**Leadership Council Minutes**

**August 10, 2016**

Present: Chancellor Andrew Leavitt, Kate McQuillan, Tom Grogan, Matt Suwalski, Scott Beyer, Austyn Boothe, Sylvia Carey-Butler, Jamie Ceman, JoAnn Rife, Chuck Hermes, *Susan Adams for* Charlie Hill, Marci Hoffman, Sue Jaeke, John Koker, Ameerah McBride, Kay Neal, Petra Roter, Carleen Vande Zande, Lori Worm, Laurie Textor,Jennifer Watson, Greg Wypiszynski, Fredrick Yeo, Lane Earns, *Brent MacWilliams for* Leslie Neal-Boylan, *Jean Kwaterski for* Brandon Miller, Barbara Beuscher

Absent: Byron Adams,Ameerah McBride, Karl Loewenstein, Lori Worm, Darryl Sims, Courtney Bauder, Leslie Neal-Boyan, Alexander Novak, Art Rathjen, Anne Milkovich, Brandon Miller, Charlie Hill

Guests: Jennifer Monroe, UMC

1. Call to Order

Chancellor Leavitt called the meeting to order at 2:03 p.m.

1. 2016-2017 Recruitment Advertising Update on Marketing – Jamie Ceman and Jennifer Monroe

Enrollment campaign, “Titans Are” was first campaign since IMC centralized and covered undergraduate, graduate and online education providing a cohesive messaging between divisions and yielded significant cost savings. The overall cost estimate was $630M with roughly 50% allocated to undergraduate, 25% graduate, and 25% online. Advertising results and data to follow when available.

1. Student Affairs Update – Jean Kwaterski for Brandon Miller
   1. The bookstore’s goal was realized with 115 titles made available through text rentals over last year’s 15 titles.
   2. More volunteers “referees” are requested to assist with move-in on Sunday (Freshman) and Monday (upperclassmen).
   3. Fletcher dormitory renovation has begun. It is scheduled to open one year from now.
   4. Reeve Union’s front entrance renovation begins next week. The Algoma Street entrance will be temporarily closed and crosswalks will be relocated on both sides of the existing (closed) crosswalk.
   5. Search for new Dean of Students on-campus forums start next week. Email with details forthcoming.
2. Facilities Annual Fire Drill – Chuck Hermes
   1. Campus Fire Drill (see attached) is scheduled for September 15th and 16th. Volunteers are needed to measure the time to exit buildings and walk around checking buildings.
3. FY 2016 – 2017 GPR Budget – Jenny Borgmann
   1. Financial Services has hired three new budget planners who will be able to assist with requests for data and reporting.
   2. Fiscal 17 planning documents going out soon.
   3. Final $3MM reduction moved into 17 budget
4. Discussion
   1. UW System budget request: tuition freeze, money allocation tied to performance measures, the expectation of soft enrollment this fall, status update of Fair Labor Standards Act, Pepsi fund increase, potential funding of $1MM for programming and efforts to improve retention and graduation rates in underrepresented groups.

VII Announcements

1. The police department is now moving from the division of student affairs to the administrative services division. This aligns with our prioritization of emergency preparedness, emergency management, safety and risk management. Chief Leibold will report to Lori Worm and parking will report to the police department.
2. Salary Equity for Instructional Academic staff is moving along for IAS staff with at least a .75 FTE average over the last three years. Award is $642 prorated if necessary.
3. Thank you to Dr. Kay Neal who is here for her last meeting.

1. Next Meeting – Wednesday, August 24, 2016 – in Reeve Union, room 306.
2. Adjourned at 3:13 pm

Respectfully submitted,

Kate McQuillan for April Dutscheck