

APA Executive Board Meeting Minutes
Friday, October 12, 2007
Bernhard Center Faculty Dining Room

The meeting was called to order at 11:35 am.

ROLL CALL

Present: Angel, Broomell, Cole, Emmert, Glock, Hunt, Kurtz, McLaughlin, Metoyer, O'Bryan, Odehnal, Oole, Ramlow, Scrivener, VanDyken, Wicklund

Excused: Ciccantell, Fuller, Seth

MINUTES – 9/14 Meeting Minutes Approved

PRESIDENT'S REPORT

- Budget Update
 - 1.9 % state budget cut was not returned
 - 2% state budget increase did not happen
 - Neither of these were planned for in the budget
 - Enrollment slightly higher what was budgeted
 - \$5.5 million operational deficit will be covered with one time savings, unfilled positions, etc.
- Traffic Problems
 - Many students treat the entire campus as a pedestrian walkway
 - Cell phone use while walking and driving is hazardous
 - Let the driver beware
- Inauguration plans have not yet been finalized
- Convocation scheduled for October 25 at 3:30 pm at Dalton. Distinguished Service Awards will be presented to:
 - John Benson – Spanish Faculty
 - Rob Pennock – Miller Auditorium Associate Director
- Human Resources
 - Faculty online hiring process goes live on November 5
 - Lack of communication plan with entire campus was addressed. H/R will revisit a plan to improve communication – possibly with a monthly newsletter.
- Branding Campaign
 - New marketing plan concepts may be previewed from 3:30-4:30 pm at Schneider Hall.
 - See New Business for more discussion on this topic.
- Insurance Rates
 - APA insurance rates have been raised to meet those of AAUP
 - AAUP rates were increased by 5%, APA rates were raised by 15%
 - Lowell Rinker stated at a September meeting that they would NOT try to re-coop last year's insurance increase.
 - AAUP received a 3% raise last year and a 3.25% raise this year while APA/PSSO eligible employees received only a 2% increase this year.
 - McLaughlin is composing an e-mail to Rinker to address this issue.

MINUTES

VICE PRESIDENT'S REPORT – no report

TREASURER'S REPORT

- September 2007 report approved

CORRESPONDING SECRETARY'S REPORT - no report

SECRETARY'S REPORT –

- APA website
 - Hunt, Kurtz, Seth and Wicklund met to design the new home page layout which may be viewed at www.wmich.edu/apa/new.
 - Committee membership and leadership to review content by area by November 5. Content will be reviewed and added to the new site. Matt Newton, ATIS student, is building the initial site and will train an APA member to maintain the site upon completion.
 - Lynda Hunt volunteered to maintain the new website

COMMITTEE REPORTS AND DISCUSSION

- Compensation
 - 5 day bereavement leave is effective immediately
- Professional Development – upcoming Lunch and Learn opportunities!
 - November 5 – Greg Rosine will present the new marketing campaign from 12-1 in Room 157-159 in the Bernhard Center
 - November 13 – Keith Hearit will present the Western Edge in the Faculty Dining Room
- Special Events
 - 20 members enjoyed the October 5 event at the Kurtz residence
 - United Way Rally – October 17 from 11-2 pm in the Bernhard Center Ballroom
 - Baseball Theme – wear a baseball jersey and cap
 - \$1 hotdogs, FREE BEER (root beer), popcorn and peanuts
 - 13 agencies will be represented
 - Raffle prizes
 - October 20 – Homecoming - APA Tailgate prior to the game. Tent will be located near the EWB building on the Oakland Campus. Tailgate 11:30-1:30 pm. Game begins at 2:00 pm. ** Reminder: No glass or non-Coke products allowed.
 - November 16 beginning at 5:05 pm at the University Roadhouse – join us for Game Night. Up to \$100 was approved toward the cost of appetizers. Cash bar available.
 - United Way Celebration – November 19 from 3-4 pm in the President's Dining Room. Prizes will be drawn from list of names who have turned in pledge cards.

M I N U T E S

- Special Events continued
 - December 14 Holiday Event at the Richmond Center
 - Tammy Boneburg and Jeanne Baron designed the invitation
 - Event will be free to APA members and \$5 for guests
 - APA members will receive printed invitation and all APA eligible will receive e-mail
 - Due to high cost of printing – 4 members volunteered to split up the printing of the invitations for APA members in order to save the expense to the organization
 - The following special guests will be invited to the event: Dr. and Mrs. Dunn, Lowell Rinker, Bob Beam, Jan Van Der Kley, and Felicia Crawford along with their spouses.

OLD BUSINESS

- Care packages in the dorms project has been rejuvenated by the WSA

NEW BUSINESS

- Branding Campaign
 - Where did the number 230 come from? **There are a total of 237 undergraduate and graduate programs available to choose from at WMU**
 - Billboard campaign will run from Oct 15- beginning of December and then from January – March
 - Concept samples available at www.wmich.edu/branding/
 - Comments and feedback will be prepared for Greg Rosine
 - Too “horsey”
 - Too unsophisticated
 - Michigan’s Western University
 - Where are the academics?
 - Focus not on athletics
 - Will this be the long term campaign concept?
 - Admissions site needs to be spruced up
 - Different (simpler) URL for admissions only
- Pink Letter – discussion about the mysterious letter supposedly from faculty and staff members addressing their thoughts about Dr. Dunn and his assistant was distributed on campus. Michele has addressed this matter with Dr. Dunn as APA has no knowledge of the origin of this letter and took no part in the writing of this document.

M I N U T E S

- WMU Sunseeker
 - This project is completely run by volunteers
 - WMU is one of three schools that has always entered and finished the race
 - Engineering students design and build the vehicle with the assistance of two faculty members
 - US Government used to fund the races but funding was taken away
 - Toyota is sponsoring the upcoming race from Tulsa to Winnipeg to Calvary
 - The University Foundation has provided \$75,000 this year but this is not nearly enough funding for the project
 - Sue Oole suggested that APA members team up to coordinate volunteers for the Sunseeker project which is in need of the following
 - Fundraisers
 - Medical Staff
 - Weather Staff
 - Marketing & Public Relations
 - Race Day Help
 - Contacting Alumni
 - Travel Arrangements
 - This program needs the support of students, faculty and staff to add consistency to the program
 - This item will be discussed further at the next meeting

ANNOUNCEMENTS/OTHER

- Upcoming Miller Auditorium programs
 - CATS - November 2 & 3
 - American Indian Dance Theatre – November 6

The meeting was adjourned at 1:30 pm.

Respectfully Submitted,

Faith Wicklund
Recording Secretary