion on what will happen if "the bottom falls out." Vice Chancellor Aggrey remarked that some states have taken money back that was previously allocated. Several real estate alternatives were cited. Chancellor Bergland and Dr. Pellicciotti will formulate a real estate report and bring it back to the group. Dr. Aggrey noted that hiring decisions should be communicated in a timely manner to ensure that deans understand the status of position searches if a problem exists with next year's budget.

Draft Contingency Planning List

- Interest account -- $1.6 million
- Old Bookstore Account (previously committed to network wiring – Beth Van Gordon announced that wiring initiative will begin in two weeks. Funds should be taken off the list as available)
- Parking funds
- Bookstore (Barnes and Noble) Account – Approximately $200,000
- Hiring freeze
- Hiring slush
- Cut hourly staff
- Cut overtime hours/funds
- Funds to be realized from closing of Tamarack (suggestion)

b. Marianne Milich distributed a student and university fee document and explained how fees are established each year. The components of mandatory fees for each student are instructional, student activity and technology fees. Dr. Aggrey clarified that the Nursing fee is a program fee and not a mandatory fee. Marianne explained if the campus wants to proceed with the proposed Health Service Fee, it must be approved by the campus, including a lot of support from students for the fee. Fee recommendations must be submitted to the University Budget office by November 14, 2008.

c. Aligning budget items topic was deferred.

III. Overview of Four Disciplines of Execution/WIGS – was deferred until the next meeting.

IV. Office of Special Events

Associate Vice Chancellor Lieteau explained that the Office of Special Events must be converted into a profit making, self-sustaining unit. She has researched other special event offices and learned that a fee is assessed for each event held. IU South Bend and IUPUI have a graduated fee assessment structure. She asked the group if their units would support a fee for each event they sponsor which will be paid to the Office of Special Events. Chancellor Bergland commented if fees can't be charged, the office must either be eliminated or funds must be budgeted because funds to support the office are not built into a continuing budget. He questioned if we want to be in the event business at all. When questioned about fees for retirement receptions, Ms. Lieteau responded that receptions would be assessed a fee. This was viewed as detrimental to employee moral with the possibility of a slowdown of events because of user fees. A suggestion was made to outsource the services**.** The Council wants to see an assessment of the Office of Special Events to determine what is needed to run the service. Ms. Lieteau will provide additional data for the next meeting.

V. Renovation of IU Northwest Web Space

IU Northwest is attempting to create a more appealing website, moving away from the left-side orientation. Beth Van Gordon would like to create a site that is more modern and more appealing to students, and she presented two campus prototypes, one from IU South Bend and one from IUPUI. The Council prefers the IUPUI prototype. (http://www.iupui.edu/)