

**MINUTES OF THE MEETING OF THE
BOARD OF TRUSTEES OF
EASTERN ILLINOIS UNIVERSITY
CHARLESTON, IL**

Embassy Suites Hotel & Riverfront Conference Center
100 Conference Center Drive
East Peoria, IL

Friday, June 21, 2013

A retreat of the Board of Trustees was convened on June 21, 2013, at 1:00 p.m. at the Embassy Suites Hotel & Riverfront Conference Center, East Peoria, IL. Mr. Joe Dively, Chair, presided.

Roll Call

Mr. Dano	Present
Mr. Dively	Present
Dr. Gilchrist	Absent
Mr. Goetz	Present
Mr. Hutchinson	Present
Mr. Kratochvil	Present
Mr. Scherle	Absent
Dr. Webb	Present

Also present

Dr. William L. Perry, President
Dr. Dan Nadler, Vice President for Student Affairs
Mr. Robert Martin, Vice President for University Advancement
Dr. Jeff Cross, Associate Vice President for Academic Affairs
Dr. Mary Herrington-Perry, Assistant Vice President for Academic Affairs
Ms. Cynthia Nichols, Director of Civil Rights and Diversity
Mr. Rob Miller, General Counsel
Mr. Brad Ingram, Board Attorney
Ms. Judy Gorrell, Executive Secretary to the President and Assistant Secretary, Board of Trustees
Mr. Mike Maurer, Director of Planning, Budget, and Institutional Research
Mr. Mitchell Gurick, Student Trustees – July 1, 2013 through June 30, 2014

Strategic Enrollment Planning Update

Dr. Mary Herrington-Perry provided an update of Strategic Enrollment Planning at EIU. Eastern hired Noel-Levitz eighteen months ago to assist us in identifying ways to improve enrollment and the activities that support enrollment. Noel-Levitz helped Eastern develop an enrollment management culture that values strategic analysis and planning, collaborative problem solving, data-based decision making, and results-oriented assessment and improvement. Dr. Herrington-Perry discussed a summary of key achievements in: Data Systems and Technologies, Financial Aid Allocation and Scholarship

Development, Recruitment Programming and Processes, Enrollment Management Staffing/Leadership, Research, and Long-Range Planning.

Program Analysis Update

Dr. Jeff Cross and Mr. Mike Maurer presented the Program Analysis update. The financial sustainability plank of Eastern's strategic plan establishes action plans in three areas: enrollment, donor relations, and program analysis. The program analysis initiative was started in October 2012 with the establishment of a 22-member steering committee charged to develop an analytical template that will be used to document every program's mission centrality, demand, financials, and opportunities. The stated goal of the financial sustainability plank is to downsize or eliminate "academic and administrative programs and positions that are neither financially sustainable nor academically central to our mission." Beginning in fall 2013, program analysis will provide a guide for allocating and reallocating university resources to support academic excellence, strengthening programs that foster sustainable enrollment, supporting university financial sustainability, and identifying opportunities to decrease costs.

President Perry established nine criteria as the overall framework for program analysis: history and relevance to university mission, internal demand for the program, external demand for the program, quality of program outcomes, resources generated by the program, productivity of the program, costs associated with the program, program impact on university mission, and future opportunities for the program.

President Perry approved the proposed template for program analysis in April 2013. The Office of Planning, Budget, and Institutional Research has been creating reports to generate the desired data on enrollment and finances, and the Web Office has been designing the web interface for the template. Analysis of the data and narratives to be collected will begin in fall 2013.

Saturday, June 22, 2013

The retreat of the Board of Trustees was re-convened on June 22, 2013, at 8:30 a.m. Mr. Joe Dively, Chair, presided.

Roll Call

Mr. Dano	Present
Mr. Dively	Present
Dr. Gilchrist	Absent
Mr. Goetz	Present
Mr. Hutchinson	Present
Mr. Kratochvil	Present
Mr. Scherle	Absent
Dr. Webb	Present

Also present

Dr. William L. Perry, President

Mr. Robert Martin, Vice President for University Advancement

Ms. Cynthia Nichols, Director of Civil Rights and Diversity
Mr. Rob Miller, General Counsel
Mr. Brad Ingram, Board Attorney
Ms. Judy Gorrell, Executive Secretary to the President and Assistant Secretary, Board of Trustees
Mr. Mitchell Gurick, Student Trustees – July 1, 2013 through June 30, 2014

Legislative Update – State Senator Dale Righter

Senator Dale Righter joined the Board of Trustees on Saturday morning to provide a legislative update and discussed several issues including the pension issue and concealed carry.

Strategic Plan Update

Dr. Perry distributed a handout and provided a Strategic Plan update. The current plan was developed in 2011 with more than 900 individuals participating in the process, and more than 60 planning sessions held both on and off campus. William Weber, Vice President for Business Affairs, Assege HaileMariam, Professor of Psychology, and Ken Baker, Director of Campus Recreation served as tri-chairs.

The strategic plan identifies six key areas of focus: academic excellence, global competition and changing demographics, emerging technologies, campus and community life, financial sustainability, and marketing and communication. A five-year timeframe is envisioned for implementation of the strategic plan, and an eleven-member strategic planning implementation steering committee has been appointed and meets quarterly.

Long-term Affordability of an EIU Education

Dr. Perry provided a publication from the Association of Governing Boards of Universities and Colleges (AGB) entitled “Tuition and Financial Aid: Nine Points for Boards to Consider in Keeping College Affordable.” Dr. Derek Markley prepared a brief white paper to serve as a companion document to the AGB document, which provides data, information, and opinions relevant to Eastern.

President’s Performance Evaluation

The performance of the President was discussed. The Board Chair will prepare a letter for the President summarizing the performance evaluation.

Other

Other topics for discussion by the Trustees included: President Perry’s team assessment, Board meeting agendas, committee structure/naming, and length of contract for head coaches.

Adjournment

The meeting was adjourned at approximately 3:00 p.m.