



Administrative Leadership Meeting

Wednesday, October 3, 2018

Homecoming 2018!

October 22-27

- 10/22: Office & Lobby Decorating Contest
- 10/23: Faculty & Staff Alumni Social (12pm, SC Ballroom)
- 10/24: Campus Picnic (12pm, SC Patio)
- 10/26: Block Party & Pep Rally (6pm, SC Patio)
- 10/27: Football v. Army (12pm)


www.emich.edu/homecoming



Plus many
more events!




Some Recent Hires

- **Thespina Agas**, Asst. Director of Bright Futures
 - **Danielle Darrock**, Asst. Athletics Trainer
 - **Wesley Howell**, Director of the Rec/IM
 - **Julia Kolder**, Asst. Athletics Trainer
 - **Michael Lombardi**, Benefits Coordinator
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Agenda


- 1. Welcome & Updates**
Jim Smith, President
 - 2. Group Discussion (cont'd)**
 - 3. Strategic Plan 2.0**
Leigh Greden, Chief of Staff
 - 4. 2019 MLK Celebration**
2019 MLK Committee Co-Chairs
 - 5. 2018 Faculty & Staff Campaign**
Jill Hunsberger, Assoc. Vice
President for Advancement
Carole Booms, Director of Annual
Giving
 - 6. Q&A**
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Group Discussion




Instructions:

- 1. Discuss questions at your table (10-12 minutes)**
 - 2. Select a spokesperson who may volunteer today to provide a 1-2 minute summary of your conversation**
 - 3. After today, engage in this discussion with your respective offices**
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EMU Graduation Rates Are Increasing

Cohort Start	Cohort Size	4-year	5-year	6-year
Fall 2010	1,955			40.7%
Fall 2011	2,119		31.7%	40.4%
Fall 2012	2,612	16.6%	36.8%	45.1%
Fall 2013	2,848	19.1%	38.9%	
Fall 2014	2,588	19.9%		

 **R3 Public
Median =
41.2%**



Questions:

1. What additional steps can you and/or your office take to help increase student enrollment in key focus areas (FTIAC, transfer, online [e.g., “adult learners”], out-of-state, international)?
2. What additional steps can you and/or your office take to promote student persistence & success (e.g., student service, mentoring, etc.)?



Strategic Plan 2.0

Leigh Greden, Chief of Staff to the President



Background

- **2011:** Institutional Strategic Planning Council
- **2013:** Regents approved EMU's Mission, Vision, and Values
- **2015:** Strategic Plan approved



Current Strategic Themes

**Student
Engagement
& Success**

**High
Performing
Academic
Programs &
Quality
Research**

**Institutional
Effectiveness**

**Service &
Engagement**

Strengths

- Mission, Vision, and Values are understood and reflect EMU's activities
- Strategic Themes are consistent with our Mission and reasonably well understood
- EMU does excellent work consistent with the Mission, Vision, Values, and Themes

Opportunities

- “Institutional Effectiveness” Theme is clunky
 - Strategic plans should be unique to the institution’s mission, but financial stability is required regardless of mission
 - Peer strategic plans do not include financial goals

Peer Benchmarking



Strategic Imperatives:

1. Nurturing Student Success
2. Fostering Scholarly Activity
3. Strengthening Partnerships in Michigan and Beyond



Institutional Goals:

1. Foster Student Success
2. Strong Research & Scholarly Environment
3. Serve the Needs & Aspirations of Community

Opportunities

- The Plan's Goals and Objectives are vague and lack measurable outcomes
 - HLC acknowledged we do excellent work consistent with the Plan's framework
 - But HLC also noted the lack of measurable outcomes, and wants it fixed by 2021: *"[T]here appears to be a strong culture wherein 1) improvement efforts are somewhat random rather than strategic; 2) there is a lack of visible and intentional prioritization; 3) efforts are not targeted, monitored, or benchmarked; and 4) no specific metrics are identified to measure success or goal attainment.... We strongly urge [EMU] to develop systematic practices and processes whereby performance metrics are identified, goals are clearly articulated and benchmarked, and progress toward goal attainment is regularly monitored and documented."* (HLC Report, p. 43)

**Theme
#1**

**Student
Engagement
& Success**

**Goal
1.2**

Develop a comprehensive and systematic approach to improve services and processes that enhance student persistence and graduation

**Objective
1.2.1**

Identify, design and implement seamless connections among academic/non-academic programs and services that facilitate student persistence and graduation

**Nurturing
Student
Success**

**Imperative
I**

Review & modify all undergraduate degree programs so that they require no more than 120 credits (unless more are required by external accreditors), which would allow most students to graduate in four years. Evaluate the curriculum for enhancing efficiency.

**Strategy
I.1**

The first-to-second year undergraduate retention rate will increase from 77% to 80% by 2022

Targets

Opportunities

- Strategic Plan needs updating to reflect changing demographics, student demands, etc.
 - The Plan was initially developed to be a living, breathing document that would evolve as needed
 - HLC wants the Plan updated by 2021:

*“A mechanism to revise/change the current strategic plan as our world changes will be important as EMU continues to serve students.”
(HLC Report, p. 48)*

Next Steps

1. Remove “Institutional Effectiveness” Theme from Strategic Plan

- Non-financial goals (public safety, sustainability, etc.) will be moved to other areas of the Plan

Next Steps

2. Rename “Service & Engagement” Theme “Pursue Campus & Community Service/Engagement”

- Service & Engagement also applies to the campus
- Incorporate some non-financial components from the “Institutional Effectiveness” Theme (e.g., sustainability)

Next Steps

- 3. Reclassify “Strategic Themes” as “EMU Priorities”, and include active verbs!**

EMU Priorities

**Promote
Student
Engagement
& Success**

**Deliver High
Performing
Academic
Programs &
Quality
Research**

**Pursue
Campus &
Community
Service/
Engagement**

Next Steps

4. Reclassify “Goals” and “Objectives” as “Goals” and “Outcomes”, and revise accordingly

- Goals need to be specific, not theoretical
- Outcomes should include numeric goals (where applicable)

Next Steps

5. Create work groups to update the Plan

- Three work groups (one for each Priority) to develop new Goals & Outcomes (modeled after HLC process)
- Members: faculty, staff, students, alumni (approx. nine people per group)
- Campus outreach



Questions?






2019 MLK Celebration

MLK 2019 Planning Committee Co-Chairs:

Ellen Gold, Assistant Vice President for Student Life

Steve Bryant, Director of Diversity & Community Involvement

Tray McGuire, Assistant, Office of Advancement



We The People: Standing Against Injustice

Keynote Speaker: Keith Boykin

- CNN Political Commentator
- *New York Times* Best-Selling Author
- Former Special Assistant to President Bill Clinton
- LGBTQ Advocate



Schedule of Events

Commemorative March (Jan. 17)

Opening Celebration Reception and Student Art Showcase (Jan. 17)

MLK Day of Service (Jan. 18)

The Color of Drums Poetry Celebration (Jan. 18)

Gospel Fest (Jan. 19)

Movie & Discussion (Jan. 20)

Donor Reception (Jan. 20)

Morning Coffee (Jan. 21)

Academic Programs (Jan. 21)

President's Luncheon (Jan. 21)

Keynote Address (Jan. 21)

Student Discussion w/ Keynoter (Jan. 21)

Close Up Theatre Troupe (Jan. 21 & Jan. 23)

Basketball Game (Jan. 22)

33rd Annual MLK President's Luncheon

- January 21, 2019 | Student Center Ballroom | 11:30a – 1:30p (Doors Open: 11a)
- October 3 – 26 | Sale of Tables of Eight **Only**
- October 29 – MLK Day | Individual Ticket Sales (Faculty, Staff, Students & Community)
- Purchase Options: SC & Convo Ticket Office, By Phone, and Online
- Complimentary Student Tickets courtesy of Student Government

Luncheon Questions: Tray McGuire, tjohn119@emich.edu

emich.edu/MLK



MARTIN LUTHER KING, JR.
ANNUAL CELEBRATION

Questions

Ellen Gold, egold@emich.edu

Steve Bryant, sbryan16@emich.edu

Tray McGuire, tjohn119@emich.edu

emich.edu/MLK



2018 Faculty & Staff Campaign

Jill Hunsberger, Associate Vice President for Advancement
Carole Booms, Director of Annual Giving



Faculty & Staff GIVE TRUE!

- 2019 Campaign Co-Chairs:
Karen and Mike Paciorek



- In 2018, 570 faculty & staff invested \$399K in their students and passions at EMU!
- In 2019, YOU can help the Faculty and Staff impact on campus reach \$500K

Faculty & Staff GIVE TRUE!



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#GIVINGTRUEDAY

NOV. 27, 2018

EMU's global day of giving fueled by the power of social media and collaboration. Mark your calendar and remember to make your gift!

emich.edu/give

That's *true*

Faculty & Staff GIVE TRUE!



donate.emich.edu

EMU's new home for crowdfunding student needs, scholarships, academics, athletics and more.


Explore compelling projects, share with your social network, receive updates and watch the progress.

Projects will be launching regularly so check back often!

EASTERN
MICHIGAN UNIVERSITY
FOUNDATION
734-484-1322



Faculty & Staff GIVE TRUE!

- emich.edu/give (cash and payroll deduction)
 - donate.emich.edu (crowdfunding projects)
 - Drop off or mail your check to **112 Welch Hall**
 - Call us and we'll come to you!
 - Call us to discuss Gift Planning
- 



Faculty & Staff GIVE TRUE!

Carole Booms, Director of Annual Giving

734.487.7682

cbooms@emich.edu





Website:

emich.edu/president/communications/meetings.php





Upcoming Meetings:

Monday, November 5

Thursday, December 6

Student Center Ballroom @ 8:30 a.m.

