

Eastern Illinois University
Board of Trustees Retreat
June 26, 2021

Minutes

The Board of Trustees Retreat was convened on June 26, 2021, at 8:00 a.m. at the Fields Church in Mattoon, IL. Ms. Joyce Madigan, Chair, presided.

Roll Call

Roll was called:

Ms. Baurer	Present
Mr. Dively	Present
Ms. Edwards	Present
Mr. Hicks	Present
Ms. Madigan	Present
Mr. Perri	Absent
Mr. Ruhaak	Absent
Mr. Thompson	Absent

Also present were the following:

Dr. David M. Glassman, President
Dr. Jay Gatrell, Provost and Vice President for Academic Affairs
Mr. Sean Reeder, Vice President for Business Affairs
Dr. Anne Flaherty, Vice President for Student Affairs
Dr. Ken Wetstein, Vice President for University Advancement
Ms. Laura McLaughlin, 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
Mr. Paul McCann, and Treasurer, Board of Trustees

- A. Welcome
Ms. Madigan welcomed the Trustees, President's Council.

- B. Enrollment Management Update, presented by Josh Norman. Mr. Norman provided a list of the top 10 universities where our admitted students enrolled for Fall 2020. The biggest market shift: Access. By February of this year over 55% of the Nation's colleges and universities had already announced that they would be test-optional. In other words, a public institution of higher education may not require applicants who are residents of Illinois to submit standardized scores to the institution as part of the admission process. The Fair Admissions Act was recently signed into Illinois law, requiring all colleges and

universities in the State to be test-optional by January 2022. This ultimately translates to greater access to more selective schools.

The second biggest market shift: Access to Scholarships. Merit scholarships are a single example of how access to scholarships shifted. Without an ACT/SAT requirement, the students accessing merit funding changed significantly. Because our ACT/SAT requirements were below the majority of our competitors last cycle, it put us in the least competitive category. Merit scholarships are special from the standpoint that a student knows they will receive the funds before they even apply, and particularly before they file their FAFSA. However, the test-optional shift impacted scholarships including our Presidential and Pemberton scholarships.

Mr. Norman discussed applications, admission rate, Fall 2019 yield rate, net price comparison, discount rates, and retention rates.

- C. University Strategic Planning, presented by Josh Norman. Mr. Norman talked about the 10-Year Strategic Enrollment Plan Goals: grow enrollment across all student populations in order to reach the ideal size for supporting student success; solidify the EIU brand by increasing awareness and shaping perception in the higher education marketplace; develop consistent, intelligent and systematic recruitment practices that support an effective pipeline of incoming students to create sustainable enrollments for all new student populations; expand programs and practices that support student success; and leverage technology to increase efficiency and better serve and inform prospective students through the enrollment process. Mr. Norman reviewed the highest priority action plans 1-15.
- D. Diversity, Equity, and Inclusion
1. GEER Initiatives, presented by Dr. Mona Davenport. GEER stands for Governor's Emergency Education Relief fund. A committee of 15 individuals from across campus was identified to determine proposals for \$1.3M in federal assistance. Twenty-six proposals were developed using state guidance to recruit and retain minority, low income and first-generation students by mitigating the barriers due to the COVID-19 crises. The scope of the planned initiatives were not just focused on making investments that paid dividends today but also to make investments that would contribute to the success of minority, low income and first generation students well into the future. Dr. Davenport discussed several of the proposals including:
 - Provide Incentivized Mentor Training to Create Effective Mentors to Support our Underrepresented Students
 - Create Access for Underrepresented Students to EIU's Campus
 - Leadership Development
 - Student Identified Initiative
 - Minority Alumni Recruitment Training
 - Implement a Centralized Tutoring Center
 - Academic Support for First-Generation, Low-Income and Ethnic Minorities

2. President's Advisory Group, presented by Dr. Glassman. This group is comprised of faculty, staff, and student affairs professionals. It serves as an advisory group to the President for concerns and issues that may arise pertaining to diversity, equity, and inclusion.
3. BEP, presented by Danielle Green. BEP is governed by the Business Enterprise for Minorities, Women, and Persons with Disabilities. Currently not less than 20% of the total dollar amount of State Contracts shall be awarded to businesses owned by minorities, women, and persons with disabilities. A diverse business is a business which is at least 51% owned and operated by a U.S. BEP Category.
4. DEI in the Hiring Process, presented by Dr. Shawn Peoples. The Director of Civil Rights and the Hiring Manager discuss the recruitment and retention for persons from underrepresented groups. The Hiring Manager is encouraged to advertise in areas that will help garner a diverse pool of applicants. "Eastern Illinois University provides equality of opportunity in education and employment for all students and employees. Discrimination based upon race, color, sex, religion, age, national origin, ancestry, marital status, disability, veteran status, sexual orientation, gender identity, or any other basis of discrimination precluded by federal and state statutes, is strictly prohibited."
5. Gender & Sexual Diversity, presented by Ms. Tonya Willard. Dr. Willard gave an overview of the Center for Gender and Sexual Diversity, which included: Our "Why," Inside the Center, Signature Programs, Student Advocacy, and What's Next for the Center. The Center includes a Transformation Station which is a free service for all EIU students to get clothing that matches their gender identity. Some signature programs include GSD History Month, Pride Month, Lavender Graduation, Safe Zone Trainings, and several observances.
6. Making Excellence Inclusive (MEI), presented by Dr. Catherine Polydore. MEI is an initiative of the AAC&U, and seeks to achieve academic excellence for all students. The core principles are Diversity, Inclusion, Equity, and Equity-mindedness. The Mission: EIU's Making Excellence Inclusive (MEI) Committee advocates for and supports transformational learning and achievement through collaborative diversity initiatives across the university. Dr. Polydore gave a brief history and a timeline of activities.
7. Social Justice Series and EIU Reads, presented by Ms. Beth Gillespie. The Office of Civic Engagement and Volunteerism has developed a Social Justice Series. The Series is comprised of a variety of programs to meet students' interests and schedules, including: EIU Reads, Faculty Chats, Living Room Conversations, and Social Justice Seminars. Ms. Gillespie also shared the Fall 2021 Programming.

E. Lunch

The President's Council and guest presenters left the Retreat after lunch. The President and the Trustees resumed the meeting following lunch.

PLANNING SESSION WITH PRESIDENT AND TRUSTEES:

F. Leadership Team Planning

G. Budget and Strategic Initiatives

The meeting was adjourned.