



EASTERN MICHIGAN UNIVERSITY

Administrative Leadership Meeting

January 30, 2020

National Moot Court Champions!



National champions:
Charles Graham and Kelsey Hall!



Graham also won 3rd best orator in the nation;
Monica Laschober & Nick Suchezky
won 6th best written brief in the country



EMU defeated Univ. Chicago and USC, among others



American Moot Court Assoc. is the only national
undergraduate moot court association



Coaches: Prof. Barry Pyle and C. Robert Dombroski
(Assistant Coach David Klein)



GameAbove Supports EMU!



- ★ \$2.0M for “Faculty First”
 - ★ \$1.5M for “Students Matter Most”
 - ★ \$8.2M for new indoor golf facility
 - ★ \$500k for STEM efforts for young people*
- = \$12.2 million since 11/1/19**
- + \$500k for Ozone House / EMU partnership*

** \$500,000 per year*

GameAbove Supports EMU!



- ❖ Conversations continue
- ❖ Although EMU proposes ideas consistent with Strategic Priorities, donors are deeply engaged and seek projects reflecting their interests and goals

www.gameabove.com

Black Leadership Summit

❖ Saturday, Feb 1., 8:30a – 4:00p

❖ Breakout sessions, leadership training, and keynote speech by Marc Lamont Hill

❖ Free of charge!

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<http://bit.ly/2ShVXSo>

For the Love of WEMU!



❖ **Saturday, Feb 15, 7:00a – 3:00p**

❖ Visit Northside Grill
(1015 Broadway, Ann Arbor)



❖ All tips go to WEMU!

❖ WEMU station on-air hosts – and Walter Kraft –
wait on tables!

Organizational Changes: Updates

Calvin Phillips, Assoc. Vice President for Student Affairs:

- ☐ Housing & Residence Life
- ☐ Dining Liaison
- ☐ Rec/IM
- ☐ Student Center
- ☐ Title IX Office
- ☐ Club Sports & e-Sports
- ☐ Student Affairs Community Relations

Ellen Gold, Assoc. Vice President for Student Affairs & Dean of Students:

- ☐ CAPS
- ☐ Children's Institute
- ☐ Diversity & Comm. Involvement
- ☐ Int'l Students & Scholars
- ☐ Wellness & Community Responsibility
- ☐ Campus Life
- ☐ Health Services Liaison

Notable Transfers

- **Kevin Lawson:** Director, Student Center (I)
- **Michelle Owens:** Director, Rec/IM (I)
- **Ali Duceatt:** Director, EMU Dining
- **Anika Awai-Williams:** Director, Title IX Office (I)

New Hires

- ***Sami Liebig:** Foundation Marketing & Communications Coordinator
- ***Tray McGuire:** Assistant Director of Alumni & Volunteer Engagement

Both individuals are employees of the EMU Foundation

Today's Agenda

1. Welcome
2. University Budget & Enrollment Update
3. Campus Climate Assessment Update
4. LiveYpsi Program
5. 2020 EMU United Way Campaign
6. Questions?



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University Budget & Enrollment Update

Mike Valdes, Chief Financial Officer

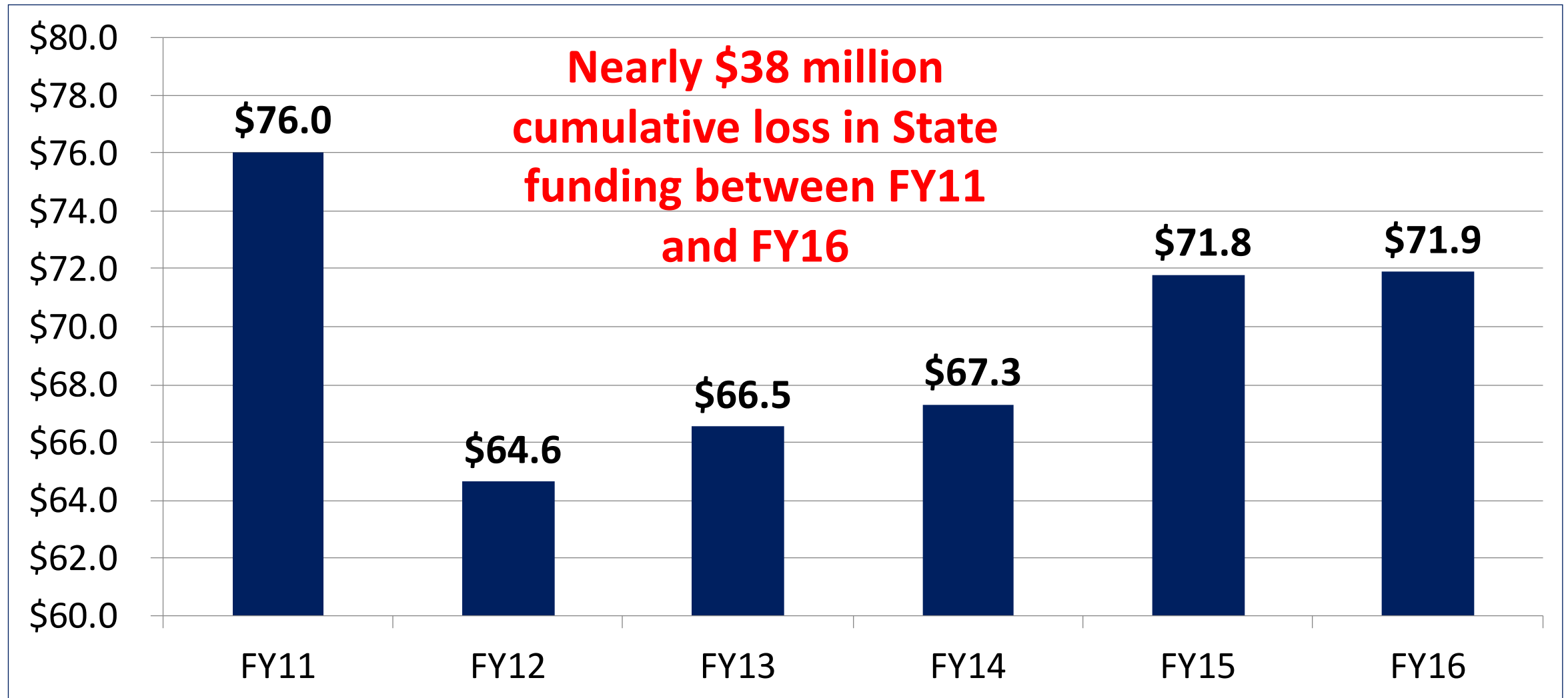
Financial Overview

1. Where We Were (FY2016)
2. Key Actions Taken
3. Key Outcomes & Current Conditions
4. Ongoing Challenges
5. Forward Looking Opportunities

Where We Were: FY16

- Declining State Appropriations
 - \$4.1 million LESS between FY11 and FY16
- Declining SCH due to rapidly changing demographics
 - Down 7.5% between FY11 and FY16
- Persistent operating deficits
- Liquidity & reserve problems
- Higher Learning Commission (HLC) watch list
- Credit rating concerns
- Need for investment for competitive purposes

Where We Were: Declining State Appropriations



Key Actions Taken

- Turnaround Plan: Restructured Organization
 - Resized organization for current and expected SCH
- Dining Agreement
 - Improved financial performance
 - Improved student satisfaction
 - Reduced University capital needs
- Parking monetization
 - Improved liquidity - key concern for both Higher Learning Commission and rating agencies

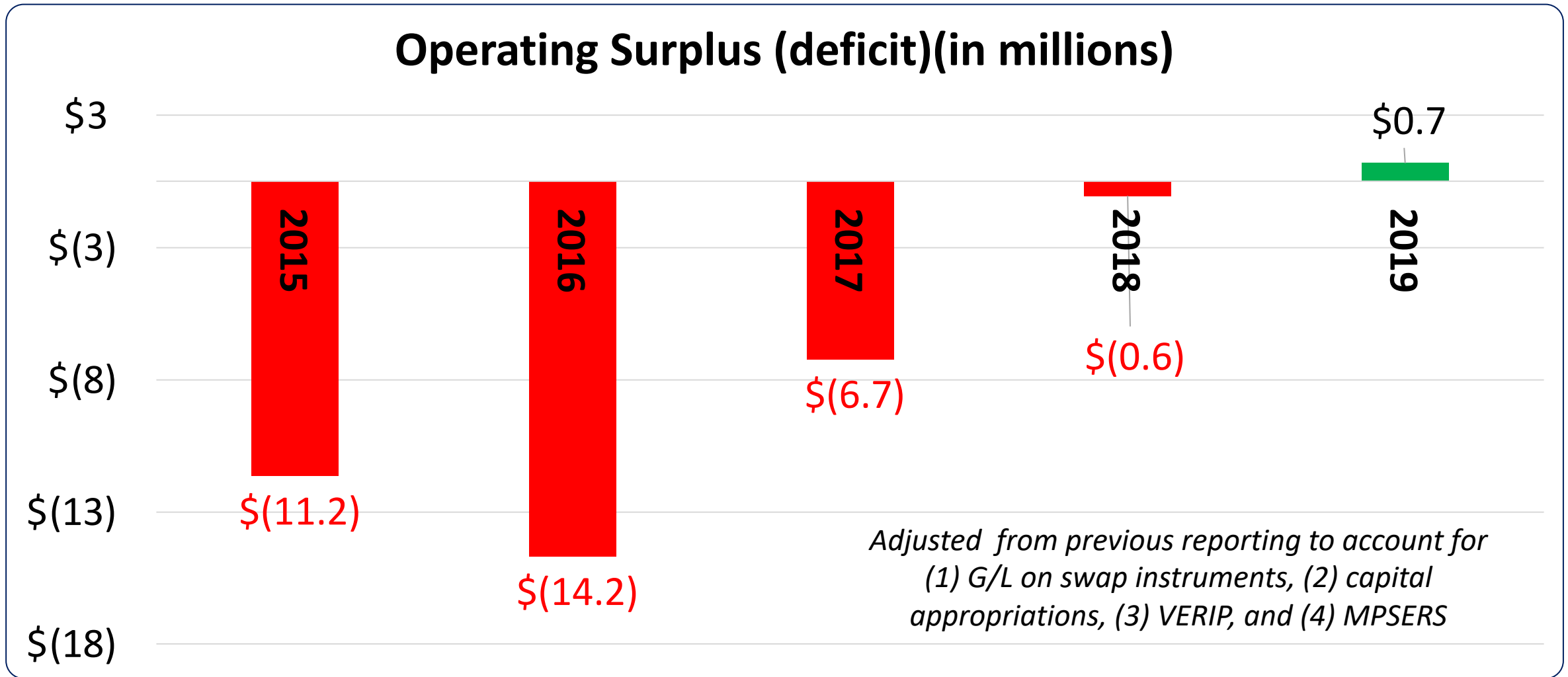
Key Actions taken (continued)

- Significant Investments
 - Strong Hall
 - Sill Hall
 - Rec IM
 - Co-generation unit and Loop 1
- Increased Marketing

Key Outcomes

- ✓ Stabilized Annual Financial Results
- ✓ Increased Unrestricted Reserves
- ✓ Removed from HLC watch list

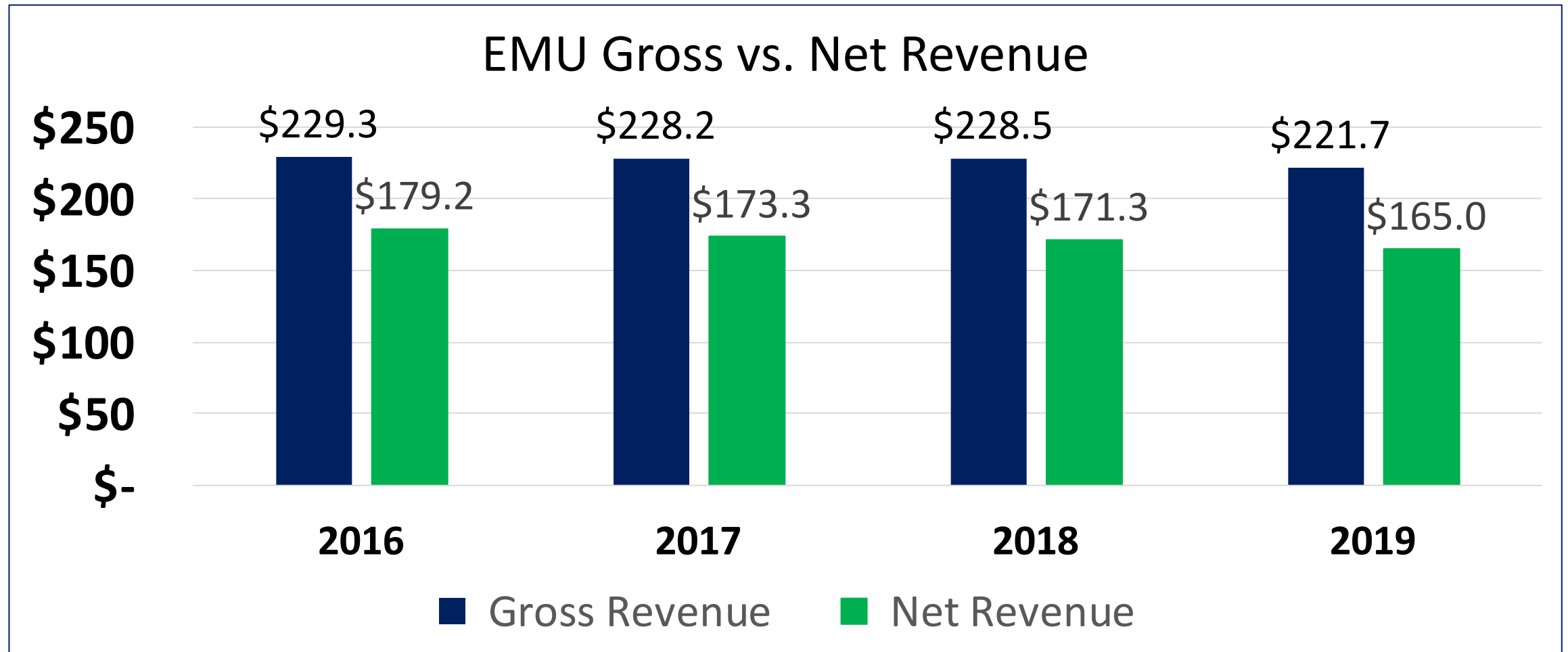
Key Outcome: Improved Financial Results



Ongoing Challenges

- ❖ Future SCH declines likely based on Michigan and regional demographics
- ❖ State of Michigan appropriations support likely to remain below inflation rate
- ❖ Need to continue re-organizational efforts
- ❖ Hyper competitive environment makes increased competitor discounting likely

Ongoing Challenges: Net Revenue



Forward Looking Opportunities

- Stabilize enrollment and SCH
- Stabilize Net Tuition (discount rate)
- Continue financial performance trends
- Grow fundraising power
- Maintain and grow liquidity

Student Credit Hour Forecast: FY20

- ❖ FY20 Budget = 400,000 SCH
- ❖ To date, FY20 enrollment has exceeded projections: we are tracking to be 1-2% ahead of budget

Funnel Snapshot: Fall 2020

The admissions “funnel” for FTIAC, Transfer and Graduate enrollment is improving for a variety of reasons including:

- Aggressive purchase of out-of-state prospect names and increased travel to states including:
 - Indiana, Pennsylvania, Illinois, Indiana, Virginia, Maryland, & Wisconsin
 - Out-of-state FTIAC applications are up 40% compared to last year: 3,677 vs. 2,623
- Strong marketing campaign (\$1M in new investment) with programmatic & academic reputation emphasis
- Continued interest in 4WARD Scholarship

Funnel Snapshot: Fall 2020 (con't)

- Introducing the Common Application has complemented the out of state prospect purchases
- Expanding international travel and intensifying communication efforts
 - International FTIAC applications are up 93% compared to last year: 356 vs 184
 - International FTIAC admits are up 450% compared to last year: 88 vs 16
- Temporary staffing in application processing has reduced incomplete files and improved speed of admissions delivery
- Distance Learning revenue from fully online programs for FY20 is projected at \$6.1M compared to \$671k in FY16

Funnel Snapshot: Fall 2020 (con't)

	YTD	PYTD	%Var
FTIAC Admits	9,904	8,240	+20.2%
Transfer Admits	322	316	+1.9%
Grad Admits	172	126	+36.5%

To convert these applicants to enrolled students, we need “all hands on deck”!

Strategic Yield Videos

Honors College





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Campus Climate Assessment Update

Steve Bryant

Director, Office of Diversity & Community Involvement
Chair, President's Commission on Diversity, Equity and Inclusion (CDEI)

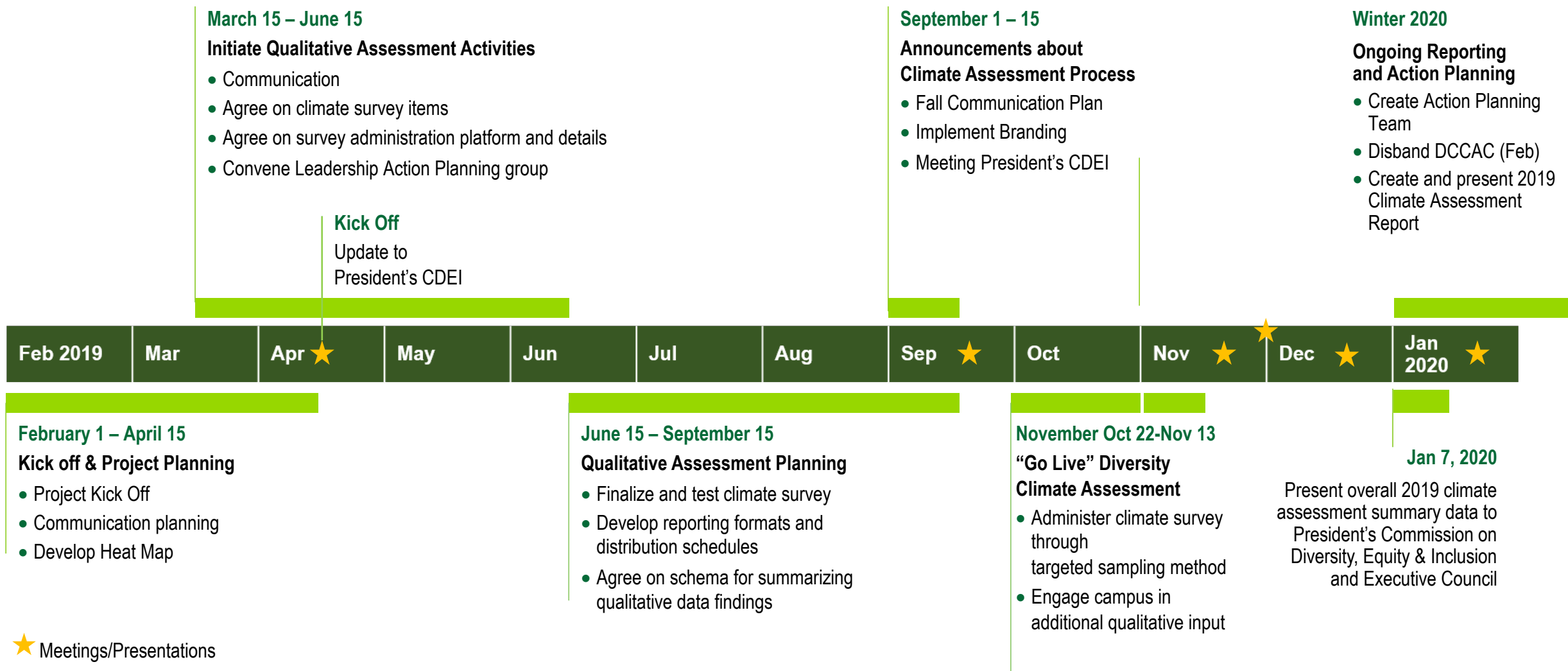
Background

- 2015: Black Student Ten Point Plan
- December 2016: Creation of the President's Commission on Diversity and Inclusion (CDI)
 - Recently renamed "President's Commission on Diversity, Equity and Inclusion" (CDEI)
- January 2018: CDI issued a set of recommendations

Biennial Campus Climate Assessment

- First recommendation from CDI
- Sibson Consulting was hired in February 2019
 - worked with a representative group of faculty, staff and students from across the University
- Chaired by Dr. Devika Dibya Choudhuri (chair of the CDI at the time) and Catherine Lilly, Sibson Consulting (Segal Consulting)

DCCAC Timeline Feb 2019- Winter 2020



Campus Climate Assessment

- A climate survey developed internally on normative diversity and inclusion climate constructs
- A preliminary stakeholders survey was conducted in September 2019
- Town Hall meetings, focus groups, and record story sessions were conducted in addition to survey

EMU Campus Climate Survey

- Distributed using a targeted random sampling approach comprising 20% faculty and staff and 10% graduate and undergraduate students
- Members of minoritized social identities were encouraged to take the survey to oversample such perspectives and ensure sufficient data for analysis
- Survey open from Oct 22 – Nov 13, 2019

Responses

- Overall, a 35% response rate was achieved (893 responses)
- Typical response rate of comparable institutions is 22%:
 - 30% Bowling Green
 - 22% Central Michigan
 - 24.5% Wayne State
 - 14.5% Oakland University

Responses (con't)

- 1,219 community members were also sent surveys, representing 10% of lists of emeriti faculty, retired staff, and alumni that were provided
 - 4% response rate; not included in preliminary analysis
- 32% undergraduate students 61% graduate students participated from the random sample

Responses (con't)

- Of the survey responses, 769 were usable for deeper data analysis based on the full completion of all major variables
- In addition, 126 individuals attended town halls, and 14 contributed a story through the “Share Your Stories” approach

Questions

- Intersectional
- Addressing multiple aspects of diversity: race/ethnicity, gender, sexual orientation, disability, religion, and age
- Addressing multiple constituencies on campus and in the community including undergraduate and graduate students, faculty, staff, administrators and community members

Questions (con't)

- Asked about feeling respected, safe, sense of belonging, and being valued
- Asked about experiences of discrimination including online and physical
- Asked about consequences of experience at the University and resources

Next Steps

- Formatting the data into a useable and easy interpretable report
- Meeting with individual units across the campus to share these data
- Recruiting and training action planning leads across the University
- Accountability transferred back to the President's Commission on Diversity, Equity & Inclusion

For more information

www.emich.edu/diversity



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DIVERSITY, EQUITY & INCLUSION

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LiveYpsi Program

Leigh Greden

Chief of Staff, Office of the President

LiveYpsi Program Background

- ✓ Launched in 2012
- ✓ Partnership between EMU and Washtenaw County
- ✓ Goal: encourage EMU employees to buy and live in a home near campus



LiveYpsi Program Details



Provides a “forgivable loan” of \$5,000 or \$10,000, depending on geography, to EMU employees to buy a home near campus



20% of loan is forgiven each year participant continues to live in home and remain employed at EMU



100% of loan forgiven after five years



LiveYpsi Success

- ✓ Nearly 70 homes purchased by EMU employees
- ✓ Over \$10 million in home purchases supported
- ✓ 92% satisfaction rate among participants



**Tricia McTague,
Associate Professor
of SAC, was
LiveYpsi's first
participant.
Photo credit: *MLive***

Learn More About LiveYpsi

www.emich.edu/liveypsi



"As a new faculty member, I felt it was important that I make this community, not just the University, my home. The LiveYpsi program has been instrumental in making that possible."

*- Dr. Sarah Walsh, Assistant Professor of Health Science,
who purchased a home through LiveYpsi after joining EMU
in the Fall of 2013.*



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2020 EMU United Way Campaign Community Solutions Powered By You!

Leigh Greden, Chief of Staff and Campaign Co-Chair

Jessica “Decky” Alexander, Director of Engage@EMU and
Campaign Co-Chair

Kristen Klochko, Engage@EMU Communications Manager

The Need Is Real And Local...



- 27% of County residents struggle to afford basic needs
- 30.9% of Ypsilanti-area residents live in poverty
- People of color are 2x more likely to live in poverty

Washtenaw United Way Supports Our Community!

- ✓ The Collaborative
- ✓ Ypsilanti Meals on Wheels
- ✓ Corner Health
- ✓ Ozone House
- ✓ Family Empowerment Program



Washtenaw United Way and WEMU

❖ “Washtenaw United” recurring segment on WEMU

❖ Mondays at 7:49 a.m.
(replayed at 9:49 a.m.)

❖ 89.1 FM



You Can Make A Difference!



- ✓ \$5/week (\$260/year) ensures that one family does not need to skip meals for a full year
- ✓ \$10/week (\$520/year) provides three children with a safe space after school that supports their basic needs (hot meal, showers, bus tokens, clothing) and counseling services

Your Support Matters!

- 2019: EMU employees donated nearly \$70,000 to support the Washtenaw United Way!



Donate!

- ☐ Captains for each area in the University
- ☐ Campaign launches in February – check your e-mail!
- ☐ Visit United Way logo at [my.emich](https://my.emich.edu/unitedway) portal or visit emich.edu/unitedway
- ☐ Donate via check, credit card, or payroll deduct
- ☐ Prizes for employee participation in large and small areas

Where Can I Find This Information?

emich.edu/president/communications/meetings.php

Upcoming Meetings

Monday, March 9

Wednesday, May 20

8:30 a.m., Student Center Ballroom