Western Oregon UNIVERSITY

DATE: 30 APRIL 2018

TO: PRESIDENT REX FULLER

FROM: UNIVERSITY BUDGET COMMITTEE

RE: FUNDING RECOMMENDATIONS

OVERVIEW

On 16 March, the President's Cabinet provided the University Budget Committee (UBC) with funding recommendations for 36 initiatives. While 26 proposals were ranked as Tier 1 by the Cabinet, only 13 of the Tier 1 recommendations required UBC review and recommendation. The 13 remaining Tier 1 proposals had either already been funded (e.g., athletic drainage field and Acolog software suite) or would be funded without UBC involvement (e.g., Willamette Promise and PERS). Additionally, UBC was given the opportunity to make recommendations for non-Tier 1 proposals.

UBC met and discussed proposals over a four-week period, and the process included (1) presentations by sponsors of the five most sizable funding requests; (2) an online forum for UBC members to raise questions, share concerns, and articulate arguments; and (3) the opportunity for UBC members to complete individual post-review funding recommendation forms.

Priorities that emerged from discussions and recommendations include the following: accountability mechanisms, revenue generation, affordability for students, and high-impact student engagement opportunities.

RECOMMENDATIONS

Budget recommendations are listed below for the 13 Tier 1 proposals, along with 3 additional non-Tier 1 initiatives. While all of the initiatives are valued, the funding adjustments that are recommended for the recurring initiatives are of prime concern. Additionally, UBC would like to request that accountability mechanisms are put in place for all funded proposals.

Post-review recommendation forms were submitted by 15 of the 17 voting UBC members. Aggregate and qualitative data are available to supplement this report. Please note that only when the Cabinet and UBC funding recommendations do not match for a proposal, the row is highlighted and rationale is provided.

INITIATIVES: ONE TIME

Initiative	Cabinet Recommendation	UBC Funding Recommendation
Quasi Endowment	$1,000,000	Full Funding

INITIATIVES: RECURRING

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
WOU Salem Presence	$100,000	$250,000

Rationale: UBC is unanimous in its recommendation for full funding, as the WOU Salem Presence proposal targets new markets for WOU, which is critical. To ensure success, UBC underscores the need for marketing to begin immediately.

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
Initiative Fund	$1,000,000	$700,000

Rationale: UBC recognizes the value in making funds available to support innovative, revenue-generating initiatives; however, concerns were expressed regarding the sizeable amount of funds in tandem with a need for accountability. Additionally, UBC views this initiative as the ideal source for funding other initiatives, like Salem Presence, above the Cabinet-recommended levels.

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
Athletic Scholarships	$150,000	$300,000

Rationale: UBC desires to make a direct impact on affordability for students. Additionally, athletic scholarships will generate revenue, increase visibility, and expand recruitment range.

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
Formation of Community Relations Division	$225,000	$200,000

Rationale: While UBC recognizes the potential for revenue generation, 33% of UBC respondents prefer to fund one gift officer and one marketing coordinator, with a plan for reporting corresponding revenue generation and possibly funding an additional position at that time.

OPERATIONAL NEEDS: ONE TIME

Initiative	Cabinet Recommendation	UBC Funding Recommendation
Campus Supplies for Emergency Preparedness	$78,000	Full Funding

OPERATIONAL NEEDS: RECURRING

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
Academic Program Seven-Year Review Costs	$25,000	$34,000

Rationale: Because program review is required for accreditation and program improvement, UBC recognizes the need to support fiscally the cross-campus, cyclical, and ongoing process.

Initiative	Cabinet Recommendation	UBC Funding Recommendation
International Student Support Specialist	$70,930	Full Funding
Multicultural Student Services Asst. Director	$67,670	Full Funding
Public Safety Officer	$60,000	Full Funding
On-Campus Internships	$30,000	Full Funding
Transfer Recruitment & Advising Operations	$12,000	Full Funding

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
ODS Student Worker Wage Increase	$10,000	$11,000

Note: Twelve of the 13 respondents shared the Cabinet's recommendation; one member recommended funding at $21,722, which accounts for the funding deviation.

NON-TIER 1 PROPOSALS: UBC REQUEST FOR PRESIDENT'S RECONSIDERATION

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
Campus License for Qualtrics Software	$0	$12,000 (one time)

Rationale: The license will benefit students, faculty, staff, and administration and enable one of WOU's most popular academic programs to move fully online, which will increase enrollment and revenue. 100% of UBC respondents supports one-time funding, with the understanding that UTC will navigate and monitor the process starting next year.

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
Digital Media and AV Support	$0	$64,000 (recurring)

Rationale: Nine UBC members recommend funding classroom support and the digital production studio, as both play critical roles on campus and are currently understaffed.

Initiative	Cabinet Recommendation	UBC Funding Recommendation: Mean
Student Engagement Initiatives	$0	$19,000 (recurring)

Rationale: Six UBC members recommend creating a fund for student engagement activities, like presenting at national and regional conferences, which directly support students and enhance their college experience and post-graduation opportunities.

NOTE REGARDING BARGAINING

UBC has no opinion regarding negotiations and expects that its recommendations will not affect the bargaining process.