



EASTERN MICHIGAN UNIVERSITY

Administrative Leadership Meeting

January 30, 2020

National Moot Court Champions!

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- 🏆 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*

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* \$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

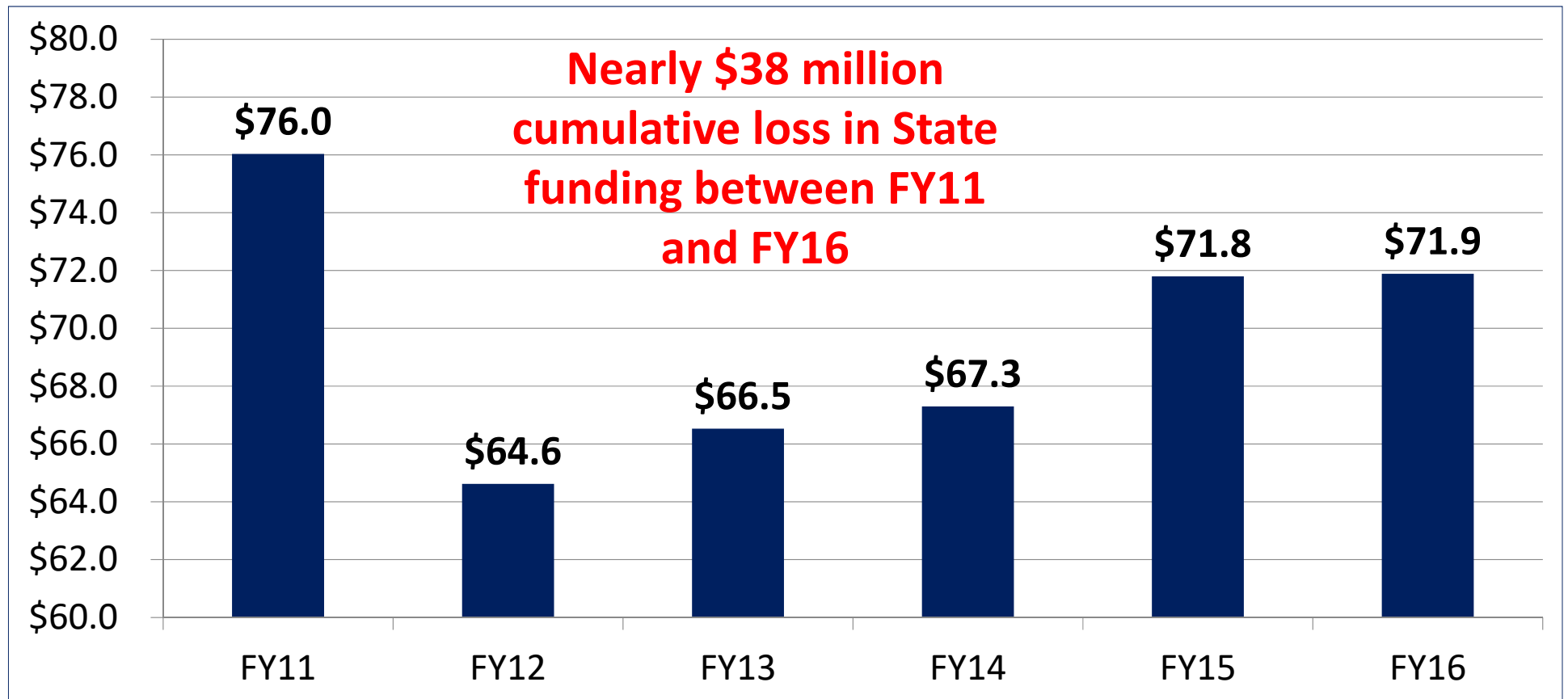
Financial Overview

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

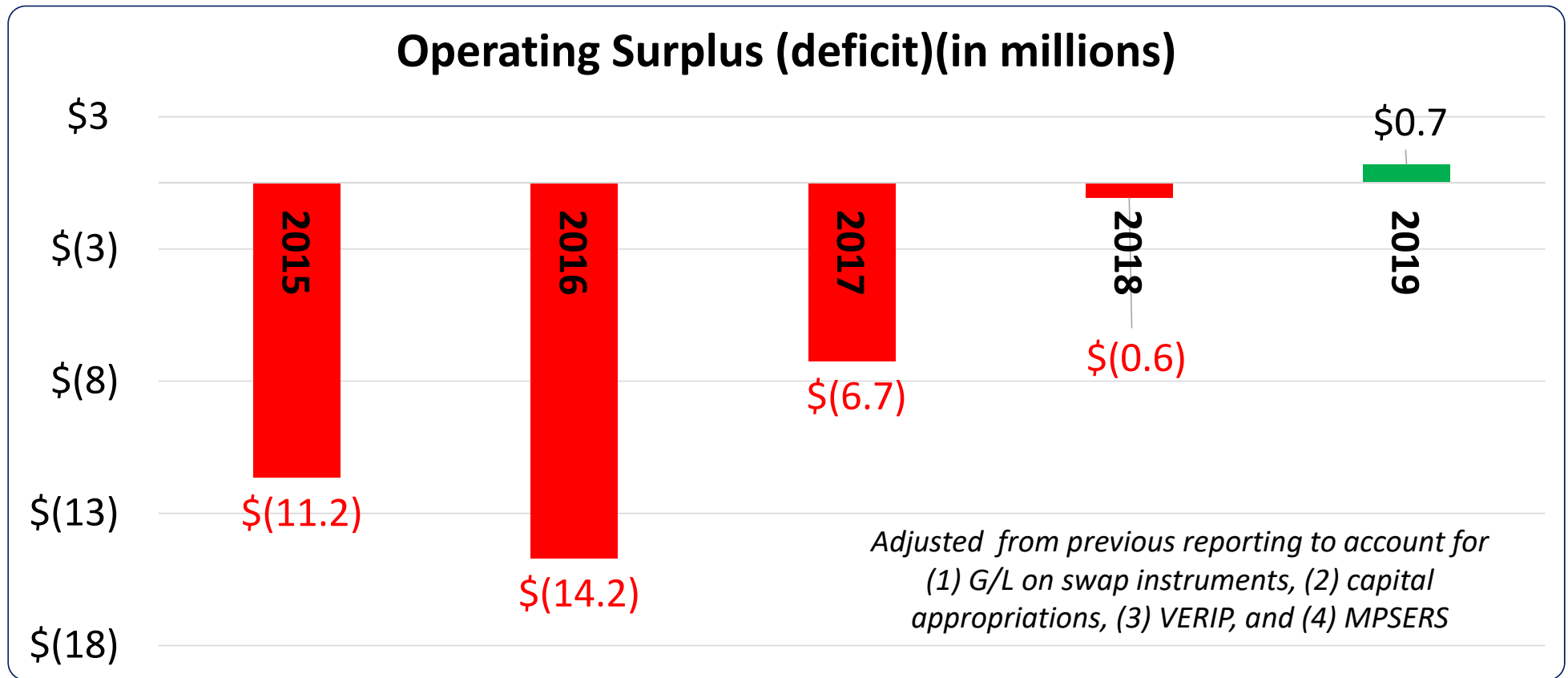
Key Actions taken (continued)

- 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

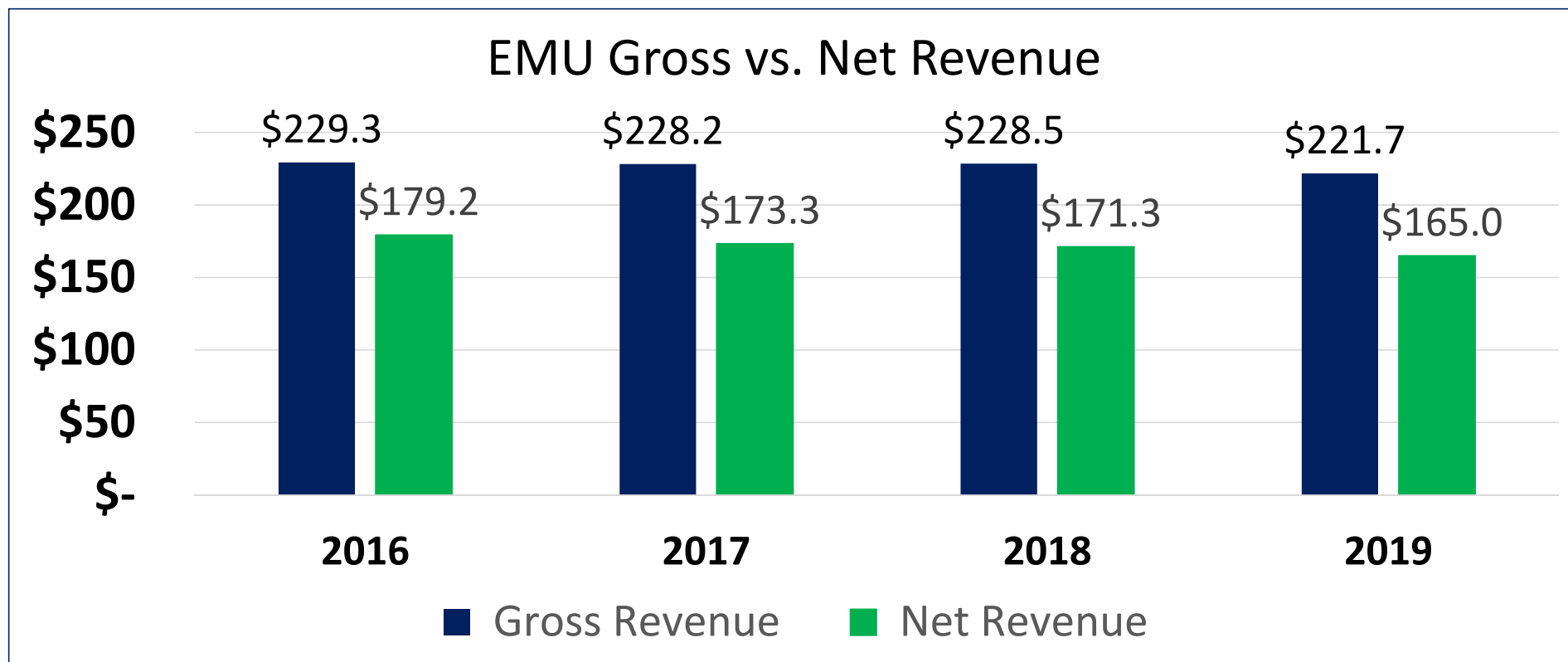
Key Outcome: Improved Financial Results



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



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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)

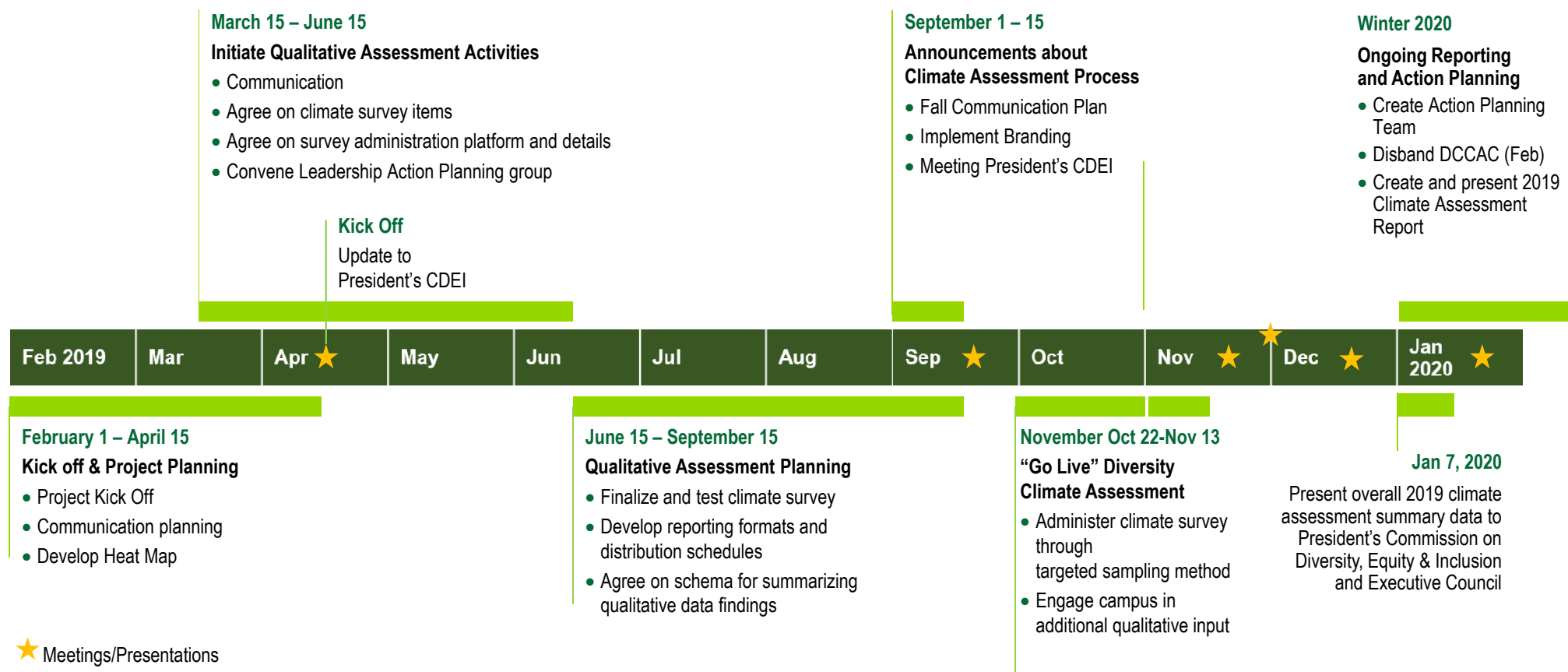
Background

- 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