WESTERN ILLINOIS UNIVERSITY FACULTY SENATE

Regular Meeting, *13 October 2026*, 4:00 p.m.

Via Zoom and Union Capitol Rooms

A C T I O N M I N U T E S

SENATORS PRESENT IN PERSON: D. Allwardt, E. Asare, A. Baker, M. Blankenship, S. Chakravorti, P. Cole, N. Gillotti, M. Hoge, T. Khan, C. Kovacs, H. Mason, J. McKenzie , F. Tasdan, J. Walker

SENATORS PRESENT VIA ZOOM: R. Kelly, A. Melkumian, R. Sharma, Y. Tang

SENATORS ABSENT: R. DiCarmine, A. Frederick, S. Nash, L. Parzefall

EX-OFFICIO: William Gblerkpor, Parliamentarian; Mark Mossman, Provost

GUESTS: Lori Baker-Sperry, Mary Bourell, Zaire Bradsher, Merrill Cole, Dennis DeVolder, Patty Eathington, Pete Jorgensen, Sarah Lawson, Kyle Mayborn, Lorette Oden, Renee Polubinsky, Alonzo Ruffin, Justin Schuch, Rich Toomey

Faculty Senate welcomed Tahir Khan as a new senator representing the School of Computing, Data, and Mathematical Sciences.

I. Consideration of Minutes

A. September 29, 2026

MINUTES APPROVED AS DISTRIBUTED

II. Announcements

A. Provost's Report

Provost Mossman related that in a couple of meetings that he and Associate Provost Lori Baker-Sperry have had recently with faculty they have heard about some attendance issues in classes. He will send out an email to the Division of Academic Affairs later this week with links to the Leatherneck Care Referral and a couple of other informational websites. He counsels faculty to recognize that this is a hard time of the semester for students; there may be some students they have not seen in their classes while other students are hitting a wall. He thinks now is the time the institution should reach out to help students over that wall and get them through to the end of the semester.

Provost Mossman also plans to note in his division-wide email that the Testing Center is up and running. He said that Associate Provost Baker-Sperry is working on an FAQ page about the Testing Center, and he will include a link to an email from Miguel Huerta, Executive Director for Advising and Student Support.

Provost Mossman noted that tonight is the Hallwas Lecture. Jim LaPrad, Director of the School of Education, will give his presentation at 7 p.m. in the Union Grand Ballroom.

Provost Mossman pointed out that the university is on the brink of Homecoming Week, so there are a massive number of activities going on across the campus – everything from Paint the Town to the Homecoming football game on October 24 against University of Tennessee-Martin, followed by a concert that night. He noted that the activities can be found on the Homecoming website: https://www.wiu.edu/homecoming/

Senator Tasdan requested that Provost Mossman elaborate more on the attendance issue and asked if he was getting feedback from faculty. Provost Mossman explained that there are two pilot programs in Academic Affairs, one with embedded tutors and one focusing on career readiness. He noted that the career readiness group is comprised of seven sections across the spectrum of General Education disciplines and includes Philosophy professor Brian Powell, Sociology professor Pat McGinty, and Mathematics professor Amy Ekanayake. He meets with that group regularly and thinks the discussions have been excellent and eye-opening. He related that he has learned about issues with mathematics tutoring, for example, that he does not think the institution was aware of and that need to be addressed. He said the information about a slip in attendance came up in his meeting with the career readiness group yesterday, but it has also come up in discussions with the embedded tutor group and other discussions in general.

Provost Mossman related that during a pretty lengthy discussion, all of the instructors, except for Dr. Ekanayaki for her Stats class, indicated they had seen a sudden decline in attendance between Weeks 4 and 5. He noted that there had been generally positive feedback since the beginning of the semester, beginning with the great participation in Rocky After Dark; then last week there was discussion about math tutoring because, while it is being provided, it needs to be more comprehensive so that students can get help at all times rather than just at certain times; then the discussion yesterday centered on the drop in attendance.

Associate Provost Baker-Sperry remarked that right now the evidence seems to be "serially anecdotal." She noted that during and immediately after the pandemic, there was a real metric established indicating how students were doing, then slowly, semester after semester, the university has seen improvement and increased participation. She thinks this semester started strong, but the administration is now hearing about attendance issues and would like for faculty to keep an eye on that and do all that they can do to address it.

Provost Mossman related that the anecdote from yesterday's meeting was that the attendance problem was affecting five or six students in a section, but when taken over three sections, that is a lot of students to suddenly disappear. He hopes that faculty can consider how they can re-engage these students and pointed out that the institution has different ways to try to connect with them and intervene. He recognizes that not all efforts will be successful but does not think that means the institution should not absolutely try to intervene with these students. He noted that this intervention, when combined with early/midterm warning grades and enrollment verifications, creates an arc of things that faculty can do to stay consistent. He noted that a really high percent of faculty responded to the enrollment verification process this fall, which was excellent, but now the university is seeing students starting to have problems with attendance and midterm grades, which means that everyone needs to stay focused, as an institution and as a division, to get students up to speed in their classes because if they go to class they will have a good shot at being successful.

Associate Provost Baker-Sperry remarked that if it is, in fact, true that attendance has become a major issue again, the administration does not know if that is because students are falling off or if they are making "rational decisions" in regard to what they do, such as choosing attendance in one class over another, which are the kinds of things that happen sometimes. She stated that although it is unknown exactly what is happening, the more that faculty can encourage students to attend all of their classes and to be involved on campus, the more it helps. She added that if faculty notice a student has a problem, using the Leatherneck Care Referral process really can help them; the administration is trying to say this everywhere they go and would appreciate senators passing this information on. She added that she or Vice President Schuch's office are always willing to answer questions about what Leatherneck Care Referral is and any questions about it.

Provost Mossman observed that, when looking at the big picture, if a student is below 15 hours toward their degree at the end of their first semester, such as if they drop a class or a couple of classes, it can build up, even though it may help the student's GPA in the short run. He noted that this can lead to students running out of financial aid in their third or fourth semesters, so it is really

important to pay attention to this. He believes that the university has had success so far and just needs to keep being intentional.

Senator Mason remarked that she is not a fan of perfect attendance in public schools for a lot of reasons, but she wonders if there is a way that Purple and Gold Points could be connected to students going to their classes. She recognizes that the Purple and Gold Points have thus far been given for attendance at events outside of class, but she wonders if there might be a way to give them for attending a certain number of classes. Provost Mossman explained that there is assessment in the curriculum and also co-curricular assessment; Purple and Gold Points are directly tied to the extracurricular activities, which also have a direct connection to retention and to success in the classroom, which is why this initiative works. He noted that there is already an incentive with grades, and he does not think it would likely be a good idea to use Purple and Gold Points as an attendance incentive.

Associate Provost Baker-Sperry remarked that, especially for first-year students and maybe for General Education courses, an attendance or participation policy is encouraged, if appropriate, because it is known to make students do better in class. She recognizes that this does not fit all class models, but she also thinks there need to be more conversations about participation or attendance across the board, especially for first-year students. Provost Mossman noted that this was part of the discussion yesterday about the pilot programs because the enrollment verification and early warning/midterm grades processes help faculty engage in and pay attention to what is happening in their courses, but it would be good to figure out another way as well. He stressed that he has no desire to mess with academic freedom issues or the way course stuff is evaluated, but it would be nice to have a two-week spot where the university could get some kind of reporting again. He noted that this is not just on faculty members but is part of division-wide and institution-wide support for retention initiatives in the disciplines.

Associate Provost Baker-Sperry noted that faculty provide information on student-athletes in their classes periodically, and those student-athlete GPAs tend to be very high. She said this is the kind of thing that the Provost's Office is looking at in trying to envision what kind of mechanism that might be.

C. Student Government Association Report
(Zaire Bradsher, SGA Director of Academic Affairs)

Mr. Bradsher told senators that in addition to being the SGA Director of Academic Affairs, he is also Interhall Council President. He reported that SGA President Alonzo Ruffin would like to make a student-faculty luncheon a continuous staple of WIU in order to encourage faculty to come to the residence hall dining rooms to eat lunch with students. He said the SGA President thinks this will help bridge the gap between faculty and students.

Mr. Bradsher stated that SGA is still looking for student representatives for the ad hoc Committee on Campus Accessibility. He noted that SGA is looking for senators from two different majors to represent the College of Humanities, Arts, Sciences, and Education (CHASE) and an SGA Senator for International Support, who must be an international student. He stated that the nominees must be available to attend SGA General Assembly meetings from 3:00-4:30 p.m. on Wednesdays. He asked senators to spread the word about these SGA vacancies.

D. Faculty Senate Chair's Report

1. Highlighting Good News

Chair McKenzie

- Yating Fang, a faculty member in the School of Accounting and Business Administration, had a paper accepted by their flagship journal.

- Emily Shupe, a faculty member in the School of Nursing, Applied Health, and Human Performance, and students participated in a documentary that was screened on campus last week called "Learning Hungry." Chair McKenzie said that students talked about food insecurity and what WIU's food pantry provides to them as part of this larger documentary.
- Gina Yi, a Music faculty member in the School of Visual and Performing Arts, presented two sessions at the 37th International Society for Music Education world conference. Chair McKenzie noted that this is a big reach for WIU when faculty participate in international conferences instead of regional or even national conferences. She thinks it is a pretty big deal to get WIU's name out there in this way. She suggested that if senators see any of these colleagues around campus, they offer them congratulations.

Chair McKenzie announced that the Capitol Rooms are unavailable for the next Faculty Senate meeting, so the October 27 meeting will be held in the Union Lincoln Room.

Chair McKenzie noted that the four vacant seats on the newly restructured University Personnel Committee (UPC) are now filled. The UPC will now have three seats for each college and three at-large seats, all of which must be filled by full professors. She announced that Rich Cangro from the School of Visual and Performing Arts and Andrea Hyde of the School of Education were elected to represent the College of Humanities, Arts, Sciences, and Education, and Jennifer Plos from the School of Nursing, Applied Health, and Human Performance (CHASE) and Damon McArthur from the School of Visual and Performing Arts were elected to fill the at-large seats; the representatives from the new College of Business, Health, and Community Programs (CBHCP) were already in place. Chair McKenzie stated that if anyone sees these faculty members, they should thank them because serving on UPC is a big job and an important one for everyone.

Chair McKenzie announced that the ad hoc Committee on Campus Accessibility will hold its first meeting on October 29. She noted that, as Mr. Bradsher mentioned, there is still a need for student representatives, so if senators know of a student who would be good in this role and provide a student voice, she would be willing to talk to the student, if desired, or the faculty member can do so and then send the interested student to Chair McKenzie.

Chair McKenzie noted that the Council on Campus Planning and Usage (CCPU), a Faculty Senate council, and the Academic Use of Space Committee, a larger campus committee, have come together to talk more about the synergies that exist because the two groups have many alignments in their charges. She said they will be integrating their efforts for Phase 3 of the Rebuild; both groups gave recommendations during Phase 2 of the Rebuild, but they were not intended to be implemented immediately. She noted that some of the things Faculty Senate heard about in reports from these groups were really lists of things that would be good ideas for the future but could not be implemented yet because the pieces were still moving; the Academic Use of Space Committee thought that they needed more consideration of financial, staffing, facilities, and enrollment conditions. She said that now that those things are known, discussions are ongoing regarding the best use of facilities on campus, with prioritization toward spaces that meet program needs with the fewest renovation requirements; some campus spaces might currently meet a need but things need to happen in those spaces first but they cannot due to enrollment, financial, or other constraints. Chair McKenzie stated that these two groups are working together to look at how to best utilize the spaces available on campus while still meeting the needs of programs. She added that there will be several classrooms in prioritized buildings that will be chosen for upgrades and renovations, with work hopefully starting next fall, but there has not yet been finalization of which classrooms those will be.

Chair McKenzie related that everyone should notice some significant sidewalk repairs being made on the Macomb campus between now and the end of spring semester, which will be very helpful, especially for ADA compliance. She noted that the Simpkins Hall ADA parking lot renovation is scheduled to happen as well, and the COFAC Recital Hall will be getting a new roof because it is in dire need of replacement.

Chair McKenzie asked senators to consider if they have any interest in talking about differentiated course evaluations for online courses. She related that in a recent meeting with staff in the Office of Online Teaching and Learning on an unrelated topic, the discussion turned to course evaluations and how they could be made most helpful to everyone who is supposed to be helped by them; while instructors use course evaluations to better their teaching practices, students need to feel like these evaluations actually matter as well. She said that they talked about whether, with the growth in online course offerings, there needs to be some sort of differentiation in the evaluations for online courses. She asked senators to think about this because she suspects this will be an ongoing discussion in the future.

E. Other Announcements

1. Student Success
(Justin Schuch, Vice President for Student Success, and Rich Toomey, Assistant Vice President for Admissions and Enrollment)

Chair McKenzie observed that the last meeting discussed accessibility, and today's meeting will focus on student success. She noted that while Nick Katz was on the agenda to meet with the Senate today as well, he was unable to make it tonight, and his visit will be rescheduled [to November 10].

Vice President Schuch feels lucky to work with the Student Affairs team, such as some of the individuals that senators met last week, including Jackie Price and her team, as well as enrollment management-focused groups within the Division of Student Success. He noted that Assistant Vice President Toomey will discuss with senators the recruitment plan and highlight some of the pilot programs that are in place.

Vice President Schuch was happy to hear that Purple and Gold Points come up in conversation at today's Faculty Senate because that has been a focal point over the past year for overall student success and retention. He said that Student Success has been trying to re-engage students in ways that were in place pre-Covid, when the student population was really involved. He spent a majority of time when first coming to WIU 12 years ago telling students that they did not need to go to everything but should instead pick one or two things to go to in addition to attending class. He thinks the university needs to rebuild that culture of having students out, active, and involved, and Purple and Gold Points became a central part of that last year.

Vice President Schuch related that during the previous year, the Division of Student Support partnered with the health and wellness areas of the university for this program, including the University Counseling Center, Rec Center, Student Development and Success Center, Veterans Resource Center, Office of Student Rights and Responsibilities, and Beu Health Center. He related that this group piloted a points program, by way of some grant funding, which went really well, so last year the program was launched campuswide. Vice President Schuch said his area saw significant interest from students to the program and really phenomenal output from this effort; they definitely saw a huge difference when looking at student success GPA-wise, which corelates because students who attend events tend to have higher GPAs. He noted that studies which are kind of foundational to the field of student development show that if universities can get students connected, they tend to do better, and that has been very true for WIU.

Vice President Schuch related that his office looked at data from students who attended just one event and earned at least one Purple and Gold Point last year compared to students who did not attend any events at all. He noted that those freshmen returned to WIU at a rate of 77 percent while only 23 percent of the students who did not attend any events as freshmen returned to WIU this year. He thinks that, if nothing else, this program is helping his division

continue to identify students that might need some resources or who might need to get connected.

Vice President Schuch pointed out that these numbers are hard to argue with when looking at just some of these differences, and his office has now started to overlay that data, in terms of student retention efforts, with their Connections Mapping program. He explained that Connections Mapping is WIU's early intervention program; it is a homegrown tool that really just looks at the decisions that students make during their first five weeks of the semester. He stated that from the time they step on campus as freshmen to the end of the fifth week they are at WIU, Connections Mapping looks at what types of resources they use and what types of activities they engage in. He said some examples are Rec Center and meal plan usage, which helps identify where freshmen are making connections on the campus. Vice President Schuch told senators this has been a highly predictive program for his office since its inception and has continued to strengthen as the years have gone by and some additional information has been added to it.

Vice President Schuch explained that the goal of Connections Mapping has always been to collect information based off of decisions that students make, separate from the academic information that is also collected. He noted that while early warning or midterm grades and end-of-semester GPAs are really helpful data, Student Success wanted some earlier indicators and really started to look at resource use. Vice President Schuch related that one reason why this program has been so helpful is that it does not look at any other demographic factors but just at the decisions students make. He recalled that when he first started at WIU, the university paid companies that would provide a lot of demographic data on Western students to try to identify which students the university should be concerned about, but these companies seemed to always tell the same things over and over based upon where a student lived, their race, their income, and other factors. He stated that when Student Success dived into this data, it was not overly predictive for them, which is why they built their own program, which has been really helpful. He credits Connections Mapping with allowing Student Success to overlay a lot of different information together to really focus in on the students that the university really needs to be concerned about. He credits that program, as well as the Purple and Gold Points program – along with students just really working hard and the work of individuals throughout the institution, such as those in Faculty Senate – with the increase in freshmen retention last year, which will hopefully continue. He thinks these are the kinds of programs that need to continue to be strengthened.

Vice President Schuch recognizes that it is sometimes a mystery to people as to what happens with the Leatherneck Care reports that they file. He explained that, depending upon what they involve, they will either go to the Student Development and Success Center or to Lorette Oden, Assistant Vice President for Student Belonging and Community Relations, and her team. He said that Assistant Vice President Oden's area follows up on a lot of the academic concerns, such as if it is unknown whether anything else is going on with a student but it is known that they are not attending class. He explained that Assistant Vice President Oden's team will reach out to the student to try to get them to understand what is happening a little bit. Vice President Schuch expressed thanks to Assistant Vice President Oden and her team, which is comprised of two graduate students. He wants senators to recognize that although it is a small team, there are people who are focused and committed to following up with those students. He stressed that every Leatherneck Care report that is submitted sees follow-up by one of the teams who try to do their best to help these students.

Vice President Schuch told senators he would like to invite Rich Toomey, Assistant Vice President for Student Success and Enrollment, to highlight some aspects of the recruitment plan and some of the pilots his area has begun, after which the two will take questions on what recruitment and retention look like at WIU. Assistant Vice President Toomey told senators he celebrated one year at WIU on October 1, and this is the first time he has had the chance to address Faculty Senate. He related that he has worked in higher education for 34

years, so some of the things he will address are based upon his career experience leading up to this point.

Assistant Vice President Toomey related that one of the first charges given to him by WIU's senior leadership was to develop a strategic recruitment plan; he has copies of this available for anyone who has not seen it. He related that the draft version presented to the Board of Trustees (BOT) was met with a great deal of enthusiasm – so much so that they have requested that three additional plans be prepared. Assistant Vice President Toomey's goal is to finish crafting these by December 1 and present them to the Board of Trustees at their January meeting. He said the three plans the BOT has requested are for undergraduate transfer students, international students, and military-affiliated student recruitment.

Assistant Vice President Toomey explained that part of what the strategic recruitment plan emphasizes is the specific areas that the university has control over and how to implement certain tactics related to those. He compared this to a theatre production where adjustments to different levers and measures on the light or sound boards can affect the performance; his area has focused on four of these levers. He explained that with the aid and pricing lever, the tactic that was implemented was the launching of five new scholarships for incentive-based programs to encourage students to consider WIU. He noted that this also included some incentives already in place, such as the Purple and Gold Engagement Scholarship in which students who make an official visit to campus have the opportunity to start earning a scholarship when they first get here. Assistant Vice President Toomey related that his office learned early from some of their data analysis that students who actually visit campus as part of the official admissions tour have a greater likelihood of enrolling, so this has become the year of the campus visit.

Assistant Vice President Toomey recognized that some Faculty Senators participated in Discover Western yesterday, the first one of the fall semester; he said there will be two more offered this year, so if faculty wish to help out they certainly can. He related that in the next two weeks his area will be working with the School of Education on Future Teachers Day, which historically has been held in the spring but is now being offered in the fall as well. He noted that there is also a Nursing open house coming up, and his area will be working with Law Enforcement and Justice Administration (LEJA) on their event, which 200 students are already signed up to attend. Assistant Vice President Toomey said he is highlighting these particular events in terms of the range of different offerings his office will try to work on, especially within specific academic units. He pointed out that this not only includes large-scale events and campus visits but also a variety of other touchpoints; for instance, today he communicated with Psychology, who will be provided with postcards to write to individual admitted students, and that will then be tracked through the Slate system.

Assistant Vice President Toomey explained that Slate is a constituent relationship management (CRM) platform that allows Student Success to track every touchpoint, inbound and outbound, for every student contact they have. He noted that in the case of Psychology, Slate will measure the effectiveness of their staff sending a postcard to every admitted student in their program in terms of the student's ultimate enrollment. He stated that these key data points will be important for his office going forward, and it is something they plan to collaborate on with individual departments. He related that this initiative launched in August, and Provost Mossman authorized his area to work specifically with three departments through the first part of November: the Schools of Agriculture, Music, and LEJA. He added that while this is being referred to as the Slate Pilot Program, essentially what they are doing is co-planning a variety of different outreach efforts involving both messaging and event themes. Assistant Vice President Toomey's office is coordinating these through the Slate system in order to automate many of the processes involved.

Assistant Vice President Toomey had the opportunity to present about this pilot program to deans and directors and was met with a great deal of enthusiasm; he has been getting calls from people wanting to participate in this project, and his biggest limitation is human

resources and having people available to put some of these things in place. He said the goal is to start to offer this service to other schools across the university on a small scale in November, December, and January. He hopes that by next summer his area can partner with any number, if not all, of the academic schools who are willing to engage in some outreach efforts.

Assistant Vice President Toomey noted that the evolution of what comprises student recruitment has changed over the years; gone are the days when a student would say they wanted to know about a university, apply, get a decision, then attend orientation. He related that currently the National Association of College Admission Counselors asserts that the average student needs 27 points of contact for them to make a decision about their college enrollment. He added that among those 27 points of contact are social media, text messaging, email, communication with the student's parents, and touching base with other influencers, such as school personnel -- no longer does it involve just getting a letter in the mail from a prospective university. Assistant Vice President Toomey pointed out that brand awareness, marketing, and web presence are all important because there are any number of different modalities in which universities need to communicate to students in order to reach those 27 touchpoints. He thinks this is where the Slate CRM and other collaborations with different units on campus become essential.

Assistant Vice President Toomey offered to send additional information about the Slate pilot program and the strategic recruitment plan out to any interested senators but told them that this is not put on the website because this is the Student Success playbook, so it is not being shared with a lot of people. Assistant Vice President Toomey noted that Faculty Senate is an internal constituent, so he can share these with senators, but they will not see him sharing this broadly and widely going forward. He stated that while he has highlighted some of the initiatives Student Success has in place, there are countless others. He noted that one of them is the renaming of the Undergraduate Admissions Office to the Office of Admissions because there are multiple types of admissions; this office now coordinates all of the processes for international student and graduate student admissions, so it is a one-stop shop for admissions processing. He added that the pluralization of the Office of Admissions becomes important when thinking about the different ways students come to WIU and what their backgrounds might be.

Vice President Schuch reiterated that institutions have a lot of levers they can pull when considering how to increase enrollment, and one that Student Success is committed to, both as a leadership team and as an enrollment team, is to continue to make sure to balance incoming classes with the resources that the institution has available. He pointed out that the institution has a phenomenal admissions program that allows students who might fall just a little bit under the regular admissions requirements to be enrolled through the REACH program, and in the past the university pulled that lever really hard and grew that class really large – much larger than the amount of resources that were available. He stated that as a result of this, the university saw its freshmen retention rate go way down, a situation which Student Success is working to address. He acknowledged that sometimes other institutions do this, and it is a legitimate strategy if sufficient resources are available to support it, so this is not a comment on whether an institution should or should not allow these types of enrollments; it is, instead, a firm comment that WIU does not currently have the resources at the back end to regrow that class and just balloon the REACH program to something unsustainable. Vice President Schuch acknowledged that, this being said, the REACH team of advisors has done a phenomenal job over the past couple of years. He noted that REACH retention continues to rise alongside overall freshman retention, so the goal would be to slowly start incrementing that class back up, as can be seen in the strategic recruitment plan, but right now that is not a lever that is even on the table for Student Success to be pulling.

Vice President Schuch observed that he has seen investment throughout the institution for Student Success's recruitment efforts, from individuals throughout Academic Affairs, Student Affairs, Financial Affairs, and the Foundation Board, who have made a very real

financial commitment to help Student Success expand its efforts to high school sophomores and juniors. He noted that senators have probably heard the complaint in the past (or made it themselves) that local high school sophomores are getting emails from other institutions but not from WIU, but Student Success has not had the person power or finances to go that deep up to this point. He stated that the focus has instead been on high school seniors, which will continue, but the Foundation has allowed for Student Success to expand its relationship with EAB, the largest higher education recruitment company. He explained that EAB will begin communicating with high school sophomores and juniors in order to develop that relationship with WIU early on. Vice President Schuch pointed out that it will take a little longer to see the payout from this, but he thinks it is a very important, tangible thing the Foundation is doing to support the institution. He noted that this is a multi-year, significant financial commitment that will certainly help Student Success grow WIU's freshman class. He stated that Student Success has already seen some positive outcomes with that through its earlier partnership with EAB and he is comfortable that the company has done a good job for WIU. Vice President Schuch pointed out that last year freshman application numbers rose for the first time in recent history – the number of applications coming in went up, the number of accepted students increased, and Student Success saw a significant increase in the number of higher-end GPA level of students who are applying and getting accepted. He stated that now Student Success is turning toward how to yield those students, which is really where some of the things from the strategic recruitment plan come into play.

Senator Tasdan related that his son is a senior at Macomb High School and has already taken his ACT and SAT tests. He said that within a few months after taking these tests, his son began receiving brochures and flyers from all kinds of institutions. He said that although they have not yet received anything from WIU, the geography that these brochures and flyers are coming from is very wide, including schools from California, Colorado, and the East Coast, in addition to Indiana and Ohio. Senator Tasdan understands that these schools are getting names from The College Board and that they purchase thousands of names and addresses based on some kind of criteria, such as ACT scores within or above a certain range. He is sure that institutions know that the success rate of such mailings is very low, but he is sad that his son has not received one from WIU. He wonders if this is because, since his son is local, the thinking is that he is being reached through Macomb High School. Assistant Vice President Toomey acknowledged that Senator Tasdan brings up some excellent points and one that his office hears quite often. He explained that the admissions funnel starts at the widest possible point with what are referred to as prospects – those names that are purchased. He stated that Senator Tasdan's son has not personally reached out to Admissions, he does not necessarily know about him. Assistant Vice President Toomey explained that names are purchased at 74 cents apiece, and there are currently about 80,000 names in his office's Slate database at this point. He noted that the cost of purchasing these names forces his office to prioritize; they look for certain ACT and SAT score ranges, certain self-reported GPAs, and certain majors that are applicable to WIU, although those majors may or may not already be present on the campus. He said Admissions also does look at geography when purchasing names, and they feel confident that Macomb students know WIU is here; this begs the question whether his office needs to spend money on buying a name and a stamp to put on an envelope to send WIU materials to these students. He brought the new freshmen and transfer student viewbooks to show senators and informed them that they cost over $2.50 apiece to print, in addition to the postage. He explained that he is sharing this information as examples of the cost associated with recruitment, meaning that his office is often left in a position to be judicious in terms of where they put their priorities. He often hears from people in the Macomb community about making sure that Admissions representatives are present at local schools or encourage dual enrollment activities where Macomb High students are actually registered at WIU, such as events where buses of students are brought to certain campus activities.

Assistant Vice President Toomey observed the question becomes how to turn a top of the funnel prospect into an inquiry by a student into a specific interest. He noted that this is where the funnel starts to narrow to applicants, admits, and enrollees, and at each step along

the way the messaging and touchpoints the university sends have to be very intentional and selective as Admissions thinks about what will convert that student to keep moving down the funnel. He pointed out that this where assistance comes in, such as yesterday's Discover Western; Admissions hosts tours every day of the week, year around, and never closes, but Discover Western offers opportunities to start engaging campus partners who can help convert students from one phase to another. He offered to provide statistics on how many students who attended Discover Western yesterday actually became applicants because of that experience; students could sit with Admissions representatives and apply on-site at Discover Western, but Student Success can also track their attendance through Slate to see how many convert into applications in order to determine whether it is worth it to offer more of these types of events.

Assistant Vice President Toomey noted that historically WIU has offered three Discover Westerns in the fall and three in the spring; from a marketing perspective, if a student comes to a Discover Western in the fall to investigate the university, it raises the question of why they and their family would make the trip back to attend the same program in the spring when making their college decision. He has already cancelled one of the spring Discover Western events on Friday, April 2 and will instead have, for the first time, an admitted students' day, which is tentatively being called Engage Western. He envisions this with very much an academic theme, which will involve students being on different parts of the campus; faculty will be asked to participate in mini classes where students and their families can attend a 20-minute session to talk about about syllabi, faculty-student relationships, etc. and then attend the first 20 minutes of a 101 section so that they know what to expect. He envisions this as an open house combined with a college visit, and he is offering it as an example of how WIU has had to change its marketing; Admissions is building this up a little differently in order to get repeat visitors in a year of campus visits, to get more boots on the ground and more students to campus, which will hopefully impact yield. He added that there is science behind this strategy.

Senator Tasdan remarked that his point was not intended to criticize that his son did not receive anything from WIU since his son does know the university. Senator Tasdan thinks one of the problems the institution faces as a rural school is name recognition, and it is important that people know WIU exists. He thinks that the university has good programs and provides a good quality of education, but the problem is spreading the word and introducing students to Western's location and programs. He wonders if part of the reason his son is receiving marketing materials from so far away is that those schools are also trying to spread the word and advertise their institutions. He recognizes, however, that the return rate or success rate of these types of mailings may not be cost effective. He noted that at 74 cents per name, if there is a 5 percent return then the university would bring in 500 students for every 10,000 names it purchased. He asked if there is a solid number that would explain why these institutions are sending these mailers to high school seniors, beyond just letting them know that those schools exist. Vice President Schuch responded it probably comes down to the marketing budget for some of these institutions. He said the good news is that one factor of the alignment with EAB is to help Student Success identify the pockets where Admissions should be doing this type of outreach rather than just sending them to everybody. He said this will identify where the real pockets are within WIU's primary market, secondary market, and even a third kind of trial market. He noted that these are things the Student Success team has tried year after year, but now they have an internationally recognized company helping them to identify this. Vice President Schuch remarked that he grew up in the Champaign-Effingham area of the state, and he has always found it interesting that one of the first things EAB asked was why WIU does not spend a little more energy in this part of the state, which is growing, after which Admissions started to see applications come in from that part of the state. He added that higher freshmen application numbers are coming in from there now that need to be converted to yields.

Senator Gillotti understands that one of the Discover Western days later in the spring will be converted to Engage Western, but in three out of the four years she has been at WIU the

School of Music has already been doing a similar thing. She related that it was a challenge for the School of Music to decide whether this was worth their energy, futuristically; among the class that confirmed they would be on campus, almost all of them came the first year but only a small fraction of them actually showed up the second year, so Music no longer does this event. She suspects there may be different results when the entire university campus is involved for Engage Western, but one challenge the School of Music ran into was that high school students are limited as to how many collegiate absence days they are allowed. She recognizes that Admissions is trying to catch potential students but wonders if it might be beneficial to consider doing an event in June. Vice President Schuch said this is a great question because the university's former summer orientation program really needs to evolve into what Senator Gillotti is describing. He recalled that students used to come to WIU for orientation in April or May and were committed to attending in the fall, but now students are sometimes attending multiple orientation programs at various institutions before making their final decision, while WIU's program has not evolved beyond what has been done in the past. Vice President Schuch told senators that this summer will look significantly different for everybody because it cannot just look like another Discover Western or another day where students listen to people and tour the campus again. He said this summer's program will involve getting students connected to each other so that they can see themselves attending WIU within just a few short weeks.

Senator Gillotti suggested it would be good to have students stay overnight in a residence hall to get the full experience for 24 hours. Assistant Vice President Toomey agrees this is a valid idea, but the question is cost. He noted that students in June would also be staying on campus without other students here, so they would not experience that mentor-type relationship. He noted that the hardest challenge Admissions encounters when planning May events is competing with proms and graduations; students want nothing to do with universities during that time period, and even in June it can be a struggle because college is not where students' minds are at. He added that timing of the cycle of things is a key aspect.

Senator Cole expressed his appreciation for the presentations and thinks they were both impressive, but he has been impressed by previous recruitment efforts in the past, and enrollments have continued consistently downward. He asked what the goal is for next year and if there is a target for enrollments because that would seem to be reasonable to figure out. Assistant Vice President Toomey replied that the university needs to have both short- and long-term enrollment goals, and the strategic recruitment plan calls for about a 3 percent increase in new student enrollments. He recognizes that many at Western are aware of the demographic cliff and its impact, but he attended a conference two weeks ago in Washington, D.C. at which they shared some scary news in this regard. He related that the demographic cliff has been extended from 2023 through 2041, and a decline of traditional college-age students is expected in every state except for Texas. He noted that Illinois is predicted to experience the most drastic decrease at 32 percent of students aged 18 to 22 between now and 2041. Assistant Vice President Toomey stated that the pie has gotten smaller, and WIU needs to get a bigger piece of the pie that exists, but the question is how to focus on and do that.

Assistant Vice President Toomey explained that his short-term goal is to focus on stabilizing; he does not have the wild goal of a multi-hundred student increase next year but wants to stabilize first and grow within the environment and market that the university is currently in. He noted that WIU is also combatting a culture in which increasingly fewer students want to move further away from home. He thinks that students got accustomed to being closer to home and within their family unit during the Covid pandemic, and this has led to a national trend in which students are less likely to move farther away. He noted that as the West Central and Western Illinois population continues to decrease, WIU faces the added struggle of trying to encourage students to come to us. He added that these are not excuses but represent the challenges that must be confronted when thinking about the conversations or information that should be shared with prospective students.

Senator Hoge asked when the average high school student makes their college decision; he feels like by the spring of their senior year, the decision is already made. Assistant Vice President Toomey responded that it depends upon the student, but Admissions has moved up their decision timeline in response. He stated that formerly admissions decisions went out in October and November, but now it has been moved up to August and September because honors students and those who are highly motivated make their decisions in early fall. Assistant Vice President Toomey pointed out that financial aid also has to be factored in; the best and brightest students may want to come to WIU, but if financial aid and scholarships are not available to them that could change. He noted that the university is guided to a certain degree by federal financial aid processes which, for the last few years, have been a nightmare in terms of systems going down and resources not being available. He added that this is not an excuse but an understanding of what the landscape requires of the institution.

Assistant Vice President Toomey thinks that high school students generally make their college decisions in winter and early spring of their senior year. He pointed out that WIU is also at a point where they serve a non-traditional population comprised of a lot of first-generation students, and a good number of these students will commit to WIU over the summer because they tend to make their decisions later. He noted that this highlights the fact that Admissions does not shut down; Admissions representatives will talk to high school students in September of their senior year through the first day of classes in the following August. He added that they try to focus on students where they are at.

Senator Kovacs thanked Assistant Vice President Toomey for sharing the strategic recruitment plan because he has wanted to see it. He noted that although he has been at WIU 21 years, this is his first time serving on Faculty Senate. He observed that the strategic recruitment plan reads like "administrative speak," which is understandable, but he would like to know about some of the specific things being done differently than others in recruitment have done in the past when they were in Assistant Vice President Toomey's role. He knows from speaking with faculty across the campus that this question comes up, and he would like to hear about some specific plans for events, programs, or other things that have either already been done or are in the pipeline because faculty have been hearing about the enrollment cliff for a very long time. He added that while the strategic recruitment plan looks great, it is very similar to things he has heard or read in the past, so he would like to hear what unique, specific ideas Student Success has now.

Assistant Vice President Toomey responded that it sounds like Senator Kovacs is asking about the difference between a strategic plan and a tactical plan, and there are a number of big and small tactical changes being planned. He said that one example is that new or different scholarships are being offered on a larger scale; another is changing the viewbooks to be much plainer and more definitive so that when students walk up to a table they do not see another random picture of the campus. Assistant Vice President Toomey explained that he highlights this example in response to Senator Kovacs because of the importance of better collaboration with marketing and focusing on brand awareness. He noted that changes are evolving for the university's website, and when it switches over by next summer it will be important to have a recruitment focus and a tone that is phone-friendly and that students can respond to.

Assistant Vice President Toomey stated that there are big, small, and a variety of different tactics, but one that occurred just last week is the hiring of the university's first-ever admissions counselor for military-affiliated students. He noted that this has been recognized as a unique niche, along with freshmen and transfer students, so this newly-hired individual will make military-affiliated students their target audience. Vice President Schuch noted that Assistant Vice President Toomey is humble and a good person so might not point this out, but some of the things his office is trying are working; for example, there has been a 7.8 percent increase in freshmen acceptances the first time, which compares to a 25 percent decrease each year before this.

Vice President Schuch noted that besides aligning large things like marketing, there is an effort to redo the university's messaging. He recalled that in the past Student Success has really leaned into the message of "Come to WIU! You're going to have a really good, fun experience!" He thinks that, as a student affairs person, that is what students would want, but this message does not connect with today's students who instead are looking for messaging about return on investment and time to degree. He thinks some of the university's marketing is now starting to change and move in the right direction. Vice President Schuch pointed out that the pilot programs that Assistant Vice President Toomey works with are among the smaller tactical things that everyone needs to do; as Assistant Vice President Toomey works with the three departments on the pilot program for Slate, he asks about individual messaging, and faculty are coming up with that so that it is not Student Success coming up with those messages. He thinks these are the types of things that start to connect students and add to the 27 points of contact, which makes a difference.

Vice President Schuch does not think that people have talked about to this level, in the past 12 years that he has been at WIU, what campus visit days should really look like as an institutional effort. He noted that WIU's strength is its people, not the university's facilities at this point – except for the one beautiful, amazing building that everyone loves, the Goldfarb Center for the Performing Arts. He remarked that Assistant Vice President Toomey likes to say that "enrollment is job 1," and that really involves everyone putting their best foot forward, particularly on visit days, making sure to say "hi" to visiting students, stopping for a quick introduction. He asserted that no admissions ambassador will be frustrated if a faculty member stops a tour to introduce themselves because those types of things help recruitment. Vice President Schuch noted that, on the retention side of enrollment, it is important to have a focused effort from the entire university on things like "15 to finish." He thinks WIU needs to change students' mindset about protecting their GPAs, which is important but can lead to them not being able to afford to finish their final semesters, despite having really good grades, which has harmed the institution's graduation rates. He thinks it is important to change this environment.

Vice President Schuch is glad people are excited about Purple and Gold Points, getting involved with some of these efforts and attending events, and noted that the points are also available to faculty and staff. He said faculty and staff can earn the points with the hope that they are interacting with students while at these events. He thinks these are the kinds of things that start to move the needle in places where Student Success does not have a large bucket of money to do some of the other things that they would love to do.

Senator Kovacs understands about right-sizing in regard to enrollment goals, but he asked, as faculty are dealing with changes in class numbers and becoming a smaller institution in response to enrollment changes and challenges, how they should fight the perception that WIU is failing. He recently had a conversation with a friend who was in the region and talked a lot about WIU's enrollment; Senator Kovacs pointed out that there was a large class that just graduated and smaller classes currently, which is legitimate, but he thinks the perception in the real world is that the university is failing. He wonders how the institution manages to convey that WIU is legitimately trying to right-size while to the outside world it just seems like the university is dropping. Assistant Vice President Toomey said hardly a day has gone by where his office has not had to address the question of whether WIU is closing. Senator Kovacs thinks that question is ridiculous. Provost Mossman said he has spent plenty of sleepless nights and experienced frustration that the university cannot change this narrative, or that it is slowly changing rather than immediately. He noted that there are several initiatives directed at making sure that deans, school directors, the administration, faculty, and everyone at the university gets involved in the community to combat this. Provost Mossman has been told that five positive stories are needed for every negative story in order for the positive ones to stick, so the administration is working very closely with marketing to try to develop those narratives. He said the effort is to try to develop not just one campaign but for multiple positive stories to appear every day, profiling students, faculty, and the successes of the institution. He thinks it is important to accept that WIU is a

smaller institution and to move forward; he goes to the Alumni Council, will be speaking to the Foundation group this week about the two-college model, and presents at many events to make sure this is understood. He thinks it is really hard to change the negative news and recognizes that enrollment is always the story rather than the massive successes of students who graduate from WIU; the Carnegie designation of WIU as an opportunity university was a great story, but it does not stick in people's minds as much as the tenth-day counts, which is incredibly frustrating. He believes WIU is moving the needle, but he also thinks that sometimes the people who work at WIU do not see the version of WIU that perhaps students in other age brackets see.

Senator Kovacs does not think there is anything wrong if WIU ends up being a 4,000-student institution, but he just wondered if there are things that everyone can do to combat the negative thinking while WIU gets to its right size. He is confident that if the incoming class is small again, there will be the same headlines, even though everyone in the room understands why. Provost Mossman noted that President Mindrup talked about that when she visited Faculty Senate recently. Vice President Schuch related that he and Assistant Vice President Toomey did a 45-minute interview with two different news entities, and while one featured a three-page story with all the plans for WIU and some of the really positive highlights, such as retention rates increasing and Latinx freshmen retention rates being the highest they have ever been, the other featured a three-sentence story about the enrollment figures. He knows that people in this room have done some really good things this year and encouraged everyone to let the marketing people know when they hear these types of things. He noted that there is a form on the website that people have been using which will allow the university's marketing team to use these items in their overall marketing. Vice President Schuch stated that there has been a plan since ten days before the semester started involving rolling out good news, and he has seen positive things result from this. He added that marketing needs some additional news now that the bigger items, like the ribbon cuttings, are out of the way. He added that there are still great things happening but sometimes people simply do not know about them, so the more this type of news can be submitted, the better. He knows that directors do a great job letting the university know some of the good things happening within their programs, and if everybody does that, it helps.

Senator Hoge remarked this is probably his favorite thing to talk about and the main reason he volunteered to serve on Faculty Senate. He noted that there are two podcasting rooms in the basement of the Union in the Student Engagement Center, and tomorrow he will get trained to participate in a podcast for the School of Agriculture. He does not know who will listen to the podcast, but Agriculture students and faculty spend a lot of time traveling nationally. Senator Hoge stated that if an Agriculture student has zero Purple and Gold Points, the yield retention is 28 percent. He related that in Animal Science 112, at the beginning of every class he asks students to stand up and tell him what meetings are happening that week, their location, their start times, and what students can do differently than the previous week to become engaged. He said they talk about all of the ups, downs, concerns, perceptions, and realities. He related that Wednesdays are WIU Wednesdays, and if students want Senator Hoge to answer their questions they need to wear WIU gear. He agrees that faculty is the key and stated that for the 27 points of contact he only has to look at his own School of Agriculture. Senator Hoge spends exorbitant amounts of time recruiting; he hosts about 30 families every spring, taking them to eat, showing them around, and giving them individual tours. He recently attended Kewanee High School for a recruiting event and handed out stickers; afterward, a teacher sent him a picture of one of the high school students with a WIU sticker on his welding hat. Senator Hoge thinks these are the types of 27 points of contact that are needed. He also thinks that if faculty are asked to write ten postcards, they should write 15, as well as making calls, sending texts, and doing a Faculty Spotlight on a podcast. Senator Hoge suspects part of the problem is that only about 30 percent of WIU faculty say they are all-in while 70 percent think it is not their job, and he takes offense to that because he has spent so much time doing these types of things.

Senator Hoge thinks one thing that makes WIU different than other institutions is that Ph.D. faculty are teaching students rather than graduate students; faculty are the key who will either take the institution up the hill or down the cliff. His goal for Agriculture is still 400 students and believes if they never reach that number, they are going the wrong way. He noted that five new Ag vocators are meeting from 4:00-5:00 tonight to get trained, and they will be visible in the communities, telling Ag's story, and representing the WIU brand. He said that the School of Agriculture is looking for every opportunity to be not just regional but nationwide. He suggested that Assistant Vice President Toomey should stress that the key to WIU's success is faculty and ask faculty what they specifically are going to do to build their programs. He also thinks Psychology writing postcards is a great idea.

Assistant Vice President Toomey informed senators that from 2:00-4:00 p.m. on Thursday, November 19 in the third floor auditorium of Sherman Hall, his office will be stuffing admit boxes, and faculty are invited to participate; these swag boxes will be sent to the homes of admitted students. He said there will also be postcard writing at this event. He related that last year this was tried at the Sports Corner in an effort to engage the community, and each attendee was invited to write five postcards. He would like to have as many people as possible on November 19 writing postcards and signing them from the faculty member's department; then, as students are admitted over the next six or eight months, the postcards will be sent out to them as a personal touch. He thinks this is something that faculty, staff, alumni, and current students can participate in and come together for.

Chair McKenzie expressed her thanks to Senator Hoge, adding that his enthusiasm is infectious. Senator Hoge remarked that Agriculture holds open houses, and he finds the yield that results from a faculty member sitting down with a prospective student and their parents to be amazing because this is a totally different kind of engagement. He is concerned, though, because he used to be able to give a couple of tours to wow students and convince them to come to WIU, but he is finding that current students do want those 27 points of contact. He thinks that if a faculty member can sit at a table with a student or even just say hello to them, it can be a game changer; student ambassadors do a great job, but if this can be followed up with faculty-student engagement it can be a home run.

Senator Kovacs said he keeps hearing that faculty need to recruit and faculty do not want to recruit, but he actually thinks that a lot more faculty are actually recruiting than before and more than people realize, at least from the perspective of his department and new school. Senator Kovacs does a lot of recruiting by just talking about Western when interacting with college-age students in Peoria or elsewhere. He thinks that a lot of faculty are doing recruiting on the side but it does not come out because it happens in visits here or there or in small little conversations. Senator Hoge expressed agreement with this and thinks part of this results from the change from four to two colleges; he has noticed directors stepping forward with new leadership and thinks that the reorganization has rejuvenated everyone who is still at WIU. He suspects this is a result of great decisions, great timing, or both, but he feels as much positivity at WIU now as he did pre-Covid. He thinks the students and faculty who are at WIU are feeling momentum and need to foster it to change.

Provost Mossman remarked that over 100 faculty and staff volunteered for the First Four Fellows programs, volunteers who mentor a small group of incoming students as part of the First Four initiative, and he does not think that would have happened a couple of years ago, so there are a lot of positive signs. He warned, though, that everyone needs to stay consistent, and the university is starting to lose students because they are starting to hit a wall with homesickness and other factors. He hopes that everyone stays vigilant. He thinks one of the reasons the negative remarks are frustrating is because those who work at WIU can see a lot of positive momentum and want it to result in immediate yields. Senator Kovacs said he wanted to bring up the issue of the perception that faculty do not recruit because he somewhat takes this personally and sees a lot of faculty recruiting all of the time. Provost Mossman agrees that this is true and always has been. He thinks it is important to create the kind of culture where a faculty member, if that is their strength, can spend time

recruiting; similarly, if faculty enjoy service, Western has a lot of opportunities to serve on committees, and there is simultaneously a research requirement. He thinks everyone needs to constantly pay attention to the environment of the institution and really cultivate it.

Assistant Vice President Toomey remarked that he would welcome a coordinated effort. He agrees that there are a lot of faculty in a lot of individual schools that are doing outreach in different ways and sending out positive messaging, but he wonders how everyone can collaborate on this. He thinks things have been siloed for far too long and wonders how efforts can be coordinated to result in a more productive outcome. He noted that a faculty member might be able to answer a student's questions about a specific academic discipline but may not be able to answer follow-up questions about scholarships, where to live on campus, and how soon they can graduate. He thinks more coordination will be much more productive in the long run.

Senator Kovacs remarked that in his discipline of kinesiology/exercise science, the several faculty who are left in that area see and develop direct relationships with student-athletes. He and his wife, who is also a professor in this area, have at times been called to come in on the weekends to meet with recruits that these student-athletes have brought to Western. He thinks there are similar things that are happening across the campus that sometimes get lost, so he wants people to know that there is more recruitment going on than might be known, and the campus community should be happy about that.

Provost Mossman remarked that there are efforts underway to develop an ambassador program that would connect directly with Assistant Vice President Toomey's office and which would offer training for faculty and enable them to document these kinds of activities. He thinks that with the two-college system it will be a little easier to break down the different barriers that really impact communication; while the university is not there yet, progress is definitely being made.

Senator Allwardt asked what faculty can do and who they can reach out to when they are in a program that is more siloed than others. She noted that Social Work switched colleges and did other sorts of things but is not recruiting with anyone else. She has ideas to beef up their recruitment process, but she does not have prospective students and needs to know where to go next and who to talk to. Assistant Vice President Toomey responded that Senator Allwardt can start with him, or with Associate Provost Baker-Sperry from the academic side. He does not want faculty to think that big, monumental changes are needed; in some cases, it is small things. He related that on his first day on campus a year ago he walked into the Admissions Office in Sherman Hall and remarked how great it was that he had seen two busloads of students unloading to attend a musical event, but those he mentioned this to did not know that 110 high school students were on the campus, so they never got the names of one of those students who visited WIU that day. He recognizes that faculty are doing a variety of different outreach efforts, but he wonders how many faculty call Admissions to say that they talked to a student visiting over the weekend and give them the name and address of this prospective student so that it can be added to the database. He thinks a combination of small and big things is important at this point, and he hopes that coordination can begin from there and go forward.

Senator Baker remarked that faculty in the School of Music underwent training on Slate to create events and have one database for the College of Humanities, Arts, Sciences, and Education because Music has an enormous database of students that has up to this point just been theirs. She thinks this is really helpful because now when these students come to an event on campus there is a way to know that and have that student's contact information. She is not sure that faculty in general know that this type of Slate training is available to them and that it is helpful rather than scary.

IV. Reports of Committees and Councils

A. Senate Nominating Committee

1. Faculty Nominations

AD HOC COMMITTEES:

Ad Hoc Committee on Campus Accessibility
Josh Connor, Applied Clinical, Educational, & Professional Programs CBHCP

There were no further nominations, and the nomination was approved.

V. Old Business – None

VI. New Business

A. For the Good of the Body

Senator Mason remarked that she serves on the WIU Homecoming Committee and pointed out that there are lots of activities that faculty can sign up for on the Homecoming website. She noted that the door decorating contest is a fun activity to participate in, but there are others, such as the parade. She thinks the Homecoming website looks amazing and encourages faculty to check it out at: https://www.wiu.edu/homecoming/

Senator Mason announced that the student group for which she serves as advisor, the Council for Exceptional Children, goes to Washington, D.C. to advocate for special education and has brought back a lot of information. She said the students get to speak to Congressional members about needed legislative changes, and it is a big trip that they take every summer; about 250-300 individuals from across the nation attend this yearly event. She announced that this group of students will hold a workshop at 6:00 p.m. on October 20 in Horrabin Hall where they will share what they have learned; afterward, attendees will be provided with materials so that they can email their Congress members because special education is important for everyone. She observed that the needs are much bigger this year, such as not dismantling the Department of Education and sending special education to the Department of Health and Human Services. She added that the WIU students are excited about sharing what they learned and will also be presenting at a statewide conference that is coming up, so the more people that can attend this event to help them prepare for that, the better. She told senators to contact her if they plan to attend because there is an RSVP for the event.

Motion: To adjourn (Kovacs)

The Faculty Senate adjourned at 5:25 p.m.

Respectfully submitted,

Annette Hamm
Faculty Senate Office Manager and Recording Secretary