

TO: Faculty Senate
FROM: Joanne K. Glasser
DATE: February 28, 2007
RE: March Faculty Senate Report

I appreciate the opportunity to provide this report to the Faculty Senate. The following are my updates for March:

SACS Update

The next six weeks will be spent in final preparation for the SACS on-site visit April 10-12. The QEP was reviewed by the University Community through January 18 and the final copy was mailed to the SACS on-site team on February 27. Additionally, ECU submitted this week the Focused Reports for the Compliance Certification and all other related materials. In March, individuals who will be directly involved in the site visits will attend an Orientation. However, the team can request to talk to anyone on campus so we encourage you to become familiar with the QEP. (Posted on the website). During March, the university community is invited to discuss the impact of the QEP. Discussion questions will be circulated through a variety of venues. We look forward to welcoming the on-site team to campus and to working with them to achieve reaffirmation of our SACS accreditation.

Progress under the Strategic Plan

The Strategic Planning Committee recently concluded final assessment of the 2003-2006 strategic planning cycle. A final progress report was submitted to the President and Provost and is accessible at the Office of Institutional Effectiveness website. This report includes a summary of institutional progress based on the key performance indicators included in the plan.

Key successes for the previous planning cycle are:

- Significant technology enhancements (e.g., use of technology in the classroom & new faculty computers)
- Key advancements in salary equity for faculty (the 2006-2010 plan will include continued emphasis on faculty and staff equity issues)
- Key advancements in funding and resource development (i.e., deferred maintenance budget and spending, establishment of an unrestricted budget reserve and a \$4,000,000 contingency fund)

Key opportunities to be addressed during the 2006-2010 planning cycle are:

- Enhance the diversity of our university community
- Focus on student learning assessment and use of data for continued enhancement of academic programs
- Continued pursuit of relevant and timely data to effectively measure our progress toward national distinction as a leading comprehensive university focused on students and learning

Dissemination of BEACON Program Information to Faculty

As I shared with you in my February report, ECU has launched a bold, new financial aid program that widens our safety net to reach those students and families least able to finance a college education. On March 5, ECU faculty will receive additional information on this new BEACON Program and CPE's "Brain Gain" report. The CPE's report, which is being provided as a supplement to my report, shows that Eastern Kentucky University has the highest percentage of postsecondary graduates who remain in Kentucky of any public institution and that ECU is offering academic programs that serve the Commonwealth's needs.

Your assistance in sharing the financial aid available under the BEACON Program with your current students and any prospective students you may meet is greatly appreciated.

Recruiting Highlights

- As of February 26, 2007, we have received 5,065 applications for admission and have admitted 3,032 new first-year students for Fall 07.
- Spotlight on Saturday, Feb 24th hosted 475 participants. We truly appreciate the faculty and academic departments who helped make this a very successful day.
- The last Spotlight day of the year will be Saturday, March 24th.
- The first round of Spring Prospective Student Receptions in six different areas in Kentucky and Ohio is complete, and four more are scheduled for this term. Faculty and college-based efforts in these receptions are also key and are greatly appreciated.
- As part of our broadening national student recruitment effort, ECU recruited students at National College Fairs in Atlanta and Detroit. It is our hope that this increased national recruitment effort will also enhance diversity on-campus.

State Appropriates Funding Model and Capital Projects for the 2007-09 Biennium

The Council on Postsecondary Education, in conjunction with input from the public institutions, will be formulating, over the next several months, the funding model requesting state appropriations for the next biennium. In addition, the CPE will make recommendations for capital projects. We will continue to work with the CPE and closely monitor the activity in these areas.

University Advancement and Capital Campaign Update

As I shared last month, a tremendous amount of the last four weeks has been spent traveling around the country advancing our capital campaign. During February, alumni events were held in Texas, Tennessee and several sites in Florida and campaign visits were also coordinated with key prospects in the various regions. Our schedule of events and visits for the coming months is currently being finalized as we undertake an aggressive approach to engaging alumni and friends in the life of the university and seeking support for the many needs across campus. Additionally:

- We continue to be very pleased with the progress of the Spring Phonathon and Annual Fund Efforts. Our student callers, as well as our direct mail efforts, are focusing on both increasing overall support as well as alumni participation.

Likewise, we are placing considerable emphasis on securing class gifts from this year's reunion classes;

- The schedule is nearly complete for this year's Alumni Weekend. Many alumni are making plans to attend, especially for our induction of this year's class of honorees into our Alumni Hall of Fame. The Alumni Banquet and Induction Ceremonies will be held on the evening of Saturday, April 28th. Should you need information about this year's Alumni Weekend Activities, or would like to attend the Alumni Banquet and Induction Ceremonies on the 28th, please contact the Office of Alumni Affairs at 622-1261;
- Planning is already well underway for Homecoming 2007 scheduled for October 19th and 20th. If your department or student organization would like to participate any special Homecoming activities, please contact Jackie Collier at 622-1261; and
- As I shared last month, the newly redesigned alumni magazine, *Eastern*, will be unveiled later this month. Much effort has gone into the redesign efforts so that we can better engage our nearly 120,000 alumni. I hope you will find the new magazine provides a fresh look to our campus updates and alumni features. Should you have any questions concerning our alumni magazine, please contact Marc Whitt in the Office of Public Relations and Marketing at 622-8615.

Thank you for your continued commitment and dedication to ECU.