OPEN CAMPUS FORUM
NOV. 19TH, 4:00 PM, BROCK AUDITORIUM
Holiday Schedule – EKU Closed

Thanksgiving: Wednesday, Nov. 27 through Friday, Nov. 29
Christmas/Semester Break: Monday, Dec. 23 through Wednesday, Jan. 1, 2014
*EKU Employees Return to Work on Thursday, Jan. 2, 2014
Optimism is essential to achievement and it is also the foundation of courage and true progress.
At our first Convocation in August, as part of an effort to keep communication lines open and gather input from faculty and staff, the establishment of an online “President’s Suggestion Box” was announced.

The purpose of this venue today is to summarize where we stand in this endeavor while continuing to increase and strengthen the dialogue and relationship between administration and faculty/staff.
YOU SPOKE, . . .
(OVER 700 RESPONSES ON A WIDE ARRAY OF TOPICS)
### Count of Topics

- Regional Stewardship = 25
- Buildings = 12
- Marketing & Branding = 12
- Academic Programs = 8
- Academics = 7
- IT = 7
- Research = 7
- Athletics = 6
- Campus Life = 6
- Facilities = 6
- Parking = 6

### Count of Areas of Responsibility

- Administration = 54
- Academic Affairs = 33
- Student Success = 17
- Marketing & Branding = 12
- Regional Stewardship = 12
- ALL = 11
- President = 5
- Athletics = 4
- Development = 4
The Strategic Budget Reallocation provided the opportunity for administration to respond to many of your concerns and suggestions because of the available resources.
Total projected new revenue and reallocated funds for 2013-14 = $16,479,119
**STRATEGIC BUDGET REALLOCATION**

“SO, HOW ARE WE USING THE MONEY?”

**Investing in our People**
- Salary increase = $3,750,000
- Provost – new faculty lines = $1,469,843
- Salary backfill = $1,302,392
- New positions = $1,002,640
- Equity – faculty/staff = $1,050,000

**Total** = $8,574,875  

% of total use = 79%

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**Investing in our Programs and Places**
- Diversity scholarships = $275,000
- Institutional work-study = $100,000
- Bonds for capital renovations = $750,000
- Bad debt = $300,000
- Capital pool = $250,000
- President’s initiative = $200,000
- M & O = $384,247

**Total** = $2,259,247  

% of total use = 21%

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**Total use** = $10,834,122
...AND WE’RE ADDRESSING YOUR CONCERNS.

President

- Suggestion: EKU needs to become a tobacco-free campus.
- Solution: **IN PROGRESS** – A Task Force has been appointed to draft a policy and enforcement mechanism. Implementation is expected to be June 1, 2014.
President

- Suggestion: Continue and do more proactive maintenance on buildings, especially residence halls.
- Solution: **IN PROGRESS** – Have begun conversations regarding a facilities master plan to address capital priorities (Phase 2 of Science and CoE/Model), including residence halls.

- Suggestion: Adjunct faculty need to be appreciated more. They work almost an entire month at the beginning of every semester before they get paid and when they do get paid, it is nowhere near enough compensation for the time that they devote to their jobs.
- Solution: **COMPLETED** – The Board of Regents has approved Academic Affairs' and the President's recommendation to increase the compensation for part-time faculty up to a maximum of $3,200 per 3-credit hour course, depending on qualification. The increase will begin Spring 2014. The first paycheck can begin at the start of the semester if the contracts for part-time faculty are submitted early to Human Resources. Paychecks may still be delayed when waiting to determine whether the class will have sufficient enrollment to make.
STUDENTS FIRST!

Academic Affairs

- Suggestion: National searches should be conducted for vacant positions.
  
  - Solution: **ON-GOING** – All tenure-track faculty lines are filled through national searches.

- Suggestion: Center for Appalachian Studies should be revived immediately so as not to lose EKU’s identity and strong regional position as an academic and scholarly leader in the field, and report to an academic chief or Dean of University Programs.
  
  - Solution: **ON-GOING** – The coordinated and renewed emphasis in Appalachian Studies is now in the Center for Appalachia Regional Engagement and Stewardship (CARES) and reports to the Dean of University Programs.
Academic Affairs

- Suggestion: Arts and music are core areas of a liberal arts campus and seem to have been de-valued here.

- Solution: **ON-GOING** – Increased opportunities are being given for the Department of Music to use the EKU Center for the Arts. The Theatre Department has the opportunity to use the EKU Center for the Arts Black Box. National searches have been used to hire directors. Marching Band has received additional resources.

- Suggestion: Chairs and deans need a more transparent and accountable review process that includes faculty input.

- Solution: **ON-GOING** – Increasing transparency and improving processes at the department, college, and university level is an on-going process.
Finance and Administration

- **Suggestion:** Provide lighting above/close to the bike racks for more clear visibility at evening time.

- **Solution:** IN PROGRESS – In addition to their potential use as bus stop shelters, an idea being discussed is turning the smoke shacks into bike shelters.

- **Suggestion:** Create better signage and an updated campus map.

- **Solution:** IN PROGRESS – There is currently a program underway to replace all street, lot, and building signs. Mapping GIS project work being launched and led by IT. GIS linked to maps would also aid in self-guided tours.
Finance and Administration

- Suggestion: Maximize energy savings with demand conservation for lights, computers, and insulated windows/doors.
  
  **Solution: COMPLETED** – The University is partnered with Siemens Building Technologies for an Energy Savings Performance Contract (ESPC). New state requirements for LEED certification will address green building requirements and energy conservation.

- Suggestion: Be more cooperative with off-campus groups, both in availability and pricing, of facilities.
  
  **Solution: IN PROGRESS** – Because costs are associated, exploring idea of tiered fee structure.
Finance and Administration

- Suggestion: How do we plan on improving the Campus Beautiful?
- Solution: **ON-GOING** – We have placed new planters outside of the Burrier Building and fixed the heating system inside the Roark Building. Also, we will be updating the fencing on campus in the near future.
Enrollment Management and Marketing

- **Suggestion:** EKU needs to do a better job advertising itself and increasing its visibility with students.
  - **Solution:** ON-GOING – Sponsoring highlights of HS football and basketball games on WKYT and TV advertisements during several highly-watched college football games.
  - **Solution:** ON-GOING – Increasing allocation for TV advertising to promote Spotlight Day open house events with a call to action on the closing billboards.
  - **Solution:** ON-GOING – Expanded advertising via iHigh.com’s high school sports network and KHSAA.
  - **Solution:** ON-GOING – Print ads strategically placed in the Lexington Herald-Leader, the Kentucky Monthly college guide, the Kentucky Living college guide, and other publications in Louisville and Cincinnati, among others.

- **Suggestion:** EKU needs to place more attention on academic advising and faculty mentoring.
  - **Solution:** ON-GOING – Continuing to implement the Student Success Collaborative which identifies critical success markers for student progress and an advising platform so that advisors can more effectively work with their advisees.
Suggestion: EKU needs to recruit more local students.

- Solution: **ON-GOING** – Repeating the Madison Central Day for MCHS freshmen.
- Solution: **COMPLETED** – The Assistant Director for Recruitment is now the lead recruiter for Madison County schools.
- Solution: **ON-GOING** – In addition to the 476 Madison County seniors who had their ACT test scores sent to EKU, we purchased test scores for an additional 333 students who had not sent us their test scores. 100% of these students will be treated as inquiries and have been sent a Senior Viewbook.

- Solution: **IN PROGRESS** – We will increase our visual presence in the high schools by preparing “I’m a Proud Colonel” door cards for all teachers and administrators in all the high schools to connect students with our alumni.
- Solution: **ON-GOING** – We will continue to recruit EKU Dual Credit students and seek ways to conduct special outreach to these students and AP students.
Campus Life

- Suggestion: Come up with a comprehensive strategy to get students to stay on campus during the evenings and weekends.

- Solution: **IN PROGRESS** – Housing staff will work with the RLC Weekender Committee to survey residence hall students about the type of events they would like to participate in on the weekends. A study will also be conducted to determine how many of the on-campus students feel they are needed by family members at home and how many are working at off-campus jobs on the weekends.

- Suggestion: Advertise Student Food Pantry to students, faculty, and staff.

- Solution: **IN PROGRESS** – Location and preliminary process for providing food to needy students has been designed and an assistant director to oversee the Office of Community Involvement & Volunteerism is currently being sought to fill the vacant position. Once the position is filled, the Food Pantry initiative will take precedence.
Campus Life

- Suggestion: EKU needs to better control tailgate parties, the music that is played, etc.
  - Solution: IN PROGRESS – Interim changes to the Tailgating Policy have been implemented. Entire policy will be reviewed in January 2014.

- Suggestion: Create a buzz on campus with more themed events.
  - Solution: IN PROGRESS – An Assistant Director for Student Life is in the process of being hired to fill the vacant position. Themed events will be part of new initiatives taken on by this person.
## Athletics

- **Suggestion:** Athletics should not be subsidized by tuition dollars.
  
  **Solution:** **ON-GOING** – EKU is very similar to other Division I FCS athletic programs. The national average for University/Student financial support of athletics is 85% and EKU Athletics receives a similar level of support on its $11 million dollar budget.

- **Suggestion:** EKU needs a nutrition/training table.
  
  **Solution:** **ON-GOING** – EKU Athletics has enlisted a nutritionist as a consultant. We also plan to talk with Aramark about providing a larger variety of low-fat, non-meat alternatives for all students. We do not have plans to institute a training table specific to student-athletes.

- **Suggestion:** Play the new scoreboard in football for third downs.
  
  **Solution:** **COMPLETED** – We played music and a PA blurb when our defense was about to play on third down. We also used the new video board in many ways, including the enhancement of the band’s half-time performance on November 2.
Athletics

- **Suggestion:** Increase programs and activities for students at athletic events.
  - **Solution:** IN PROGRESS – We continue to do more and more, including multi-level diverse activities at football, sponsoring pre-game events at the football tailgate for students, and several new ideas planned for basketball season.

- **Suggestion:** Stop international recruiting of student-athletes.
  - **Solution:** COMPLETED – We will not comply with this suggestion. Our international student-athletes add to the diversity of the University and are a vital part of the education of our students.
Regional Stewardship

- Suggestion: Encourage students to walk downtown and be a part of the city. Let's make sure there are inviting sidewalks to Main St. For example, notice how dangerous it is to walk from the ravine to Main St. The sidewalk just abruptly ends at Madison Middle School.

- Solution: IN PROGRESS – There has been a joint city/University working group established to discuss access to downtown and improvement of the town/gown relationship.
Regional Stewardship

- **Suggestion:** Show kindness and compassion for the region and the people, take on the tough issues, speak and walk the language of hope.

- **Solution:** **COMPLETED** – EKU is fully engaged in the region. A new focus is being put on regional stewardship and Dr. Benson is working with the SOAR (Saving Our Appalachian Region) initiative to help better serve the region.

- **Suggestion:** How does EKU use the Blue Grass Army Depot?

- **Solution:** **IN PROGRESS** – EKU leadership will be meeting with the BGAD this week to discuss partnerships, utilization of the chemical demilitarization plant, and any other ideas that might benefit both the BGAD and EKU.
THE POWER OF MAROON!

Development

- **Suggestion:** Provide annual information for budget planning. If there are problems that need to be addressed in order to stay within budget, do so immediately
  
  - **Solution:** **COMPLETED** – Confirmation of all current Foundation funds is always available by contacting the Office of Development electronically or by phone.

- **Suggestion:** Utilize the Foundation’s endowments and openly report their performance to those who need to know.

  - **Solution:** **COMPLETED** – Annually audited reports of all Foundation accounts are made available to all appropriate constituent groups.
Development

- Suggestion: Dedicated endowments should be handled differently from general donations to the Foundation. They should not have to carry the same percentage of overhead and management charges from the Foundation as those funds that require fundraising and travel efforts that do not benefit those established funds.

- Solution: **COMPLETED** – Most university foundations charge a small fee to offset the cost of operation. EKU has been delayed in implementing this common practice. Fees may be charged annually once a Foundation account has been established.
University Counsel

- Suggestion: Procedures for Open Records requests should be streamlined, specifically with respect to EKU salaries.
  - Solution: COMPLETED – Annual budget, with all employee salaries, is posted on EKU website and also published in various online newspaper databases. UC will ensure Library still has hard copy. However, Open Records requests must come through one office to ensure that responses are in compliance with law and responded to within 3 days.

- Suggestion: Use of faculty/staff tuition waiver to pay Model tuition.
  - Solution: COMPLETED – Would not be in compliance with KRS, University policy, and best ethical practices.
THANK YOU FOR CARING ABOUT OUR UNIVERSITY

- Questions?
- Comments?
- Concerns?

- We look forward to continuing this process of listening to what it is YOU have to say and working towards what is best for YOUR University.